IOWA PEOPLE LIVE WITH RADIO!

One of the reasons why radio is so productive in Iowa is that listening is more than leisure-time entertainment. Our people live with radio. The 1950 Iowa Radio Audience Survey reveals that except for Sundays, less than half of all Iowa home listening takes place in the living room! Here are all the figures:

### Daily Use of Sets Located in Different Rooms

<table>
<thead>
<tr>
<th>Percentage of Sets Used at Some Time during Day</th>
<th>Typical Weekday</th>
<th>All Diary Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>If located in Living Room</td>
<td>95.0%</td>
<td></td>
</tr>
<tr>
<td>If located in Dining Room</td>
<td>99.3%</td>
<td></td>
</tr>
<tr>
<td>If located in Kitchen</td>
<td>95.8%</td>
<td></td>
</tr>
<tr>
<td>If located in Bed Room</td>
<td>75.5%</td>
<td></td>
</tr>
<tr>
<td>If “Moved About” or “Other”</td>
<td>91.3%</td>
<td></td>
</tr>
</tbody>
</table>

Extra sets help explain this “all-over-the-house” listening; 48.8% of Iowa’s radio-equipped homes now have two or more sets! The chart in the next column (from the 1950 survey) shows that these extra sets get intensive listenership.

The net result of all this is that the average Iowa radio home listens a total of 13.95 “listener hours,” weekdays . . . 15.59 “listener hours,” Saturdays . . . and 13.52 “listener hours,” Sundays!

WHO continues to get far and away the greatest share of Iowa listening, thus continues to be one of America’s great radio buys. Write for all the facts today, including your free copy of the 1950 Iowa Radio Audience Survey.
Look at television in the WHAS tradition
...and what's happened since last March

The market is BIGGER!
...yes, 200% bigger! When WHAS-TV went on the air last March, Louisville TV homes totaled 25,000. The count right now is more than 75,000.

The programming is BETTER!
WHAS-TV brought to Louisville a new high level of local programming...including such important WHAS-TV shows as T-Bar-V Ranch, Sportraits, Square Dance, High-Varieties, Guest Book, Walton Calling and The Herbie Koch Show. To these add the fine CBS shows off the cable and you see why Louisville viewers look first to WHAS-TV for television entertainment.

The schedule is LONGER!
With the arrival of the coaxial cable in Louisville, WHAS-TV doubled its operating time. Starting in the early afternoon, 7 days a week, WHAS-TV now offers an outstanding lineup of local shows with a real Kentuckiana flavor...plus the all-star array of CBS-TV programs. Check with your Petry man now for availabilities in local participations and network adjacencies.

Basic CBS interconnected Affiliate

Serving a market of more than 75,000 television homes

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

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

Announces

The Opening of a

PHILADELPHIA

OFFICE

ROBERT S. DOME
Manager of Headley-Reed Company
Philadelphia Office
1216 Lincoln Liberty Bldg.
Locust 4-0678

Former President ROBERT S. DOME COMPANY
Radio Station Representatives
Manager of FORJOE & COMPANIES Philadelphia Office
Account Executive, COX and TANZ
REUBEN H. DONNELLY CORPORATION
PROCTER & GAMBLE

HEADLEY-REED COMPANY
Radio and Television Station Representatives.

New York · Chicago · New Orleans · Detroit · San Francisco · Hollywood · Atlanta · Philadelphia
SLIDE-RULE specialist can’t believe his own digits as computation points to 1950 national radio spot income being “ratio of this world,” perhaps up 15% to $130 million.

THERE’S LITTLE likelihood that CBS will take on affiliates of other networks because of the current rate reduction furore. Few years ago there were reports of imminent “station raids” because of migration of top NBC programs to CBS. They didn’t materialize. CBS attitude is that such shifts can only lead to strife on other fronts.

“VICTORY” model TV sets to start appearing as metal gets scarce, with manufacturers taking off fancy trim, panels and nameplates. Sharp cuts being made internally, including built-in antennas, with U.S. officials and setmakers cooperating to keep electronic industry active and conserve metal.

APPOINTMENT by Joseph H. Short of straight-line newsmen to his White House Press secretariat does not mean that he is not cognizant of importance of radio-TV. New Presidential secretary feels there’s no present necessity for expansion of press or member TV newsmen always have cooperated admirably on any special problems. He intends to rely upon such voluntary assistance from both network and radio-TV “spectacles” covering White House-Washington.

SAMPLE COLOR TV cable rates reported filed with FCC by AT&T pending submission of official color tariff. It’s understood rates may be in about this range: Cable rates unchanged, but with extra station connection charge of $450 for CBS color in addition to regular monochrome charge of $500; special use basis to add $250 plus $10 per hour to monochrome charge of $200 plus $10 per hour.

FOLLOWING DISCLOSURE of proposed legislation for control of “electromagnetic waves,” relating to possible silencing of radio-TV operations in event of imminent air attack, both FCC and military authorities were surfeited with plans and projects to accomplish desired result with minimum disturbance of operations. Plans for duplicating AM assignments to distort signals and confuse possible air invaders using radio beams for “homing” have been conveyed both orally and in writing.

TEMPERATURES which rose with announcement that United Paramount Theatres was negotiating $45 million loan—on theory that oft-reported efforts to buy ABC were near fruition—plummeted with later disclosure last week that plans is marked for refinancing program. Latest reports indicate both Paramount Theatres and Paramount Productions (both created in divestment move following Supreme Court anti-trust decision) have shown interest in ABC, but that no deal is on horizon.

IT’S STILL in negotiating stage but chances are NAB, RTMA and baseball leaders will hold conference in January to work out common problems.

BROADCASTING

Upcoming

Jan. 11-12: Canadian Broadcasting Corp. Board of Governors, Montreal.

(Other Upcomings on page 85)

Bulletins

COLGATE-PALMOLIVE-PEET (Cashmere Bouquet soap) through Sherman & Marquette, New York, starting one-minute daytime radio spot announcement campaign Jan. 2 in 60 markets. Contracts for 90 weeks.

LITIGANTS PLEASED WITH COLOR DECISION

ALL SIDES found favorable aspects Friday in three-judge federal court’s 2-to-1 decision which disaffirmed recent FCC decision against adoption of CBS color TV system but banned commercial operation pending decision by U.S. Supreme Court (story page 61).

FCC and CBS showed more elation, but RCA maintained that “by staying the execution of the [FCC decision] until it has been subjected to further review by the U.S. Supreme Court, the court has clearly indicated its awareness of the great stake at stake.”

RCA reiterated that “an incompatible system actually is an ‘unready’ system whose ‘tremendous cost’ should not be ‘saddled’ on public. ‘We will, of course, appeal the decision, confident that the Supreme Court will recognize that the public should not be denied compatible color television,’” RCA said, adding that in meantime it will continue work on its composite, all-electronic color technique.

CBS President Frank Stanton called decision “a great victory” which “completely” sustained FCC’s “adoption of the CBS system as the best and most practical means of bringing color television to the public.” He said “there is no question in our minds that the Supreme Court will also uphold the Commission order, if RCA insists on carrying its case further. In any event, we are now assured that the matter will finally be disposed of within a few months.”

FCC, with FCC Comr. Frieda B. Hennock absent and not participating, issued statement saying it is “highly gratified” and that decision “clearly settles the question of whether or not the Commission exceeded its authority and acted capriciously . . .” FCC also called it “a great victory,” and voiced confidence Supreme Court will make temporary restraining order and uphold dismissal of RCA’s complaint, “thus ending the controversy.”

LUCKY STRIKE, CBS DICKER

LUCKY STRIKE through BBDO, New York, negotiating with CBS-TV for possible transfer of its television version of Hit Parade currently on NBC-TV.

ANTENNA SITE rule changes made final by FCC Friday. They call for regional aeronautical hearings on site objections and involve other modifications substantially as proposed [BROADCASTING • TELECASTING, May 29].

Business Briefly

SUGAR SPOTS • National Sugar Refining Co. (Jack Frost) to start spot announcement campaign Jan. 16 using radio and television. Agent, Young & Rubicam, New York.


NO TAX ‘CRACKDOWN’; COMPROMISE BILL SET

NO INSTRUCTIONS as yet to Internal Revenue Bureau agents to “crackdown” on “unnecessary” or “extraordinary” expenses such as institutional advertising by corporation because of promised higher tax rates, understood Friday. But because of high tax period, agents expected to watch carefully for splurges in deductible expenses in profit-loss ledgers because enforcement possibly “slightly” tighter than in World War II. Treasury tax experts report few violations during last war.

Compromise corporation tax bill to raise $8.3 billion, higher than either Senate or House versions, adopted by conference Friday. Bill carries 2% increase in corporate income taxes on earnings over $25,000 and total levy of 77% on excess profits. Final action awaits House vote after holidays.

ADAM HAT DROPS PEARSON

ADAM HAT STORES, New York, announced Friday it would cease sponsoring Drew Pearson in February but not because of Sen. Joseph McCarthy (R-Wis.). Sponsor ascribed action to cessation of Sept. 2, 1949-Feb. 15, 1951 contract, with revised media plans envisioned by sponsors and the ABC confirmed Adam was dropping Pearson. Mr. Pearson commented, “The Adam Hat people are very fine people.” Adam agency is William H. Weintraub, New York.

KTBS INTEREST SOLD

SALE of one-quarter interest in KTBS Shreveport, La., by Allen D. Morris for $75,000 to three other stockholders reported in transfer bid filed Friday at FCC. Mr. Morris also understood to be selling his interest in WHHM Memphis to same group, with papers reported in preparation. KTBS stockholders George D. Wray Sr., E. Newton Wray and Prentiss E. Furlow, each 25% owner, would each become one-third owner after Commission approval to transfer. KTBS assigned 10 kw day, 5 kw night on 750 kc directional.

WAIVER FOR COMR. WALKER


AFM LOCALS TO MEET

REPRESENTATIVES of American Federation of Musicians locals in New York, Chicago and Los Angeles will meet this week in Chicago to discuss demands to be made when negotiations with radio and TV networks begin early next year. President James C. Petrillo will attend.
MORE listeners for your advertising dollar

WORK goes to 5000 WATTS

This increased power assures far wider coverage, more listeners, a more profitable return from your advertising investment on WORK. For, in the thriving York, mid-Pennsylvania market—listeners have buying power. Widely diversified sources of income from both industry and agriculture, and tremendous accumulated wealth make this one of America's important markets. Blanket this entire sales-active section by presenting your advertising message on more-powerful WORK—the station with a record of over eighteen years of successful selling.

Represented by:

ROBERT MEEKER Associates

Chicago
San Francisco
New York
Los Angeles

WORK YORK, PENNSYLVANIA
5000 WATTS day • 1000 WATTS night
RARELY has radio seen such a super-salesman as "Cisco Kid!" Within 9 days after the first announcement, 1,000 boys and girls brought their parents to the Western Clothing Department (in Frankenberg's third floor) just to obtain "Cisco Kid's" photo. Says WKNA: "No need to tell you how pleased our sponsor is!"

With many special "Cisco Kid" gimmick-promotions available—from buttons to guns—"Cisco" is one of America's hottest traffic-building programs. Write, wire or phone for details.
This is CBS through 1950 - radio's biggest audiences and lowest costs...
<table>
<thead>
<tr>
<th></th>
<th>SUNDAY</th>
<th></th>
<th>MONDAY</th>
<th></th>
<th>TUESDAY</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>TIME</td>
<td>ABC</td>
<td>CBS</td>
<td>NBC</td>
<td>ABC</td>
<td>CBS</td>
<td>NBC</td>
<td>ABC</td>
</tr>
<tr>
<td>6:00 PM</td>
<td>Adam West</td>
<td>Steve Forrest</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:15</td>
<td>Dick York</td>
<td>Emma Daniel</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:30</td>
<td>Richard Denning</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:45</td>
<td>Ken Kerwin</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00</td>
<td>Frank Cady</td>
<td>David Breckinridge</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:15</td>
<td>Narciso Cateno</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:30</td>
<td>William Tabbert</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:45</td>
<td>Ken Delo</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td>Jack Smiley</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:15</td>
<td>Walter plaque</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td>John Quade</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:45</td>
<td>John Hoyt</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>Richard Denning</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:15</td>
<td>John Hoyt</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td>Joe E. Brown</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:45</td>
<td>Hal Holbrook</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td>Art Linkletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:15</td>
<td>William Tabbert</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td>Richard Denning</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:45</td>
<td>John Hoyt</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Daytime Schedule**

<table>
<thead>
<tr>
<th>TIME</th>
<th>SUNDAY</th>
<th></th>
<th>MONDAY</th>
<th></th>
<th>SATURDAY</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM</td>
<td>Mike Sanders</td>
<td>World News</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:15</td>
<td>E. Power Pinckney</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td>Bob Hope</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:45</td>
<td>Art Linkletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td>Art Linkletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:15</td>
<td>Art Linkletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td>Art Linkletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:45</td>
<td>Art Linkletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Evening Schedule**

<table>
<thead>
<tr>
<th>TIME</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>ABC</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>Adam West</td>
<td>Steve Forrest</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:15</td>
<td>Dick York</td>
<td>Emma Daniel</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:30</td>
<td>Richard Denning</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:45</td>
<td>Ken Delo</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00</td>
<td>Frank Cady</td>
<td>David Breckinridge</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:15</td>
<td>Narciso Cateno</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:30</td>
<td>William Tabbert</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:45</td>
<td>Ken Delo</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td>Jack Smiley</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:15</td>
<td>Walter plaque</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td>John Quade</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:45</td>
<td>John Hoyt</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>Richard Denning</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:15</td>
<td>John Hoyt</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td>Joe E. Brown</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:45</td>
<td>Hal Holbrook</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td>John Hoyt</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:15</td>
<td>William Tabbert</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td>Richard Denning</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:45</td>
<td>John Hoyt</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Evening Schedule**

<table>
<thead>
<tr>
<th>TIME</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>ABC</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>Mike Sanders</td>
<td>World News</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:15</td>
<td>E. Power Pinckney</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:30</td>
<td>Bob Hope</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:45</td>
<td>Art Linkletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00</td>
<td>Art Linkletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:15</td>
<td>Art Linkletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:30</td>
<td>Art Linkletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:45</td>
<td>Art Linkletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td>Art Linkletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:15</td>
<td>Art Linkletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td>Art Linkletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:45</td>
<td>Art Linkletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>Art Linkletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:15</td>
<td>Art Linkletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td>Art Linkletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:45</td>
<td>Art Linkletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td>Art Linkletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:15</td>
<td>Art Linkletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td>Art Linkletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:45</td>
<td>Art Linkletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day</td>
<td>Time</td>
<td>Network</td>
<td>Station</td>
<td>Program</td>
<td>Time</td>
<td>Network</td>
<td>Station</td>
</tr>
<tr>
<td>----------</td>
<td>------------</td>
<td>---------</td>
<td>------------------</td>
<td>----------------------------------</td>
<td>------------</td>
<td>---------</td>
<td>------------------</td>
</tr>
<tr>
<td>Tuesday</td>
<td>6:00 PM</td>
<td>MBS</td>
<td>KLAS</td>
<td>The Stars are Out</td>
<td>6:00 PM</td>
<td>ABC</td>
<td>WBRC</td>
</tr>
<tr>
<td>Tuesday</td>
<td>6:30 PM</td>
<td>ABC</td>
<td>WJTM</td>
<td>The Return of Beauty</td>
<td>6:30 PM</td>
<td>NBC</td>
<td>KTTV</td>
</tr>
<tr>
<td>Tuesday</td>
<td>7:00 PM</td>
<td>NBC</td>
<td>KNXT</td>
<td>The Return of Beauty</td>
<td>7:00 PM</td>
<td>MBS</td>
<td>KLAS</td>
</tr>
<tr>
<td>Tuesday</td>
<td>7:30 PM</td>
<td>MBS</td>
<td>KLAS</td>
<td>The Return of Beauty</td>
<td>7:30 PM</td>
<td>ABC</td>
<td>WJTM</td>
</tr>
<tr>
<td>Tuesday</td>
<td>8:00 PM</td>
<td>ABC</td>
<td>WJTM</td>
<td>The Shadow in the Night</td>
<td>8:00 PM</td>
<td>NBC</td>
<td>KNXT</td>
</tr>
<tr>
<td>Tuesday</td>
<td>8:30 PM</td>
<td>NBC</td>
<td>KNXT</td>
<td>The Return of Beauty</td>
<td>8:30 PM</td>
<td>MBS</td>
<td>KLAS</td>
</tr>
<tr>
<td>Tuesday</td>
<td>9:00 PM</td>
<td>MBS</td>
<td>KLAS</td>
<td>The Return of Beauty</td>
<td>9:00 PM</td>
<td>ABC</td>
<td>WJTM</td>
</tr>
<tr>
<td>Tuesday</td>
<td>9:30 PM</td>
<td>ABC</td>
<td>WJTM</td>
<td>The Shadow in the Night</td>
<td>9:30 PM</td>
<td>NBC</td>
<td>KNXT</td>
</tr>
<tr>
<td>Tuesday</td>
<td>10:00 PM</td>
<td>NBC</td>
<td>KNXT</td>
<td>The Return of Beauty</td>
<td>10:00 PM</td>
<td>MBS</td>
<td>KLAS</td>
</tr>
<tr>
<td>Tuesday</td>
<td>10:30 PM</td>
<td>MBS</td>
<td>KLAS</td>
<td>The Shadow in the Night</td>
<td>10:30 PM</td>
<td>ABC</td>
<td>WJTM</td>
</tr>
<tr>
<td>Wednesday</td>
<td>6:00 PM</td>
<td>MBS</td>
<td>KLAS</td>
<td>The Return of Beauty</td>
<td>6:00 PM</td>
<td>ABC</td>
<td>WJTM</td>
</tr>
<tr>
<td>Wednesday</td>
<td>6:30 PM</td>
<td>ABC</td>
<td>WJTM</td>
<td>The Return of Beauty</td>
<td>6:30 PM</td>
<td>NBC</td>
<td>KNXT</td>
</tr>
<tr>
<td>Wednesday</td>
<td>7:00 PM</td>
<td>NBC</td>
<td>KNXT</td>
<td>The Return of Beauty</td>
<td>7:00 PM</td>
<td>MBS</td>
<td>KLAS</td>
</tr>
<tr>
<td>Wednesday</td>
<td>7:30 PM</td>
<td>MBS</td>
<td>KLAS</td>
<td>The Return of Beauty</td>
<td>7:30 PM</td>
<td>ABC</td>
<td>WJTM</td>
</tr>
<tr>
<td>Wednesday</td>
<td>8:00 PM</td>
<td>NBC</td>
<td>KNXT</td>
<td>The Return of Beauty</td>
<td>8:00 PM</td>
<td>MBS</td>
<td>KLAS</td>
</tr>
<tr>
<td>Wednesday</td>
<td>8:30 PM</td>
<td>MBS</td>
<td>KLAS</td>
<td>The Return of Beauty</td>
<td>8:30 PM</td>
<td>ABC</td>
<td>WJTM</td>
</tr>
<tr>
<td>Wednesday</td>
<td>9:00 PM</td>
<td>NBC</td>
<td>KNXT</td>
<td>The Return of Beauty</td>
<td>9:00 PM</td>
<td>MBS</td>
<td>KLAS</td>
</tr>
<tr>
<td>Wednesday</td>
<td>9:30 PM</td>
<td>MBS</td>
<td>KLAS</td>
<td>The Return of Beauty</td>
<td>9:30 PM</td>
<td>ABC</td>
<td>WJTM</td>
</tr>
<tr>
<td>Wednesday</td>
<td>10:00 PM</td>
<td>NBC</td>
<td>KNXT</td>
<td>The Return of Beauty</td>
<td>10:00 PM</td>
<td>MBS</td>
<td>KLAS</td>
</tr>
<tr>
<td>Wednesday</td>
<td>10:30 PM</td>
<td>MBS</td>
<td>KLAS</td>
<td>The Return of Beauty</td>
<td>10:30 PM</td>
<td>ABC</td>
<td>WJTM</td>
</tr>
</tbody>
</table>

Exploratory: Listings in order, according to program, number of stations; see January 1951, Television West Coast, 1950s to be announced. 1952 is '53.

ABC
8:00-9:00 PM Mon.-Sat., Philip Staford, Walter Kruesi, 1601 Oneida Street, 7920 California.
11:15-12:00 AM Mon. thru Fri., Modern Romance, 2111 National.
2:00-6:00 PM Mon. thru Fri., Space Patrol.
5:00-6:00 PM Tues., Superman.
5:00-6:00 PM Wed., Batman.
7:00-8:00 PM Mon., Ned, Kevin Tink.
9:00-9:30 PM Mon. thru Fri., 1500 National.

MBS
8:30-9:00 AM Mon.-Sat., General Foods, Renata, Ohio.
9:00-10:00 AM Mon.-Sat., General Foods, Renata, Ohio.
11:30-12:00 AM Sat., Red Skelton, Bill Shadet News, 311 Hollywood.
11:30-12:00 AM Sun., Animal Registration Quiz, Bill Shadet News on 8 stations.
12:00-1:00 PM Sun., ABC, David R. Allen, 1111 Hollywood.
10:00-11:00 PM Fri., We Make Moms Sing, astounding music network.

NBS
8:30-8:45 PM Mon.-Fri., Bill & Marge News, Bonita-Martine, 36 stations.

ABC *OT-Operation Thunder, program sponsored by Whittall Pharmacal Co. etc.
8:30-11:15 AM Mon.-Fri., Alex Dater, Skelly Oil Co., 20 stations.
8:30-11:15 AM Sat., CBS, Music Box Band, Skelly Oil Co., 20 stations.
10:00-11:00 PM Fri., CBS, Mystery, General Mills, 8 stations.

Broadcasting
The Newspaper of Radio and Television

December 25, 1950 Copyright 1950
In Philadelphia
WCAU has
17 of the top 20
local programs*

And they compare favorably with
network shows.

For instance:
WCAU's top local program has
the same rating as network "B's"*
top show. It also has a higher
rating than the No. 1 program on
network "C" and network "D".

WCAU
50,000 watt CBS affiliate—
represented by Radio Sales

※ Sept.-Oct. Pulse (not including baseball)


Network Accounts . . .


LEVER BROS. (Thomas J. Lipton Division) renew Arthur Godfrey Talent Scouts, on CBS and CBS-TV, 8:30-9 p.m., effective Jan. 1 for 52 weeks. Agency: Young & Rubicam, N. Y.

SCHENLEY INDUSTRIES Inc. (Cook's champagne, Dubonnet wine) Dec. 18 started Andy and Della Russell on ABC-TV, Monday-Friday, 7-7:05 p.m. Agency: Biow Co., N. Y.

KRAFT FOODS CO., Chicago, renews Kraft Television Theatre on 35 NBC-TV interconnected and five non-interconnected stations, Wednesday, 9-10 p.m., effective Jan. 3 for 52 weeks. Agency: J. Walter Thompson Co., N. Y.

WANDER CO. Chicago (Ovaltine), renews 5:45-6 p.m. Friday segment of Howdy Doody Show on 35 NBC-TV interconnected and three non-interconnected stations, 26 weeks. Agency: Grant Adv., N. Y.

NATURALIZER DIV. of Brown Shoe Co., St. Louis, sponsors Say It With Acting on 18 NBC-TV interconnected and three non-interconnected stations, alternate Saturdays, 6:30-7 p.m., beginning Jan. 6. Agency: Leo Burnett Co., Chicago.

M & M Ltd., Newark, N. J. (candy), renewing 5:30-6 p.m. segment of Super Circus over ABC-TV (5-6 p.m. Sun.), for 13 weeks, effective Jan. 13. Agency: William Esty Co., N. Y.

ANHEUSER-BUSCH Inc. (Budweiser beer) renews Ken Murray Show on CBS-TV, Sat. 8-9 p.m. Jan. 6 for 52 weeks. Agency: D'Arcy Adv., N. Y.

HILL'S BROS. COFFEE, Inc. Jan 1 starts five participations weekly on half-hour Jack Kirkwood show on full Don Lee Network (45 stations). Contract, 52 weeks. Agency N. W. Ayer & Son, N.Y.


Adpeople . . .

JAMES LEE COCHRAN, executive vice president Seiberling Rubber Co., Akron, Ohio, to retire Dec. 31. He will devote fulltime to Cochran Industries Inc., which will act as export agent for several small Ohio companies.

JAMES C. HILDRETH, Safeway Stores Inc., S. F., named sales manager Pacific Brewing & Malting Co., S. F., effective Jan. 1.

MICHAEL J. JACKSON advertising and sales promotion Kelvinator division of Nash Kelvinator Sale Corp., Detroit, to Eastern advertising staff Good Housekeeping, New York. GEOFFERY A. COOK advertising director appliance division of Deepfreeze Co., Chicago appointed to Western advertising staff.
HERBERT S. FOX, service executive Cunningham & Walsh, N. Y., appointed vice president in charge of creative production for Texas Co. and AT&T accounts at agency.

ROBERT L. REDD, radio director Erwin, Walsey & Co., L. A., named vice president in charge of radio and TV.

DONALD B. ARMSTRONG Jr., director of research and member of advisory committee on advertising plans McCann-Erickson, N. Y., appointed vice president.

GEORGE LEROY elected vice president New York division of Al Paul Leflon Co.

E. WILHELM, radio and TV timebuyer Maxon Inc., N. Y., is in Union Hospital, Bronx, with fractured skull suffered in auto accident.

GODFATHER to a Schmoo, former wonder-boy at a mail-order chain, Gordon Johnson, now vice president at Dancer-Fitzgerald-Sample, New York, has the sort of background that seems to have gone out of fashion since the death of Horatio Alger.

Mr. Johnson's intimacy with the Al Capp creation relates to his sponsorship of the contest to find a name for the accommodating little creature that was all things to all men, and a promotional bonanza to Procter & Gamble.

But for many years prior to that, Mr. Johnson had been associated with an enterprise fully as American as the Schmoo and quite as versatile in its way: Montgomery Ward.

In 1933, during the depression years, the young Cornell graduate got his first job with Montgomery Ward selling appliances in the firm's Cedar Rapids store.

He did such an effective job of selling radios, refrigerators and stoves that he was soon named head of the appliance department in the company's Dubuque store. Thereafter, and rapidly, he moved through Ward's Dubuque, Des Moines and St. Paul appliance departments, eventually to assume charge of appliances for all of the firm's 11 western state outlets. This at the age of 24.

From that job he was appropriated by the merchandising department in Chicago where he became assistant to W. H. Nortin, then vice president in charge of merchandising. There, Mr. Johnson learned to merchandise everything from cotton thread to tractors. In addition, his department handled the store's advertising.

Mr. Johnson joined Dancer-Fitzgerald-Sample in Chicago in 1944, as an assistant account executive. He helped service Procter & Gamble's Oxydol and Spic & Span products. One year later the agency appointed him a full executive on the Dref account. Soon afterward he was named a vice president. In 1948 he moved to the agency's New York office where he continues to supervise all of the Dref advertising.

Dref, one of the largest selling detergents for dishwashing, sponsors Beulah, five times weekly on CBS; Lorenzo Jones, five times weekly on NBC; Beulah, on ABC-TV, and Kate Smith, three times weekly on NBC-TV.

The Johnson's, she is the former (Continued on page 62)
ALBERT EVANS-ADV., Fort Worth, Tex., changes name to Evans & Assoc. There have been no changes in ownership and there will be no changes in policies, firm announces.

LUCIE Cripps, James Thomas Chirug Co., N. Y., to head new plans-service department of agency, to cover traffic, statistical, typing and filing for media, radio and research.

MARIE J. Callahan, radio-TV director Rogers & Smith, Dallas, to Watts, Payne Adv. Inc., same city. Will specialize in radio-TV.

Frank H. Newton, copy director McCann-Erickson, Chicago, to Leo Burnett Agency, same city, on copy staff, with Joseph H. Hoffman, formerly McCann-Erickson. Other additions to copy department: Carlton Zucker, from Carson, Pirie, Scott & Co., Chicago department store where he was advertising manager; Richard E. Joerger and Robert J. Murray, from Aubrey, Moore & Wallace, Chicago and Michael W. R. Meyer. David W. Doles, in radio 18 years, named supervisor in broadcasting department. Was with C. E. Hooper and Henri, Hurst & McDonald Agency, Chicago.

Burlington Brewing Co., Burlington, Wis. (Van Merritt beer), names Kaufman and Assoc., Chicago, as merchandising and advertising consultant.


A. W. Hobler, chairman of executive committee Benton & Bowles, N. Y., appointed chairman board of directors, succeeding the late Clarence B. Goshorn who drowned a fortnight ago [Broadcasting * Telecasting, Dec. 18].

John S. Coerne, vice president and account executive on Carnation Co. account, Erwin Wasey & Co., L. A., to Walter McCrery Inc., Beverly Hills, Calif., as executive vice president. Duties will be mainly administrative, in addition to being associated with agency’s creative functions.

George H. Giese, vice president and director international division, and Paul Holder, vice president and manager Detroit office McCann-Erickson, N. Y., elected directors of agency.


Joan Hartley, McCann-Erickson Inc., S. F., to Lockwood-Shackelford, S. F., as copy writer.

Jean Wherland, Harrington-Richards, S. F., to Rhoades & Davis, S. F., as radio timebuyer.


Ned Burns, Alport & O’Rourke, S. F., returns from year’s duty with U. S. Army. Future plans not announced.


Gift to Needy Children

Staffers at Olian Advertising, Chicago, decided to cancel their regular office party for friends, clients and employees this Christmas and use money and energy for those needing holiday cheer much more. Agency people contributed money, bought presents, candy, ice cream and cake and visited the Norwegian Lutheran Children’s Home in Chicago. Their “office” party, complete with decorations and a Christmas tree, was held there.

WAVE Pulls

23,908

Returns From

2 Nighttime

Broadcasts!

Recently one of our numerous WAVE geniuses conceived an idea for a nighttime amateur disk-jockey contest, to be sponsored by the Oertel Brewing Co. of Louisville, and to be MC’d by our irrepresible Bob Kay. Voting was invited on a Friday and a Saturday evening broadcast—10:15 to 11:30 p.m. each evening.

Both we and the agency, M. R. Kopmeyer Co., had always known that even after Hooper hours (and even after allowing for six other Louisville AM stations and two Louisville TV stations) WAVE has quite an audience at all times. But we hardly expected to break the postman’s back with nearly 24,000 mail returns from just two evening broadcasts!

Well, we did it. Furthermore, we still have some shots in our locker. If you like to know you’re using live stations that reach lots of people, with real entertainment, you might just let F&P tell you the WAVE story. Or write us direct!
SEASON'S
To our many friends in radio, and to all who may chance to read this, our sincere and warm good wishes for a joyous holiday season.

REPRESENTED BY
EDWARD PETRY & CO., INC.
NEW YORK - CHICAGO - LOS ANGELES
DETROIT - ST. LOUIS - SAN FRANCISCO
DALLAS

SPOT RADIO LIST

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

THE YANKEE NETWORK
TEXAS QUALITY NETWORK
feature of the week

TWAS the night before Christmas, just two years ago, as an oysterman and a blacksmith and a doctor, and some 500 others, jammed into a little church by the side of the road.

It happened in Hollywood, Hollywood, Md. And when it was over, skeptical organ builders were "convinced" and the radio audience were never to forget the broadcast.

A $35,000 home-built pipe organ and 30 youthful choristers, who assembled it, under the direction of Fulton Lewis Jr., had indicated "long hours of work, discouragement, tears and grinding determination."

This description was given in an article by Len LeSourd, associate editor of Guideposts Associates Inc., which publishes Guideposts, a non-profit, inspirational monthly for young people, $1.50 per year, at Pawlings, N. Y. Dedicated as "A Practical Guide to Successful Living," the December 1950 issue features a story by Mr. LeSourd on Mr. Lewis, titled "The Modern Pied Piper."

Mr. Lewis had helped dedicate the sanctuary in a newly-built Methodist Church just outside Hollywood on his 1947 Christmas Eve broadcast. As a last-minute idea, he had gathered together a small group of kids for a junior choir, Mr. LeSourd recounts. Subsequently they had asked him to serve as choirmaster.

The MBS commentator later conducted the youths on a 60-mile trip to Washington, D. C. for special singing instruction during the course of which they heard a pipe organ in operation.

"None of us ever heard anything as beautiful as that pipe organ today," one of the youths told Mr. Lewis, speaking for the group. "We decided to chip in and buy one for our church. How do we go about it?"

The youngsters looked stunned when Mr. Lewis estimated that even a small one would cost about $25,000. "If you want a pipe organ bad enough, you'll have to go out and build one yourselves," he added.

An unusual sight took place on

(Continued on page 82)

strictly business

WHEN Lillian G. Madden, advertising director of Falls City Brewing Co., Louisville, was elected president of the company last October, she announced she would continue to handle advertising.

This was good news to 50 radio and television stations that currently are carrying Falls City shows, for Miss Madden has been increasingly "sold" on the newer media. It is possible that more stations will be added to the Falls City schedule, for in assuming the presidency Miss Madden predicted greater emphasis on all forms of advertising than ever before in the company's history. She explained that she would continue as advertising director because "advertising and merchandising are among the more important and fascinating phases of the brewing business."

Working hand-in-hand with her on Falls City's advertising campaigns is George L. Prater, president of Prater Advertising, St. Louis, company agency.

Lillian Madden has lived close

to the brewing industry most of her life. Her grandfather, the late Clement Fangman, sold beer in his grocery-saloon at 10th and Walnut Sts., Louisville, when she was a

(Continued on page 81)
Agriculturally speaking, Oregon's Willamette Valley is one of the most fertile areas in the world. A diversity of crops, unsurpassed growing conditions and ease of marketing combine to push the Northwest's farm income soaring to 44% above the nation's 1944-1949 average. In the midst of this wealth lies Silverton, Oregon, completely under the dominance of KGW's COMPREHENSIVE COVERAGE. This was proved by a recent Tour-Test, held with the cooperation of the Oregon State Motor Association, and witnessed by Ernest Ekman, president of the Silverton Lions Club, shown posing before a Silverton lumber mill. Silverton ... and the rest of the rich, growing Northwest ... is yours through the COMPREHENSIVE COVERAGE of KGW.

**DAYTIME**
- KGW: 350,030
- Station B: 337,330
- Station C: 205,470
- Station D: 192,630

**NIGHTTIME**
- KGW: 367,370
- Station B: 350,820
- Station C: 307,970
- Station D: 205,440

This chart, compiled from official half-millivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

PORTLAND, OREGON
ON THE EFFICIENT 620 FREQUENCY
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
IT'S EASY, WHEN YOU KNOW HOW!

SHREVEPORT SHARE OF AUDIENCE
Weekday Afternoons Dec. '49-Apr. '50

KWKH is the outstanding radio buy in the rich tri-state market around Shreveport. Hoopers and BMB figures prove it.

The pie chart above shows KWKH's Hooper Weekday Afternoon superiority in Shreveport. KWKH's Share of Audience is 36.2% greater than the next station. On Weekday Mornings it's 101.8% greater — on Weekday Evenings, 81.5% greater!

But KWKH with 50,000 watts goes on and on and on, beyond Shreveport. KWKH pulls a Daytime BMB audience of 303,230 families in 87 Louisiana, Arkansas and Texas counties. 227,701 of these families are "average daily listeners."

Yes, KWKH's Know-How really pays off. Let us send you all the proof.

50,000 Watts • CBS •

KWKH DAYTIME BMB COUNTIES
Study No. 2—Spring, 1949

KWKH

SHREVEPORT
Louisiana
Texas
Arkansas

50,000 Watts

The Branham Company
Representatives

Henry Clay, General Manager
NEW records will be set by the broadcasting-television industry in 1951, judging by the overwhelming views of leading executives.

Both aural and visual segments of the industry will enjoy better—much better—business next year, industry spokesmen insist in the annual BROADCASTING * TELECASTING yearend forecast.

New highs in nearly every type of business are expected, but in practically all cases they insert a big—UNLESS — qualitative, of course, centers around the possibility that all hell could break loose if the U.S. and Russia started substituting atom bombs and guided missiles for conventional skirmishes and diplomatic foreclosures.

Assuming the normal type of re-arming now conceived in official circles, advertisers may be better off — broadcasters, telecasters and other industry executives look back to World War II for precedents. They recall the anxiety of advertisers to keep their media alive despite shortages and the extensive use of media due to excess profit taxes.

Network Question

With network radio sales providing the only shadowy element in the overall picture, executives believe the industry will operate in a healthy state and join the mobilization effort well-equipped to serve the nation in a dark hour.

Almost startling in the roundup of industry opinion is the frequency of one statement—a belief that radio in general is not suffering from TV. The first flush of derogation against radio, based on charges that people quit listening once they get television, has been dissipated to a surprising extent. This anti-radio feeling had been stirred by buyers eager to whistle rates down and by competing media.

Rising operating costs are foreseen by most station officials, partially offsetting expected revenue gains.

General business will be good next year in most branches of commerce and industry, aside from the obvious scarcities that will develop with conversion to a war economy. Here, again, the lessons of recent World War II are recalled.

Many FM operators who sell time (a large percentage don't) are hopeful. Anomaly of the FM picture is the 2 million growth in set circula- tion in 1950, a trend that hasn't received much recognition.

An obvious adjustment period is anticipated during 1951 during the early mobilization months but this hysteria is expected to simmer as the nation's economy moves along in the transition process.

High production of both radio and TV sets added to the audiences of the two media but this steep upward trend is due for a leveling off once the manufacturing industry starts turning out war items in quantity.

In a nutshell, views of industry segments follow:

**ADVERTISERS**—Radio budgets to be increased by 57% of radio users, with a third expecting to maintain 1950 level (compared to 45% year ago); 70% of TV advertisers plan to increase budgets, with rest planning no cutback. Very few plan to divert funds from radio into TV. (See page 23).

**AGENCIES**—Radio's upswing to continue in 1951, with TV spending increasing; 57% expect radio budgets to go up, 22% same, 16% decline; 82% to increase TV budgets, 18% to stay same. (See page 19).

**STATIONS**—Radio time sales will rise, say three-fourths of stations; increase to range from 5% to 15%; local and national spot headed upward, operators feel, but national network prospects aren't considered so bright as only 22% predict increases. (See page 26).

**TV STATIONS**—Continuation of amazing upward sweep expected by practically all TV outlets; many have worked their way out of the red; FCC's artificial freeze keeping down competition; time sales expected to rise from 15% to 50%, or even more. (See page 63).

**TRADE ASSOCIATIONS**—NAB and Radio-Television Mfrs. Assn. cooperating to support national mobilization. Broadcast Advisory Council in close contact with government officials; it represents several segments of industry. (See pages 24 and 32).

**RESEARCH**—Although TV is cutting into radio audience in TV cities, radio is definitely established medium which will continue to sell goods. (See page 37).

**NETWORKS**—Three of four radio networks had declines in 1950, with possibility of rate reductions considered under pressure from some sponsors and agencies; expected business activity may lead to improved billings. (See page 32.)

**TV NETWORKS**—Having almost quadrupled time sales in 1950, video networks bothered by shortage of station outlets. (See page 60).

**FCC**—Chairman Wayne Coy, recalling broadcasting's record in World War II, promised every possible aid to industry participation in defense and noted TV's first chance to serve a defense role. (See page 20).

**PROGRAM FIRMS**—Despite prospect of materials shortages and rising operating costs, half of program and transcription firms expect business to increase. (See page 21).

**LABOR**—Uncertainties to bring severe problems to both labor and management as controls increase, but industries of labor dwindles. (See page 37).

**FILM PRODUCERS**—This fast-growing young industry may enjoy spectacular development in 1951 though costs are rising. (See page 62).

Yearend statements for REGIONAL NETWORKS, STATION REPRESENTATIVES, FM STATIONS, ASSN. OF FEDERAL COMMUNICATIONS CONSULTING ENGINEERS will appear in Jan., 1951, issue of BROADCASTING * TELECASTING.

**Alphabetical index of industry executives quoted is on page 22.**

**AGENCIES**

Radio Budgets to Increase, 57% Say

**BRISK** billings in radio and television against a backdrop of good business conditions in 1951 are indicated by advertising agencies surveyed by BROADCASTING * TELECASTING at the year's end. Executives feel the upswing in radio spending during 1950 should continue unabated in 1951, subject to a spoty variance due to defense conditions.

A marked number of respondents, some 57%, expect radio budgets to climb higher than in 1950. Another 22% find their allotments to radio toeing the line set during the current year. A 16% slice of agency opinion looks to some cutbacks, most of the reductions only slight.

The unaccounted for 5% is the segment which is "up-in-the-air" because of the unsettled international scene. These agencies, for the most part, are pegging plans on an almost week-to-week basis. Breakdown of projected television spending makes the broadcasting baby's coming of age obvious. Forecast for '51 is a budget increase by 52% of those surveyed. A noticeable percentage of 18 are keeping expenditures near 1950's level. Apparently this is explained by the expressed uncertainty over war conditions which seem destined to thicken the freeze of TV stations and skeletonize the production lines of TV set manufacturers.

**Time Sorge**

Agency spokesmen at key market areas, such as New York, Chicago, and Los Angeles, point to scanty availabilities in nighttime television and a scramble for daytime video openings.

The majority of agency people, in the Midwest as well as on both coasts, base their predictions of a

**NEW YORK**

James E. Hanna, vice president in charge of radio and television in New York for N. W. Ayer, puts a finger on "increased use of spots by our advertisers for both radio and television." Spot in radio, he says, will exceed network placement in volume. TV network probably will remain constant "despite the accelerated use of spots" in the medium.

More radio clients and more (Continued on page 42)

December 25, 1950 • Page 19
RADIO-TV SIGNALS

FAR-REACHING plans to empower the President's control over radio and television broadcasting along with other "electro-magnetic radiations" during times of war, national emergency, or even "strained international relationships" were submitted to Congress last week by the Dept. of Defense. Although conclusive action at the current session of Congress seemed unlikely, the Defense Dept. asked for prompt enactment and its proposals aroused immediate reaction from the radio-TV industry.

Purpose of the plan, not introduced as legislation but submitted to key Capitol Hill committees as recommended bills, is to lay the groundwork for silencing or "disrupting" radio signals which an enemy could use to guide bombers or missiles to U. S. targets.

In the Senate Commerce Committee, to whom the proposed legislation was submitted, was reported late Thursday to have agreed to refer the whole question to the Armed Services & Foreign Commerce Committee, which handles radio legislation.

In the House Armed Services Committee, which also received copies of the suggested bill, Chairman Carl Vinson (D-Ga.) was quoted as saying that action probably would await assembly of the new Congress in January.

Johnson's Views

Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Commerce Committee, is known to be dubious about giving the military carte blanche of the kind proposed, barring a positive showing that it is essential to the nation's welfare.

Commenting on the plan, Sen. Johnson said: "I am greatly concerned about those aspects of this proposed legislation that are designed to strengthen the broadcasters—namely the extension of control powers to the Federal Communications Act of 1940, as amended. The possibility of delegating broad control power to some government agency or the military, and the request that this power be available not only in actual hostilities or in periods of proclaimed emergencies but during all times of strained international relationships. Our Committee will examine this whole matter very carefully."

The Dept. of Defense has asked NAB for a conference on the proposed legislation. FCC, whose Chairman Wayne Coy was awaiting call for secret Congressional testimony on the subject, also was said to be clearly skeptical of certain provisions in the proposed legislation—particularly that which would give the President "control" in times of "strained international relationships" in addition to times of war or proclaimed emergency.

The consensus of industry authorities was that the military must be supreme in time of actual crisis but that its power must be clearly defined and not allowed to extend to all situations—short of crisis—which might never arise.

Civilian Defense authorities also were understood to be displeased with the plan, since radio and television have been described as the "nerve system" of civil defense (separate international relationships). The original Defense Dept. move, it was learned, would have given the control power not to the President but to the Secretary of Defense, and would have taken the form of an "order" rather than legislation.

When FCC authorities were informed of the plan—late in November—they secured conferences with military authorities which resulted in a tentative "order" putting the control in the hands of the President, presumably on the theory that he would consult the FCC and other government agencies as well as military officials before taking action under the plan.

The FCC authorities apparently did not know that steps would be taken almost immediately to get "control" legislation.

The proposed bill would extend the President's power in this regard to other "electro-magnetic radiations" ranging from 10 kc to 100,000 mc—including diathermy, industrial heating, etc.—as well as make it applicable "not only during hostilities or a proclaimed emergency, but also during time of strained international relationships when a surprise attack on the U. S. is a possibility."

To some extent, authorities said, AM, FM and TV signals could all be used by an enemy for "homing" aircraft or guided missile to the area of specific targets. If the proposed legislation were enacted, authorities appeared confident that FCC would have a hand in its application. For instance, they said, the Commission presumably would be represented on any board responsible for making "control" recommendations to the President. And as in World War II, it was noted, FCC personnel probably would make any interceptor command boards, or similar groups, which might be established to act, as applicable, to flash "silence" signals and all-clear notices to key stations.

The proposed Defense Bill, prepared and submitted to Congress

(Continued on page 66)

WAYNE COY

By WAYNE COY
Chairman, Federal Communications Commission

"OUR homes, our nation, all the things we believe in are in great danger."

These words by President Truman state the grim keynote for American broadcasting for 1951. New problems and readjustments confront the broadcaster as he faces the coming year but the overriding concern of all of us will be the national security.

Mr. Coy has said, "will require us to make a lot of changes in our ordinary ways of doing things." Just how broadcasters may be called upon to reshape their plans to gear into the defense effort has not yet been delineated. It is a foregone conclusion, however, that broadcasters will have many responsibilities in the campaign to put the nation on a preparedness footing.

In the last war, broadcasting achieved a shining reputation for its service on the homefront. In any crisis that may threaten in the future, I know that broadcasters will again be found able and eager to marshal all their resources to protect "our homes, our nation, all the things we believe in."

Broadcasters may be assured that the Commission for its part will take every necessary step with equal alacrity to facilitate the participation of the industry in the strengthening of our defenses. We need to take a number of highly important steps as quickly as possible in 1951 to build up American broadcasting to its maximum potential as a weapon of defense and—if necessary—as a weapon of war.

On the day of Pearl Harbor, America's broadcasting facilities to alert the people to their danger, to inform them instantaneously as to how they could best serve, to flash them news from the battlefronts, to rally them to Selective Service, for rationing, for War Bonds, for blood banks, conservation, food production, salvage, and many other measures, consisted of 918 AM stations, 48 FM stations and a half dozen TV stations. Today, we have more than 2,200 AM stations, 700 FM stations, and 107 TV stations.

Especially timely in this period of danger is the successful con-

(Continued on page 72)
A PROVISIONAL meeting of the 48 NBC radio affiliates that have been asked to cut rates by the network will be held in advance of the Jan. 10 conference called by NBC to discuss rate reductions, BROADCASTING & TELECASTING learned last week.

A committee composed of some of the most influential NBC affiliates telegraphed others among the 48 that had been invited to New York last Jan. 5, suggesting that all the affiliates hold a private meeting Jan. 9, preliminary to the NBC conference the next day.

The committee said it believed that all the NBC affiliates to which the network had proposed rate reductions should stand up and be counted on as fundamental an issue to them as the stations not to boycott the NBC meeting, as some had intended to do.

The purpose of the committee in seeking to arrange a Jan. 9 station-only conference was to attempt a solidification of affiliate opinion in advance of what undoubtedly will be a vigorous effort by the network to persuade them to accept the rate cut plan.

Johnson Queried

In Washington, meanwhile, a number of objects contacted the office of Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, it was disclosed last week.

They complained the projected efforts to cut AM rates would jeopardize the entire industry structure and asked the senator to extend his "influence" to discourage such practices.

However, a committee spokesman emphasized that the issue apparently was an industry one and not the concern of Congress. It was understood, consequently, that Sen. Johnson does not plan to take any action.

NBC invited a total of 53 radio stations to television markets—those that would take evening time reductions ranging as high as 25% under the NBC proposal—to the Jan. 10 meeting. Five of the stations were NBC owned-and-operated outlets and hence would be represented.

Accept Invitation

As of last Thursday about 25 of the 48 other stations had accepted the invitation, an NBC spokesman said.

An unknown number, however, had declined. Some had not been heard from.

It was thought probable that the receipt of the wire from the provisional affiliate committee, urging all affiliates to attend both the Jan. 9 conference confined to affiliates and the Jan. 10 meeting sponsored by NBC, would change the minds of most if not all of those who had declined NBC's invitation.

The provisional committee consisted of Clair McCollough, Stein, associate executive of TV programming on the NBC Stations Planning & Advisory Committee; Tom A. Brooks, Hearst Radio (WBAL Baltimore); Lee B. Walle, FG Industries (WSPD Toledo); P. A. Simpson, WKY Oklahoma City; William Fay, WHAM Rochester, and Nathan Lord, WAVE Louisville.

None of the stations represented on the provisional committee was among the 10 that reportedly agreed to NBC's proposal at the time it was made.

Meeting Set

The NBC meeting is to begin at 10 a.m. Jan. 10 at New York's Waldorf-Astoria Hotel. The provisional committee wants the affiliates to meet at the Waldorf for dinner the night before and a business session following dinner.

Top NBC executives are expected to make the presentations at the NBC-sponsored conference, but the final agenda has not been drawn.

Presumably the principal burden of persuasion will fall to Charles R. D竹ette, executive vice president and chief of the radio network. Niles Trammell, NBC chairman of the board, who is vastly respected by the affiliates, also is expected to make an address.

Whatever form the program takes, it is certain that NBC will bring its most persuasive resources into play in an effort to convince the affiliates that the rate cuts are needed immediately.

In opening its campaign to reduce rates, NBC endeavored to get station acceptance before Jan. 1. The Jan. 10 meeting was called when it became obvious that a majority of the affiliates was opposed to immediate rate cuts.

The NBC proposal called for evening radio rate reductions in 53 television markets, of percentages ranging from very little to as much as 25%. The average of the proposed reductions in the television markets would be about 12%.

Lounsbury Denies

REPORTS that CBS several months ago brokered the prospect of radio rate reductions at a meeting of its Affiliate Advisory Board were strongly denied last week by L. R. (Ike) Lounsbury, WGR Buffalo, chairman of the affiliates board.

"At no time at any of our Columbia Associates Advisory Board meetings did the matter come up as a rate reduction due to television or any other reason," he said. "We have discussed at our meetings the proposed plan suggested by ANA but the tenor of the meetings was to ridicule the idea in full."

As late as last August, the then CBS Stations committee radio—Brig. Gen. David Sarnoff and Dr. Frank Stanton—were vigorously opposed to rate reductions in radio because of TV penetration, it was learned authoritatively last week.

This came to light in exchanges of correspondence between Chairman Edwin C. Johnson of the Senate Commerce Committee, the station executives, and the two executives, representing NBC and CBS respectively.

Sen. Johnson had written them Aug. 17 after receiving a number of letters from broadcasters in essence contending that "economic chaos" would result from summary AM rate reductions. Although the Colorado Senator for years has declined to release the correspondence or comment upon it, the interest he has manifested in the welfare of the trade and TV purgation has prompted broadcasters throughout the country to approach him with their problems.

A prolific correspondent, the Colorado Senator is both comprehensive and prompt in following through.

Gen. Sarnoff, who as chairman of the board of RCA, heads the policy direction of NBC, wrote Sen. Johnson that the "facts do not justify a reduction in network rates."

Under normal circumstances, he said, a "rate increase for network radio would have been clearly justified... a larger circulation, alone, to say nothing of the increase in operating costs."

RCA, CBS OPPOSED CUT

Dr. Stanton, in his Aug. 23 reply to the CBS members had spelled out to requests of advertisers and agencies for AM rate adjustments. His network's growth, he concluded, had been possible only because of income from aural broadcasting.

Sen. Johnson's letter, and the responses of Gen. Sarnoff and Dr. Stanton, follow in full text:

JOHNSTON LETTER

During the past few weeks I have received a number of letters from broadcasters of which the following is typical:

"This communication is being sent to you in the strictest confidence on a subject concerning which I feel sure you will want to be apprised. As you are aware, the dislocation of the radio industry, caused by the impact of television, has been nothing short of catastrophic. As one who has been in the radio broadcasting business for... years, I can candidly say that the present situation is producing nothing short of the most highest, and cause for alarm is the part of the networks toward their affiliates that I have ever witnessed. The present pending matter wherein the AAR of National Advertisers is exerting tremendous pressure on the networks to reduce the AM rates... the Radio Network should receive the utmost consideration. As you know, the Association of National Advertisers has the recent reports in spite of the fact that in many parts of the country there is an additional burden that there has been a decline in radio listening. As a result of this, many smaller stations are apprehensive that the network will charge them rate reductions without even consulting the affiliate."

"If such a move should be made, it could bring about economic chaos in the broadcasting industry. The network works with the vast economic power at their command to force a rate reduction on all affiliates, like it or not... it seems to me that a warning signal should be posted that high-handed economic practices will not be tolerated."

"In the final analysis, it's the independent broadcaster throughout the United States that is the backbone of the broadcasting business. I just don't believe he should be punished around the networks or the networks the same thing."

"As stated above, this is passed on to you in the strictest confidence. However, I have reason to believe that the necessity for some high-handedness would be forthcoming on any independent broadcaster who has the temerity to boldly speak out."

Of course, the problem raised by this proposed reduction in AM broadcast advertising rates undercuts the system of broadcast advertising rates undercuts the American system of broadcasting is not properly one for either the government regulatory agency or for this committee. Government could step in only if it should develop that the facts would prove that there was a conspiracy (within the legal meaning of that term) between the networks and the advertisers to reduce AM broadcast advertising rates in return for an agreement to raise television advertising rates. Such a situation would constitute a conspiracy—and there is no evidence or even an allegation that is taking place—it would be a matter for Justice Department, investigation and action."

However, in view of our close interest in the welfare of the American independent broadcaster and in the progress and health of the broadcasting and television industries [Continued on page 85]

---

Dec. 24, 1950 • Page 21
RADIO's executives and those of the allied fields—the advertisers, agencies, and station representatives—can take heart. For New Year at a time when world crises seem to be in full swing, the prospect for the broadcast business is reassuring.

Responding to Broadcasting's Annual Year-end Surveys (see stories this issue) they share confidence in the face of well-merited, and despite unforeseen events. The industry has been traditionally conservative in its analysis of spending trends, and predicts increased expenditures for both radio and television in 1951.

The results of the surveys are significant for another reason, too. For they serve to further a new trend toward advertising that is going to make it possible for advertisers to be on radio in favor of TV.

The advertisers' survey, for instance, states that the percentage of respondent sponsors with plans to increase their radio budgets next year is greater now than it was 12 months ago. Television, being a new medium as well as a potent one, understandably is attracting increases from an even greater percentage. But it is reassuring to radio that in only an exceptionally good year—such as 1950—were they expanding in TV at radio's expense.

Though keenly aware of the unforeseeable impacts of a wartime or semi-warlike economy on advertising revenues, broadcasters are forecasting several business prospects—and apt to qualify their predictions—those who ventured unconditioned opinions were inclined to be optimistic. It is the consensus that increases are in store for both local and national spot business but that network sales may drop or at best do well to maintain the 1950 level. A predominant number of radio broadcasters in TV are not hurt by the new medium and many claim TV is pricing itself out of the local market and thereby developing new appreciation of radio.

In any case, a general increase in gross revenue appears certain—although only slow while operating expenses rise as well—of course, by the rate of increase in the medium. Despite dismal world conditions, there is ample reason to face the future with confidence that the wisdom management has to handle problems and gain a position, and with new programs in the best American tradition.
FACING a New Year of far-reaching uncertainties and many unknowns, major national advertisers in substantial numbers are planning to increase their expenditures in both radio and television in 1951.

This was indicated last week in final tabulations of a Broadcast- ing * Telecasting survey. Confirming the trends outlined by early returns [Broadcasting * Telecasting, Dec. 18], the final results showed:

- Approximately 57.2% of the respondent radio users whose 1951 plans are well under way expect to increase their radio appropri- ations next year, while 33.3% expect their 1951 radio spending to maintain the 1950 level.
- Approximately 70.4% of the TV users who outlined their plans are scheduling TV budget increases, with the rest (29.6%) planning to continue at the rate of this year's allocations.

Further quieting AM fears that sponsors may abandon radio for TV, the survey showed a low num- ber expanding in television at the expense of AM. In the survey group, only 9.4% indicated reduced radio budgets for one or more reasons, and in most cases it was indicated the reduction would be relatively slight.

Expansions Planned

On the other hand, the percentage of companies planning radio increases was greater this year than a year ago—57.5% as against 45% then. In television, with the number of sponsors vastly increased during the past 12 months, the percentage contemplating larger TV schedules now is somewhat less than a year ago—29.4% compared to 28.3% then—but again none is planning a cutback.

Uncertainties arising out of the international situation—war pos- sibilities, shortages, government controls, etc.—left many adver- tisers reluctant to hazard a fore- cast on business prospects.

Most pessimistic was a spokes- man who said the situation is such that he could not safely predict "even future existence for 1951." But most officials who und- erstood to appraise the outlook qualified their words with a refer- ence to unsettled world condi- tions.

Many major companies have not yet drawn up their 1951 ad- vertising budgets. Others, for policy reasons, were unable to pro- vide details.

Highlights of the returns:

- For Colgate-Palmolive-Peet Co., Media Director R. C. Robertson pointed out that "it is a matter of record . . . that we have re- newed for the first quarter of 1951 all of our AM network radio shows and our two network television shows."
- "Further," he added, "we will continue to use AM radio spots extensively and, in addition, we will expand our use of TV spots substantially. We believe that all of this says that we expect business to continue good, at least during the first quarter of 1951."

A 26% increase in 1951 radio- TV expenditures was forecast for Bristol-Myers Co. by Joseph M. Allen, vice president.

"Barring government restric- tions on materials or an all-out war," he said, "indications point to excellent business prospects and a very good year."

Mr. Allen Mr. Peabody

The Borden Co. plans to increase its radio expenditure "slightly" and its TV outlay "materially," according to Stuart Peabody, as- sistant vice president. He felt it impossible to estimate the com- pany's 1951 business prospects, "except that they will conform to general level of the economy."

Procter & Gamble, which sets up its budgets on a fiscal year basis, was unable to forecast expenditures beyond June 30, but spokes- men anticipated "no radical change in the current rate of spending for radio and television during the first six months of 1951."

Stokely - Van Camp, Inc., Indianapolis, plans "a big step-up" for its "Honor Brand" TV, with 51% of its budget allocated to the visual medium. Advertising and Sales Promotion Manager Ray N. Peterson reported. He regarded business volume for 1951 as "bright" at this time, "de- pending entirely on government restrictions."

NATIONAL ASSN. OF BROADCASTERS

'51 Will Be Critical Year, But Broadcasters Are Prepared for Role

By JUSTIN MILLER
President, National Assn. of Broadcasters Chairman, Broadcast Advisory Council

THE TREND of international events is indicative that 1951 will be a critical year for radio and television. With the nation already in the process of converting its economy to a basis of wartime preparedness, grave prob- lems loom on the horizon. In a word, America's broadcasters are patriotically alert and, through the Broadcast Advisory Council, have offered their services to the country, somewhat recent meetings -and future gatherings with leading govern- ment officials—the President and other top defense executives accepted the medium's offer, and assured them that their efforts that are in vital industry with definite services to per- form.

The broadcasters are prepared to make their contribution toward the preservation of the American way of life.

Mr. Stedman Mr. Mintz
Admiral Corp. spent almost $2 million in television this year and plans a similar budget in 1951. Ad- vertising Director Seymour Mintz said. Total advertising outlay approximately $18 million in 1950, he said, but could make no definite estimate for 1951 because of unsettled world conditions, "advertising expenditure being entirely contin- gent on production possible."

He thought TV production will be down but that "overall business prospects considering both television production and rearmament work will be high volume," though "profits will suffer because of con- version costs when required."

RCA-Victor Division regards 1951 business prospects as uncer- tain, but expects to spend 26% more for radio and TV than it did this year, according to R. H. Coffin, director of advertising. The com-
FACED with the prospect of materials shortages in an emergency economy and a sharp hike in operating expenses, transcription and program firms are wondering, never-the-less, confident they will show percentage revenue gains during 1951.

The consensus of most executives replying to a Broadcasting • Telecasting questionnaire is that revenue will more than offset the anticipated rise in operational costs at individual firms, notwithstanding a new AFRA contract calling for increases in performer fees averaging 175% [Broadcasting • Telecasting, Dec. 11].

Transcription and program firms, the majority of them optimistic about their own prospects for greater revenue, appear to have divided their income increase about two to one as to radio's and TV's impact.

About half (45%) tabbed 1951 as a "bigger" year; another 45% foresaw no great change; and the remaining 10% felt radio's revenue level would drop off from 1950.

Many transcribers painted a dark outlook for national network business, with about 63% contending revenue would drop. The remainder saw no change during 1951. None felt networks would show any gains because of spot radio's growing prominence in the industry.

Total of 80% felt that national spot would jump next year, with none predicting any decrease. Conclusions on local billings were less emphatic, with slightly over 50% forecasting revenue boosts and the remainder divided between "smaller" and "unchanged."

**Spot Increase Seen**

Estimates for increases in national spot ranged from 10% to 15%; for decreases in national network, from 5% to 10%; and for boosts in local billings, from 9% to 15%.

Reasons given for renewed activity on the spot line included: Expansion of smaller firms because of war economy; addition by small stations of program libraries; expansion by transcription and program firms of their services; trend to spot, partly because of TV's impact on network radio; and extensive use of tape for broadcast duplication.

Projections on individual company revenue boosts varied from 5% to 35%, with 10% and 15% figures most commonly quoted. One president who was optimistic enough to anticipate an increase in his business from 100% to 300%. On the other hand, two companies felt they would suffer revenue setbacks of 25% and 30%.

Operating expense hikes ranged in estimates from 5% to 25%, with 5% and 10% increases the most frequently quoted. No executive ventured the bold prediction that operating costs would drop.

Business in general, according to about 65% of the respondents, will be on the upswing, with remaining executives about evenly divided as to whether business will slow up or remain approximately the same in 1951.

Broadcasting forecasts by regions are as follows:

**NEW YORK**

Most of the program and transcription firms plan to expand their 1951 production schedules, judging from year-end statements received by Broadcasting • Telecasting.

John Sinn, president of World Broadcasting System, reports that World, now affiliated with 796 stations, plans to include more new talent, programming and sales help. Firm will siphon off an additional 32% of its budget for production in 1951. Stations themselves have reported, according to Mr. Sinn, the "highest sales record in their history on World programs and features."

He adds: "With certain materials becoming critically short, there is some question as to how many new sponsors can be supplied with the library facilities in the coming year, since the available material may only be sufficient to service present customers."

Mr. Sinn, speaking also as executive vice president for the Frederic W. Ziv Co., reported a 22% increase in sale of syndicated transcriptions over last year's total.

"This increase was accounted for by a growing interest in radio from many national advertisers who formerly used only network radio, going into the spot radio field. Indications are that business will remain at this level, or go even higher, at least for the first six months of 1951. In anticipation of this, the Ziv Co. has planned the heaviest production schedule ever for the coming year," Mr. Sinn stated.

Mr. Sinn James Mercer, manager of RCA Recorded Program Services (RCA Thesaurus), reports that the operation "confidently enters 1951 with a projected sales increase of about 30% over this year," based on the "tremendous advertiser acceptance" according to Mr. Mercer. "New Era" in commercial programing through a library service. The past year was the "biggest and best" in its history, he states.

"Further developments and innovations in Thesaurus programing and promotion scheduled for introduction during the coming year . . . can only mean greater growth and wider station endorsement of the directions we have taken," Mr. Mercer asserted.

Maurice B. Mitchell, vice president and general manager, Associated Program Service, expects a sharp increase in 1951 due chiefly to a revival of local programing. However, he also predicts increased operational expenses by 25-28% because of new AFRA contracts. Mr. Mitchell observes:

"I don't think there is any question but that 1951 will once again be radio's 'bigger' year, from the standpoint of all the conditions surrounding the industry."

Mitchell Forecast

Mr. Mitchell, former BAB head, sees a continued upswing of fewest station billings coupled with national spot advertiser expansion in station time purchases. He cites news print shortages "but the basic factor will continue to be the growing recognition of the fact that radio can produce more results, reach more people, deliver more genuine advertising impact per dollar, than any other medium available to local business men."

Harry S. Goodman, president, Harry S. Goodman, Radio and Television Productions, believes that network radio programming "will continue to become less and less attractive to the affiliate," thus improving the position of the transcription companies that have good programs to offer. Mr. Goodman explained:

"We find that the AM stations in metropolitan areas are fast putting in transcribed shows to replace network stationers, because they can get an increased audience by transcription in Class A time and sell it to local merchants and make 100% of the income instead ofsplitting it with the networks."

We found that we have sold a good many packages of block programing to stations of this kind that in turn sell out one-minute spots (Continued on page 53)
You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY
THE business of broadcasting (AM) will continue to expand in 1951, in the opinion of 76% of stations, according to a survey by Broadcasting • Telecasting.

Repies of 149 officials representing a cross section of the broadcasting industry to a questionnaire prepared in 1950 predict that only 1% look for a decline in broadcast revenues next year. Twenty-three percent figure 1951 income will be about the same as the previous year.

Most of those commenting on 1951 prospects point out that conversion to a complete wartime economy or disaster developments on the international front could upset all predictions. Their observations are tempered by qualifications of this sort.

Of the 76% who expect radio business to increase in 1951, 8% look for a gain of 5%; 26% for a gain of 10%; 10% for a gain of 15%; 36% for a gain of 20%; 8% for a gain of 25%. Another 25% made no attempt to estimate the extent of the increase. One station manager is counting on a 50% gain in AM revenue.

Peering into the possibilities for local advertising, 80% expect an increase, 3% expect a loss for the year, and 17% expect local to stay about the same.

Gains Expected

Of the 80% expecting local business to go up, 16% look for a gain of 5%; 30% for a gain of 10%; 7% for a gain of 15%; 17% for a gain of 20%; 4% for a gain of 25%; 16% made no definite estimate. Two persons expect local to go up 50% and another figures on a 10% increase.

Especially hopeful are those who look into the future of national spot, with 82% anticipating a bigger year, 3% expecting a drop and 16% expecting no change.

Of the 82% counting on an increase in national spot, 19% look for a gain of 5%; 37% for a gain of 10%; 17% for a gain of 15%; 4% for a gain of 20%; 2% for a gain of 25%; 3% for a gain of 30%; 1% for a gain of 45% and 1% for a gain of 50%, with 17% mentioning no specific increase.

The picture is not nearly so bright in the national network field, with only 22% expecting business to go up in 1951 whereas 32% expect it to drop and 46% figure there will be no change.

Of the 22% forecasting an upward trend in national network sales, 7% look for a gain of 5%; 8% for a gain of 10%; 2% for a gain of 20%; 1% for a gain of 25% and 4% no change.

Of the 33% expecting a drop in network sales, 9% look for a loss of 5%; 9% for a loss of 10%; 2% for a loss of 20%; 5% for a loss of 25% and 4% no particular amount.

Principal sources of increased revenue, by type of sponsor, were listed in this order: Retail and department store, automotive, food, drug, industrial, institutional, beer, general, all types, soap, farm, farm implements, soft goods, oil, wine, feed, amusements.

Judging by the questionnaire replies, broadcasters in television cities are not sufficiently aware of the video competition in a good many cases. Only 17% of the 79 respondents located in TV areas admitted that any competition had thus far been hurt. Few mentioned any particular amount of injury, though one said 15% and another 20%.

Seventy-seven percent of those replying said TV has not affected their business, though a number added "not yet." Six percent said TV actually has helped AM sales.

FM Prospects

As to FM, only a fourth of the stations replied to the question about business in that field. Of these 81% said they expected no change, but in a large number of cases these stations duplicate AM programs and do not charge for FM time. Twelve percent expect an increase in FM business next year, with half of operating transmit and/or storage.

There's no question about the prospects of operating costs heading upward, judging by the questionnaire replies. Ninety-five percent of those replying expect costs to go up, 4% expect no change and 1% anticipate a decline in costs.

Of the 95% expecting costs to rise, 1% look for a rise of 5% in costs; 7% for a rise of 5%; 71% for a rise of 10%; 6% for a rise of 15%; 2% for a rise of 20% and 1% for a rise of 25%.

Red Cross, commercial manager of WMAZ Macon, Ga., in the midst of the Reserve Personnel Service area, anticipates "plenty" of business with little profit because of heavy taxes.

J. Harold Ryan, vice-president-treasurer, Fort Industry Co., expects a shortage of civilian goods. TV will flourish in its early period and while the number of outlets is "enormous," he said, with radio "very good for those who go after it."

Mr. Ryan Charles C. Caley, vice president and general manager of WMBD Peoria, Ill., said total mobilization likely will aid AM radio because of "restrictions on other media and immediate slow-down of TV."

Barron Howard, business manager of WYVA Richmond, Va.: "We will sell time in 1951 just as we always have — because we'll work at it."

Henry P. Johnston, managing director of WSGN Birmingham: "Although transient business for radio may decrease, an aggressive station should be able to capture the more permanent and far-sighted advertisers, and thereby show a general increase."

Hugh M. Fellis, manager of KING Seattle: "The advertising industry conducted itself very creditably in World War II and all of that experience will be needed in 1951."

Gordon Gray, vice president of WIP Philadelphia, said that if business, despite controls, continues in 1951 as in the last quarter of 1950 the station "would show a considerable increase."

L. Waters Milbourne, executive vice president of WCAO Baltimore, expects AM business "to be at least as good as it was in 1950. The outlook for the first few months of 1951 is better than was the case a year ago."

Robert O. Reynolds, vice president and general manager of KMPC Los Angeles, sees "a resurgence of local advertisers to AM caused by rising rates of TV and other media."

Calvin J. Smith, president and general manager of KFAC Los Angeles, predicts "AM radio will have some own until the end of the year when TV will cut in sharply. TV will not take the business but will pile up a damaging majority of listener hours."

William B. Way, vice president of KVOO Tulsa: "The communica-

No 'Drastic' Effects Seen in Mobilization Plans

By NEVILLE MILLER

President, Federal Communications Bar Ass'n.

THE YEAR 1950 has been an exciting year due mainly to the rapid development and growth of television. Were it not for the uncertainty due to the international situation, we could safely predict that the year 1951 would be a year of even greater activity and growth.

The TV allocation proceedings should be completed during the first half of 1951, followed by the filing of an unprecedented number of applications. The tempo at the Commission probably will be reminiscent of the years 1945 and '46, unless the mobilization program, which undoubtedly will make large demands on manpower and equipment.

The broadcasting industry suffers from many other industries in that the great system of mass communication which it provides needs revamping to be available for use in case of an emergency or to meet war needs. Therefore the progress of the mobilization program will not affect normal operations as drastically as it will affect normal operations of many other industries.

In the past year television raised many novel legal questions particularly in the relatively new field of "right of privacy." Undoubtedly illegal problems will continue to multiply with the development of television.

From any angle you view it, the year 1951 will be a year of activity with new problems in every field. I am confident the broadcasting industry will meet and solve the problems in the same ability, ingenuity and resourcefulness with which it has solved its problems in the past.

Mr. Miller

Mr. Sholis

Mr. Cox

Mr. Caley
Music... Our Common Heritage carries a real meaning for Christmas...1950

DECK the halls with boughs of holly, fill the air with joyous song — Christmas, 1950! A Holy day as well as a holiday, its celebration at times reverent, at times gay, Christmas has a two-fold significance — commemorating the birth of peace, and celebrating the seasonal customs of many people. The ordinary festivity of a usual Christmas season takes on added glow with the happy reunions of family and friends.

Music has always been the most natural expression of the true Yuletide spirit. Hymns and carols have been handed down through the years until it becomes impossible to imagine Christmas without them.

Our heritage of song gives everyone the means to share and spread the brotherhood and fellowship of Christmas.

BMI sincerely extends the greetings and best wishes of the holiday season to everyone.
IN A surprise move borne of reluctance but nurtured in military desperation, MacArthur's headquarters last Wednesday imposed complete censorship on the flow of information from combat radio and newspaper reporters in the Pacific front.

At the same time there were indications that the Defense Dept. had sharpened its vigilance over the broadcast and publication of vital military information in a view to tighter domestic curbs.

There also was mounting speculation, amid tensening international developments, that the government is dusting off blueprints for revival of a war information office and, possibly, an office of censorship, though no confirmation was forthcoming.

These prospects were held out, in any event, following renewed closed circuit discussions last Monday between Defense Secretary George C. Marshall and industry representatives of all media, including NAB [Broadcasting • Telecasting, Dec. 18].

It was understood that the industry group was apprised of the need for more stringent voluntary curbs on the use of data dealing with production of vital equipment and other aspects. The subject of possible radio-TV silence, described as a form of "technical censorship," also was aired during the meeting with Secretary Marshall (see separate story).

MacArthur Gets Views

It further was reported that the committee, which met informally on its own Monday, had approved and sent to Gen. MacArthur a memorandum touching on censorship and security. Comments were not disclosed, but, in any event, the imposition of security curbs in the military theatre followed almost within 9 hours.

Attending the closed session were President Justin Miller, Public Affairs Director Robert K. Richards and Government Relations Director Ralph Hardy, all of NAB; B. M. McKeel, Washington Evening Star, (WMAL-AM-TV-FM Washington), and Jack Lockhart, Scripps-Howard, representing American Society of Newspaper Editors; Lyle Wilson, UP; Robert McLean and Frank Starzell, AP; Cranston Williams, American Newspaper Publishers Assn; Marry Farris and William K. Hutchison, INS; and representatives of the information branches of the Air Force, Army and Navy, including Maj. Gen. Lyle Wilson, Director of the Army Public Relations Office.

Failure of the Defense Secretary's Office to request participation of the Radio Correspondents Assn. aroused mild protests from that group. William McAndrew, WRCA-AM-FM and WNBB (TV) Washington, association president, said he had apprised Secretary Marshall that the association represented the finest broadcasting and numerous independent stations, and requested that it be included in future planning involving all media.

On December 16, McAndrew explained that it probably was an "oversight" and based on the department's premise that NAB, which attended, represented the entire broadcasting industry. He pointed out that ABC and CBS are not NAB members, and that the correspondents' group represents working radio-TV newspeople from all over the nation.

The whole scope of relation between military censorship and domestic security curbs was explored by the committee at its meeting, which was addressed by Gen. Marshall last Monday. Aggravation of the military situation will necessarily lead to greater vigilance over use of domestic data, it was emphasized.

Scripps-Howard, Ralph Hardy, and many other correspondents have been held the action as long-awaited and much needed. Many reportedly had requested formal censorship, not only to provide real security but to equalize breaks on important stories. This was understood to have been true of many radio newsmen.

Pentagon information officers also expressed belief that the action was generally welcomed by the majority of correspondents. In the face of opposition from Gen. MacArthur, some Defense Dept. officials expressed disposed to censorship on grounds that the Korean Theatre was a "war zone" and had contended that similar curbs must be placed on news centers in the portion of the country, or that it was not necessarily a matter for United Nations action.

NARND Complaint

Source of radio newsmen's concern—and the basis of a complaint filed by the National Assn. of Radio News Directors last Thursday—was the banning of two news service men from the war zone on grounds they had violated security at a time when newsmen were asked to exercise their own judgment in the absence of set rules [Broadcasting • Telecasting, July 24].

The MacArthur memorandum provides that all "press stories, radio broadcasts, (etc.) . . . whose origin is in Japan, will be submitted to the press advisory division before clearance and dissemination." The Tokyo Press Advisory Division was established recently in response to newsmen's complaints that they had no responsible source to check on security matters.

It was pointed out that news telegraphed by radio is monitored by the Communists and that, once a story is published in the U.S. and elsewhere, it is available to Soviet agents.

Newsmen had been operating on a voluntary basis since the Korean war began June 25. Col. Echols recently expressed concern over activities which have served as informed guides for correspondents until the announcement of censorship controls.

KSPO To LBS

KSPO Spokane, Wash., has joined the Liberty Broadcasting System as a fulltime affiliate.
Greetings
of the season
and warmest good wishes
for the New Year
from

KDKA
PITTSBURGH

WBZ
BOSTON

KYW
PHILADELPHIA

WOWO
FORT WAYNE

KEX
PORTLAND

WBZA
SPRINGFIELD

WBZ-TV
BOSTON

WESTINGHOUSE RADIO STATIONS Inc
Radio Bills Hinge on War Status

By SEN. EDWIN C. JOHNSON
Chairman, Senate Interstate and Foreign Commerce Committee

WHILE the long-range picture gives us every reason to anticipate that the next quarter-century will bring scientific changes and developments of a miracle-like nature in communications, intervening events of the past few months cast an ominous shadow over everything. There is no reason for us blinking at the plain facts before us; we stand on the brink of political upheavals which may well affect all progress.

The broadcasting industry will be seriously affected by the current war-preparation activity. The military demand for certain strategic materials coupled with the direct demand which will be made on the electronic manufacturing industry makes certain that broadcasting and television receivers will be in short supply; that new transmitting stations may not be constructed. The industry is going to have to pull in its belt and do its job under existing conditions.

In periods of abnormal military activity those responsible for our communications, and particularly the broadcast licensees, have an important function to perform. The "Ten Crisis Rules for Broadcasters" which appeared in the Dec. 11 issue of Broadcasting • Telecasting are proof of this. These rules make sense, and particularly does rule four. If it has had the effect of your greatest duty is to inform—completely and without bias or slant," it might be groups of minorities and their viewpoints must not be ignored nor thrust aside in the stress and hysteria of the moment."

The Arizona Democrat voiced maybe that "we have not yet now evolved an overall national communications policy so that we might have entered this twilight zone of readiness-for-war with finances strong and well integrated common carrier communications enterprises."

Cites Policy Board

Referring to the temporary Communications Policy Board, set up by President Truman to study the problem of such a communications policy, Sen. McFarland said it was a step in the right direction and that "all of us look forward to the submission next February of sound, well-conceived long range policies which we may be able to implement promptly in the national interest."

It is his opinion, Sen. McFarland went on, that the U.S. has failed to recognize fully the "vital role of communications" both in peace-time and in the national defense. That an "awakening" may be in the offering is indicated in the Senator's concluding reference to his proposal that an Assistant Secretary for Communications be set up in the State Dept.

From the House side of the Capitol, Rep. Dwight L. Rogers (D-Tex.), chairman of the Interstate & Foreign Commerce Committee and probable chairman of its radio subcommittee in the 82d Congress, also underscored the world situation.

Commenting that all U.S. resources must be pledged to the struggle against those "who seek to destroy our freedom," Rep. Rogers reminded "the radio spectrum is an important resource which can and must be put to best use in this struggle." He said it was his hope the Commerce Committee "will give prompt and careful consideration to any measure that will enable the many users of the radio spectrum, including particularly the military, to make the greatest possible contribution to our side in this conflict."

The sphere of radio transmission in the "present world tension" was viewed by Sen. William Benton (D-Conn.), a vociferous supporter of Voice of America, who told Broadcasting • Telecasting: "If it is at all possible to gauge the temper of this Congress, I would venture to say it is favorably disposed to re-examining Voice of America facilities with a view to expanding them in the light of the Korean crisis."

Radio, he reflected, will continue to play an important role in the communication of truth to peoples behind the iron curtain as well as those this side of it," urging S. "This sort of unwise policy has brought certain broadcasters into hot water in past years; this type of shortsighted undemocratic blindness has resulted in crackdowns and "bluebooks" by regulatory agencies.

No industry of a non-war nature has a more important task to perform in times of trouble than the broadcasting industry. The responsible and voluntary or imposed censorship notwithstanding, the broadcasting industry must be careful not only to adhere to but actually espouse the free, untrammelled American way. It must be remembered that the broadcasting business is basically the business of providing information and that the greater the crisis the more the people in this democracy, or in any real democracy, will need instant and full information on whatever is occurring so that they may exercise sound judgment and make wise decisions.

Radio Bills Hinge on War Status

By SEN. EDWIN C. JOHNSON
Chairman, Senate Interstate and Foreign Commerce Committee

WHILE the long-range picture gives us every reason to anticipate that the next quarter-century will bring scientific changes and developments of a miracle-like nature in communications, intervening events of the past few months cast an ominous shadow over everything. There is no reason for us blinking at the plain facts before us; we stand on the brink of political upheavals which may well affect all progress.

The broadcasting industry will be seriously affected by the current war-preparation activity. The military demand for certain strategic materials coupled with the direct demand which will be made on the electronic manufacturing industry makes certain that broadcasting and television receivers will be in short supply; that new transmitting stations may not be constructed. The industry is going to have to pull in its belt and do its job under existing conditions.

In periods of abnormal military activity those responsible for our communications, and particularly the broadcast licensees, have an important function to perform. The "Ten Crisis Rules for Broadcasters" which appeared in the Dec. 11 issue of Broadcasting • Telecasting are proof of this. These rules make sense, and particularly does rule four. If it has had the effect of your greatest duty is to inform—completely and without bias or slant," it might be groups of minorities and their viewpoints must not be ignored nor thrust aside in the stress and hysteria of the moment."

The Arizona Democrat voiced maybe that "we have not yet now evolved an overall national communications policy so that we might have entered this twilight zone of readiness-for-war with finances strong and well integrated common carrier communications enterprises."

Cites Policy Board

Referring to the temporary Communications Policy Board, set up by President Truman to study the problem of such a communications policy, Sen. McFarland said it was a step in the right direction and that "all of us look forward to the submission next February of sound, well-conceived long range policies which we may be able to implement promptly in the national interest."

It is his opinion, Sen. McFarland went on, that the U.S. has failed to recognize fully the "vital role of communications" both in peace-time and in the national defense. That an "awakening" may be in the offering is indicated in the Senator's concluding reference to his proposal that an Assistant Secretary for Communications be set up in the State Dept.

From the House side of the Capitol, Rep. Dwight L. Rogers (D-Tex.), chairman of the Interstate & Foreign Commerce Committee and probable chairman of its radio subcommittee in the 82d Congress, also underscored the world situation.

Commenting that all U.S. resources must be pledged to the struggle against those "who seek to destroy our freedom," Rep. Rogers reminded "the radio spectrum is an important resource which can and must be put to best use in this struggle." He said it was his hope the Commerce Committee "will give prompt and careful consideration to any measure that will enable the many users of the radio spectrum, including particularly the military, to make the greatest possible contribution to our side in this conflict."

The sphere of radio transmission in the "present world tension" was viewed by Sen. William Benton (D-Conn.), a vociferous supporter of Voice of America, who told Broadcasting • Telecasting: "If it is at all possible to gauge the temper of this Congress, I would venture to say it is favorably disposed to re-examining Voice of America facilities with a view to expanding them in the light of the Korean crisis."

Radio, he reflected, will continue to play an important role in the communication of truth to peoples behind the iron curtain as well as those this side of it," urging S. "This sort of unwise policy has brought certain broadcasters into hot water in past years; this type of shortsighted undemocratic blindness has resulted in crackdowns and "bluebooks" by regulatory agencies.

No industry of a non-war nature has a more important task to perform in times of trouble than the broadcasting industry. The responsible and voluntary or imposed censorship notwithstanding, the broadcasting industry must be careful not only to adhere to but actually espouse the free, untrammelled American way. It must be remembered that the broadcasting business is basically the business of providing information and that the greater the crisis the more the people in this democracy, or in any real democracy, will need instant and full information on whatever is occurring so that they may exercise sound judgment and make wise decisions.

Page 30 • December 25, 1950

RADIO-TV industry must prepare in 1961 for a continued operation in a prolonged period of world unrest and upheaval; what the industry has done in the immediate past may be measured as prologue to what will come.

That is the consensus on Capitol Hill by legislators who are close to the radio-communications' role in the current feverish Cold War build-up. According to the best radio-informed among national lawmakers, future radio legislation in the 82d Congress hinges entirely on the critical international scene.

Already a series of government steps affecting communications, some of them requiring Congressional rubber-stamping, are underway (see separate stories this issue).

If the defense effort rolls ahead at the present pace, authorities point out, emphasis will grow stronger on direct radio communications that can play militarily, politically (such as Voice of America and other propaganda uses), and defensively (such as in civil defense).

Nevertheless, there are still a number of issues in which may appear in the new Congress that convenes Jan. 3, having a direct bearing on the industry. In general they are: a renewed agency reorganization, "policing" of air waves, color television, the negotiated North American Regional Broadcast Agreement, TV allocations in the VHF-UHF, and appropriations. Any one of these could well burst forth with radio-active sparks.

Radio's Role

Theme of the responsibility that radio must assume in the days ahead is graphically underscored by Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee (see statement this page). In his evaluation of radio's future, the Senator said:

"There is no use blinking at the plain facts before us; we stand on the brink of political upheavals which may well affect all progress.

Looking at the effect of war preparation on the industry, Sen. Johnson opines, "the industry is going to have to pull in its belt and do its job under existing conditions."

In assessing the broadcaster's function, the Senator cited "Ten Crisis Rules for Broadcasters" [Broadcasting • Telecasting, Dec. 11], laying emphasis on rule four—build a better newsroom by realizing "your greatest duty is to inform."

Stressing the informational function broadcasters can perform in times of emergency, the Senator observes the broadcasting industry must not only adhere to but actually espouse the free, untrammelled American way."

Another informed spokesman, Sen. Ernest W. McFarland (D-Ariz.), the Senate Commerce radio subcommittee chairman and co-tender for the post of Senate Majority Leader in the new Congress, was questioned by Broadcast- ing • Telecasting, for his views on the industry's current status. According to Sen. McFarland "the year ahead—very probably the years immediately ahead—are fraught with the gravest responsibilities for American communications—both broadcasting and common carrier."

Pointing up the importance of communications at time of domestic or international crisis, he said: "Senator even more duties face the broadcaster, namely "to keep the people promptly and fully informed."

A democratic, Sen. McFarland, "is made up of many serious efforts on radio by war plans cited"
A YEARBOOK WILL BE SENT TO YOU—if you’re a BROADCASTING subscriber by January 8, 1951. This 3½ lb. source book contains a complete analysis of 1950 radio-TV advertising, 55 directories including station personnel, network & regional advertisers, 1001 references. You’ll receive 52 weekly issues and the new Yearbook if you—

**SUBSCRIBE NOW!**

*Paper restrictions shortly may limit subscriptions.*
ONE BIG question confronting radio networks at the close of 1950 is whether, or how long, time rates can be kept from collapsing.

With three of the four major radio networks having suffered sharp declines in gross billings during 1950 and with one of them—NBC—having already proposed rate cuts in television markets, network executives are wondering if present rates have any chance to stand up through 1951.

A secondary question: If rates were cut, would enough advertisers buy network radio to overcome the rate decreases and keep total billings up to profitable levels? NBC plainly thought that would be the case. The reluctance of other networks to embark on rate cuts at this moment was indicative that they were not so sure.

At year's end ABC, MBS and NBC will add up gross billings less than those of 1949. CBS, the only major network to increase its gross time sales, will record billings at least $7.5 million bigger than last year.

Network Income

According to estimates, based on Broadcasting & Telescaming's own projections of Publishers Information Bureau figures (which are complete only through October 1950), total gross billings for 1950 by networks (with comparative PIB figures for 1949) will be:

<table>
<thead>
<tr>
<th>Network</th>
<th>1950</th>
<th>1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$35,500,000</td>
<td>$42,342,854</td>
</tr>
<tr>
<td>CBS</td>
<td>71,000,000</td>
<td>63,103,563</td>
</tr>
<tr>
<td>MBS</td>
<td>16,200,000</td>
<td>18,040,596</td>
</tr>
<tr>
<td>NBC</td>
<td>61,500,000</td>
<td>64,013,296</td>
</tr>
</tbody>
</table>

The total billings of all four networks in 1950, $184,200,000 by Broadcasting & Telescaming's estimate, will be some $3.6 million below the $187,800,329 total for 1949.

A major hope for the maintenance, and perhaps improvement, of radio network billings in 1951 stemmed from the belief that the nation's progress toward a war economy would produce added advertising funds.

As Frank White, MBS President, put it: "The industries of our country will need, perhaps more than ever, to continue communicating with the people of the country during 1951. It seems to me, therefore, that whether Detroit, for example, is selling cars to today's buyers or brand-identity to tomorrow's prospects, the radio situation need for this medium (radio) will continue to be as real and as practical as ever in 1951."

Robert E. Kintner, ABC President, said radio was "getting its second wind." He said, "is still the most effective medium for delivering the biggest audience for the advertiser's dollar."

But no network chief could make specific forecasts about the shape that 1951 would take. Radio business, like all other businesses, would be profoundly affected by the international crisis.

Some network executives pointed out that an excess profits tax might encourage advertising expenditures, but nobody knew how much money a company would be able to write off for advertising without suffering tax penalties.

The imponderables of the war crisis and its effect on the economy were troublesome in themselves, but the immediate headache of all networks was the rate question.

Rate Cut Problem

Executives of other networks made no secret of their belief that if NBC cut rates in television markets—either by persuading its affiliates to downgrade themselves or by absorbing the reductions itself—it would be only a matter of time until they would have to do likewise.

Year-end statements of the four network presidents follow:

Robert E. Kintner, president, ABC:
"Radio, still way out in front in circulation and billings over its brother—Television, is getting its second wind."

"Looking over the advertising picture as a whole, it seems apparent that more and more advertisers are turning to radio to do their mass audience selling and that, as in the past, they will concentrate on the medium for this job while using other media, including television, for specialized sales efforts."

"Indicative of this, at least so far as ABC is concerned, are the recent sales in prime evening radio time to Mars Inc., a leading candy manufacturer, and the purchase of ABC's 'Saturation Plan,' by the Buick Motor Division of General Motors Corp."

"Mars Inc. contracted with ABC for the largest nighttime program sale of the year, effective Jan. 1, 1951, when this Chicago candy manufacturer will begin sponsoring four different ABC radio programs engrossing one and three-quarter evening broadcast hours each week. Under the ABC 'Saturation Plan,' the impression will be that the product is available all day and night, seven days a week."

TODAY'S WORLD CRISIS blueprints the role ahead for industry trade associations during the coming year. That is the unanimous assertion of spokesmen for the Assn. of National Advertisers, American Asn. of Advertising Agencies, Advertising Federation of America and the Advertising Council. A strict obligation to pool industry effort in full support of the government and toward a better-educated democracy is stressed by these groups.

Another association, Radio-Television Manufacturers Assn., takes cognizance of the world situation in its yearend forecast, stating that its members are ready to adapt themselves to the days ahead insofar as production and conservation of scarce materials are concerned.

Mr. Gamble: "The best reassurance, in time of stress, is to know that strength is on your side. Surely advertising and broadcasting can take confidence in their strength, in these days of national need."

"Advertising has been used by American industry during the past year on an unprecedented scale. There is growing recognition of the fundamental role of advertising in maintaining a strong American economy—the last hope of the world—and helping to keep it healthy."

"Radio is continuing to score its gains—there is now an amazing total of more than 41 million radio homes in the U.S., stations have doubled since World War II, listening remains high, and national spot radio is still growing in volume."

"Television is continuing to move ahead, even though there may be some delays in a mobilized economy, to become a great mass medium."

"Our common aim, in 1951, must be—(Continued on page 72)
work comprises 500% of the nation's families. Estimates are that seven million more television sets will be produced next year. So, that even with foreseeable cutbacks, the number of TV sets in use during 1951 will be almost double that prevailing during the past year. With the greatly expanded audience thus available, there is no doubt that television will achieve great strides in its every phase—programming, production, advertising impact.

Audience Overlap

The increasing overlap of the radio and television audience calls for the most stringent attention on the part of the broadcaster and the advertiser for the best utilization of both media.

"With the uncertainties surrounding the world situation and its constantly changing effect on the domestic economy no clear-cut prediction can be made concerning the future for the industry as a whole. However, this much is certain. The close of 1950 finds ABC looking back on a year in which much has been accomplished in both radio and television and the advent of 1951 with its many questions and problems looming ahead finds the company's radio and television networks geared to shoulder their full responsibilities and by the same token, to shoulder the needs of local and national advertisers for reaching mass audiences on an intimate basis."

Frank Stanton, president, CBS: "The past few anxious months have once again served to demonstrate the continuing vitality and importance of radio.

"Once again the people turn to radio as their swiftest and best source of information about the things that most matter to them. It is reassuring to us in broadcasting, as I am sure it must be to our government, to know that radio's power, authority and vigor are unimpaired; that today it stands fully prepared to serve the country to its utmost. And now television has assumed a like stature in many of our communities and is equipped to aid in bringing our people a clear and vivid picture of their times.

"We at CBS view the future with the same hopes and the same anxious fears all Americans feel today. But we are confident that the network was never in a better position to serve the needs of the people; to provide them with the fullest, swiftest and most trustworthy news and information; to lighten their burdens with the best of entertainment.

"During the past 12 months, CBS has extended the service of its radio and television networks. Columbia has extended the scope of its listening to the highest point in its history by the introduction of successful new personalities and programs in all areas of programming. And it has won substantial recognition from industry which has expressed its confidence in CBS by sponsoring more program time than ever before in the network's history.

"With this abundant testimony to the strength of the network in both radio and television, we at CBS face the new year with the firm confidence that never in our history have we been in a stronger or more vigorous position to accept the challenge ahead—and to perform the services radio and television are uniquely designed to accomplish."

White Confident
Frank White, president, MBS: "It may seem unusual at this time to speak of confidence and optimism. But I would like to voice a little of both—with enough supporting evidence to assure you that there is no Pollyanna blood in my system. Or for that matter in Mutual's either.

"Today, staring this particular new year in the face, it seems at first glance that all we can count on from 1951 is the unpredictable. Nobody outside the Kremlin can know the aggressor's plans, or read..." (Continued on page 74)
RICHARDS PROBE

To Drop Trustee Plan

FCC'S PROTRACTED hearing on the news policies of G. A. (Dick) Richards ended last Thursday, with counsel for Mr. Richards meanwhile seeking withdrawal of his plan to set up a trusteehip for his three stations.

Hugh Fulton, chief trial counsel for the station owner, announced the proposed FCC order to name trustees for the Richards stations—KMPC Los Angeles, WJR Detroit and WGAR Cleveland—would be reactivated only upon FCC demand.

Before a parade of defense witnesses brought the hearing to an end, he also announced plans for establishment of local advisory councils to help WGAR, WJR, and KMPC, respectively, in their public service activities.

Examining Justice Cunningham closed the hearing record over protests from both sides that a "clean-up" session was needed to go into legal questions. The hearing which had been halted in Cleveland was held unnecessary. Examiner Cunningham has indicated his initial decision in the case may be handed down in about six months.

Final witnesses were John Patt, president of the Richards stations, and Carl George, vice president and general manager of WGAR.

Mr. Patt said that "perhaps the safest policy is to avoid any controversial issue, but we have tried to make the maximum use of free speech and present views that we didn't agree with at all."

He quoted Mr. Richards as saying that "business leaders are stupid. They don't use available media to tell the story of free enterprise. They are listening irresponsibly to union leaders get away with wild accusations against business leaders. Urge business to be more bold and not hide in ivory towers."

Questioned on future policies for the three stations, Mr. Patt said "we're going to continue to have a policy of good broadcasting."

The week's witnesses also included Michigan Gov. G. Mennen Williams who conducts the Meet Your Governor program on WJR, and Detroit Mayor Albert E. Cobo, who said he had heard of the station accused of unfairness.

In another in the long series of face-offs between opposing counsel that has marked the case, Mr. Fulton charged FCC had violated federal statutes in the seizure of telegraphic correspondence.

He made the charge in offering Exhibit No. 55, which cited its defendant, the Detroit Western Union office, as a witness who, he said, was prepared to testify that FCC Investigator Charles Hubert gave orders to segregate all telegrams to and from WJR and Mr. Richards.

The testimony was ruled out on protest by FCC Attorney Frederick Ford, who asserted he had no evidence based on the telegrams and branded the charges as "slander."

Mr. Fulton said the station owner agreed to the plan "only ... because he was informed and he believed that it was desired by the Commission and would be approved and would result in preventing the necessity for protracted and enormously expensive hearings."

"This purpose has now been completely defeated by the insistence of the Commission upon proceedings at these hearings at a direct and indirect cost to the stations and the government of several million dollars," Mr. Fulton continued.

Hearing Slated

The trusteeship proposal has been slated for hearing upon conclusion of the FCC hearing on Mr. Richards' news policies. Mr. Fulton quoted FCC General Counsel Benedict P. Cottie as saying that, even if the plan were pursued or modified, appointment of trustees would be no safeguard against "having to deal again with the same contentions raised in these hearings on every major application which [may be filed by] stations, or any of them."

"I have repeatedly sought to ascertain the nature and extent of any national, state, or local policies which have or its staff may have with respect to the proposed trustees or the proposed trust instrument, and ... have been denied any bill of particulars," Mr. Fulton said.

He made his announcement in a statement to Examiner Cunningham in Monday's session of the hearing, held in Detroit. He followed up with a formal petition requesting a determination that the proposed applications "without prejudice"—a condition which seemed likely to draw the opposition of General Counsel Cottie.

The proposed trustees as originally named were Dr. John A. Hannah, president of Michigan State College; Harry J. Klingler, president of the Detroit Press Association; L. P. Fisher, vice president of Fisher & Co. and a director of General Motors. Mr. Fulton disclosed in September that there had been some re-thinking with respect to the makeup of the group.

In announcing plans to withdraw the trustee proposal, Mr. Fulton said "I am authorized and instructed also to state on the record that in the event that the Commission itself would consider the establishment of a trusteehip and shall propose and define the kind of trusteeship which it insists upon and with which it will be satisfied, I am ready at any time to meet with the Commission or its representatives and to negotiate with respect thereto.

In other words, the trustee transfer

LOYALTY OATH

A LOYALTY statement like that required of civil service employees by the federal government was asked of all CBS employees in a memorandum released last week from Joseph H. Ream, executive vice president.

CBS asked employees in the national emergency to sign a statement to Examiner Cunningham in his hearing of the critical role of broadcasting in the Los Angeles phase of the Communist campaign in the country.

On the national emergency proclaimed by the President, Mr. Ream said that it was important not only to protect against sabotage and violence, but to see that the "full confidence of our listeners and viewers is unimpaired." Measures for physical security already had been taken, he continued, and employees were being asked to make simple signed statements, the contents of which would remain confidential unless demanded by a government security agency. The "unique nature" of broadcasting made it "most important," both for the good of the country and CBS, that there be "no question concerning loyalty to our country" of any employee, he said.

Questions asked were as follows:

1. Are you now, or have you ever been, a member of any organization, association, movement, group or combination of persons which advocates the overthrow of our Constitution or form of government, or of any organization, association, movement, groups or combinations which has adopted a policy advocating or approving the use of force or violence to deny other persons their rights under the constitution of the United States or of securing, altering the form of government of the United States by unconstitutional means?

2. Are you now, or have you ever been, a member of the Communist Party?" So far as Broadcasting * Telescasting could ascertain, none of the remaining major networks was contemplating any like action, at least for the present.

Applications never were intended as a unilateral proposal on behalf of Mr. Richards, but were made and offered in the belief that they were what the Commission desired and would make the approval of the Commission. Even though the original purpose has been defeated, Mr. Richards has indicated that an acceptance of proposals made by the Commission would constitute a complete and final settlement of all the questions involved in these hearings.

Mr. Fulton called Examiner Cunningham's attention to the request made by Mr. Patt to adjourn the hearing of the three stations. Lauding Mr. Patt's ability and record, he said he has been given full authority to see that the work of the three stations is carried on in every field and in strict conformance with all rules and regulations applicable thereto.

It was on the joint recommendation of Messrs. Richards and Patt, he said, that plans were set in motion for the establishment of a trusteeship to assist in the continued progress and fine public service which may be expected from the stations if he could continue as principal stockholder without the appointment of trustees.

In announcing plans to withdraw the trustee proposal, Mr. Fulton said:

"I am authorized and instructed also to state on the record that in the event that the Commission itself would consider the establishment of a trusteehip and shall propose and define the kind of trusteeship which it insists upon and with which it will be satisfied, I am ready at any time to meet with the Commission or its representatives and to negotiate with respect thereto.

In other words, the trustee transfer

CITIES CIVIL DEFENSE

He said "Mr. Richards attaches particular significance to the question of defense and recommends that there be named to each board on outstanding men experienced in the problems of civil defense and selected after consultation with the appropriate national, state, and local public officials."

The week meanwhile saw a steady stream of Detroit and Michigan political, business, and civic leaders and witnesses testifying in behalf of WJR to bring the hearing to the point of completion.

The hearing, resulting from charges that Mr. Richards instructed newscasters to slant news according to his own political, social and economic beliefs, was held for 88 days in Los Angeles before moving to Detroit in early December.

Counsel for the station owner had asked FCC, among other things, to delay Examiner Cunningham to issue a decision based on the Los Angeles phase before proceeding with the Detroit sessions. But with this petition denied, they filed last week to be permitted to withdraw this request, but left in effect their alternative requests that FCC reconsider and grant the new applications of the Los Angeles stations or that it decide the issue on the basis of the stations' performance since their last regular renewals [Broadcasting * Telescasting, Nov. 27].
War Crisis Dominates Outlook

UNCERTAINTIES produced by
the national emergency dominate
the 1951 outlook of labor in radio
and television. Experience of the
last war is not to be relied upon.
Union leaders such as George
Heller and A. Frank Reel, national
executive secretaries of American
Federation of Radio Artists
(AFRA), and Television Authority
(TVA), respectively, after ticking
off possibilities like price-wage
stabilization and upsurging radio
employment which followed the
last war's excess profits tax, pause
reflectively as if to ask, "What
then?"

On the management side, it is
much the same. Network negotia-
tors such as Joseph A. McDonald
of ABC, Ernest De La Ossa of
NBC, Adolph Opfinger of MBS, and
Harry Friedman of DuMont, find
defense considerations clouding the
prospect of what otherwise might
be a relatively peaceful year. Pos-
sible technician shortage and un-
spectacular trends like the dying
off of skilled scene painters are
superimposed on concern over the
longtime effect of the new wage
scales in live and kinescope tele-
vision, in radio, and in transcrip-
tion.

Apart from whatever comes out
of Washington in 1951, labor peo-
ple will be busy.

Campaign for Independents
Having negotiated the first tele-
vision code in history, TVA will go
after independent stations across
the country. AFRA, with 24-plus
stations added to its rolls last year,
will continue its organizing efforts.
A fresh campaign by Radio and
Television Directors Guild to pen-
etrate freelance directors, agency
staff directors (AM and TV), and
transcription directors, as well as
independent TV stations has been
set in motion, according to New-
man H. Burnett, national executive
director.

With establishment of new RTDG
locals in Philadelphia and Detroit
in the past month, a new type of
unionizing plan which may spread
widely was launched. Directed at
localities with memberships too
small to sustain diverse union
locals, it calls for one union organi-
zizing there to bargain for members
of other unions as well as its own.
Thus, in Detroit and Philadelphia,
RTDG will represent Radio Writers
Guild, National Television Commit-
tee of Authors League of America,
and United Scenic Artists. AFRA
is understood to approve of the
idea and is expected to participate
when the occasion arises.

As the 1951 crop of contract re-
negotiations come up, rising living
costs and the newly-agreed rates
of networks and transcription com-
panies suggest the likelihood of
further wage increases. Although
overall industry figures on the
number of such re-negotiations are
not available, major network figures
probably are representative.

NBC will have 15 out of 40 ra-
dio contracts, CBS 23 out of 77, and
ABC (AM & TV) 19 out of 56 radio
and TV contracts. NBC-TV will
have 9 out of 20 contracts, CBS-TV
3 out of 11, and DuMont none out
of 4.

Outstanding among contracts to
be re-negotiated are those of the
American Federation of Musicians
which expire Jan. 31. These in-
clude contracts of Local 802 in New
York. Interest will focus par-
ticularly upon TV film rates for
musicians, a contentious area dealt
with in the old contract by a special
clause allowing individual negotia-
tions. For the past eight months,
AFM has been selling a formula
which the networks and industry
generally have refused to buy. Net-
work officials anticipate new pro-
posals early in January.

Speaking before the AFM's 58th
annual convention in Houston last
spring, President James C. Petrillo
described tele-
vision as the "only
hope" for musi-
cians out of radio
employment (as
a result, he said,
of the Taft-Hart-
ley and Lea Acts).
So it will probably be
the battle of the year.
Radio Writers
Guild's one-year
contract with the
networks expires Oct. 31, 1951, and
it too may be expected to show
 persistence in its demands. There
has been no official release of de-
tails of this year's contract, which
was arrived at on the eve of a
scheduled strike and reportedly is
contingent upon settlement of items
which remained open. Minimums
are believed to be $140 for editors,
and $150 for senior continuity
writers and senior news writers.

Despite these and other re-
negotiations, three major labor
areas of the industry presumably
have been peaceably resolved.
Even with living costs spurt-
ing, the new contracts in live and
kinescope television, radio, and tran-
scription represent substantial
 gains by performers. Sufficient, in
any event, when combined with
higher taxes, swelling employment
figures, and costlier equipment, to
produce a momentary wave of pes-
simism among management.

The new TV code, embodying
scales higher than were generally
anticipated and restricting re-use
(Continued on page 36)
Labor

(Continued from page 35)

of kinescopes, was agreed upon in November [Broadcasting • Telecasting, Nov. 27]. On its heels, the networks agreed to a radio code which provides a 14.5% blanket increase in sustaining rates, but avoided all except a nominal increase in commercial rates. The transcription code, which came next, represented an average increase in performer fees of 175%, drove the third peg in the new industry wage structure.

Effect of the increases were not apparent immediately, although it was generally predicted by management that fewer TV and transcription performers would be employed as a result. Economy measures, it was said, would include the paring of employees not directly benefiting from the higher scales. Rising employment reported for the third straight year by the networks supported the idea. Particularly in television, where employment has expanded phenomenally, it was prophesied that a new eye and a sharp knife would be applied.

Union-by-union highlights for 1961:

American Federation of Musicians: Nationally some variation of the formula promoted during the past eight months for TV film rates probably will be pressed in negotiations with the networks and industry. Formula is understood to include pay scales comparable to the current rate for phonograph records, plus payment, into the union's unemployment fund of 5% of either evening time charges by each station (16 and 30-minute TV films), or of gross income from films (3½-minute musicals).

Local 802's Position

Also, AFM demands the banning of music dubbed from other records or films. The New York Local 802, something of a pace-setter, has not raised its independent demands, but the unemployment picture among musicians makes drastic proposals in January meetings with the network likely. Reportedly nothing less than abolishment of recorded music over the networks between 8 p.m. and midnight will be demanded. Although Mr. Petrillo is not expected to press $90's demands to the hilt, knowing the full-scale opposition of management, probably he will insist on some substantial restriction of network use of recorded music.

Local 802's charter is understood to have voted other demands, including a classifying system for determining minimum instrumentation on each show, program budget allocations “fair” to musicians, and recognition of a sliding wage scale. Also, employment of staff musicians on an annual basis; paid vacations; health insurance; severance pay; and contract termination notice of eight weeks and new wage scales reflecting higher living costs and income taxes, and rehearsal time allowance.

Radio and Television Directors Guild: Last February, a contract was agreed upon with NBC, CBS, ABC, and WOR-AM-TV, New York stretching from Jan. 1, 1950, to June 1, 1952. Included were weekly minimums of $145 for directors and $100 for assistant directors, with provision for re-opening wages of assistant TV directors on Nov. 30, 1951. Directors of commercial shows in radio only (TV left to negotiate individually) are to receive 80% of prevailing freelance rates.

National Assn. of Broadcast Engineers & Technicians: ABC and NBC contract expires Oct. 31, 1951, at which time wage increases undoubtedly are to be demanded. NABET engaged in two trebuc-tional disputes this year with International Alliance of Theatrical Stage Employes. One, over lighting engineers at NBC, was settled by an NLRB decision which left the parties as they were. Another, over projectionists at ABC, after a New York hearing, is awaiting an NLRB decision in Washington. In a national referendum last January, NABET membership voted overwhelmingly to remain independent, despite offers of affiliation by other labor organizations.

Renegotiations in Offing

International Brotherhood of Electrical Workers: Contract with CBS, its biggest, comes up for renegotiation in May and involves about 500 technicians. Of IBEW’s five contracts of this nature, others come up — with WOR in March for wages, and with WPIX (TV) New York in the spring also, for contract renewal.

International Alliance of Theatrical Stage Employes: Two new radio-television industry locals (Local 874, Theatrical Wardrobe Attendants, and IATSE Local 161, Make-Up Artists and Hair Stylists) announced contracts with NBC, ABC, and CBS last week. Included are “substantial pay increases and overtime after five hours per week for wardrobe and make-up people.” Negotiations are in progress with DuMont, and others are planned for MBS and WJJD (TV).

Local 1 in New York reached an agreement last month with TV networks which reportedly involved wage increases of about 50% for regular stagehands, and 3% for irregulars, plus $5 weekly on top of the general increase for a new classification of “head stage hand” in network theatres. Working conditions were still being negotiated as the year closed, and contract terms had not been released officially.

Richard F. Walsh, IATSE international president, in his biennial report released this year, reported that locals now exist in New York, Philadelphia, Washington, Pittsburgh, Syracuse, and Los Angeles. He said that television will continue to receive major attention, as it has for the past two years. IATSE would become stronger, he predicted, as television more and more originated and was exhibited in the theatres.

Television Authority: Since established last year by the board of Associated Actors and Artistas of America, against the vote of Screen Actors Guild (a minority and dis- }
AN INCREASE in both the radio and television audience during 1951 is seen by representatives of the radio-television research field who responded to queries from Broadcasting • Telecasting. Refinement of techniques and a greater reliance on sound research practices also are envisioned.

C. E. Hooper, president of C. E. Hooper Inc., New York, makes this prediction: "Look for continued use of radio at present levels both in and out of TV areas but with spectacular demonstrations of its more economical use." This same line of thinking also is reported by James W. Seiler, director of the American Research Bureau, Washington, who says "radio looks attractive for 1951. The vastly increased interest in late news reports and in new programming techniques seems destined to add even more to the already impressive cost-listener story this medium has always had."

Advertising is going to be called upon to work harder as selling becomes more difficult, A. C. Nielsen, president of A. C. Nielsen Co., New York, feels. When competition becomes keener for consumer dollars, Mr. Nielsen says "research is generally called into the game to make certain that advertising dollars are most effectively and efficiently used. This has been increasingly the situations in 1950 and will, I believe, continue in 1951."

In the television field, Mr. Hooper sees "a continuing expansion of TV's encroachment on all other leisure time activities, both daytime and evening, in TV areas but with no extension of those areas—in short, no resolving the dilemma which brought about the freeze."

Dr. Sydney Roslow, director of The Pulse Inc., also feels that radio listening will be maintained favorably in 1951. He says "some enthusiasts believe that television has dealt severe blows to radio's audience. It is entirely wrong to hold an attitude that television's audience gains necessarily mean radio's loss in audience. Pulse measurements show that radio audiences are lower as television's audiences climb, but, television's audience has also resulted from new viewers who were not subtracted from radio—they were subtracted from other non-radio activities. "Furthermore, a television home is a radio home, and in most cases this home has several radio sets. Multiple set usage of both radio and TV simultaneously is not an uncommon event. Thus, both media may claim the same home, but not the same person. Audience characteristics for both radio and television are valuable adjuncts to present measurements. These characteristics reveal differing patterns for the two media. Developments such as these have resulted in radio audiences being favorably maintained rather than suffering severe losses."

American Research Bureau, through Mr. Seiler, reports that "according to most research indications, nothing but increased TV viewing is in sight for the coming year. Of course, the novelty effect of the medium is beginning to wear off, but any loss due to this cause is more than offset by the constantly improving programs and attractive new day time schedules. The decline in average number of viewers per set should continue as more and more families purchase sets of their own and no longer do their watching at friends' homes. Also, cases of two or more TV sets in the same home are becoming much more frequent."

Greater reliance on sound research is seen by all concerned. Mr. Hooper feels that the coming year will see the "emergence of reports which evaluate the productivity of both radio and TV comparatively market by market. By the year's end expect reports of audience size integrated with consumer use in demonstrably, 'cause' and 'effect' relationships."

Speaking of the advances which may be expected in the coming year, Mr. Nielsen reports that "perhaps the greatest progress can be looked for in the interpretation and analysis of research data in order that they may be used to full advantage in these days when research has such an important job to perform."
TODAY radio-TV's intensive promotion and programming for the 1950 holiday season becomes a memory for the ranks of busy planners, advertisers, and entertainers who made it possible.

Christmas radio-TV promotions were outstanding in freshness and originality. Both networks and individual stations worked hard to make holiday programming more memorable than ever for listeners and viewers.

Among stations reporting their Christmas promotion plans [BROADCASTING • TELECASTING, Dec. 18] were the following:

KYW Philadelphia utilized specially recorded presentations of Phil Harris's novelty tune "The Thing," in cooperation with the Salvation Army's drive for toys, games, and dolls for needy children. Special announcements urged listeners to contribute "things" for the Army to distribute to less fortunate youngsters in the Philadelphia area.

WTVJ (TV) Miami put its promotion power to work for 45 Royal Netherlands Air Force cadets who had been invited to spend the holidays in Miami by one of their buddies at Randolph Field. When the buddy's mother was informed she would have 46 men to put up, she called on WTVJ. Sold Ralph Renick's nightly news program took over from there and received immediate offers of free rooms from local hotels and residents. Last reports indicated there would be plenty of parties and luncheon engagements for the cadets who are in training at Randolph Field under terms of the North Atlantic Mutual Defense Assistance Program.

Hadaloc Parties

In Norfolk and Newport News, Va., Hadaloc Christmas parties climaxed a month-long promotion campaign by the well-known "dietary supplement" and WLOW Norfolk. Promotion included use of 60 billboards in the area, hundreds of lines of newspaper advertising, and the "heaviest schedule of advertising WLOW has ever scheduled for any one client in its four years of operation"—24 spot announcements, two half-hours, one quarter-hour every day. The Christmas parties were held in five theaters in Norfolk and Newport News. One Hadaloc box top was the admission ticket. Nearly 6000 children were entertained by WLOW emcees and given presents ranging from bicycles to dolls and skates.

WISL Shamokin, Pa., did a personal bit of promotion for a little girl who was afraid to walk. Having recently recovered from injuries incurred in an automobile accident, five-year-old Joyce Minor of that city was still in a local hospital because she was afraid to turn her head or walk. Joyce's father followed a doctor's advice that a radio be placed at her bedside to develop her interest. Then he contacted General Manager Charles Petrie of WISL, and arranged for a broadcast that included instructions from Santa, urging Joyce to try to walk. An hour after the broadcast, the child had taken her first steps since the accident and by the next day was insisting that she be allowed to walk around the corridors so that she would be able to go home for Christmas.

Stars from many of WLWD (TV) Dayton shows appeared at the annual Christmas party sponsored for children by the South Miami Defense Assistance Program. The party raised more than $16,000 for the needy, including more than 5000 children who benefited directly through gifts of food, clothing and toys. Participation in the program this year included Secretary of Commerce Sawyer, Sen. John W. Bricker, Congressmen B. B. Huber, Congressmen-elect William H. Ayers, the mayors of Akron, Barberton and Cuyahoga Falls; city councilmen, network stars Paul Whiteman, Ted Malone, Ted Mack, and Auntie V. Denny Jr.; ABC President Robert Kintner; local business, industrial and labor leaders and others.

Kalamazoo, Mich., was considerably enlivened during the Christmas season by the news that Barbara Donahue and Chuck Lambert, stars of Yuletide Shopper program on WFGF Kalamazoo, would be among the downtown crowds one evening, giving out silver dollars to everyone who correctly identified them. Several pedestrian jams were caused when the two were spotted, and at one street corner the pair were imprisoned by a crowd for 25 minutes. WFGF announced that all available time for the Yuletide Shopper programs was sold out as a result of the excitement and enthusiasm aroused by the stunt.

KGL Lebanon, Ore., which started broadcasting Dec. 5, announced a Christmas success story after only five days of operation. A Junior Chamber of Commerce Santa Claus Parade, promoted only through KGL, drew thousands of visitors to the Lebanon area and helped to persuade over 90 business men in the area to advertise for advertising with the station.

KIMO Independence, Mo., announced that it had devoted one entire day of broadcasting to the Salvation Army's Christmas Fund. This is the fourth consecutive year that KIMO has raised money for the Army's local branch by playing listeners' requests for a pledge of $1 or more.

From the desks of the program directors and planners came many fine programs, aimed at bringing out the significance of the holiday season as well as entertaining the Christmas-conscious radio-TV audience.

Following are some of the many reports BROADCASTING • TELECASTING received from individual stations on their Christmas programs:

WPTF Programming

More than 25 hours of special Christmas programs were scheduled by WPTF, Albany, N.Y., for the week preceding Christmas and Christmas Day. Shows included a remote pickup of a Children's Christmas Party given by General Aniline Co. in nearby Rensselaer, and a one-half-hour program broadcast direct from Santa Claus village at Saratoga Spa, N.Y. In addition to a nightly program of Christmas carols and organ music, a special evening of Handel's Messiah, presented before a live audience at the Masonic Temple, was broadcast live on Christmas Day. A Christmas guest program was presented on both local and national networks.

In Ithaca, N.Y., two network programs originated during the week before Christmas. On Dec. 20 the Ithaca College choir presented a 25-minute concert over CBS at 4:30 p.m., with WHCU Ithaca originating the program. Later in the day, an expanded concert was presented for the Rural Radio (FM) Network with WHCU-FM originating.

All AM, FM, and TV stations in New York state received a special Holiday Safety Tip sheet prepared by the New York State Dept. of Commerce in cooperation with the
State Safety Division. The packet contains one feature script on fire-proofing Christmas trees and 28 spot announcements on 14 different safety subjects. Prepared especially for women broadcasters, disc jockeys, farm and sports editors, the scripts cover both the Christmas and New Year holidays.

WBZ-TV Boston presented a telecast of the Lions Club Special Christmas Party from the Hotel Kenmore Dec. 20 at 1 p.m. Guests at the party, arranged for benefit of underprivileged boys, included Mayor John B. Hynes of Boston, Judge John J. Connelly of Boston Juvenile Court, and Red Sox Catcher Birdie Tebbetts. WBZ-TV also telecast a Christmas program from the Chelsea Naval Hospital on Saturday Dec. 22.

Changes Name

Strictly For The Girls, regular WCAU-TV breakfast-club program, changed its name to Strictly For The Staff for its Dec. 22 show. Every radio and television personality on the staff of WCAU and WCAU-TV was scheduled to appear to wish the audience a "Merry Christmas."

Two Christmas concerts by the Prisoners' Wives' Asn. were broadcast by KYW Philadelphia Dec. 9 and 16. The programs featured Christmas music by inmates of Holmesburg Prison and Eastern State Penitentiary and included a dramatic sketch outlining the work of the Prisoners' Family Welfare Asn.

WMAL Washington originated the annual ABC network feature "International Children's Christmas Broadcast," Friday Dec. 22 from 5:30 to 6 p.m. Program featured children of foreign diplomats from every part of the world. Paula Pace, 8-year-old daughter of Secretary of the Army Frank Pace Jr., represented the United States.

Church Telecast

WTOP-TV Washington telecast the Christmas Eve Vigil of Christmas Mass and Holy Communion from the Washington Cathedral, originating the impressive service, which had never before been presented on television, for the entire CBS-TV network. Rt. Rev. Angus Dunn, D.D., Bishop of Washington, celebrated the services of Holy Communion. Bill Shadel, veteran WTOP-CBS newsman, described the candle-light service for the television audience.

Also in Washington, WWDC broadcast the Christmas Eve Mass from the Church of the Immaculate Conception with Felix Grant handling the announcing assignment. A December one-hour Christmas service was presented by WWDC on Christmas Day under the auspices of the Washington Federation of Churches and originating from the National City Christian Church.

Washington's Liberty Broadcasting System outlet, WOL, originated a radio adaptation of Dicken's Christmas Carol on Sunday Dec. 24 for the network. The play was presented by the American U. Radio & Television Guild and lasted for 45 minutes.

WASH (FM), Washington independent, originated a program of Mexican Christmas folk songs for MBS and the Continental FM networks Dec. 22 at 8:30 p.m. The carols were sung by the Orfeon Infantil Mexicano, Mexico City's a cappella boy's choir, under the direction of Rogelio Zarzosa y Alarcon. Program included interviews with Latin American children residing in the District.

WGAY Silver Spring, Md., presented a Radio Greeting Card Dec. 24 at 9 a.m., a program which gave suburban Maryland residents a chance to hear personal greetings from the area's leading citizens. WGAY also presented a four-hour Christmas Festival Christmas Day, featuring transcribed entertainment.

Carol Program

In Indianapolis, WIRE's Wally Nehrling emceed five days of Christmas Carol broadcasts from the steps of the World War Memorial there. Each of the local high schools sent its choral group for one of the 10-minute concerts.

WBBM Chicago originated the annual CBS network show, Around The Christmas Tree on Christmas Eve, featuring singers Billy Leach and Frank Smith's orchestra. Network time was 10:15 to 10:30 p.m. CST. WBBM carried the show a quarter-hour later. Sunday morning Dec. 24, WBBM presented Rev. Harold E. Bosley, pastor of the First Methodist Church of Evanston, Ill., over CBS's regular Church Of The Air program.

WDSU and WDSU-TV St. Louis simulcast the St. Louis Cathedral Midnight Mass on Christmas Eve. The broadcast was fed to the entire ABC network, while the telecast was seen by New Orleans televiewers.

For the 15th consecutive Christmas Eve, KMOX St. Louis broadcast the Midnight Mass from the Catholic Church in Ste. Genevieve, Mo., reputed to be the oldest permanent white settlement west of the Mississippi.

Union Electric Show

KSD St. Louis presented "Joe Forchee's Prayer Tree," story of a Missouri miracle, on its The Land We Live In show, sponsored by Union Electric Co., St. Louis. Program was scheduled for Thursday Dec. 21 at 9 p.m.

There was only one radio Santa Claus in Macon, Ga. this year. He was Alfred X. Story, an employee of the Georgia State Employment Service. First heard as Santa back in 1936 on WMAZ Macon, Mr. Story proved so popular that his annual Santa Claus broadcasts have been fed to Macon station as they went on the air. This year all four Macon stations carried Mr. Story's programs, sponsored at card rates by the Retail

(Continued on page 50)
Advertiser

O'Sullivan Rubber Corp., Winchester, Va., said his company has allocated $20,000 for radio in 1951 but as yet has made no plans for TV. Among the oil companies, Esso Standard Oil Co. was reported by Vernor G. Carrier, assistant advertising and sales promotion manager, as planning "considerably" increased radio and TV budgets.

Rockey-Vacuum Oil Co. Inc.'s Advertising Manager Paul A. Gosman said no "major" radio-TV expenditures are presently contemplated, due to the "clouds of international and domestic horizons." Sinclair Refining Co.'s 1951 radio-television contracts "will compare about evenly with 1950 budg-ets." Advertising Manager James J. Delaney reported that the company will make heavier expenditures in radio than in TV. Pointing out that final decisions will depend on world conditions, Merchandising Manager George R. Miller said Richfield Oil Corp. is currently planning to continue radio expenditures in 1951 at their 1950 level, and to increase television allocations.

Mr. Miller Mr. Caperton

Automobile manufacturers were extremely reluctant to forecast business prospects, and their advertising plans were particularly uncertain in the wake of the government's price rollback order.

Chevrolet Dealers and Chrysler's Dodge Division cancelled radio-TV plans following the price-cut order, while Chrysler and its Plymouth Division appeared undecided and Ford and General Motors' Buick Division were understood to be proceeding with their planned schedules (see story page 52). Elsewhere it was reported—before the government's rollback order—that GM's Oldsmobile division was scheduling a 100% increase in TV.

Dr. Pepper Co. was not in a position to offer definite estimates, except to say that "TV and radio, of course, will be part of our 1951 program," according to Advertising Manager A. H. Caperton.

President Harold S. Clark of the D. L. Clark Co. emphasized the uncertainty of general conditions, but noted "a very healthy increase" in Clark candy bar sales in 1950 and paid tribute to the firm's use of "over 40 television stations on a one-minute telecast three to five times per week." He said "we are a great believer in the right type of advertising, and it has demonstrated its effect for us during 1950 over 1949."

Schutter Candy Co., radio user, probably will increase its advertising outlays though plans at present are flexible, John Fein- stein, advertising manager, as-
$100,000 but have no definite plans yet for TV use. They looked forward to an increase in business in 1951, though perhaps affected by packaging material shortages.

Walgreen Drug Co. plans to devote about $800,000 to radio and around $150,000 to television—a $100,000 increase for television with no change from the 1950 radio outlay, according to Orville G. Gibe, director of advertising.

On behalf of United Cigar-Whelan Stores, Edward Kletter of Product Advertising Corp. reported that "we will spend in behalf of Whelan next year approximately $350,000 for television" as compared with about $200,000 in 1950.

For International Latex Corp., Stephen P. Parks, publicity director, noted that the company is just initiating its television budget. He said 1951 business prospects are "excellent, providing the world situation does not affect raw materials."

Among companies which reported their advertising plans still uncertain were Pabst Sales Co., Roma Wine Co., Eastman Kodak Co., A. G. Spalding & Bros. Inc., Planters Nut & Chocolate Co., and Williamson Candy Co.

Those which said their present plans do not contemplate active use of radio and television during 1951 included E. R. Squibb & Sons, Western Auto Supply Co., Bell & Howell Co., Montolatum Co., Lockheed Aircraft Corp., and W. A. Sheaffer Pen Co.

**WJOC EXPANDS**

Names Kane Sales Executive

WJOC Jamestown, N. Y., has announced that Harold P. Kane, former advertising executive with WJTN Jamestown, has been named vice president in charge of sales for WJOC. Announcement was made by Harry E. Layman, president of Air Waves Inc., operator of WJOC.

At the same time, Mr. Layman announced other additions to the staff: J. Ralph Carlson, special events and news announcer; William M. Winn, chief announcer for WJOC; and Frances Balcom, advertising copywriter. All are former associates of WJTN. Having recently received FCC approval to go on a fulltime broadcast schedule, WJOC will do so as soon as its 150-ft. antenna is completely installed, Mr. Layman said.

WFIL Philadelphia executives and staff were recently typed for atomic warfare blood-tags. Tests were made during broadcast to enlighten listeners in requirements and arrangements for getting blood types in case of emergency.

**TRANSIT RADIO**

By R. C. GRISLER
President, Transit Radio Inc.

STEADY progress in 1950 by this music-as-you-ride radio medium forecasts bigger gains in 1951.

With 19 markets in operation by year-end plus six more imminent, which should be signed within the next few months, the national advertiser will have wider scope in using Transit Radio to meet individual market problems as well as broadening the base of its general usage in national advertising.

National business on Transit Radio by the end of 1950 was approximately double that at the beginning. Much of this was of an experimental or testing nature, with advertisers and agencies using only one or a few markets. Successful outcome of these tests resulted in expanded use and increased billing, and this trend is expected to continue in 1951.

- Transit Radio commences 1951 as a recognized factor in civilian defense, and if wartime economy places restrictions on other media, Transit's growth should be greatly accelerated.

Under any kind of conditions, the essential characteristics remain: Its audience increases with the use of public transit, it is not subject to changing entertainment tastes and the cost remains admittedly cheap to advertisers facing increased expenditures elsewhere.

We expect 1951 to be a good year.

**Campbell Named**

VICTOR CAMPBELL, program director of WBAL-TV Baltimore, has been appointed assistant business manager for WBAL-AM-TV, it was announced last week. Mr. Campbell, creator of Howdy Doody, and several other children's shows for TV, joined station in 1949. Arnold Wilkes, of WSYR-TV Syracuse, will replace him as TV program manager. The station also announced addition to its staff of Kent M. Redgrave, WMID Atlantic City, N. J., as writer-producer.

ALEXANDER (Buddy) GAVITT Jr., 16-year-old high school boy who conducts regular 4-H Club of the Air on WERI Westerly, R. I., awarded first place in national 4-H community relation contest for boys. He received trip to National 4-H Congress and $300 scholarship.
Agencies
(Continued from page 19)
business booked on more stations is the current picture painted for
Harry B. Cohen Advertising, by
President Harry B. Cohen. TV also is an important factor in 1951 plans, he adds. The agency is buy-
ing heavily in both network and spot for Grove Labs., Chattanooga
Medicine Co., Pearson Pharmacal
Co. and others.
The national emergency is not holding back Aubrey, Moore & Wall-
lace billings. Its radio-TV director, J. H. North, comments: "We are already placing more month-to-
month business due to the emer-
gency than we were before World
War II."
Increased spending on daytime
TV is envisioned by a number of
spokesmen such as Adrian Samish,
vice president, Dancer-Fitzger-
ald-Sample, who sees daytime tele-
vision as exten-
sive as radio by the end of 1951.
Also expressing a similar opinion is
Ray Vir Den, president of Len-
nen & Mitchell, who sees daytime
radio continuing to "hold its own."
Substantial increases in both ra-
dio and television is the 1951 out-
look for Foote, Cone & Belding,
according to President Don Belding.
Recalling that radio- TV volume in
1960 was higher than the preceding
year at the agency, Mr. Belding
reserves predictions on general
business conditions because they
would be as "precarious as guess-
ing which way a flea will jump."

Mr. Vir Den

Mr. Stauffer Mr. Belding

Surprise in radio operations at
Sullivan, Stauffer, Colwell & Bayles
is the surpassing of last year's budget, according to Don Stauffer,
vice president and partner. But no
surprise is TV's rapid gain in 1950,
Mr. Stauffer says. As to 1951, how-
ever, Mr. Stauffer would want to
know "the advance thinking of
Mao, Malik, Stalin and the FCC"
before he could make a "nifty pre-
diction."

Normal rise in expenditures is
the word from Arthur Pryor, vice
president in charge of radio and
Television at BBDO, New York.
Dave Lyons, vice president in
charge of radio and TV, Cecil &
Presbyre, says the agency plans to
do more in radio in the coming year
than in 1950 by about 20%.

Frank Gilday, C&P TV direc-
tor, believes there will be a greater
selectivity among TV program
sponsors. C & P, he says, plans
grater '51 expenditures for video
with more efforts on programs
coupled with a "substantial increase
in the use of TV spots."

A "major resurgence" of radio is
forecast by John Harper Jr.,
president, McCann-Erickson, since
the medium is not only "flexible"
but "appropriately immediate."
Mr. Harper thinks only an all-out
campaign could dampen the "accelerated
growth of television." He looks for
daytime TV to approximate the
rapid growth in 1950 of nighttime
TV.

Myron P. Kirk, vice president and
executive director of radio and
TV, Kudner Agency, says 1951
prospects at the agency "are for
increased in both TV and radio
for our clients." TV is bound to
make great strides, he opines, while
"in radio we certainly have not
reached our fullest accomplish-
ments." "A marriage of ingenuity and dis-
cipline" to aid TV's development and
curtail the trend toward costly
productions is prophesized by W. M.
Belding, vice president in charge of
radio and television, Ruthrauff &
Ryan. Radio, "still an advertising
giant . . . still wears its Seven
League Boots," Mr. Belding says.
Another agency executive, New-
man F. McEvoy, vice president of
Cunningham & Walsh, underscores
need for "ingenious programming
and production ideas" to out high
TV. He sees the "stunting
development" in television of
greatly increased competition, pro-
gram vs. program.

Across-the-board opinion is given
by Thomas J. Harrington, partner
and radio-TV director, Ted Bates &
Co. He finds "advertisers and agen-
cies on the horns of a broadcasting
dilemma—should they continue the
surge into television, or should they
hold onto their franchise spots in
AM radio and sit tight for the ex-
pected TV freeze?"

Continuing that the first three
months should give an answer, Mr.
Harrington observes if industry
goes full-scale into defense "the
day of the 20 million TV receivers
may indeed be far off and the
scramble to return to radio will be
a rout, not a retreat."

Philadelphia

Radio waves in Philadelphia,
while war troubled, will carry an
improved amount of advertising.
agency sampling in the Quaker
City indicates. Manifold increases
in television allotments are ex-
pected.

Viewing rises of 50-100% in TV
buying over last year's time pur-
chases are reported by responding
agencies. Radio billings are ex-
pected to go up although not as
spectacularly as television.

General business prospects are
good for 1951, Solis S. Cantor,
president of the agency bearing his
name, informs Broadcasting &
Telecasting. "Whether there is
war or not, the country is going on
a war basis which means no un-
employment and a high wage
scale," he says.

Sensible trend to "more guns
and less butter" in the nation is
noted by Edmund H. Rogers, radio
and television di-
rector of Gray &
Rogers, and he
reflects that de-
spite various gov-
ernment controls
on production and con-
sumption "business pro-
spects are bright
for 1951." He
adds "radio con-
tinues to regain
its position as one of the most
powerful tools ever devised to reach
a mass audience quickly . . .
and with forceful impact. In conjunc-
tion with other media, therefore,
it holds its proper importance in
the planning of any soundly rea-
soned campaign."

S. A. Tannenbaum, president of
Weithum Inc., expects business to
be better in 1951 and his firm
accordingly is spending more in
radio and in television. Edward B.
Harvey, director of radio and
television, Geare-Marston Inc.,
discloses more money going to AM
with an increase of more than
100% to sister TV.

Boston

Continued expansion in radio and
TV is the word from New Eng-
land's hub city. Boston agencies
predict increases down the line, not
one agency expects a radio or TV
cutback and only one spokesman
feels radio spending will stay at
the 1950 level. Allotments to na-
tional spot for both media take
preference in Boston over alloca-
tions to network.

Radio and television picture for
1951 looks very good this moment,
but with the world situation as it is,
it's practically an impossibility to
forecast even tomorrow's trends," is the comment from Janet
A. Gilbert, radio-TV director of
Harold Cabot & Co.

Mr. Shea Miss Gilbert

Week-to-week planning because
of current world conditions is fore-
cast by Edmund J. Shea, director
of radio and TV, James Thomas
Chirurg Co., who feels "as of the
moment, the prospects look very
good for next year, in fact much
better than a year ago at this
time."

Other opinions vary with Charles
F. Hutchinson, vice president,
Chambers and Wiswell, predicting
general business will be good and
belief that "chances are still good"
of "no all out war with Russia," and Edward Parent, executive vice president of John C. Dowd, which plans an increase in radio and TV, flitly labeling business prospects as "glumly."

WASHINGTON

Washington, D.C., executives eye a hand-in-hand advance in radio-TV expenditures for the coming year. Conditions are most optimistic for radio. This view is emphasized particularly by Jeffrey A. Abel, radio and television director, Henry J. Kaufman & Associates, who says the lack of TV availabilities in the Nation's Capital will help the radio scene. Mr. Abel looks to a 15-20% increase in both radio-TV budgets.

Courtland D. Ferguson, head of Courtland D. Ferguson Inc., reports TV exceeding radio in the 1951 budget but with expenditures for both media outrunning the 1950 allotments.

Basing his opinions on the World War II experience, Lewis Edwin Ryan, owner of the agency bearing his name, believes radio and television will assume a sharpening importance as the means for community expression. His agency plans a minimum "slight increase" in 1951 radio-TV budgets over the preceding year.

Alvin G. Ehrlich, vice president in charge of radio and television, Kai & Merrick Advertisers, says his agency is setting its sights on a 25% boost of both media. He sees greater radio-TV spending mainly because of newspaper rationing. A good portion of radio will go to daytime programming, he says.

CHICAGO

Radio-TV's pulse is rapid in the Midwest's media-active city. Agency executives agree that 1951 in Chicago will be a year of good business and crowded advertising ledgers.

"We expect to spend much more on radio and television, and will probably be billing no less than $1 million a month on radio and/or television by the end of January. We now have 20 different television and radio network shows out of the agency headquarters in Chicago," states William Weddell, manager of radio and television, Leo Burnett Agency.

Mr. Weddell cites a renewed radio popularity during the emergency because of its flexibility. "It adapts better to fluctuations in contracts program changes, conditions and rules," he says. And Mr. Weddell observes, "television is and will be terrific because it has proved itself."

Radio is Arthur Meyerhoff Co.'s "merchandising medium with television as an adjunct—and a spectacular one," according to Mrs. Carol Perel Colby, timebuyer. Spot buying in afternoon TV will be the coming practice in 1951 because of the shortage of nighttime TV spots, she says. "We have found that the buying of integrated commercials in the afternoon pays nationally, regionally and locally," Mrs. Colby concludes.

An apparent greater radio-TV volume in 1951 is prolonged by Phil Bowman, radio-television director of Young & Rubicam, Chicago. Most of the agency's TV money in the coming year will go to spot placement, he says, with the newly-contracted TVA wage increases having little effect.

To Hal Rorie, radio-TV director of J. Walter Thompson's Chicago office, radio has become the "value" medium with TV becoming the "excitement medium." He says "radio is an extremely good value, and this is true nationally, regionally and locally. Purchases in radio are now being made on a value basis rather than on a glamour basis."

Paul Schesinger, timebuyer of Tatham-Laird Inc., anticipates substantial increases in TV billing with both AM-TV spot down from last year which, he adds, is now studying effect of TV on all advertising including radio.

Radio-TV Director Phil Stewart of Roche, Williams & Cleary Inc. calls for a bucking down and belt-tightening in the advertising field in view of providing a greater service. TV, he says, is near adulthood. Increase in the number of advertisers in 1951 is forecast by Harry Hobs, media director at Dancer-Fitzgerald-Sample. Chief reason, he thinks will be such government measures as an excess profits tax.

DETROIT

Radio should have good traveling in the Auto City. Reporting agencies see spot and regional placement increasing in the year to come, particularly if TV bookings are solid and a newsprint shortage develops.

Charles Rosen, executive vice president, W. B. Doner Inc., says the Detroit market looks "especially good." There will be full employment, he adds, and people will have plenty of money to spend.

According to Bob Powell, president of Powell Advertising, "as specialists in radio and TV, we are expecting several new clients to go into TV, but some others will get better results from a radio schedule." His firm plans an increase in its radio budget and a varied rise of 15-25% in TV.

Another Detroit agency executive, Jack Trustman, vice president of Rex Advertising, which is expecting to boost radio by 10-15% while keeping TV spending on the same level as 1950, says radio spot will increase. "Think TV is rapidly pricing out of local market, except on a package deal with participations. Many present local TV ad-
Agencies
(Continued from page 43)
vertisers will return to radio and other media.*

SOUTHWEST

Plunge into television in Texas markets is headlong. Radio is more than holding its own, with some agencies etching an average 25% increase in 1951 plans. Majority expect to boost TV allocations 100-200% with only one respondent limiting increases to 20%. A tone cutback in radio by half is attributed directly to loss of a network account.

Business will hold up quite well and possibly show an improvement, Monty Mann, vice president and manager, Glenn Advertising, Dallas, and an active leader in advertising associations, observes. He expects increases in placement to come from “war baby advertisers as they did before.”

Mr. Pitlik Mr. Mann

More radio billings are planned by Tracy-Locke Inc., Dallas, and Pitlik Advertising Co., San Antonio. Jack N. Pitlik, partner of the latter firm, which is boosting its radio allotment by 25%, finds radio and general business prosperous “better than 1939.”

L. McCugh, director of radio and TV for Tracy-Locke, comments his agency “is looking forward to its biggest year. New business was up about 20% in the last quarter of 1950 and present indications are for that trend to continue. Radio and TV will be on the increase with TV up at least 100% in the coming year.”

Los Angeles

Despite war jitters, agencies on the West Coast are lifting sights to higher radio and TV goals. Forecast for 1951 is an appreciable increase in radio spending and a rapid climb of TV budgets.

A rise in radio billings is expected by 40% of the respondents who plan an average 22% increase in their broadcast budgets. Another 40% see an AM outlay to correspond to higher radio and TV bills. Only a fifth of agency spokesmen plan an average 16% cutback in 1951 radio budgets. A slight edge is given to spot placement although network radio in the Los Angeles market also will be heavy. Some 28% of respondents also plan to spend more in media other than radio.

The feeling is unanimous that 1951 will be the year when TV spending by agencies will reach a new peak. All agency officials estimate expenditures for the visual medium will falter. Average increase planned is 60% with individual agency estimates ranging from 20-200%. Some of the big spenders in TV also expect to boost radio ledgers as much as 30%.

National spot will receive most TV increases with an average 60% of money pegged. However, one agency plans an 85% allocation to TV network time.

Predictions on the eve of a new year hedge on the war situation. Frederick N. Polangrin, vice president in charge of Buchanan & Co.'s Los Angeles office, urges constant re-evaluation of advertising plans with the advertising pattern contingent upon wartime measures affecting the nation's economy.

This faith in radio as an effective salesmen is voiced by other agencies. Among officials supporting the broadcasting medium are Jack Runyon, manager of The Biow Co., who finds radio “not out of the advertising picture . . . every day will see more and more good buys in radio;” Robert Temple, executive vice president of Raymond R. Morgan Co., whose firm is increasing radio spot for “purpose of making sales . . . never before have we had the advertisers’ sales departments and their radio to gether to such an extent as in ‘51.”

Mr. Pitlik Mr. Mann

Mr. Hixson Mr. Temple

Other comments come from Robert M. Hixson, president, Hixson & Jorgensen Inc., who doesn't believe “radio or TV will be decreased in any way. Vice president, Hixson & Jorgensen Inc., whose business “has been constantly on the upgrade in both radio and TV,” and which anticipates majority of clients maintaining present radio schedules during 1951 “as well as increasing advertising budgets to make room for television”; Marvin Young, radio and television director, Ruthrauff & Ryan Inc., who says “it should be a very good year” because additional advertising may be needed for certain firms in an economy tailored to defense and a shift to radio may follow the “growing shortage of good TV time in Los Angeles.”

Stressing radio-TV's importance in light of world conditions are the following agency spokesmen:

Walter McCready, president, Wester McCready, Inc. "Obviously even rigid cutbacks will allow it possible to advertise brand names via radio and television, but the size of such budgets cannot be foreseen.”

Mr. Young Mr. McCready

Richard C. Francis, Pacific Coast vice president of Campbell-Ewald Co., prefaches comments with the view that a sellers' market in many lines controlled by the government will re-emerge. Advertising, he feels, again must take up its key role of selling ideas, maintaining morale and providing service to the country as it did nobly in the last war.

Many clients of Barton A. Stabbins Adv. suggest commitments be kept flexible, according to Barton A. Stabbins, president of the firm. Costs of radio should be reduced to include TV in "important markets.” Ingenuity will be tasked in agency representatives that could call for elimination of costly AM productions or consolidation of video with radio shows, he predicts.

Greater reliance on broadcast media is seen by Ralph Lambert, president, Lambert, Prochnow, McCugh & Macauley Inc., who points to tighter newspaper supply and rising newspaper rates. Mr. Lambert says in other ways well as other sources the firm expects channeling of additional monies to such advertising media as radio because of higher taxes on swelling profits of advertisers. His firm plans to increase a 30% increase in radio spending.

James L. Thompson, manager of J. Walter Thompson Co.'s Los Angeles office, thinks a war economy will have little adverse effect on advertising since advertisers must protect markets as they did in the last war “to the tune of millions of dollars.” War view is expressed by Carl K. Tester, vice president and general manager, Thompson & Taylor.

Claims Scoop

WMID Atlantic, N. J., claims it got scoop in announcing the sale of the Press-Union Publishing Co. and its radio station, WBAB, to R. L. Adams, Bethlehem, Pa., publisher, Thursday, Dec. 14. WMID reports it issued a special news bulletin at 7:14 p.m. announc- ing that the newspaper and station had been sold two hours earlier. Switchboard was swamped with calls requesting information about the sale, WMID said. A little after 10:30 p.m. WBAB officially confirmed the sale and the Associated Press, which services the newspaper, released the story at 11:46 p.m.

Mr. Nealy Miss Sanders

W. W. Nealy, BBDO vice president in Los Angeles—Sees radio-TV delivering “messages more effectively to more people at a lower cost” at a time when even under wartime conditions the advertising budget can expect a good business year.

Henry Mayers, president, The Mayers Co.—Says the “wave toward TV will continue,” and emphasizes the agency's development of a TV agency network of independent level affiliates. Another TV enthusiast, Harry W. Witt, West Coast manager of Carlins & Holden, warns that AM's big 1951 problem is the issue of AM rates and cites NBC's attempt to apply cuts in certain market areas.

San Francisco

Confidence in increased radio budgets comes from nearly 50% of leading San Francisco agencies who plan rises as high as 35%. Some two thirds of agencies expect to channel more money into television with a standing third pat on 1950 TV expenditures. Most of the Golden Gate radio budget increases will go to network spot as compared to regular network time. The difference is not as sharp in television allotments.

Katherine Pavia, manager of...
Pavia Agency, points up the general feeling with "radio and general business should be excellent in 1951." Llew Jones, media director, Footh, Cone & Belding, warns that radio may be destined to become "a smaller and more specialized medium as television competition continues to increase," but he concludes "we also feel that new program ideas and new sales policies may make for extraordinarily good advertising opportunities in radio."

News importance of both radio and TV at this time is emphasized by E. L. McDonald, account executive, Ruthrauff & Ryan, who reflects "generally speaking, business outlook is bright in most directions." John J. Wiley, San Francisco manager of Kenyon & Eckhardt, seeing total mobilization by the beginning of 1951 holds back on predictions. His office expects budget lines for both media to hold fast.

Beaumont & Hohman Inc. plans additional outlays in radio and TV, according to Anne E. Hohman, of the agency.

**NORTHWEST**

More radio is marked for the Northwest in 1951 with TV receiving a 100% vote of confidence. Comments range from "what’s your reserve status?" asked by Gerald A. Hoeck, partner and radio director, Wallace Mackay Co., who says the firm’s expansion in TV won’t be at the expense of radio but "may dip into newspaper budget," to a strong belief by Ted M. White, manager of the Beaumont & Hohman Seattle office, that radio "should continue strong in the Pacific Northwest."

"I feel reasonably certain that, come peace or war, radio and TV will play an increasingly important role in our economy," according to J. P. Heverly, radio and TV director of Botsford, Constantine & Gardner, who is supported by Frederick E. Baker & Assoc.’s partner, Robert A. Baker, saying "we believe prospects are particularly bright for radio for the immediate future" as well as for TV. Mr. Baker’s firm, which is projecting a 50% increase in radio budgeting over that of last year, handled the substantial advertising account of United Voters for School, College and Institution Bonds, a statewide promotion in the last election.

Harry S. Pearson, owner of Harry S. Pearson & R. E. Morgan Advertising, reports several clients not only using radio but "planning increased schedules." The agency, which only now is beginning to develop TV in the area, expects to outlay more for the medium in the coming year.

**CANADA**

Up in Canada, radio is set for an overall increase in budgets. In TV, where placement is possible on U. S. stations, a rise in billings also is indicated.

Frank Flint, radio-TV director of McKim Adv. Ltd., Toronto, feels radio will go ahead in the area as will TV where placement is on U. S. stations. Audrey Brown, timebuyer of James Lovick & Co., Toronto, also predicts a bigger volume in 1951.

Another agency spokesman, Jack Horler, radio director of Baker Advertising in Toronto, says the future "looks perfectly okay for radio until June" but that the prospects for the fall season are uncertain. His agency plans a 5% boost in radio spending. Wis McQuillin, radio director, Cockfield-Brown Co. Ltd., sees an advertising cut to last temporarily should shortages occur. Nevertheless, C-B is earmarking 10-15% more funds to radio and an increase in TV film spots for U. S. station use.

**Atomic Booklet**

EVERY home in the United States would receive a free copy of the National Security Resources Board’s booklet, Survival Under Atomic Attack, under joint resolutions now pending in two Congressional committees. The proposals were introduced in the Senate by Sen. Warren Magnuson (D-Wash.) and in the lower chamber by Rep. Hugh B. Mitchell (D-Wash.) and referred to respective Administration committees. The resolutions (SJ Res 210 and HJ Res 549) call for distribution of the document by NSRB to every home. The booklet details the need of radio receivers, including battery sets, and touches on TV’s role [BROADCASTING • TELECASTING, Nov. 6].

**RADIO**

RADIO will never be driven from the advertising spectrum by TV, but those who fail to properly evaluate AM on a qualitative basis, rather than a quantitative, are "whistling in the dark." These opinions were expressed to members of the Boston Radio Executive Club, at the December meeting, by Arthur Pryor Jr., vice president and director of radio-TV, BBDO, New York. Chatting after the meeting are (1 to 10): Mr. Pryor; John Wright, radio director, BBDO, Boston, and Harold E. Fellows, general manager, WEEI Boston, and club president.
HOW'S Business? It's good with us; has been for 20 years. And it's good with the radio and TV enterprises represented by this Honor Roll of advertising agencies. With acumen, and the knowledge derived from facts, these agencies selected BROADCASTING • Telecasting in 1950 to carry the messages of their clients to the decision-makers—all valued and regular subscribers to BROADCASTING • Telecasting. It's the infallible equation that produces the results: Editorial integrity, plus leadership that brings the paid readership.

IT'S ALWAYS FAIR WEATHER
WHEN GOOD SELLING FELLOWS GET TOGETHER...
**editorial**

Christmas, 1950

THERE'S an ominous rumble behind the clear ringing of Christmas bells this year, as there was on another Christmas now nine years past. Again people are saying “Merry Christmas” with a catch in their throat.

This is the 30th Christmas for American broadcasting, and thus not the first in which it has been called upon to amplify the sounds of world distress in the holiday of peace.

Many of those whose faith and purpose built this nation’s free radio are now names on the honor roll, great memories to hundreds who lived and worked with them. Frank Conrad, Chuck Meyers, Joe Maland, John Shepard, Johnny Gillin and how many others?

Is there a package under the Christmas tree for them this year?

Radio remains, by virtue of the struggle of the few and others like them, the last great voice of freedom in the world today. Its carol this Christmas season should be as always a song of a free people. Its purpose, more squarely taken in the wars of the world, shows again the power of the voice to raise the people, and courage and clarity in counselling and informing millions of Americans.

With a steady hand, then, and thoughtful courage, radio again may do its part in bringing the spirit of this land and all lands and all peoples for all time.

That's a Christmas package, isn't it? It will be taken up by loving hands and perhaps, such is the magic of this season, you may find it replaced beneath the tree in the Yuletide yet to come.

**Radio-TV ‘Silence’**

DEMAND of the Defense Dept. for authority to silence radio and TV in event of air attack, of itself should cause little alarm. The concern should be with the precise language of the enabling statute itself against arbitrary or unnecessary moves by the military.

It's no secret that invading craft can “home” on broadcast frequencies—visual or aural. Engineers, however, attest that it's perhaps easier to lose them by riding the interference-free aeronautical beams directed to strategic locations. Every important area has a nearby airport. Most radio and all television channels are shared by multiple station operation, rendering long-range “hom ing” difficult.

In this tortured era of jet propulsion and guided missiles, the broadcast station is simply one of many means of range-finding for air attack. Even atmospheres, or the variations in temperature over targets, can be employed.

There's a contradiction in the Defense Dept.'s demand, for civil defense planning contemplates the use of radio and TV as the “nervous system” on the home front.

In a national emergency, the military is supreme. It should have available to it, the machinery and the authority to prevent invasion and to defend the homeland. President Truman, within the last fortnight, has reassured broadcasters that the government has no thought of commandeering radio and TV; the exemplary service of radio in the last war dispelled any such notion. It will be recalled that during World War II, the then military organization had no authority to dictate the programming that now proposed—which, indeed, would not be limited to time of war or proclaimed emergency, but would apply also during periods of “strained international relationships.”

It is encouraging to see Congressional leaders and FOC approaching the proposal with caution in full knowledge that broadcasters can be counted upon to react properly, as history demonstrates.

We do not contend that certain emergency powers should not be conveyed to the military. Our premise is that there should be no blank check and that the authorizing legislation be spelled out so that the very objective of maximum home-front protection and security will not be invaded by ill-conceived or hasty authorization.

**Wanted: Salesmen**

HYSTERIA caused by the mid-year thrusts of the Assn. of National Advertisers for AM nighttime rate cuts had just about evaporated when NBC, within the last fortnight, brought the cauldron to the boilpoint again with its announced intention of “adjusting” rates downward on some 50 AM stations in TV markets.

The change was to have been effective Jan. 1, but the loud protests brought a quick shift, with most of the stations now called for Jan. 10 in New York.

The fallacy of NBC's reasoning appears to us to become more evident with each passing day. TV is a new medium—highly complicated. Multiple increases during the past year in newspaper and magazine rates for the acknowledged purpose of offsetting increased overhead, makes all radio—including network—the most economical buy in advertising. Tune-in is up and will continue up, because radio is the top spot news medium.

TV is too well entrenched to become a casualty of the emergency, but, by the same token, it isn't destined to expand materially either in the number of stations (107) or market areas (63) for the foreseeable future. Set production is destined to decline. If conditions worsen, there will be problems of tube and parts replacements—and of set servicing.

If proof be needed of advertiser acceptance of radio, even in TV markets, one has but to peruse the complete 1951 business survey which appears in this month, where money talks; not shrill voices of buyers seeking bargains.

Radio's worst failing has been the program rating. Advertisers have been weaned on the “Top Ten” in the “First Fifteen.” Most agencies have used this easy selling device—the least common denominator approach.

The upshot has been that even the networks are shrewd in attempting to secure a Jack Benny or a Lux Theatre. Suppose a Benny does have an 18? What about the other 92% potential, or any part of it?

The fact is that radio has sold itself short—networks in particular. And the agencies and advertisers—fed a consistent diet of ratings—have bought only “preferred positions.” They haven't been sold on the vast potential that exists below the best of the top-rated programs, if the vehicle is right.

When advertisers (and their agencies) buy publications, they usually consider the media in this order: (1) circulation; (2) cost per thousand; (3) editorial content; (4) circulation and prestige of management; (5) the Starch Report, or some commensurate rating service; (6) promotion.

In network radio it's a one-two punch: (1) ratings; (2) program competition.

But radio sells markets, not ratings. Instead of putting all chips on such glib slogans as the “Top Ten” or the “First Fifteen,” the networks should sell a potential circulation of 86% of 150 million hardy American souls.

There's nothing wrong with the radio picture that good salesmanship can't cure.

**Static and Snow**

By AWFREY QUINCY

SENIOR McCarthy and Drew Pearson are alley-calling again, beating each other over the head with well-worn cliches. In the middle is Adam Hat, which any day now might tell Mr. McCarthy to go with his own hat.

Hutchins resigns his college job to join Ford Foundation. It's a break for radio which the erudite Bob abhors. Wonder whether his past record reveals an anti-Tin Lizzy fixation.

Gradually the facts of life dawn on us. Johnny Outler says he fired a high-priced producer for cutting out paper dolls, and we've always thought that all producers had to learn paper doll cutting before graduating to a stop watch.

At that, cutting paper dolls sounds like more fun than cutting nighttime rates. "Boy, get that large paper-doll scissors for good Mars Joe McConnell!"

Now, television studios are being built to sustain six elephants. There was a time when our television—30 channels—was entertained by a handful of elephants. Now, there are more than 160 million viewers, plus numerous giraffes, zebras, snakes, etc., all pink and green and indigo. Every day, before sign-on, we’d chase them out, but they’d always come back. Then, one fine day, not so long ago, they miraculously disappeared.

There's more merit than appears at first glance in the suggestion that 25% of all television channels be set aside for education. Who knows, with all that education available, maybe future generations might understand just how much is 25%.
4 Top Buys in 4 Top Markets

Decisive Dominance

The Marshall Field Stations
Represented Nationally
By Avery-Knodel
Respects

(Continued from page 48)

Beckley into operation March 5, 1959.

The station proved a boon to residents and advertisers of the surrounding southern West Virginia coal mining country. Its success encouraged John B. Reynolds of Wheeling to approach Mr. Smith on the possibility of starting a station in Wheeling.

Seeing an opportunity for service, and perhaps even at that time envisioning a state-wide network, Mr. Smith joined Mr. Reynolds in forming Community Broadcasting Inc. and WKWK Wheeling came into being.

Then the war and several years of service as a lieutenant colonel in the European 12th Army Group intervened. But Mr. Smith was able to keep in touch with radio through his brother, Hulett C. Smith, who looked after the radio interests while he was overseas.

During the last days of the war, the two decided to file for a construction permit in the capital of the state, Charleston, and thus create a four-station network capable of serving over half of West Virginia's population.

The third station, WKNA Charleston, broadcast for the first time in January 1946. By this time Mr. Smith was back in civilian clothes. He immediately handed the three stations together into the Personnel Branch and advertisers were then able to reach a large audience at reasonable cost, and listeners were able to enjoy special broadcasts of newscasts and sports from many parts of the state.

Installs FM Service

Mr. Smith did not stop here. He decided that the interests of the audience would be better served if FM were available, and an FM affiliate was constructed for each of the three stations.

As well as providing static-free broadcasts for the advertisers with FM sets, the setup makes it possible for the three stations to link together at a moment's notice by using the FM signal.

In the operations of the Personality Network, each station's main objective is to serve its immediate community, but the three are frequently linked together for special broadcasts.

The first station, WJLS, is ably managed by Mrs. Virginia Cooper, who started the station at its very beginnings and assumed the managerial responsibilities during the war.

Mr. Smith's civic life has been as active as his business career. A leader in the Beckley Junior Chamber of Commerce, he has served as vice president of the state organization. He has served on the board of governors of the Beckley Rotary Club.

In 1948 and 1949 he headed the Beckley Community Chest drive. He is a member of the board of governors of the local Elks lodge and a Sigma Nu alumnus.

COMMEMORATIVE placard is given the Northern Trust Co., Chicago, sponsor of The Northerners for 20 years, by Frank Schreiber, general manager of WGN Chicago, at the 1,000th broadcast. Present at the presentation (I to r) Solomon A. Smith, president; Northern Trust Co.; Solomon B. Smith, executive vice president, Northern Trust Co.; Mr. Schreiber; Edward B. Smith, executive vice president, Northern Trust, and Chicago Mayor Martin H. Kennelly.

The West Virginia Chamber of Commerce last year selected him as one of the five outstanding young men in the state. He remains active in the Army's reserve program.

Another of Mr. Smith's civic interests is active work in the Appalachian Council of the Boy Scouts of America. Although he headed the council recently and directed initiation of a five year building program, local businessmen in Beckley chucked up when they remember his early scoring on the basketball court.

He was a "good scout" all right, and attained the rank of Life Scout, but he never won a merit badge in cooking. The day he was to prepare the meal for a camping trip and qualify for his badge, young Smith looked at the pile of ears of corn waiting to be shucked and decided he would save a lot of trouble by preparing a sack of rice instead.

When the hungry scouts returned to their meagre rice feast, a near riot is said to have ensued, and Mr. Smith was out one merit badge.

Engineering Flair

During his younger days, Joe Smith was mechanically inclined, and spent much of his spare time "tinkering with gadgets," an interest that led naturally to the field of radio engineering.

Born Aug. 8, 1915, in Beckley, he graduated from Woodrow Wilson High there in 1931, matriculated at Virginia Military Institute, then returned to get his B.A. from West Virginia U. in 1935.

While at the latter school, he had occasion to join the honorary fraternity "Pi Bater Kappar" which originated at West Virginia U.

Joe Smith's first business experience after graduating was a job as teller in the Beckley National Bank. He is a director of that bank today. A year after taking the bank job, Mr. Smith became interested in the Teleco, a radio sales and service organization in Beckley. Soon thereafter, he began formulating plans for construction of WJLS.

Mr. Smith's present business connections include Community Broadcasting Inc., Wheeling (WKWK-AM-FM) of which he is president and director; Joe L. Smith Jr. Inc., Beckley (WJLS-AM-FM, WKNA-AM-FM), president; Beckley National Bank, director and stockholder; Home Insurance Agency, Beckley, director and stockholder; First Beckley Corp., Beckley, vice president; Beckley Land Co., Beckley, stockholder; Biggs - Johnston - Withrow Inc., Beckley, stockholder; and director of investment securities for Beckley, W. Va.

Joe is single and makes his home with his parents in Beckley.

Mr. Smith has had a tradition of community service in his family for many years. Joe L. Smith Sr. also is a native of West Virginia, born and raised in the "Panhandle State." Serving his district as Congressman for 18 years, Mr. Smith Sr. was chairman of the state's Democratic Executive Committee and is now active in many corporations in his area, including that of his son, Joe L. Smith Jr. Inc.

Hulett C. Smith, Mr. Smith's brother and business associate, also is active in many corporations and civic groups. At present he is president of the West Virginia Junior Chamber of Commerce and chairman of the state's Aeronautic Commission.

Joseph L. Smith Jr. at 36 is a vigorous and conscientious businessman and not in any sense an "abseebee owner." He is active general manager for his entire organization and carefully supervises its policies and operations.

Applications for TV stations in Charleston and Beckley are now on file, and there is no reason to doubt that the citizens of the area will have an powerful, community-conscious television with Joe Smith Jr. at the helm.

Christmas

(Continued from page 39)

Merchants' Bureau of the Macon Chamber of Commerce as a business effort. WMAZ also reports that "Santa" Story has nine children of his own to play Santa for.

WAZF Yanco City, Miss., presented remote interviews with Santa Claus from the local Firestone Store. Santa is located in the station's studio, his voice being carried to a loud speaker in the store. A remote microphone picks up the children's request and the announcer's voice, as well as Santa's replies.

A Christmas concert was presented by KSTP-TV Minneapolis on Friday Dec. 22 featuring the Choraliers, nationally famous group of 40 boys and girls who have received national recognition for their singing accomplishments.

KNBC Program

KNBC San Francisco presented a special Christmas Memorial program Dec. 16 from Santa Rosa, home of Luther Burbank. The traditional ceremony, featuring a native of Burbank's life music by the Madrigal Singers of Santa Rosa Junior College, and a description of the lighting of the San Francisco and San Lebnnan lemons under which Burbank is buried, was fed to the NBC Pacific Coast Network.

KGO-TV San Francisco moved its cameras into the city's St. Francis Hotel on Christmas Eve to present the church's annual midnight Mass to the televiewing audience. A special floor-level, necessary to meet lighting requirements, was flown from New York for the telecast.

AWARDS COMMITTEE

Announced by Aschbach

CREATION of the "Mighty Monarch of the Air" television awards committee, to decide monthly the "best" contributor to TV programming, has been announced by Leonard Aschbach, president of Majestic Television and Radio Corp., New York.

Members of the committee, originated by Mr. Aschbach, include: Harry Hershelfield, host/rector; Irving Caesar, composer; Aaron Katz, president of Official Films, New York; Sigmund Speth, writer; Leo Schenker, producer; and Richard Aschbach, director, all associated with Variety; Sol Paul, Broadcasting; Telecasting; Marvin Ketreh, Radio Daily; Leo Shull, Show Business; Bob Gilliam, director of TV Films, Music Corp. of America.

Will base its award of the citation, "Mighty Monarch of the Air," on a poll of TV critics and editors throughout the country.

Taking into account both local and national programming, first award will be made in January 1951, to newscaster "who has developed the most informative technique in presenting news via television."
Deme Cd Plan
Urges Conn. Organization

PROPOSAL that Connecticut broadcasters unite and form an association to discuss civil defense and other mutual problems has been set in motion by Deme, president and general manager of WICH Norwich, Conn.

Mr. Deme, who submitted a 10-point communications program to the Federal Civil Defense Administration earlier this month, has urged broadcasters to "make every effort to convince your listeners that you must get a strong civil defense program into operation before it is too late." He asked them to press the issues for a good program.

"Many of us have gone through World War II, and are acquainted with the emergency that arises," Mr. Deme noted. "However, should another war come... attack by the enemy on our Connecticut cities is entirely possible. Civilian defense should be the most important theme of such an association."

Early Meetings Asked

Mr. Deme suggested that plans be formulated "for an early meeting" and asked interested parties to contact him. He also urged support of "quick action" on the Administration plan ($4217), sponsored by Sen. Brien McMahon (D-Conn.), the "most important bill before the Senate."

The WICH executive's CD plan calls for interconnection of stations, provision for auxiliary power and antenna systems, and availability of battle-operated radio sets to civilians, as well as secret monitor stations in larger cities.

Kgal Lebanon
New Oregon Liberty Outlet

Kgal Lebanon, Ore., took to the air Dec. 5, 59 days after the construction permit was granted by the FCC. Station operates with 1 kw fulltime on 930 kc. KGAL is affiliated with the Liberty Broadcasting System.

President of the new Oregon outlet is W. Gordon Allen, formerly associated in executive capacities with KYAK Yakima, Wash.; KSLM Salem, Ore.; and WGEZ Beloit, Wis. Chief engineer is Ed McElroy, formerly with KCOG Salem, Ore.; and KIT Yakima, KIRO Seattle and other stations, is program director.

Wake To CBS

Wake Greenville, S. C., joins CBS Jan. 1 as the network's 196th radio affiliate. WAKE operates with 220 w on 1490 kc and is owned by Piedmont Broadcasting Co. James Ayres is general manager.

Procol A. Street
Appointed Network and National Spot Radio Account Executive

ROBERT A. STREET appointed network and national spot radio account executive ABC Western Division. L. B. (Bill) LARIMER appointed network and national spot TV account executive.

Robert Smith, commercial department WSAZ Huntington, W. Va., to active service with Armed Forces as public relations officer.

DOUGLAS D. KAHLE appointed general manager KCXJ Pueblo, Colo., replacing DALE SCOTT, resigned. Mr. Kahle is owner KOKO LaJunta, Col., and has been with several stations in Colorado.

C. PAUL SPIDELL appointed commercial manager KRCT Baytown, Tex. Was with KACK Tulsa.

FELIX ADAMS JR., program director WVM Vicksburg, Miss., to WGGH Marion, Ill., as commercial manager.

WILLARD L. DOUGHERTY, account executive WRSR Cleveland, appointed assistant sales manager.

CJCH Halifax appoints Radio Times Sales, Quebec, as representative in Montreal.

DOROTHY E. ALEY, Universal Match Co., to WIP Philadelphia sales department.

LEE F. O'CONNELL Co., station representative, moves from Los Angeles to 111 N. LaClencia Blvd., Beverly Hills, Calif. Telephone Crestview 5-5022.

PAUL MULVYHILL, Toronto, starts representative firm under his own name at Room 300, 21 King St. East, Toronto. Will represent CJCH Halifax, at Toronto. Was with National Broadcast Sales and J. L. Alexander, both Toronto representative firms.

COHN & MARX, Washington law firm, moved last week to new offices in new Cafritz Bldg., 1625 I St., N.W.


TERRANCE A. HAYWARD, KTSL-TV Los Angeles and CBS Hollywood, to Katz Agency, L. A.

HOBWAD L. GOSSAGE, Richard Meltzer Agency, S. F., to KCBS San Francisco as sales promotion manager.

PERSONALS

VICTOR A. SHOLIS, vice president and director WHAS-AM-FM-TV, cited by Kentucky Div., American Cancer Society, for his interest in fight against cancer, mentioning specifically WHAS documentary Time and Her Life. . . NORMAN H. SLOANE, ABC Western Division program operations manager, named assistant to RICHARD A. MOORE, director of network's Western Division TV operations. NORMA OLSEN, assistant program operations manager, succeeds Mr. Sloane as program operations manager.

ROYAL HOWARD, president KIKI Honolulu, appointed director of communications staff Disaster Relief Agency for Hawaii. . . WILLIAM WYLLIE, ABC station relations department, received commission as aide de camp, with grade of colonel, to Gov. Lawrence W. Wetherby of Kentucky. . . ROGER RICE, national advertising manager KING Seattle, elected president of Advertising and Sales Club of Seattle for 1951.

WBIW Goes Mutual

WBIW Bedford, Ind., has announced it will join MBS on Jan. 1. Station operates on 1340 kc with 250 w and has been on the air since Oct. 17, 1948. Owned by Radio Bedford Inc., WBIW's president is William C. Smith Jr.; commercial manager is Louis Gaines; supervisor of operations is James D. Stalker. Key technical executives include Harold B. Rothrock, vice president, and Carl Finger, chief engineer.

Strictly Business

Continued from page 16

school girl. Her father, the late Michael Joseph Madden, was operating the same establishment when Falls City was founded in 1906. "Miss Lillian," as she is known to the company's 380 employees, joined Falls City in October 1915, and has been with them ever since.

A third-generation Kentuckian, Miss Madden attended Ursuline Academy and business school in Louisville. Later she took special courses at the U. of Louisville and St. Mary's. When her father was 65 years ago, she became secretary to the late Ben Schrader, then secretary-treasurer of Falls City, she was the company's first woman employee.

Miss Madden advanced to bookkeeper in various departments, general bookkeeper, then secretary to the president. In June 1929 she was elected assistant secretary-treasurer, and six years later she became a member of the company's board of directors. In August 1936 she was elected secretary-treasurer, a position she relinquished on her recent election to the presidency. Her appointment as advertising director came in March 1940.

Production Accelerated

There were only 50 employees at Falls City when Miss Madden went to work there. She remembers when the brewery produced only 20,000 barrels of beer annually. (In 1960, production was more than 700,000 barrels.)

A native of Louisville, Miss Madden is known as one of the most astute business women in the city. She is a member of the Louisville Women's Credit Assn. In the brewing industry, she holds memberships on the board of directors of both the Louisville Brewers' and the Kentucky State Brewers' Associations, and has played a prominent part in the U.S. Brewers' Foundation project to establish beer as a family refreshment and a beverage of moderation.

Miss Madden has a reputation for Irish wit and profound religious faith. At a recent dinner of Falls City officials, their families, and friends, who gathered to celebrate her election to the presidency, "Miss Lillian" was called on to make a speech. Instead, she led the group in prayer.

December 25, 1950
**AUTO ACCOUNTS**

**2 Cancel as Price Cuts Set**

AT LEAST two automobile advertisers have cancelled 1961 radio and television advertising plans as the result of the government's price rollback order, and the possibility of cut-backs in car production.

Other advertisers such as Plymouth and Chrysler are undecided about the continuation of their "bullet selling" plan on CBS, whereby they were to sponsor eight half-hour sustaining shows for a two-week period. N. W. Ayer & Son handles Plymouth and Chrysler and is serviced by McCann-Erickson.

Two advertisers, Ford Motor Co., and Buick Motor Division of General Motors Corp., are understood to be going ahead with their radio and television plans. Ford has a schedule on more than 800 stations, while Buick will spend approximately $150,000 in a short-term schedule Jan. 14 to 20 using ABC, NBC and a spot announcement campaign in radio daytime.

Dodge Division of Chrysler Corp. has cancelled effective immediately its projected giant spot announcement campaign starting Jan. 14, in about 600 markets, through Rathruff & Ryan, New York.

Chevrolet Dealers, through its agency, Campbell-Ewald Co., New York, will eliminate effective Jan. 16 its sponsorship of the latter half of the Madison Square Garden events on WPIX (TV) New York, and Famous Jury Trials on DuMont TV Network.

---

**On All Accounts**

(Continued from page 18)

Jan Munks, have been married for the past 16 1/2 years. They have one son Billy, 9 years old. The family lives in Manhattan, New York.

Mr. Johnson’s favorite hobby, aside from golf, is sailing model boats with his son in Central Park and at Candlewood Lake where the family spends its summers.

---

**CENSUS**

OF THE 106 cities with population of over 100,000 in the 1950 census, 31 are located in the South, the Census Bureau announced last week.

Eight cities in that region entered El Paso, returned in 1950 after having dropped out in the 1940 census.

In the West there are 16 cities with over 100,000 population, a gain of three from the 1940 total. All of them except L.A. with over 500,000 population, eight were added in the 1950 census to bring the total to 29 for the area.

The number of places of 25,000 or more population has risen to 477, an increase of 65 from 1940. Most of the places which have entered this population classification are in the South and West, the Census Bureau reports.

The 29 cities of the West with 1950 population of over 50,000 were reported as follows:

<table>
<thead>
<tr>
<th>City</th>
<th>Population (1950)</th>
<th>Population (1940)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>1,977,699</td>
<td>1,504,277</td>
</tr>
<tr>
<td>San Francisco</td>
<td>760,753</td>
<td>963,688</td>
</tr>
<tr>
<td>Seattle</td>
<td>649,400</td>
<td>643,362</td>
</tr>
<tr>
<td>Denver</td>
<td>419,856</td>
<td>329,412</td>
</tr>
<tr>
<td>Oakland</td>
<td>341,616</td>
<td>284,420</td>
</tr>
<tr>
<td>Portland, Ore.</td>
<td>311,311</td>
<td>286,294</td>
</tr>
<tr>
<td>Long Beach</td>
<td>264,073</td>
<td>164,271</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>181,718</td>
<td>149,707</td>
</tr>
<tr>
<td>Spokane</td>
<td>160,484</td>
<td>122,061</td>
</tr>
<tr>
<td>Tacoma</td>
<td>142,956</td>
<td>109,028</td>
</tr>
<tr>
<td>Sacramento</td>
<td>123,761</td>
<td>105,958</td>
</tr>
<tr>
<td>Cleveland</td>
<td>113,947</td>
<td>93,097</td>
</tr>
<tr>
<td>Phoenix</td>
<td>105,442</td>
<td>65,414</td>
</tr>
<tr>
<td>Seattle City</td>
<td>99,218</td>
<td>35,443</td>
</tr>
<tr>
<td>Richmond, Calif.</td>
<td>95,398</td>
<td>39,654</td>
</tr>
<tr>
<td>Albuquerque</td>
<td>93,598</td>
<td>31,085</td>
</tr>
<tr>
<td>San Jose</td>
<td>95,044</td>
<td>68,457</td>
</tr>
</tbody>
</table>

---

**News . . .**

KEN MOORE, news department KKX St. Louis, father of girl, Dianne Noel.

CHESapeake AF Radio Ann., publishing and distributing Radio Advertising Guide, written and compiled by DENNIS SARTAIN, news editor WWDC Washington, Mr. Sartain is also president of association.

CHUCK DULANE, announcer-disc jockey WGWY Silver Spring, Md., appointed special news and special events director.

JAMES S. ALDERMAN, news editor WJR Dallas, resigns to join management of local restaurant firm.

CARROLL HANSER, sports director KCRS San Francisco, selected to handle color commentary during CBS Basketball game New Year’s Day.

TOM EATON, news director WTIC Hartford, Conn., appointed chairman of public information committee of Hartford Civilian Defense Organization.

---

**Census of 1950 Listed For South and West**

**Census**

**Cities, 1950 Population**

**Cities**

<table>
<thead>
<tr>
<th>City</th>
<th>Population (1950)</th>
<th>Population (1940)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore</td>
<td>494,005</td>
<td>432,146</td>
</tr>
<tr>
<td>Washington</td>
<td>862,178</td>
<td>723,460</td>
</tr>
<tr>
<td>Houston</td>
<td>337,761</td>
<td>225,427</td>
</tr>
<tr>
<td>New Orleans</td>
<td>567,257</td>
<td>390,153</td>
</tr>
<tr>
<td>Dallas</td>
<td>342,927</td>
<td>209,389</td>
</tr>
<tr>
<td>San Antonio</td>
<td>406,611</td>
<td>335,490</td>
</tr>
<tr>
<td>Memphis</td>
<td>329,122</td>
<td>291,492</td>
</tr>
<tr>
<td>Louisville</td>
<td>367,299</td>
<td>164,428</td>
</tr>
<tr>
<td>Atlanta</td>
<td>322,829</td>
<td>227,518</td>
</tr>
<tr>
<td>Birmingham</td>
<td>268,730</td>
<td>160,305</td>
</tr>
<tr>
<td>Dallas North</td>
<td>228,381</td>
<td>128,139</td>
</tr>
<tr>
<td>Miami</td>
<td>246,993</td>
<td>141,977</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>242,450</td>
<td>223,141</td>
</tr>
<tr>
<td>Richmond</td>
<td>229,075</td>
<td>144,856</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>203,404</td>
<td>174,975</td>
</tr>
<tr>
<td>New Orleans</td>
<td>180,391</td>
<td>141,796</td>
</tr>
<tr>
<td>Tulsa</td>
<td>180,586</td>
<td>179,196</td>
</tr>
<tr>
<td>Charlotte</td>
<td>132,319</td>
<td>115,128</td>
</tr>
<tr>
<td>Raleigh</td>
<td>132,344</td>
<td>98,129</td>
</tr>
<tr>
<td>Chattanooga</td>
<td>130,333</td>
<td>100,179</td>
</tr>
<tr>
<td>Columbus</td>
<td>125,171</td>
<td>88,483</td>
</tr>
<tr>
<td>St. Louis</td>
<td>124,516</td>
<td>94,664</td>
</tr>
<tr>
<td>Nashville</td>
<td>124,183</td>
<td>91,546</td>
</tr>
<tr>
<td>Baton Rouge</td>
<td>129,977</td>
<td>112,687</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>109,977</td>
<td>95,393</td>
</tr>
<tr>
<td>Savannah</td>
<td>110,699</td>
<td>65,445</td>
</tr>
<tr>
<td>Corpus Christi</td>
<td>110,688</td>
<td>93,350</td>
</tr>
<tr>
<td>Kansas City</td>
<td>124,183</td>
<td>112,687</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>129,977</td>
<td>112,687</td>
</tr>
<tr>
<td>Little Rock</td>
<td>101,357</td>
<td>63,080</td>
</tr>
</tbody>
</table>

---

**Broadcasting . . Telecasting**

**News . . .**

KEN MOORE, news department KKX St. Louis, father of girl, Dianne Noel.

CHESapeake AF Radio Ann., publishing and distributing Radio Advertising Guide, written and compiled by DENNIS SARTAIN, news editor WWDC Washington, Mr. Sartain is also president of association.

CHUCK DULANE, announcer-disc jockey WGWY Silver Spring, Md., appointed news and special events director.

JAMES S. ALDERMAN, news editor WJR Dallas, resigns to join management of local restaurant firm.

CARROLL HANSER, sports director KCRS San Francisco, selected to handle color commentary during CBS Basketball game New Year’s Day.

TOM EATON, news director WTIC Hartford, Conn., appointed chairman of public information committee of Hartford Civilian Defense Organization.

---

**ONE HUNDRED and six employees of RCA, who in 1950 completed quarter century of service with company, have been inducted into RCA Victor 25 Year Club, making a total of 1,062 employees who have become members since club was organized in 1948.**
locally. That applies to stations that are in metropolitan areas where they have TV station competition.*

As to TV, Mr. Goodman thought the program firms would have a "tough time" getting availabilities in one-station towns for one-minute spots, because of the television freeze. "We're spending a lot of money on films...and plan to continue," he said.

Mr. Goodman felt that advertising will be good in general unless the government levies restrictions.

C. O. Angiolo, president, Landmark Westworth Productions, anticipates a marked 30% boost in revenue during 1951, with local stations using more transcriptions. Operating expenses will drop about 10%, he feels. Using a survey as a basis, he declared:

"... Due to the imroads of television, radio stations everywhere realize they must develop local commercial programs to offset the advertising income that will be lost to television. Station operators are unanimous in their thought that local shows of a quality to attract substantial advertisers and agencies can be produced only through the facilities of a specialized transcribed program service. Phonograph records, satisfactory for local participation programs, have been ruled wholly inadequate to satisfy the specifications of important advertisers who demand a local program that cannot be duplicated in content by anyone within easy reach of a microscope and a faithful of phonograph records..."

Sesac Expectations

K. A. Jadassohn, general manager, Sesac Inc., expects any sales increase to derive from "building of new business establishments such as hotels and theaters." Though freeze on construction may have "some effect" on operational expenses, he feels Sesac's revenue may remain about the same.

The company plans to expand its repertoire and transcribed library service, "barring the interruption of a national or world emergency," Paul Heinecke, Sesac president, stated that "without such a crisis, we expect a banner radio and business year."

He also sees a 25% rise in operating expenses. Mr. Ulman states: "... Barring an all-out war, syndicated radio programs will increase in usage by advertisers materially in 1951... advertisers will take large appropriations which will affect network advertising... There are still a great many important programs which must be covered by national and regional advertisers. The syndicated radio program answers this need without duplicating TV markets."

**Hollywood**

George R. Jones, general sales manager, C. F. MacGregor, believes actual business for his company will increase about 12% on the theory that local advertisers in TV areas will want to reach the AM audience. Some advertisers, he points out, formerly devoted the entire budget to radio and now are splitting between the two media.

"The only way we can maintain a good radio listening audience is by still giving them good high quality programs which is the prime factor of good transcription shows. In other areas where television has not reached markets, the local advertiser wants to be represented in his area and good radio programs featuring name personalities have helped him associate his company with well-known and proven talent," he states.

Capitol's Outlook

"Radio broadcasting has certainly never in the past been on the toes as it is today," comments Clifford E. Ogden, general manager, Capitol Records Inc. (Broadcast Division). While Mr. Ogden foresees no great change in radio's revenue or in general business conditions, he predicts about a 20% jump in Capitol's revenue, partly because of the premise that operational expenses will not increase substantially.

"... Higher taxes and certain shortages compensate in more liberalized in business expenditure on companies and luxury item advertising," he points out. "In other words, while some present advertisers may reduce their transcriptions, conditions will bring activity by others to offset the loss."

Gerald King, president, Standard Radio Transcription Service Inc., predicts that the freeze for FM broadcasting in 1951 is "very encouraging," with less uncertainty over the impact of television. Stations have set to work to "do a good job" of selling and promoting broadcast advertising," he feels, adding:

"Program library services generally have had to absorb rather sharp increases in costs of materials, with no similar rise in rates, so we will have to work a little harder and garner a few more customers to try to offset our increased expenses. Count on us to be cheerful and optimistic for a productive 1951."

Television and tape duplication should provide a 30%-35% hike in the revenue of Universal Recorders, according to Will H. Voeller, firm's president. "The defense effort will slow down TV and give AM radio a new lift. He states: "In the recording industry, future developments will depend on the extent of restrictions placed on aluminum, copper, and vynilite—essential items in the manufacture of records. Vinylite cutbacks would affect the production of LP records. As a result, tape duplication for broadcast and domestic use might develop much faster than is now anticipated."

Bob Reichenbach, general manager, Cheshire & Assoc., notes that, while Cheshires is a new firm in the transcription field, 80% of its gross sales come from stations having strong TV competition. He predicts a 5% to 15% rise in revenue for the company.

"Possibly a strong competitive prod from TV sparks the AM stations into more furious action," Mr. Reichenbach observes. "Unquestionably certain accounts found TV too costly and have already returned to radio. Whatever the reason, (our firm) has enjoyed a prosperous initial year."

Next year should repeat 1950 as one of "record" volume for custom transcriptions, in the opinion of Daken K. Broadhead, president of Allied Record Mfg. Co. Noting that Allied has stepped up its pressing by some 5,000 discs a week, Mr. Broadhead contends that radio's "strong competitive reaction" to the TV surge has brought "refinement" in national and local programming depending heavily on custom transcriptions...

"Notable examples are the steady expansion of transcribed spots, increasing use by national advertisers of local ET shows and local ET cut-ins, increased foreign shipments by U. S. program packagers, and the fast-growing quality and range of transcribed library programs," he points out.

Shortages of steel and other materials during 1951 will materially affect the appliance and automotive industries to such a degree that radio will suffer in smaller markets through loss of co-op advertising. B. A. Joslin, executive vice president, Mayfair Transmission Co., believes. He predicts losses almost across the board—for radio and business in general, local billings, national network and on his company's own revenue ledger. One exception: National spot should rise, by as much as 20%.

"My opinion is that, should the Korean situation continue, radio will be off from 25% to 40% in 1951," Mr. Joslin asserts.

A status quo for radio and business prospects does not deter Walter White Jr., president, Commodore Productions & Artists Inc., from predicting a flat 50% jump in Commodore's 1951 income. He adds:

"As unfortunate as the paradox seems, business will be better if our country is involved in war. That is not an opinion or a prediction, but a statement of facts as I've observed them."

A 10% increase in the transcription business—and a 15% hike in national spot and in its own revenue—was forecast by Teleways Radio Productions Inc. Charles A. Kennedy, president, said any increase would be largely because of the national spot picture, which, however, could be complicated to some extent by merchandise shortages of the local advertisers. He states:

"As a result he may delay use of transcriptions. However, I believe the increased use of transcriptions by national advertisers will more than offset the decrease..."

**East, Southwest**

Charles W. French, president (Continued on page 55)
WKBW OFFERS
Facilities To State Dept.

WKBW Buffalo, 56-kw ABC affiliate, last Monday offered to lend its facilities to the State Dept. for rebroadcast of certain Voice of America programs which may be deemed "suitable" for domestic U.S. consumption.

The station, in a letter to the Secretary of State, offered time on a regularly recurrent basis, in any period deemed suitable" for a digest of Voice and other programs which would serve to implement American foreign policy and familiarize WKBW listeners with the government's objectives.

The offer was made by Dr. Clinton H. Churchill, president of WKBW Inc., who said he had instigated the station's program department to contact the Voice of America in order to accomplish the plan if State Dept. found it "agreeable," Mr. Churchill pointed to a WKBW coverage area of nearly two million listeners, and added there is "considerable interest in the State Dept.'s activities regarding Iron Curtain countries."

Copies of the letter were also sent Reps. Chester C. Gorski and Anthony F. Tauriello (D-N.Y.), both of whom represent Buffalo in the House of Representatives.

EXEMPT RADIO
From Assets Sale Measure

FCC APPROVED transactions involving sale of a radio station's physical assets are specifically exempted in an anti-monopoly bill which Congress passed and sent to the White House last week.

The measure (HR 2734) would tighten loopholes in the Clayton Anti-trust Act by prohibiting corporations from acquiring other corporation assets when such action is judged to lessen competition. The bill exempts government agencies which have the authority to pass on sales of one corporation to another within their jurisdiction.

CANADIAN Admiral Corp. declared initial stock dividend of 15 cents a share, payable Dec. 29 to stockholders of record Dec. 15.

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

WKBW offers
Facilities To State Dept.

WKBW Buffalo, 56-kw ABC affiliate, last Monday offered to lend its facilities to the State Dept. for rebroadcast of certain Voice of America programs which may be deemed "suitable" for domestic U.S. consumption.

The station, in a letter to the Secretary of State, offered time on a regularly recurrent basis, in any period deemed suitable" for a digest of Voice and other programs which would serve to implement American foreign policy and familiarize WKBW listeners with the government's objectives.

The offer was made by Dr. Clinton H. Churchill, president of WKBW Inc., who said he had instigated the station's program department to contact the Voice of America in order to accomplish the plan if State Dept. found it "agreeable," Mr. Churchill pointed to a WKBW coverage area of nearly two million listeners, and added there is "considerable interest in the State Dept.'s activities regarding Iron Curtain countries."

Copies of the letter were also sent Reps. Chester C. Gorski and Anthony F. Tauriello (D-N.Y.), both of whom represent Buffalo in the House of Representatives.

EXEMPT RADIO
From Assets Sale Measure

FCC APPROVED transactions involving sale of a radio station's physical assets are specifically exempted in an anti-monopoly bill which Congress passed and sent to the White House last week.

The measure (HR 2734) would tighten loopholes in the Clayton Anti-trust Act by prohibiting corporations from acquiring other corporation assets when such action is judged to lessen competition. The bill exempts government agencies which have the authority to pass on sales of one corporation to another within their jurisdiction.

CANADIAN Admiral Corp. declared initial stock dividend of 15 cents a share, payable Dec. 29 to stockholders of record Dec. 15.

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

WKBW OF Flip
Another on bill to which FCC toned, WKBW

IRON CURTAIN countries.

State exempts -trust Reps. APPOVED is of Voice Congress passed and of Representatives.

their when such listeners a policy and pass transactions -kw of Voice

of Farming Corp., stockholders

of Advertising Artists and sales promotion

manager RCA Victor Home Instrument Dept.

GEORGE R. MAREK appointed director of artists and repertoire for RCA Record Dept.

Equipment . . .

JACK M. WILLIAMS, special assistant to director of public relations, named advertising and sales promotion manager RCA Victor Home Instrument Dept.

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

WKBW OFFlip
Another on bill to which FCC toned, WKBW

IRON CURTAIN countries.

State exempts -trust Reps. APPOVED is of Voice Congress passed and of Representatives.

their when such listeners a policy and pass transactions -kw of Voice

of Farming Corp., stockholders

of Advertising Artists and sales promotion

manager RCA Victor Home Instrument Dept.

GEORGE R. MAREK appointed director of artists and repertoire for RCA Record Dept.

Equipment . . .

JACK M. WILLIAMS, special assistant to director of public relations, named advertising and sales promotion manager RCA Victor Home Instrument Dept.

GEORGE R. MAREK appointed director of artists and repertoire for RCA Record Dept.

Technical . . .

BILL ROBINSON, WIP Philadelphia sound engineer, now making sound films for TV.

FRANK CANDELARIO to WYMA Charleston, S.C., as studio technician.

FTC Dismisses

FEDERAL Trade Commission last week closed "without prejudice" a long-standing complaint against Procter & Gamble Co.'s alleged "deceptive advertising" of its liquid detergent, Teel. P&G, which discontinued in 1946 most of the advertising challenged by FTC, and which stopped all advertising of the product a year ago, told the commission it had no intention of using the challenged advertising in promoting the detergent or any similar preparation.

CONSOLIDATION of all ABC Hollywood and KECA Hollywood radio operations will be effected in nine months with long-term leasing of 1,150 network of additional space at 1509 N. Vine St. & S. Co., Los Angeles. Announcement was made by Frank Samuel, vice president and general manager of charge of Western Divi-

amount was not disclosed.

The network is now leasing three auditorium type studios at the site and acquires $8,000 square feet, according to terms of the contract, to be made into office and studio space for radio broadcasting facilities in Hollywood. Estimated $175,000 will be spent on building improvements and $150,000 in equipment. Construction is starting immediately and will involve development of 20,000 square feet for three general studios, three announcer studios, one remote studio, one emergency studio, and office quarters for network radio executives and their staffs.

Improvements also include construction of a full-size electric bell floor completely redesigned and improved front exterior and modern master control. Property will have 200 foot stage.

ABC radio personnel, now quartered in the network's Television Center, at KECA studios, Highland Ave. and in the NBC building, will move to a new location upon completion of the project. ABC West Coast television headquarters will remain at the TV Center, Prospect and Talmadge Sts.

ABC Western Division engineering director, supervises overall construction improvement.

CBS RENEWALS
Three Sponsors Sign 10 Shows

TOTAL of 10 CBS programs have been renewed by Lever Bros., Procter & Gamble, and Richfield Oil Corp. (New York). Renewals include:

Lever: Lux Radio Theatre, Monday, 9-10 p.m., and My Friend Irma, Monday, 10-10:30 p.m., effective July 1. Walter Thompson Co., New York, and Poole, Cone & Belding, New York, are agencies, respectively.

Procter & Gamble Co.: Six Monday-Friday, daytime serials, Rosemary, 11:45 a.m.-12 noon, through Benton & Bowles; Big Sister, 1:15 p.m., through Compton Adv., New York; Max Perkins, 1:15-1:30 p.m., through Dancer-Fitzgerald-Sample, New York; Young Dr. Malone, 1:30-1:45 p.m.; The Guiding Light, 1:45-2 p.m., and Brighter Day, 2:45-3 p.m., all through Compton.

Richfield Oil Corp.: Two CBS newscasts, Larry Lesueur and the News, Saturday, 6:45-7 p.m., and Charles Collingwood and the News, Charles 12:45-1 p.m., through Morey, Humm & Johnstone.
and chief engineer, Trans-Radio Recordings, Boston, sees a 25% jump in his company's business revenue from tape and Microgroove recordings. The national crisis, he feels, probably will keep TV's billings to 'current figures or below' and "prevent much drop in present network radio billings." National spot and local billings should show a "slight increase," he thinks.

Most business will be down 10% but the transcription and radio business will be down 25%, according to William F. Robinson, president of Robinson Recording, Philadelphia. He also expects a 25% hike in operational expenses.

In Dallas, Tex., James E. Sellers, manager and partner in Sellers Co., points out that the much-debated excess profits tax levy coupled with inflation could clinch many companies to spend on advertising. He sums it up this way: "War industries will increase their business, others will show a decline. I don't think department stores or the automobile industry, for example, will do as much next year. Scare buying is fairly well over. Controls will also slow down some fields."

TORONTO, ONT.

Canadian firms look for "generally favorable" business developments, with stress on tightening of credit. More advertising, more advertising if excess profits taxes are levied.

Hal Williams, president, Dominion Broadcasting Co., feels that scarcity of materials may force the industry to use glass for 10-inch recordings and looks for smaller firms to expand. Radio's outlook is "likely to remain unchanged from this year's," he adds.

Spence Caldwell, president of S. W. Caldwell Ltd., thinks business will generally remain the same, but anticipates that "fairly new business" will mushroom the company's 1951 revenue by anywhere from 100% to 300%. Any boost in operating costs will be proportionate to the general business increase, he adds.

Stuart Mackay, assistant general manager, program division of All-Canada Radio Padua, inc., is after a "bigger" revenue year for radio and for his firm, partly because of demands for package programs on the regional and national basis. Next year should be "good" judging from the "experience of World War II," he adds.

BBC Plans Color Tests

EXPERIMENTAL color TV tests are to be started by British Broadcasting Corp. according to Sir William Haley, director general of state-controlled monopoly. Contract rights are to be placed with three firms. Equipment orders may reach $2 million. Government plans to complete five high-power relay stations by 1954.

BONNETED Ken Ovenden, WEEI Boston announcer, grows up as a member of the station's Fifteen-Year Club. Inducting him is Harold E. Fellows, WEEI manager, at the club's seventh annual dinner meeting. Mr. Ovenden is the 19th club member. He came to the station in 1935, taking time out to serve with a civilian defense unit during World War II.

RED CONTROL Broadcasters Weigh Effects of SCOTUS, NLRB Actions

SPECULATION is mounting that the Communist Party and its "front" organizations may seize upon the new Supreme Court decision as a legal means for refusing to register under the subversive-control act, and thus escape that provision of the newly-enacted bill which would require them to identify sponsors of radio and television broadcasts.

In a unanimous decision Dec. 11 the court held that any witness appearing before a grand jury may decline to answer questions relating to Communist affiliation on the ground of possible self-incrimination. The decision would not apply to alleged invasion of free speech and made no specific reference to Congressional committees.

Communist Party officers already have steadfastly refused to register under the McCarran bill, now law, under which the 83rd Congress created a Subversive Activities Control Board headed by Seth Richardson.

Sponsorship Mention

While FCC rules and regulations specifically require mention of sponsorship of all radio and television programming, authorities note there is no provision which would force organizations to identify themselves as "front" or "action" groups of the Communist Party, or as "subversive" organizations so labeled by the Justice Dept. but not yet determined by law.

The problem of determining what organizations fall within this category has been delegated to the newly-created board, whose nominations must still be confirmed by the Senate. The board will act on the recommendations of the Justice Dept., which already has published a list of subversive organizations, including the Peoples Radio Foundation, Inc., applicant for an FM station grant in 1945.

The board has set up machinery preparatory to holding hearings on the Communist issue, with a view to determining what organizations may be regarded as subversive. And the 82d Congress, mindful of

bargain unless the union had already complied, at the time it sought to bargain, with the filing requirements of the Taft-Hartley Act.

The recent majority decision was held by NLRB Chairman Paul M. Hersog and Members John M. Houston and Paul L. Styles. A minority report, filed by James J. Reynolds Jr. and Abe Murdock declared that a union's right to exclusive recognition is a "privilege" granted by Congress, which "effectively and completely extinguished the privilege" with respect to any union whose officers have not filed non-Communist affidavits.

In a recent labor case involving a broadcaster, the labor board disallowed a protest by Seaboard Radio Broadcasting Corp., licensee of WIBG-AM-FM Philadelphia, that the American Communications Assn. Local 1 had alleged Communist affiliations which would disqualify it from participating in a board election. "The authenticity of truth of affidavits" is properly the function of the Justice Dept., the board asserted [BROADCASTING • TELECASTING, Dec. 11, 4]. ACA previously was dislodged from the CIO on the Communist issue.

Resolution Approved

Meanwhile, the Senate Judiciary Committee has approved a resolution which would authorize it to "make a continuing study of the administration, operation and enforcement" of the 1950 Internal Security Act—the so-called McCarran subversive control bill.

The resolution (S Res 386), sponsored by Sen. James O. Eastland (D-Miss.), supported by Sen. Pat McCarran (D-Nev.) and five other Senate members and reported by Sen. McCarran, singled out "the agents and dupes of the world Communist conspiracy...engaged in activities (including the organization and dissemination of propaganda) designed and intended to bring such protective laws into disrepute or disfavor and to hamper or prevent effective administration and enforcement..."

Sen. McCarran plans to hold hearings on the Communist issue sometime early next year after the 82d Congress convenes. The resolution was introduced Nov. 30 and reported without amendment Dec. 11.
stations business in all its forms must survive and we must have profits in some manner to give the government to service the enormous debt we are going to have.”

Edgar T. Bell, general manager of KTOK Oklahoma City, said most of the starting investment has come from new business, with 10% from old-accounts increasing. “We are bullish on AM but are getting set to file for TV. We will go color at the start.”

Hugh B. Terry, general manager of KLZ Denver, expects institutional advertising to appear if an excess profits tax is applied, offsetting drops in autos, appliances, housing and other items affected by credit restrictions and scarcity. National spot and local should gain, he said, but AM network likely will not increase. “Sales will be tougher, advertising more necessary,” he observed.

Richard H. Mason, general manager of WPTF Raleigh, N. C., looks for “an extremely active year” and finds military installations “an increasingly important business factor” in Eastern North Carolina.

AM Holding Up

Norman Boggs, executive vice president and general manager of WMCA New York, says spot AM is holding up particularly well despite the first flush of hysteria over TV. He said 1951 should find “AM listening on independent stations constantly increasing to new heights” and cost-per-thousand listeners going even lower.

James Murray, station manager of KQV Pittsburgh, said a war would have little effect on radio in that industrial city.

Harold P. Danforth, president and general manager of WDGO-AM-FM Orlando, Fla., said the area’s population has been rising for a decade and promises to attract more people due to the war scare and growth of small industries.

Craig Lawrence, executive vice president of WCOP Boston, predicts better local and national spot business will continue throughout 1951. Radio is the best summer medium in New England, he reminded, because of resort and tourist industries.

I. R. Lounsberry, president of WGR Buffalo, predicts increases “for good AM stations” despite TV’s dollar and audience competition.

Ray P. Jordan, manager of WDBJ Roanoke, Va., believes “the constant growth of the Roanoke market will be continued.” Industrial and farm prospects are “good,” with defense activity increasing.

Grant F. Ashbacker, WKBZ Muskegon, Mich., finds industrial employment increasing so “business looks good” in 1951.

Jerome Sill, general manager of WMIL Milwaukee, expects taxes to open new sources of advertising. As a result of TV, he said, buyers of Class A time on network stations, program or spot, are now shopping for daytime on independents. Retail and industrial activity is “extremely high,” he said.

Transit Profitable

Paul R. Fry, vice president of KRON-AM-FM Omaha, said local and national spot are at a record level and transit is becoming profitable. He added: “This successful two-station TV market should show no decline in general radio activity as radio, TV and transit all promote the industry together.”

Bill Michaels, station manager of KABC San Antonio, a military center, finds retail sales rising but remarks that traffic, like the rest of the country, are concerned primarily with the international situation and only secondarily with the effect on business.

H. C. Wilder, president of WSYR Syracuse, anticipates higher factory employment and wages in case of a war economy, offsetting declines in hard goods, autos and building. Spending will be shifted to luxury items, however, and entertainment enterprises will do better, he believes, with TV and AM advertising continuing “good.”

Chet Thomas, general manager of KXOK-AM-FM St. Louis, said advertisers are now agreeing that radio is the only truly national medium though TV has, and will continue, to make great strides. “FM is showing signs of life for home listeners,” said, “and transit radio’s year will be 1951.”

E. K. Hartenbower, general manager of KMBO-AM-FM Kansas City, sees “every indication” that business will continue to improve. Agriculture and livestock will continue at a high peak.

E. J. Gluck, president of WSOO Charlotte, N. C., figures national spot and local sales will be good, with sales and promotion plans “directed towards aggressive selling on all fronts.”

Charles Balthrop, manager of KITE San Antonio, said “it will happen again,” in recalling the transmutation advertising received in the last war, with high prices and tax developments.

William Newens, vice president of KOIL Omaha, believes an excess profits tax on radio listenership growing though there will be shortages during an adjustment period. This, in turn, would bring a transition from selling to institutional copy, “resulting in rather heavy schedules.”

Simon R. Goldman, vice president and manager of WJTN-AM-FM Jamestown, N. Y., predicted retailers will use more radio to increase volume and keep costs down. Local industrial firms and national spot advertisers are showing greater interest in radio, he added.

R. B. Westergaard, WNOX Knoxville, Tenn., notes increased activity in Tennessee Valley Authority and Oak Ridge projects. In case of industrial conversion to production he predicts “advertising from certain categories could decrease with others taking up the slack.”

Harry S. Hyett, manager of WEAU Eau Claire, Wis., anticipates “a conservative increase in both local and national spot,” with several inquiries from farm accounts.

Anticipate Business Increase

Ken Church, vice president and general manager of WIBC Indianapolis, said a local Chamber of Commerce survey showed leading firms anticipate a 6.7% business increase in 1951.

Robert R. Tincher, vice president of WAXY Yankton, S. D., expects food and drug and durable goods advertising budgets decline. Production controls will permit “very little increase in TV spots in-use” during 1951, he suggested, whereas newspaper shortages will bring more income to AM radio.

Victor C. Diehm, managing partner of WAZL Haslet, Pa., fears rising operational costs as business rises. Local stores and such regional establishments as bakeries and drugstores are buying more time, he said.

J. M. Higgins, manager of WTHI Terre Haute, Ind., looking at a 30% increase over 1949 after four years on the air, expects an additional gain in 1951 “sufficient to air more public service needs.” Business runs along at a steady pace in Terre Haute, he said.

Harben Daniel, president and general manager of WSAV Savannah, Ga., contended radio “as America’s No. 1 mass medium will get ...
more than its share of the increased advertising revenues in the year ahead."

Al Johnson, manager of KOY Phoenix, finds prospects for new highs in holiday retail sales and expects dollar volume of retail sales and general business to be higher in 1961.

Marshall Greene, general manager of WSAS-AM-TV Huntington, W. Va., believes local and national spot for both radio and TV will increase during the defense preparation period, provided there is no serious upset in the coal industry.

Charles G. Burke, general manager of KFHO W. N. D., said: "With early TV experimenting now over in many markets, there is a noticeable return to the sanity of broadcasting. He predicts "increased broadcast activity."

J. Frank Jarman, vice president and general manager of WDNB-AM-FM Duham, N. C., contends merchants and dealers will have to use more advertising to get sales back to the normal level. He sees prospects of a banner year for radio.

E. J. Paxton Jr., manager of WKYB Paducah, Ky.,” said: “Outlook here for all types of business is for the best but there will be it difficult to cope with.”

Higher Radio Budget

Lester W. Lindor, general manager of WFDF Flint, Mich., anticipates higher radio budgets due to newsprint shortage and the tax situation. He feels 1961 should be a very good year for radio business and business in general.

H. B. Hook, manager of KGLO Mason City, Iowa, said banks, brick and tile, and feed companies are planning increased use of radio, with garages and implement companies getting set to promote service departments until they will become scarce. Food, jewelry and other retailers will buy more time, though it all depends on how good a selling job we do.”

James M. LeGate, general manager of WIOD Miami, suggests "radio competition is probably one of the toughest in the nation and can’t get worse.” He feels the TV situation probably won’t change because of wartime restrictions. "We hope to keep our operation flexible enough to meet changing conditions,” he said.

Frank V. Webb, general manager of KFHE Milwaukee, expects "business to continue to advance and broadcast advertising revenues for Wisconsin to show a substantial gain in the coming year of the world situation doesn’t fall apart.”

Walter J. Damm, vice president and general manager of radio WTMJ Milwaukee: "Milwaukee because of its varied industries which are largely devoted to heavy machinery and allied products will need to take full advantage of a result of the war crisis until long after other communities. . . . WTMJ expects some curtailment of nighttime sales but expects to see morning and afternoon business increase.”

"John Easau, vice president and general manager of KTUL Tulsa, said 1961 should be a banner year for radio in general, better so long as we sell radio—the greatest mass medium of all—and believe in it!”

H. R. Krelestein, vice president of WMPS Memphis, looks at prospects of radio and television in raw material shortages and higher taxes as big question marks affecting general business.

Joe L. Smith Jr., president of WERC TV Va., said a war boom will aid the bituminous area, with radio billings reflecting such a boom. “Personally, we prefer less business,” he commented.

Jerry Geeth, manager of KMOB Tacoma, Wash., expects a banner year as the Northwest continues to expand, with 1951 to exceed the record gross of 1960.

1951 Keeps Pace

Gayle V. Grubb, general manager of KGLO San Francisco, finds every indication that 1951 will keep pace with the increased net in 1960. “We are beginning to do the selling job we long ago have done,” he said.

John E. Fether, president of WKZO-AM-TV Kalamazoo, Mich., said: “We are profoundly impressed with the ability of television to market to advertisers AM conscious. It is our feeling that TV may yet prove to be the greatest advertising medium for radio yet devised.”

M. C. Watters, vice president of WCPO-AM-FM-TV Cincinnati, expects expansion of morning and afternoon TV, with TV billing continuing upward. "Radio in TV markets will suffer even more than it did in 1950 with the invasion of TV into radio’s accustomed morning time,” he said. "In TV markets radio may expect a good year.”

S. Fante Jr., president of KEOG Sioux Falls, S. D.,,” said any increase in business would come from competitive fields such as chain stores, clothing and appliance shops, along with automotive and farm machinery lines. Mr. Fante added: “It does not seem possible, at least at this time, that we will return to normalcy at least within the foreseeable future.”

James E. Gordon, president of WNOE New Orleans, said, "radio’s outlook is good. We will again render the greatest service to the public."

Bob Venn, general manager of WIOD Miami, expects 1951 will be a banner year as radio is “gradually convincing newspaper advertisers of the lower cost advantages of the medium. TV here has so far developed little.”

F. E. Fitzsimmons, vice president of KFYR Bismarck, N. D., suggests the high tempo of the national economy should be reflected in this farm area with spending dependent on crop conditions.

Eugene T. Flaherty, manager of KJSI Sioux City, Iowa, said livestock population is largest in history and grain production was better than expected so business generally should be good.

Howard A. Albee, president of KFJI Grand Junction, Col., recalled that broadcasting "assumed its full stature as an industry of great significance during World War II.” He said defense preparations will stimulate industrial development in the Rocky Mountains.

Will Enjoy Increase

G. David Gentling, general manager of KROC Rochester, Minn., said: “That because Rochester is mainly a service town, business to enjoy an increase up to 15%.”

Todd Storz, vice president and general manager of KOWH Omaha, thinks both radio and general business prospects are "extremely favorable.” Radio listening is up because of the war crisis, he said, "attracting more advertising from advertisers and larger expenditures.”

Walter Waggstaff, general manager of KDIO Boise, Idaho, predicts a high business year for 1961, demand for lumber and pulp, farm products, metals, wool and livestock. Value of the dollar has increased in terms of radio circulation cost, he said.

Charles E. Denny, general manager of WERC Erie, Pa., says new customers, anxious to get their names before the public, will replace clients lost by shortages.

Bevo Whitmire, manager of WBFC Greenville, S. C., figures profit taxes will go into the greatest business to the industry. As to FM, he said: "Oh, brother!”

C. B. Locke, general manager of KFDM Beaumont, Tex., thinks "as the war crisis eases, there will be more than hold its own in 1951, with population and general activity constantly increasing in the Southwest.” He looks for a 25% increase in national business.

A. J. Mosby, president and manager of KGVO Missoula, Mont., concedes a clamp down on manufacturing civil goods and change to a war economy "will hit us hard in 1951” but suggests "a possible recovery in 1962.” He predicts a drop in 1951 for the first time in KGVO’s history.

C. J. Lanphier, president and general manager of WFOX Milwaukee, predicts "a bigger year for AM if the AM operator carefully watches the changing times and points his sales activities accordingly. TV will not be a competitive factor for either local or national business in Milwaukee as there will probably be a constant SRO sign on the only TV outlet.”

Confusion May Hurt Radio

Bill Weaver, station manager of KLIF Dallas, fears present Korean confusion will hurt radio but a full-fledged war would bring an increase, especially if newsprint is short.

Daniel C. Park, general sales manager of WIRE Indianapolis, expects another good year though automotive and appliance lines may be affected. Television has not hurt AM in this market as yet,” he said, "and in some cases has helped make some advertisers more radio (AM) conscious.”

Hugh Scott, general manager of WEMP Milwaukee, said the station’s sales volume hit an all time high one year after return to non-war operation, in competition with four new licensees. Increasing national spot is in sight, he said.

(Continued on page 58)
Stations
(Continued from page 57)

though automotive, appliance and TV set accounts may drop.

Dale Drake, general manager of WRR Dallas, looks for a surge near the end of the tax year on the basis of an excess profits levy. Otherwise a continuing inflation would raise revenues as well as operating costs.

R. W. Welpott, assistant stations manager for NGY-WRCB (TV) Schenectady, N. Y., said business prospects for 1951 are "excellent" in that industrial area. Personal income is up with multi-shift operation and overtime working hours.

"Prudent advertisers will take advantage of this increased market potential and expand their advertising and publicity accordingly," he said.

Ben Ludy, general manager of WIBW Topeka: "Looks bigger this year," he continued.

William T. Kemp, president and general manager of KVER Albuquerque, said newspaper shortages and taxes will encourage many newspaper advertisers and non-advertisers to turn to radio. "Our faith in the future of radio in general and in the West in particular is shown by our application for a new standard broadcast station at Cheyenne, Wyo.," he declared.

Patt Statement

John F. Patt, president of the G. A. Richards stations: "The step-up in war production will be accompanied by a comparatively small decrease in consumer goods production, in my opinion. Radio should benefit from higher taxes, from war manufacturers wanting to keep their trade names alive, from newspaper shortages, and from generally fair retail business now.

John M. Rivers, president of WCSC Charleston, S. C., estimates radio will be good, particularly at the local level and national spot is steady and headed upward. "The weak spot is network sales and here we have men who should be thinking big things becoming prisoners of their own environment."

he said. "They look at television and think everybody else only looks at television. . . . This temporary "blind spot" will begin to disappear when logic and reason once more are discernible on the proper appraisal of network radio."

John J. Hurley, general manager of WNEB Worcester, Mass., said payrolls are up, reflected in better local business, but government controls and return to a seller's market will change this situation.

Pill's Views

Howard E. Pill, president and general manager of WSFA Montgomery, Ala., comments on "the ridiculous numbers of stations in practically all markets," with the increasing income "cut thinner." He said local merchants have to see many radio salesman that some are placing their business with newspapers, usually under single ownership, because they only have to talk to one salesman.

Claude Frazier, sales director of WAGA Atlanta, said the station expects to continue increasing its volume, particularly at the retail level, by a more thorough presentation of radio and its stature as an advertising medium. Recent newspaper merger in Atlanta places radio in a stronger position, he contends.

K. K. Hackathorn, general manager of WHK Cleveland, is optimistic but concerned over the war crisis. Plants are at full capacity, he said, which is reflected in good retail business.

George D. Coleman, general manager of WGBI Scranton, Pa., predicted radio in Northeastern Pennsylvania would hold the high level of 1950. Competition for audience will increase, he said, as programming techniques improve.

H. W. Cassill, president and general manager of WEOG Poughkeepsie, N. Y., said radio has only scratched the surface of the business available to it. He advocated constructive radio selling instead of selling on "alleged demerits of other stations."

Frank R. Smith, president of WBVP Beaver Falls, Pa., said limited retail operation may affect radio business and advised stations to adjust operations to meet the situation in the local communities.

Greg Rouleau, manager of WEDC Duluth, Minn., said development of the area's resources will be to the advantage of local and general business conditions.

George Cranston, manager of WAP Fort Worth, expects local, national spot and network to increase.

Willard Schroeder, general manager of WOOD Grand Rapids, Mich., expects the local "sellers market to continue for all goods and services." He indicated the current business pace indicates "radio will continue to compete successfully with newspapers, billboard space and TV."

Ernest C. Sanders, manager of WOC-AM-FM-TV Davenport, Iowa, declared 1951 "looks good" as industrial activity increases.

FCC Change

STATE-Local Government and Amateur Division of FCC's newly established Safety and Special Radio Services Bureau has been changed to Public Safety and Amateur Division, it was announced last week by the Commission.

HADACOL'S GROWTH

Sen. LeBlanc Cites 'Tremendous' Radio Role

"TREMENDOUS" growth of Hadacol, a dietary supplement, can be traced largely to use of radio as a basic selling medium, State Sen. Dudley J. LeBlanc said Dec. 14 at testimonial dinner given in his honor at Lafayette, La.

"If it had not been for advertising, Hadacol would not have attained the success it has in such a short period of time," Sen. LeBlanc said, adding that its current assets had increased to $7.5 million in 2 1/2 years.

"Radio has done a tremendous job for me in that respect," he told James Gordon, WNOE New Orleans, in a statewide radio network carrying the event.

Net profit of his LeBlanc Corp. this year will be approximately $6 million on a $20 million gross, the Senator said. He hopes to gross between $75 million and $80 million next year if he can obtain enough materials, and expand his payroll from 800 to 1,500 by spring.

Sen. LeBlanc added that he has now purchased $500,000 worth of toys for Christmas parties to be conducted by over 570 stations in theatres throughout the product's market area. He received a $1,500 check from the corporation, given by public, business and civic leaders throughout the state.

SMILES indicate satisfaction of Worth Kramer (r), WJR Detroit vice president and general manager, and Boas Siegel, secretary of Detroit's AFRA local, as they put their signatures to the first WJR-AFRA contract a fortnight ago.

ROSE BOWL

CBS Warns on Rights

SHARP REMINDER to Los Angeles area theatre exhibitors that CBS holds exclusive rights to the radio and television broadcast of the annual New Year's Day Pasadena Rose Bowl football game was given recently in letter sent by Howard S. Meighan, CBS vice president and chief executive officer on the West Coast.

The letter, similar to those sent in the past by the network before the event, read in part:

By agreement dated Sept. 28, 1948, between ourselves, the Pacific Coast Intercollegiate Athletic Conference and the Pasadena Tournament of Roses Assn., we were granted the exclusive radio and television rights for the Rose Bowl Game to be played Jan. 1, 1951. Under this agreement, we are not permitted to authorize or grant permission to anyone to use the television broadcast of the game in any theatre (auditorium) or other establishment for a commercial purpose or for an admission price. The right to make any such use of the television broadcast can be granted only by agreement with the three parties to the contract of Sept. 28, 1949, and it is not the present practice to do so.

Mr. Meighan's letter stated that "legal proceedings" would be used against any individual or firm who attempted such exhibition.

WTIC Hartford recently received letter of appreciation from Suffield, Conn., board of Police Commissioners for work in locating persons sought by police. Letter cited case of boy whose disappearance and station coop- eration in locating injured youth's parents.

Sen. LeBlanc (l) tells Mr. Gordon and a statewide radio audience how use of spot radio for Hadacol helped build a near $30 million gross for LeBlanc Corp. during 1950.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained and experienced broadcast technicians to the Broadcasting Industry.

Address inquiries to Director of Education, RAC INSTITUTES, INC. 550 W. 4th St., New York 14, N. Y.
Credit shrewd casting in bringing "Ellery Queen" into TV being. Richard Hart in the title role, is alert and forceful, extracting all the suspense qualities out of the initial script. Du Mont, rushing to the front with provocative programming may have a winner here.

TELEVISION DAILY

Too often in those TV crime dramas these days, the producers are content to allow a name star to carry too much of the acting burden. An exception last Thursday night, however, was "Ellery Queen" (Du Mont), in which Richard Hart and Florenz Ames are the weekly regulars. Outstanding among the support were Joan Westmore and Richard Purday.

VARIETY

The most notable feature of this show is that Ellery Queen is played by Richard Hart. Just recently Mr. Hart left a role in "The Happy Time", a current Broadway play to do the television series. His ability as an actor on the stage and in the movies has not failed him in television.

NEW YORK TIMES

—adapted from the best-selling detective fiction of all time

THE ADVENTURES OF ELLERY QUEEN are now making exciting mystery fare for millions of television fans.

Sponsored by:
KAISER-FRAZER EVERY THURSDAY at 9:00 P.M. on the

DU MONT

62 STATIONS
THE NATION'S WINDOW ON THE WORLD

515 MADISON AVENUE
NEW YORK 22, N. Y.
PHONE: MURRAY HILL 8-2600

Copyright 1950, Allen B. DuMont Laboratories, Inc.
NETWORK TELEVISION grew so rapidly in 1950 that it almost burst out of its pants.

From a gross volume of $12 million, network television jumped to an estimated gross of $45 million in 1950. But network television, like a stripping who grows faster than Dad can buy clothes, needed hosiery to fill its ruptures at year's end.

The trouble was that there were not enough stations to go around. The biggest problem an advertiser had in buying a television campaign (aside from finding the money to pay for it) was in getting availabilities.

The biggest problem a network had was persuading stations to scuttle another network's shows in order to clear time for whatever program the first network was selling.

The scarcity of outlets led to a bitter inter-network row over the allocation of AT&T network facilities. Two networks, ABC and DuMont, wanted the facilities split evenly among all four. CBS and NBC held out for a system which gave them the big shares, on the grounds they had more sponsors than the other two and thus their affiliates wanted to take more programs from them than from ABC or DuMont.

Compromise Formula

The wrangle finally was settled, at least temporarily, by a complicated compromise formula that gave ABC and DuMont more nearly equal first call on the cable, at year's end the four networks were starting operations that way | Broadcasting • Telecasting, Dec. 18|.

The compromise settlement on the AT&T facilities was at best a temporary solution, however. Until the FCC opened for television station business again, the lack of enough outlets to go around would continue to plague network television.

Despite the freeze on TV stations, which had been in force for more than two years, television grew big and lusty in 1950. With 107 stations on the air in 67 cities, the four networks increased their gross billings enormously.

According to Broadcasting • Telecasting projections of Publishers Information Bureau figures (which are complete only through October, 1950), the gross billings for the entire year, network by network (and comparative PIB figures for 1949) were:

<table>
<thead>
<tr>
<th>Year</th>
<th>Figures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1950</td>
<td>$1,391,991</td>
</tr>
<tr>
<td>1949</td>
<td>$45,000,000</td>
</tr>
</tbody>
</table>

The phenomenal growth of television is even more remarkably shown in a comparison with total gross billings of all television networks in 1948. A scant two years ago all four networks billed total of about $800,000.

Except for the artificial limitations imposed by the FCC, 1950 was a year of unhindered TV growth. But television executives feared that 1951 would bring even more severe limitations than the FCC freeze.

Television seemed almost sure to suffer from the diversion of materials and production facilities for defense purposes. Production of television receivers was bound to be reduced.

As of year's end, there were nearly 10 million TV sets in use in the 67 cities where television is available. NBC estimated there would be more than 14 million sets by next October—but that was baring serious cutbacks in production.

It was plain that unless the war crisis unexpectedly evaporated and the nation's defense effort slackened, the growth of TV circulation would be arrested in 1951.

From the way things were going, it looked doubtful that FCC would reopen its doors for television station applications. With defense-created shortages in sight, the pace of television expansion in 1951 seems destined to slow down.

In a year-end statement, Condr. Mortimer W. Loewi, director of the DuMont Television Network, the only network exclusively devoted to TV, said (for statements by other network presidents, see page 32):

"The DuMont Television Network, like the industry generally, hails 1950 as video's banner year. Our billings, like telecasters' generally, attained new peaks; our list of sponsors doubled and our affiliates grew till our programs were seen regularly in every section of the country.

"With network business alone up 35% over 1949, to reach $4.5 million, our gross billings, on network and local stations combined, during the year soared 185% above last year's totals, and the network's national advertisers rose from 14 to 26.

"The network's expanded sponsor list helped to strengthen programming for both daytime and evening telecasts in 1950. Fifty-eight programs were being aired weekly by the end of November, compared with 36 in November 1949. Thirty-six and a half hours a week were served to network affiliates and 64 hours to WABD (TV) network work and the network, combined.

"DuMont scored on programming, too. It secured the telecasting rights to all Notre Dame home football games for the second successive year and serviced them to 46 stations covering 44 cities. This was the largest number of cities ever linked to air a program offered by a single sponsor (National Chevrolet Dealers). Eighty-three percent of all U. S. telecasts were within range of transmitters offering off-the-air broadcasts.

"Other memorable programs included the pickup of critical sessions of the United Nations when statements at Lake Success debated the problems of the Red Chinese in Korea. The exclusive telecast of Secretary of State Acheson's significant November speech on the Korean crisis also evoked widespread praise.

"The year also saw accelerated

(Continued on page 68)

Mr. Loewi

SARNOFF Year End Roundup

TELEVISION in performance and growth during 1950 reached proportions that qualify it for major service in helping to speed the defense mobilization efforts of this nation, Brig. Gen. David Sarnoff, chairman of the board of RCA, declared in a year-end statement issued in New York today.

"At this time of national emergency, America is particularly fortunate in that since the end of World War II television has been developed to the extent that 40 million Americans now comprise the television audience," said Gen. Sarnoff. "This is of tremendous importance to the country since it provides a new medium to supplement radio's vast audience in achieving fullest unity of purpose.

President's Audience

"When President Truman declared the existence of the national emergency, he was viewed by one of the largest audiences ever to see and hear a President of the United States at a single time. His audience surpassed in numbers the total population of the country in 1850.

"The great effectiveness of television for service in training air raid wardens, for Red Cross work and direct appeals, for the spreading of visual information into the home, as well as the other classifications pertaining to defense, is a new and vital factor in the interest and welfare of this nation."

Gen. Sarnoff asserted that as the year ends there are approximately 10 million television sets in the United States and 107 television stations. He said that 1950 brought to fruition years of television research, engineering and planning, with the result that "the signpost on the road of progress is marked television—in both black-and-white and color."

The year 1950 was the biggest in the history of RCA, with television accounting for approximately 75% of the gross income, declared Gen. Sarnoff. He reported that profits and dividends to stockholders were larger than ever be

Sees Major Defense Role for TV

(Continued on page 69)

Gross Jumps to $45 Million; Time Scarce

Page 60 • December 25, 1950
A DECISION upholding FCC's approval of the CBS color television system but at the same time restraining its commercial operation pending a ruling by the U. S. Supreme Court was handed down Friday by a three-Judge federal court in Washington.

The court dismissed the complaint in which RCA, NBC and RCA Victor Distributing Corp. sought to upset FCC's color decision pending a temporary restraining order against commercial use of CBS color until next April 1 or such time as the Supreme Court dissolves the restraint.

The action, on a 2-to-1 vote, a little more than five weeks after the argument, was widely interpreted as a serious blow—if not a knockout blow—against color TV for the duration of the present emergency.

The majority decision itself said one reason for extending the restraining order was the growing shortage of electronic materials among manufacturers.

"It is a matter of common knowledge that the situation . . . becomes more acute with each passing day, and the prospects are that it will be far worse before it is better," the majority said.

"It is hardly conceivable that either the Commission or the manufacturers can under these circumstances desire, much less intend, that the order in controversy be made effective."

Both sides are free to appeal the decision to the Supreme Court—RCA on the dismissal of its complaint, and FCC on the extension of the temporary restraining order.

APPRAISAL--COST

The certainty that the appeal would be taken, regardless of the decision, raised questions in the judges' minds as to "why we should decide the case with the participation of the importance of the case merits," for they felt that the Chicago phase "is little more than a practice session where the parties prepare and test their ammunition for the big battle ahead."

Circuit Judge J. Earle Major won the majority opinion for himself and District Judge Philip Sullivan.

District Judge Walter LaBuoy dissented, labelling FCC's color decision "prejudicial" and arbitrary, and holding that its enforcement should be restrained.

"There is ample basis for the conclusion that the scientists laboring in the laboratories of the industry may soon resolve the problem of compatibility," Judge LaBuoy said.

"In view of the admittedly fluid state of the art, it is difficult to understand why the Commission refused to hear additional evidence and chose instead a course of action, using its discretion, based on speculation and hope rather than on demonstrations."

The court refused to consider Pilot Radio Corp.'s charges that Sen. Ed C. Johnson (D-Colo.), chairman of the Senate Interstate & Foreign Commerce Committee, put undue pressure on FCC to adopt the CBS system. Subpanas for Johnson's testimonies, sought by Johnson and the FCC and CBS were quashed.

On this score the majority noted that the suit charged that FCC was "influenced, coerced or cooled by Johnson or anybody else." Nor was there any other charge or "even an intimation" that FCC did not act in good faith, the decision added.

Condon Report

The majority also said it had no authority to consider the so-called Condon Committee's color TV report to the Senate commerce committee, although "no doubt this report refutes numerous of the allegations." But the majority said the report does "attributed to it by the Commission."

Nor did the court give weight to RCA's protest that E. W. Chapin, head of the FCC laboratories, in violation an automatic adapter useful with the CBS system and was allowed nevertheless to continue participation in the case. The opinion said:

"It appears to us that the interest of the witnesses if it had any relevancy to the weight or credit to be assigned to his testimony, this was a matter for the determination of the Commission."

In summary, the court concluded that the complaint was without merit, and that both sides were free to appeal the decision to the Supreme Court.

COLOR PROGRESS

Johnson Cites Senate Work

ALTHOUGH the war situation may preclude introduction of any color system for the foreseeable future, Senator John C. Johnson of the Senate Interstate and Foreign Commerce Committee believes that the committee's activity in TV-research is "speeding up the timetable several years."

Participating in a forum on color TV conducted by the District of Columbia Bar Assn. over WWDC, Mr. Johnson said he was pleased with the vast improvement made in the RCA color system, based on the most recent demonstrations. He said he felt that the color was "not quite as good as the CBS picture" but that while there is the advantage of compatibility in the RCA system, he "wouldn't say whether it was acceptable."

Stuart L. Bailey, of Jansky & Bailey, Washington consulting engineers, and last past president of the Institute of Radio Engineers, likewise impressed the improvement made in the RCA system, but added that from his observations he felt that RCA "could not meet the FCC requirements" as to minimum criteria even with its present system. The improvement in color fidelity, however, he said, was marked.

Both Sen. Johnson and Mr. Bailey agreed that color is not a part of the TV proceedings and that RCA, of course, is interested in the entire project. Mr. Bailey commented that black-and-white TV is still the "bread and butter" and that RCA probably had not asked for a re-hearing because it did not want to delay the allocation proceedings and a final decision.

They agreed also that there might be "plenty of time" in which to appraise the whole matter, in view of the nation's production occasioned by the national emergency. Sen. Johnson commented that some of his own constituents were not ready to see the proceedings closed, looking toward operation of stations in Denver and the Colorado area.

Sen. Johnson made mention of (Continued on page 21)
FLAT denial that CBS ever offered its color television system to Admiral Radio Corp. "at any time" was issued in Chicago early last week by Admiral President Ross Siragusa after the Investment Analysts Club full speech, as planned, charging Wednesday that Mr. Stanton in May 1949 asked in a phone conversation: "Why don't you with some other manufacturers ball us out of this color development?" He said he rejected the "offer," because he "didn't believe in it (the system)". "I hope the final decision will be left to the public," he said.

After the speech, the manufacturing executive answered questions from the floor at the luncheon meeting. Reporters quizzed him on the portion of his statement in which he said Mr. Siragusa "offered to sell Admiral its color system, lock, stock and barrel, for $3 million."

FLAT denial that CBS ever offered its color television system to Admiral Radio Corp. "at any time" was issued in Chicago early last week by Admiral President Ross Siragusa after the Investment Analysts Club full speech, as planned, charging Wednesday that Mr. Stanton in May 1949 asked in a phone conversation: "Why don't you with some other manufacturers ball us out of this color development?" He said he rejected the "offer," because he "didn't believe in it (the system)". "I hope the final decision will be left to the public," he said.

After the speech, the manufacturing executive answered questions from the floor at the luncheon meeting. Reporters quizzed him on the portion of his statement in which he said Mr. Siragusa "offered to sell Admiral its color system, lock, stock and barrel, for $3 million."

COLOR OFFER TO ADMIRAL

In May 1949, Mr. Siragusa said he and "three or four other manufacturers," one of whom reportedly was Motorola, were concerned over the closed circuit color TV demonstration planned for showing in Atlantic City. Because the manufacturers did not want a public "up roar" about color just as black-and-white was getting under way, they mentioned William S. Paley, CBS board chairman, to request that the demonstrations be dropped.

Mr. Siragusa said Mr. Paley referred him to Mr. Stanton. Mr. Siragusa, at that time a CBS-TV sponsor, said Mr. Stanton offered the CBS color system for $5 million, "the amount spent in 10 years of research."

Exchange of Calls

Mr. Siragusa returned Mr. Stanton's call Monday, telling him he was still going to mention the "offer" in his speech and asking if it would be more desirable if Mr. Paley's name were mentioned instead of Mr. Stanton's. The latter said no, he reported.

In the remainder of his speech, the Admiral president said "The long term outlook for TV is sound, but the immediate future uncertain. The industry will have a poorer year in 1951 than in the record year 1949."

He estimated Admiral's 1950 sales at approximately $230 million, TV accounting for $173 million.

"More than 25% of the television industry will be in defense work in the immediate future, Mr. Siragusa said. He anticipates an industry production maximum of 5 million units because of shortages of materials. "Volume will be high, but conversion costs will make profits suffer," he said. He predicted a 95 TV saturation within five to 10 years."
AMID mounting speculation that the "freeze" on new television station applications will continue—or at least that the question is now "academic" in the light of international developments—executives of the nation's 100-plus TV outlets are confident they will reap a rich harvest of additional revenue during 1951.

Almost unanimously, the 107 stations look for continuation of a trend which, for the first time this year, pushed many of them over the "break-even" level into black ink operation.

While competition isn't likely to increase in individual station markets because of the freeze, video operators are not unmindful of hard goods shortages occasioned by an emergency economy or of mounting operational expenses.

Despite these factors they feel that (1) general and radio business will be good; (2) national spot and national network, as well as local billings, will show appreciable gains; (3) operating costs will rise, probably as much as 10% or 15%.

Most of the new business, they feel, will derive from food, drug, automotive, retail store, petroleum, soap and other accounts, with utilities possibly coming into the TV picture on a larger scale. The existence of available daytime TV sponsorship also was noted by some executives as a cause for optimism, with daytime programs beginning to come into their own. Increased TV rate scales also were mentioned.

Big Increases Seen

Estimates on TV revenue boosts ranged from 15% to 50%, with possibility that the industry might even enjoy increases up to 70% or 100%. Operating expense hikes probably will hover around the 15% mark, according to executives replying to questionnaires sent out by Broadcasting • Telecasting.

Rosy prospects were held out for national network and spot, and local revenue. TV station executives felt national spot's expected prosperity would not arise at the expense of network billings. Latter may rise anywhere from 20% to 50%, according to comments supplied by the station operators.

Liberal revenue boosts also were anticipated from local accounts.

Typical of the comments received by Broadcasting • Telecasting:

Murray H. Grabhorn, vice-president and manager of ABC O&O stations WABC-TV New York, WXYZ-TV Detroit, WENR-TV Chicago, KGO-TV San Francisco and KECA-TV Los Angeles, is convinced that business is bound to be big and that the pattern of World War II should be repeated.

"Unemployment will continue to decrease, which will maintain buying power and withstand increase in taxes," he feels. Revenue boosts will be reflected more in the television industry than in general business conditions, he indicates, singling out food, drug, automotive and retail store advertisers.

Mr. Grabhorn sees an approximate 50% jump in TV revenue, with 60% and 35% rises in the local and national spot fields, respectively, which would more than offset a possible 25% increase in operational expenses.

Washington, every indication is for larger and growing population with an attendant increase in the purchasing power during 1951," Mr. Hayes states. "It can be expected, therefore, that retail business... will increase considerably... with an accompanying increase in concentration on the Washington market on the part of national clients as well."

Mr. Hayes is hopeful for increases in network daytime sponsorship on TV.

A bigger revenue year for video, with local and network spot billings on the upbeat, also is forecast by Theodore C. Streibert, president of WOR-TV New York, who envisions a "war economy with controls." He predicts that the new excess profits tax will, among other things, stimulate advertising in general.

One of the more optimistic television executives, H. P. Lasker, general manager of WLWD (TV) Dayton, Ohio, is forecasting a 100% hike in TV revenue during 1951, with upwards of 20% rises in local, and national and network spot business. Department stores and food concerns "will help make this possible, he believes.

"With the entire economy working at top-speed business should be good throughout 1951," he adds.

A more conservative appraisal of TV's 1951 prospects is voiced by Wesley I. Dunn, president, KPIX (TV) and KSFO San Francisco. His own estimate of increase in KPIX's operating expenses (25%) may be reflected in a prediction placing the rise in TV revenue at 15% for the industry as a whole.

Mr. Dunn feels that institutional firms, such as utilities and banks, may come in heavily to augment increased billings from department stores and food and clothing retailers.

Mr. Dunn states: "Business in the San Francisco area is being predicted in an optimistic vein for 1951 and prospects continue to be excellent. As under former similar circumstances, employment steadily increases in this area due to industrial changes from peacetime prosperity to meet the emergency requirements. A steady flow of population from other states continues in anticipation of such."

(Continued on page 83)

COLOR TV PARTS

NPA Urged To Postpone Orders

A RADIO-TV appliance industry advisory group last Wednesday called on the National Production Authority to "postpone consideration" of all orders which permit end products or component parts to be used in color TV equipment.

A three-point resolution was adopted by the Radio, Television and Household Appliance Wholesale Industry Advisory Committee and submitted to NPA Administra
tor William H. Harrison for his consideration.

Stressing the shortages of critical materials and skilled electronic engineers, the committee in effect sought fulfillment of equipment needs for black-and-white TV and postponement of color equipment "until such time as materials and component shall be in safe, adequate supply to meet the requirements of the present emergency."

Gen. Halsey reportedly had not studied the resolution as of Thurs
day, but close associates indicated he probably would not take immediate action. They felt that the NPA administrator would be inclined to table it on the grounds that color television is not in the domain of the NPA.

On the other hand, amid a report that NPA is preparing limita
tions on all end products using copper and aluminum for television equipment (see separate story), authorities felt that the advisory group's recommendations were merely "academic" now. NPA has issued no limitations on end products.

When broached on the television question — parts shortages for black-and-white and for color equipment in lieu of FCC's decision favoring the CBS system—Gen. Harrison previously told electronic producers that the problem must be resolved by the industry and the FCC, and not by NPA [Broadcasting • Telecasting, Oct. 30].

Offer Recommendations

The appliance committee presented its recommendations at a meeting held last Wednesday by the NPA's Office of Civilian Re
duires, which is expected to offer its own suggestions once Gen. Harrison has studied the resolution.

The group offered the proposal as a means of alleviating the acute shortage of materials and skilled personnel and thus save exist
ing metals and personnel for civilian production of tubes and other TV equipment and for military uses.

The wholesalers group reminded NPA officials that cobalt, used for anode cones in radio-TV speakers, already has been cut 50% for December, and felt that monochrome TV should be permitted to use the available supply of cobalt and other metals without diversion of any material to color television.

Technical "know-how" and tubes and other parts could well be channeled to defense usage, they stressed.

In its resolution the industry committee felt that "under these emergency conditions" there is "no likelihood whatever for the use of electronic equipment by the public for the reception of color television broadcasting."

Color receivers would require use "of at least double the number of tubes" usually provided for ordinary black and white sets, as well as the development of new types of tubes and other components, the group explained.

James H. Simon, president of Simon Distributing Corp., local (Continued on page 68)
GOOD programs rank as the number one reason why people who don't own TV sets are considering purchase of one, according to a survey completed last month for Electric League of Los Angeles Inc.

The consumer study made by Facts Consolidated, research firm, in cooperation with Hixson & Jorgenson Inc., advertising agency servicing the ELA's market, included interviews with approximately 500 non-owners in about 12 major areas of greater Los Angeles.

It showed that 31% of interviewees would purchase a receiver set because of the good programs now appearing on TV screens. In-experience in entertainment at home and family considerations closely followed programming as primary arguments. Most weight with non-owners was placed on the above-mentioned public.

It revealed that 25% of those interviewed felt TV is good for shut-ins; (2) 24% thought TV keeps the family together; (3) 24% believe video is good for children.

Other considerations were an expectancy that credit controls would become stiffer and that prices would rise. One portion of the survey revealed that most of the non-owners did not know prices of TV receivers had dropped in the past year. Nearly 75% of those interviewed either thought prices were higher, the same or didn't know if any change had taken place.

Further breakdowns revealed that the younger age group places a higher value on the fact that "television is cheaper than going out" than do their elders. This younger segment, particularly families with children under age, also attach more meaning to the fact that "TV keeps the family together."

KING-TV Seattle Sets New Rates

KING-TV Seattle will put Rate Card No. 7 into effect on the first day of the year, raising the basic hourly rate to $400. One minute announcements in Class A time (6:30-3:10 p.m., Mon.-Fri.; 12:30-5:10 Sat., Sun., holidays) will become $70.

In class B time (5:30-6:30 p.m., Mon.-Fri.; 10:30-11:01 p.m., daily) the new hourly rate on a one time basis is set at 600 and minute spots at $50. For Class C time the basic rate is $200 an hour and $35 for spots of one minute or less.

KPRC-TV Houston Surveys Viewers

In the Houston television market, serviced by KPRC-TV, 65.5% of the set owners view TV every night of the week. This was among the facts gathered by the station in a survey to determine set owners program wants in the area.

Jack Harris, KPRC-TV general manager, reports that TV owners want more straight dramatic shows, mystery dramas, western dramas, full length feature films and educational features. Over 1,500 set owners responded.

It was also found that TV is viewed for three hours or more a night in 97.4% of the homes. Viewing of six hours or more per night was reported in 39.3% of the cases. TV set-owning families stay at home more, 85% of the respondents said. The reading of evening newspapers is done less now by 32% while 53% of those responding said they read magazines less. A decrease in radio listening was reported by 91%.

Sponsor Identification Surveys by Trendex

STATISTICS on sponsor identification on network TV programs are being included in the December Trendex television report, Trendex Inc., New York, has announced.

Programs with the highest sponsor identification index during October-November, the months included in the December report, were:

1. Godfrey's Talent Scouts 30.7 6.8 20.8
2. Toast of Town 29.5 9.2 10.9
3. Kraft Tennis 25.9 6.2 13.3
4. Lux Video Theatre 23.6 5.6 15.9
5. Star Theatre 22.3 5.3 15.7

Telecasting "First in Indiana"

Yesterday . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . .

there are 102,000 Sets in use in WFBM-TV's coverage area.

Weekly Television Summary

December 25, 1950, Telecasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Louisville</td>
<td>WAVE-TV, WHAS-TV</td>
<td>65,264</td>
<td>Louisville</td>
<td>WAVE-TV, WHAS-TV</td>
<td>65,264</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WEWS-TV, WNIK-TV</td>
<td>44,932</td>
<td>Pittsburgh</td>
<td>WPXK-TV, WBAL-TV</td>
<td>43,877</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KTLA, KTTV</td>
<td>27,796</td>
<td>Los Angeles</td>
<td>KTLA, KTTV</td>
<td>27,796</td>
</tr>
<tr>
<td>Chicago</td>
<td>WLS-TV, WMAQ-TV</td>
<td>21,500</td>
<td>Chicago</td>
<td>WLS-TV, WMAQ-TV</td>
<td>21,500</td>
</tr>
<tr>
<td>New York</td>
<td>WABC-TV, WOR-TV</td>
<td>17,755</td>
<td>New York</td>
<td>WABC-TV, WOR-TV</td>
<td>17,755</td>
</tr>
<tr>
<td>Detroit</td>
<td>WXYZ-TV, WDIV-TV</td>
<td>13,600</td>
<td>Detroit</td>
<td>WXYZ-TV, WDIV-TV</td>
<td>13,600</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KMOV-TV, KSDK-TV</td>
<td>12,240</td>
<td>St. Louis</td>
<td>KMOV-TV, KSDK-TV</td>
<td>12,240</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KRON-TV, KRON-TV</td>
<td>11,200</td>
<td>San Francisco</td>
<td>KRON-TV, KRON-TV</td>
<td>11,200</td>
</tr>
</tbody>
</table>

TOTAL MARKETS on Air 107

Estimated Total Sets in Use 8,922,000

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap, set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled annually, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.
Not the Board of Directors
—but WMAR-TV cameramen dressed for an evening show

There's something bright and new doing all the time. Just added for your viewing pleasure are:

☆ "Dinner at the Sheraton Belvedere" (pictured above) Fashions on Parade, notabilities on view... Wednesday 7:00 P.M.

☆ Saturday Afternoon Sports Series featuring Army and Navy basketball and special sports events... Saturdays 2:15 P.M.

☆ The First 100 Years, television's first adult daytime serial drama starring Jimmy Lydon... Monday thru Friday 2:30 P.M.

☆ Marvin Ellin's "Block Party," a new and interesting studio quiz with giveaway prizes for hundreds... Thursday's 1:00 P.M.

☆ Luncheon With the Ladies. Brent Gunts in a madcap whirl of talent and games... Wednesday's 1:00 P.M.

WMAR wishes to take this opportunity to extend Christmas Greetings and best wishes for the New Year to all its many friends.

WMAR-TV
CHANNEL 2
REPRESENTED BY THE KATZ AGENCY, INC.

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
Color TV Parts
(Continued from page 68)
wholesaler of electrical products, is vice chairman of the advisory group. He was also named as civilian chairman of a task group to formulate policies of the committee.
Mr. Simon heads a company which handles such products as Motorola television and radio, General Electric traffic appliances, Hotpoint items, and other lines. Group plans to hold its next meeting in Chicago Jan. 8.
The task force will make recommendations to NPA on problems relating to (1) equitable distribution of scarce materials; (2) provision for furnishing appliances to "danger" areas; (3) "immediate stop" on production of color TV equipment.
The committee expressed concern over possibility that manufacturers might tend to concentrate future output in high-priced lines, thus eliminating low-cost appliances. Electric manufacturers are already simplifying designs and developing substitute materials, as well as cutting down on use of scarce copper and aluminum, NPA said. Text of committee's resolution:
WHEREAS, the President has declared a national emergency for the purpose of mobilizing production and manpower as a major objective in the defense effort, and, WHEREAS electronic devices constitute critical and vitals component parts in most military equipment calling for the utmost efforts and time of expert electronic engineers, whereby design and production development becomes a prime essential immediately for the early commencement of the manufacturer of military electronic devices, and
WHEREAS, such expert scientific and engineering manpower is already in scarce supply, together with adequate laboratory facilities, testing, equipment and personnel, and
WHEREAS the facilities of the electronic manufacturing industry will be required at a rapidly increasing rate to fulfill the urgent need of production for the maintaining of balanced output with military equipment, using such electronic devices, it is recommended that since there is, under these emergency conditions no likelihood whatever for the usage of electronic equipment by the public for the reception of color television broadcasting, and since components and vital raw materials, both of present types and others that will have to be developed, are in serious short supply and, further, since color television receivers will require the use of at least double the number of tubes than used in ordinary black-and-white television sets, as well as probable development of new types of tubes and other components calling for the absorption of seriously vital raw materials, that all consideration of production of components or devices intended for the receiving equipment to be used for color television reception be postponed until such time as materials and components shall be in safe, adequate supply to meet the requirements of the present emergency.

nothing but smiles under our umbrella!

Court Upholds FCC
(Continued from page 61)

The opinion also held: "While the findings of the Commission are severely criticized, it is not contended in the main that they are not supported by substantial evidence. It is precisely such findings, however, that a number of critical findings are based upon evidence which was taken in the earlier stages of the proceeding which is not representative of the situation as it existed at the time the findings were adopted.

Admittedly, much progress was made during the latter portion of the hearings, and no claim is made that the hearings closed, in the development of a compatible system of color television. Further, it was made clear that the situation, and particularly the improvement which it is claimed had been made by RCA and others.

On the merits of the case, however, . . . much of plaintiff's argument— in fact a major portion of it—as presented upon appeal, was based upon a record made before the Commission, and without going into too much detail, we think it necessary to refer to some of such matters.

While many affidavits were offered by the plaintiff as well as by intervening plaintiffs to show damage in support of their asserted right to an injunction, many of them, as we have already pointed out, contain a recital of alleged facts directly in conflict with the findings made by the Commission.

Typical of such affidavits is that of Dr. C. B. Jolliffe, executive vice president in charge of the RCA Labs. His affidavit, in addition to showing damages which will be sustained by RCA as a result of the order, goes extensively into the alleged merits of the RCA system, the alleged demerits of the CBS system, and the alleged merits of the Commission's decision. And much of plaintiff's argument is predicated upon matters brought before the court in this fashion.

In our view, such asserted facts are not properly before the court. A consideration of such affidavits would in effect amount to a trial de novo, which we are without power to grant. Thus, much of plaintiff's argument, predicated upon such material matter, appealing as it is, must be discarded.

Both the major and Judge LaBuy cited Comr. George E. Sterling's dissent from FCC's final decision, in which he noted manufacturers' problems of production, procurement of manpower, and as well as fast-breaking developments in the TV field. Judge LaBuy also quoted from Comr. Frieda B. Henken, in which she proposed to defer final decision until June 30, 1951.

He pointed out that RCA asked FCC on Oct. 4 to review RCA's progress before making a final decision, and noted that FCC replied that delay "would not be conducive to the orderly and expeditious dispatch of the Commission's business." But, Judge LaBuy argued, "the Commission recognized and the record before the Commission is replete with evidence that rapid strides are being made toward the perfection of a fully compatible system. . . ."

He continued:

"The speculation and speculation may lawfully be substituted for evidence as a foundation for an important part of its conclusion and is not a basis for a discretion not to have indulged this speculation and hope in the public interest."

The Commission chose a speedy determination on an issue of great public interest in preference to the more laborious and protracted proceeding which the magnitude of the question warranted. To prohibit the broadcast of color in completely compatible system, whether it is a RCA or any other fully compatible system, is a bar to competition between compatible and incompatible color and is unreasonable and arbitrary.

It is my opinion the Commission's prejudicial action in entering the order, the impact of which will require owners of television sets to install equipment at a cost of many hundreds of millions of dollars, and its refusal to hear additional evidence clearly indicates an abuse of discretion and considered action which was arbitrary and capricious.

Radio-TV Signals
(Continued from page 90)

by Marx Leva, Office of the Secretary of Defense, would impose a maximum $10,000 fine or five years imprisonment on any individual who "knowingly" uses transmitting devices in violation of U. S. security. A $50,000 fine could be levied on corporations found guilty.

The bill, which would amend the U. S. Code to impose such penalties, also provided that the President be empowered to compensate the owners of equipment which transmit "electromagnetic radiation" or radio waves.

If the President is unwilling to settle for an amount set by the President, he would be paid 75% of the sum and be entitled to sue the government in the Court of Claims, or in a district court, within three years after the amount of compensation had been determined.

The Defense Dept., in submitting the draft, said that the bill had been coordinated among departments and boards in accordance with procedures prescribed by the Secretary of Defense.

Radio Signings
(Continued from page 153)

Sets NBC Series Contract
FIRST major airline to adopt network radio as a primary medium is Trans World Airline, which will sponsor the new Cary Grant comedy series Mr. Blandings on NBC. Series will start Jan. 21, 8:30-9 p.m.

Series is based on novel, Mr. Blandings Builds His Dream House. It is understood the TWA series carries a half-million dollar budget. Mrs. Grant (Betty Drake) will take part. Agency is BBDO, New York.
LOOK FOR THE STATION WITH THE MOST LOCAL RETAIL ACCOUNTS

You’ll find the station that’s getting results...

- The local operator has to get results... his cash register has to ring the next day or his advertising isn’t paying off. Unlike the big advertiser, he can’t afford to wait six months or six days for results.

- WGN-TV has more local advertisers sponsoring more programs than any other television station in Chicago. WGN-TV gets results.

- Whether you’re big or small... WGN-TV is your station in Chicago.

WGN-TV
CHANNEL 9·CHICAGO
The Chicago Tribune Television Station
activity in DuMont's station relations and the number of stations increased from 50 to 62. Added to the web were WOI-TV Ames, Iowa; WKZO-TV Kalamazoo, Mich.; WABT-TV Peoria, Ill.; and WHBF-TV Davenport, Iowa.

In spite of the FCC-imposed freeze, some 26 months old, and the date of its lifting is as uncertain today as it was a year ago. But the FCC itself, distracted for more than a year by the color controversy, now has taken time out to ponder proposals of a hastily-organized committee of educators. Meanwhile, its urgently needed decision as to where television will find space in the spectrum, subjected to a new delay, is stymied and, meanwhile, more than 300 would-be station builders are denied the opportunity to serve their communities. It is doubtful if any new stations will go on the air during 1951; and it would be a rash man, indeed, who would predict when any of the 100 metropolitan areas now without TV will have a chance to enjoy it—what with war demands for raw material probably precluding construction.

Cities Set Sales

"Forty-six affiliates are now connected by coaxial cable or microwave relay. Sixteen affiliates, serving 17 cities, are non-interconnected and are served by DuMont Teletranscriptions.

"The Teletranscription department, incidentally, played an increasingly important role in network operations during 1950, especially in those areas served by non-interconnected stations. The department processed and recorded 1,085 programs on film, representing 7,585 individual programs for DuMont's affiliated outlets. Utilizing 15 to 20 million feet of film, it completed more film than the entire annual feature film output of Hollywood's major studios combined. These films were re-telecast weekly by DuMont affiliates in as many as 45 cities.

Pioneering Tradition

"During 1950 DuMont maintained its tradition of pioneering. The debut of its closed circuit telecasting system, for example, marked a new use for the medium. Both press and industrial leaders hailed it as an important new business tool. The system permits a corporation to hold national sales, stockholders or other business meetings without participants having to journey to one central meeting place. Hence the entire proceedings to local gatherings in cities hundreds of miles apart, all in complete privacy.

"The addition of more affiliate WAAM, the network during the winter made its facilities available for the first televised medical consultation in history. This was conducted as a part of our weekly program, Johns Hopkins Science Review. It presented surgeons, each in a different city, with their television, examined a patient under X-ray and compared ideas on his problems while viewers in six cities looked on the X-rays and followed the physician's discussion.

"All these elements of progress leave telecasters optimistic at this year's end, but alert to the many critical problems that they face. The problems are peculiar to the industry, some arise from the national emergency.

"Twenty-three million families and a 40% of the geographical areas of the United States are outside the present range of TV broadcasting. In spite of that fact, we have reached the end of station construction with only 107 transmitters in 64 cities on the air—yet the FCC-imposed freeze, now 26 months old, continues and the date of its lifting is as uncertain today as it was a year ago. But the FCC itself, distracted for more than a year by the color controversy, now has taken time out to ponder proposals of a hastily-organized committee of educators. Meanwhile, its urgently needed decision as to where television will find space in the spectrum, subjected to a new delay, is stymied and, meanwhile, more than 300 would-be station builders are denied the opportunity to serve their communities. It is doubtful if any new stations will go on the air during 1951; and it would be a rash man, indeed, who would predict when any of the 100 metropolitan areas now without TV will have a chance to enjoy it—what with war demands for raw material probably precluding construction.

Cities Set Sales

"Ten million families now own television sets (as compared to 3,950,000 a year ago) and during 1950 they bought them at a rate that made our industry the most dynamic in our economy. From September to November they kept manufacturers turning out receivers at the rate of 200,000 a month. Then a series of moves by various federal government agencies fell upon manufacturers—and receiver sales dropped more than 50%

"First, the FCC authorized a non-competitive color system, and the action caused thousands to fear that sets they might buy now would be obsolete within a few months. Soon thereafter, Congress imposed a 10% federal excise tax on receivers and the Federal Reserve Board, as part of its program to check inflation, further limited sales by requiring a 25% down payment on set purchases and by reducing the financing period to 15 months.

"In this manner our expansion has been brought to a stop and the rapid growth of TV circulation checked. And at the moment an excess profits tax is on its way through Congress.

"If it amounts to law with retroactive provisions now proposed, its enactment will wipe out entirely the financial gains that the industry made this year, because it will render it impossible for telecasters—networks and station owners alike—to retrieve from future profits the investments that they made during the last three or four years to get video started.

"Grave as these problems are, perhaps there isn't much that we can do about them in a war economy.

Other Problems

"But there is another set of problems that we can do something about—because they are mostly industry-spawned.

"In 1949 I spoke at Ohio State U. Institute for Education by Radio. I observed that even then signs were appearing which indicated a certain looseness in thinking in television programming which, if followed, could easily lead to almost certain economic disaster. Particularly I called attention to the fact that television was being regarded too much as an entertainment medium; was expected, further, to begin at the same high level as Broadway and Hollywood had reached after many decades of development. As radio struggled into existence the public accepted the $25 a week Jack Benny and Bob Hope—but now at the turn of a dial it can see the top "names" of show business, night after night, week after week, in extravaganzas that cost $50,000; $70,000; $100,000—more than it would cost for one complete Broadway production 10 years ago.

"With what result?

"Viewers generally are sated and unimpressed.

"The more acute inquirer despairingly—and properly, too, I think—Is this all that we can expect of such a promising medium?

"More important, major advertising agency executives and their sponsors are proving by word and deed that the danger that lies in this extravaganzas psychology; are offering the industry that the telecasters should need that it could easily lead to disaster. Agency men note that they can buy a coast-to-coast AM radio network of 100 stations for the price of a 60 city TV hook-up, and that they are buying expensive right out of reach of their clients. Manufacturers are wondering whether the medium's bills at the same time are asking 'Can't we get our sales messages to the public at a lesser cost?' and their answer is written into cancellation after cancellation. Yet TV costs are still rising—all across the board, and rates with them.

Educational Potential

"Television, we telecasters must realize, is more than high-rated, high-priced, high-profit radio. It is the very thing to make us the 'window of the world' that we call it, the great instrument for education and enlightenment that we recognize it can become.

"In DuMont this year we have demonstrated that education can be as interesting as well as informative. Educators and showmen alike repeatedly cite our weekly program, Johns Hopkins Science Review, as an indication of what can be done in this field. So, too, our use of critical United Nations sessions as 'live', integrated parts of daily news shows illustrates how television can be utilized to give immediacy and urgency to significant events.

"Through 1951, we must do more of this kind of useful programming. I do not mean to suggest at all that we shall forego entertainment during the next 12 months we must program not alone so that we can demonstrate the capacity of our medium to sell more than a parlor movie but so that we can sell competitively, too, so that we can meet the tremendous rate cuts that radio is about to make.

Chance to Serve

"In addition, during 1951, television will have its first opportunity to serve this country in a national emergency, probably even as a war. President Truman and the heads of all governmental departments recently made clear that they would call upon it to carry a substantial burden.

"I am sure that telecasters, rising to the opportunity to utilize high-powered sight and sound, will quickly demonstrate television to be the greatest communication medium since the printing press and one of the most effective weapons in the arsenal of democracy.

Telecasting * Broadcasting
fore and employment increased substantially.

"Vision and planning, plus confidence in the service that television could render, enabled RCA to maintain leadership in television," continued Gen. Sarnoff. "No other organization contributed so much to the creation or more to the advancement of the new science and art as a service to the American people and an important tool for industry."

Regarding dividends to RCA stockholders, he reported that, with payment of those declared, the total disbursed for 1950 amounted to $23,938,800, consisting of $3,152,800 on the preferred stock, and $20,786,000 on the common stock.

Gen. Sarnoff listed major achievements in 1950, as follows:

- Development of the RCA tri-color television picture tube, an essential element of any practical color television system.
- Improvements and simplification of the RCA compatible all-electronic color television system.
- Extension of television network program service to Florida and westward to Nebraska.
- Development of RCA laboratories of the electronic analogue computer, which shows great promise in contributing to the nation's air power by speeding up the design of guided missiles and airplanes.
- The enthusiastic public acceptance of the RCA-Victor "45" Victrola phonographs, high-quality vinyl plastic disks, and the quickest record changer ever devised; also extension of RCA Victor's record catalog to include improved long playing and 45 RPM wide tonal range recordings.

Empire State Project

Erection of 200-ft. multiple antenna designed by RCA, atop the Empire State Bldg., New York, enabling five television stations to operate simultaneously from one location. It simplifies the directive setting of home antennas, thereby improving reception in the metropolitan area.

Describing the expansion of manufacturing facilities in 1960, Gen. Sarnoff said:

"Construction of two new RCA manufacturing plants at Marion, Ind., was begun in October 1950, one for the production of luminous powder for phosphors used in television picture tubes. This plant, in addition to the similar unit at Lancaster, Pa., will augment the production requirements of phosphors for RCA needs and those of the industry.

"The other factory at Marion, will produce components for receiving tubes, to be used in production in RCA plants at Cincinnati and Indianapolis. Both the new Marion plants are scheduled to be completed in the summer of 1951."

"During the year a modern plant was purchased at Harrison, N. J., providing additional space for developmental work and expanded production of television tubes."

"In September a plant was purchased in Cincinnati and will be devoted to the production of miniature receiving tubes for radio and television, and help to alleviate the present shortage of such tubes. It is scheduled to begin operations in the middle of 1951."

Color television in 1950 "was a revelation and a provocation," declared Gen. Sarnoff. "As a rainbow arches across the sky after a storm, so television in color broke through one of the greatest tempests of controversy and conflicting opinions."

"As creator and leading proponent of a compatible all-electronic color television system, RCA fought to assure its development and approval over the outmoded incompatible mechanical scanning apparatus."  

"The FCC closed its public hearings in May, and in October adopted an incompatible system as the standard for television. This conclusion is most unfortunate for color television despite the fact that eminent scientists and virtually all of the radio-television industry warned against such a mistake. The Commission set Nov. 20 as the date when commercial operations were to begin."

Chicago Court Case

"Acting in the public interest, RCA fought the case to court and on Nov. 16 the United States District Court in Chicago issued a temporary restraining order which deferred the establishment of commercial color television until further order of the court. RCA maintained that the outlawing of its compatible electronic system was inadequate and detrimental to public interest. It pointed out that the FCC order was arbitrary and capricious and unsupported by substantiated evidences that it would bring irreparable injury to the television industry and to the public."

Gen. Sarnoff recalled that eight major improvements in the development of the RCA compatible color television system were featured in a series of progress demonstrations in December before leaders of the radio-television industry and representatives of the press in Washington. He said the improvements were widely acclaimed.

Discussing progress of radio broadcasting, he said that with more than 2,000 broadcasting stations serving 85 million radio sets, radio had achieved a place as a power of industrial and social force, possessing a nation-wide and world-wide range that television has yet to achieve.

"New discoveries in electronics have been applied to radio as well as to television," he pointed out. "Radio sets for home and automobile have been improved and made more attractive through increased efficiency, styling and compactness. There are portable radios today no bigger than the average cigarette case and amazing in performance. They weigh less than four pounds and, in their stylish plastic cases, they have provided a new upswing for those instruments known as 'personal radios.'"

Gen. Sarnoff declared that RCA, "having pioneered the bedrock of science and upon service to the nation and its people, continually plans for the future." He said that in all of its operations the corporation is mindful of its responsibilities to stockholders and employees, to the public and to industry.

Describing RCA Laboratories at Princeton, he said: "As only one of the world's greatest centers of research in radio, television and electronics, he commented: 'From there have come many of the major advances in the art, including the latest triumph—the tri-color television tube. Such research gives solidity to RCA's future growth."

Gen. Sarnoff said that because of the uncertainties of the international situation and the great importance of having America fully prepared for military emergency, the radio and television industry, like other industries, is faced in 1951 with restrictions on normal expansion, but concludes: "RCA has pledged to the President of the United States its fullest cooperation in the national effort to resist aggression and to help preserve world peace. RCA is 'at the ready' with all of its resources, facilities and manpower to do its part in helping the nation maintain peace and safety from the critical into a new era of peace and prosperity."

D. C. BASKETBALL

Gunter Buys of WMAI-TV

GUNTER Brewing Co., Baltimore, Md., has concluded negotiations with WMAL-TV Washington for video coverage of a portion of the remaining home contests of the Gunther University basketball team. The contract covers rights to telecasts of the second half of Caps' Wednesday home games. Gunthers reportedly turned down a similar arrangement for Saturday night games.

The Caps, who reportedly have been losing about $8,000 per week and who are marooned in last place in the NBA's eastern division, had prohibited basketball telecasts last year after permitting them in 1948. It was reported unofficially that club management, embarking on a long-range policy of making Washington basketball-conscious, had decided to reinstate television as a first step.

Chesapeake Sponsors

CHESEBROUGH Mfg. Co., (Vaseline Hair Tonic) is sponsoring a quarter-hour segment of the Kate Smith Show, starting Jan. 8 on NBC-TV for 52 weeks. The quarter hour will be on Monday, 4:30-4:45 p.m. Agency is McCann-Erickson, New York.
"CAN'T BE BUILT," they said... but General Electric Built It!

Highest gain TV

GOING UP—THE ANTENNA THAT COULDN'T BE BUILT. When others gave up, General Electric solved the most difficult high-gain TV antenna problem ever undertaken by a manufacturer. Two developments here are noteworthy. First, a special feed design saved several thousands of dollars for the broadcaster. Instead of the usual two, this antenna requires only one transmission line to feed it, a simplification achieved by designing and building a special slot diplexer, first of its kind to be used in high channel operation. Second, G-E engineers were able to maintain desired antenna characteristics by compensating for increased pole diameter through the lower portion of the antenna.

At Louisville the WHAS-TV antenna is driven by a G-E 5 kw high channel transmitter.
Rival manufacturers said it couldn't be done—that nobody could build a 12-bay antenna of superturnstile design and make it work. Why not? Because the required mast diameter would be so large it would affect the antenna characteristics.

General Electric television engineers didn't think so. They accepted the challenge, took the problem back to Electronics Park, put to work the immense research, engineering, and manufacturing facilities of this great plant...and delivered the complete antenna to Louisville four months later!

Building TV station equipment is a precision job. If your station plans present difficult problems of design, engineering, or construction, put G.E. on your team. Offices in all principal cities. General Electric Company, Commercial Equipment Division, Electronics Park, Syracuse, New York.

Rivaling manufacturers said it couldn't be done—that nobody could build a 12-bay antenna of superturnstile design and make it work. Why not? Because the required mast diameter would be so large it would affect the antenna characteristics.

General Electric television engineers didn't think so. They accepted the challenge, took the problem back to Electronics Park, put to work the immense research, engineering, and manufacturing facilities of this great plant...and delivered the complete antenna to Louisville four months later!

Building TV station equipment is a precision job. If your station plans present difficult problems of design, engineering, or construction, put G.E. on your team. Offices in all principal cities. General Electric Company, Commercial Equipment Division, Electronics Park, Syracuse, New York.

Rival manufacturers said it couldn't be done—that nobody could build a 12-bay antenna of superturnstile design and make it work. Why not? Because the required mast diameter would be so large it would affect the antenna characteristics.

General Electric television engineers didn't think so. They accepted the challenge, took the problem back to Electronics Park, put to work the immense research, engineering, and manufacturing facilities of this great plant...and delivered the complete antenna to Louisville four months later!

Building TV station equipment is a precision job. If your station plans present difficult problems of design, engineering, or construction, put G.E. on your team. Offices in all principal cities. General Electric Company, Commercial Equipment Division, Electronics Park, Syracuse, New York.

Rival manufacturers said it couldn't be done—that nobody could build a 12-bay antenna of superturnstile design and make it work. Why not? Because the required mast diameter would be so large it would affect the antenna characteristics.

General Electric television engineers didn't think so. They accepted the challenge, took the problem back to Electronics Park, put to work the immense research, engineering, and manufacturing facilities of this great plant...and delivered the complete antenna to Louisville four months later!

Building TV station equipment is a precision job. If your station plans present difficult problems of design, engineering, or construction, put G.E. on your team. Offices in all principal cities. General Electric Company, Commercial Equipment Division, Electronics Park, Syracuse, New York.

Rival manufacturers said it couldn't be done—that nobody could build a 12-bay antenna of superturnstile design and make it work. Why not? Because the required mast diameter would be so large it would affect the antenna characteristics.

General Electric television engineers didn't think so. They accepted the challenge, took the problem back to Electronics Park, put to work the immense research, engineering, and manufacturing facilities of this great plant...and delivered the complete antenna to Louisville four months later!

Building TV station equipment is a precision job. If your station plans present difficult problems of design, engineering, or construction, put G.E. on your team. Offices in all principal cities. General Electric Company, Commercial Equipment Division, Electronics Park, Syracuse, New York.

Rival manufacturers said it couldn't be done—that nobody could build a 12-bay antenna of superturnstile design and make it work. Why not? Because the required mast diameter would be so large it would affect the antenna characteristics.

General Electric television engineers didn't think so. They accepted the challenge, took the problem back to Electronics Park, put to work the immense research, engineering, and manufacturing facilities of this great plant...and delivered the complete antenna to Louisville four months later!

Building TV station equipment is a precision job. If your station plans present difficult problems of design, engineering, or construction, put G.E. on your team. Offices in all principal cities. General Electric Company, Commercial Equipment Division, Electronics Park, Syracuse, New York.

Rival manufacturers said it couldn't be done—that nobody could build a 12-bay antenna of superturnstile design and make it work. Why not? Because the required mast diameter would be so large it would affect the antenna characteristics.

General Electric television engineers didn't think so. They accepted the challenge, took the problem back to Electronics Park, put to work the immense research, engineering, and manufacturing facilities of this great plant...and delivered the complete antenna to Louisville four months later!

Building TV station equipment is a precision job. If your station plans present difficult problems of design, engineering, or construction, put G.E. on your team. Offices in all principal cities. General Electric Company, Commercial Equipment Division, Electronics Park, Syracuse, New York.

Rival manufacturers said it couldn't be done—that nobody could build a 12-bay antenna of superturnstile design and make it work. Why not? Because the required mast diameter would be so large it would affect the antenna characteristics.

General Electric television engineers didn't think so. They accepted the challenge, took the problem back to Electronics Park, put to work the immense research, engineering, and manufacturing facilities of this great plant...and delivered the complete antenna to Louisville four months later!

Building TV station equipment is a precision job. If your station plans present difficult problems of design, engineering, or construction, put G.E. on your team. Offices in all principal cities. General Electric Company, Commercial Equipment Division, Electronics Park, Syracuse, New York.

Rival manufacturers said it couldn't be done—that nobody could build a 12-bay antenna of superturnstile design and make it work. Why not? Because the required mast diameter would be so large it would affect the antenna characteristics.

General Electric television engineers didn't think so. They accepted the challenge, took the problem back to Electronics Park, put to work the immense research, engineering, and manufacturing facilities of this great plant...and delivered the complete antenna to Louisville four months later!

Building TV station equipment is a precision job. If your station plans present difficult problems of design, engineering, or construction, put G.E. on your team. Offices in all principal cities. General Electric Company, Commercial Equipment Division, Electronics Park, Syracuse, New York.

Rival manufacturers said it couldn't be done—that nobody could build a 12-bay antenna of superturnstile design and make it work. Why not? Because the required mast diameter would be so large it would affect the antenna characteristics.

General Electric television engineers didn't think so. They accepted the challenge, took the problem back to Electronics Park, put to work the immense research, engineering, and manufacturing facilities of this great plant...and delivered the complete antenna to Louisville four months later!

Building TV station equipment is a precision job. If your station plans present difficult problems of design, engineering, or construction, put G.E. on your team. Offices in all principal cities. General Electric Company, Commercial Equipment Division, Electronics Park, Syracuse, New York.
Trade Assns.  
(Continued from page 38)  
be to see that advertising and broadcasting continue strong in the 
public service.  

"This will demand, it seems to me, a constant mindfulness of long-
range needs, without short-sighted opportunism; a constant effort 
toward mutual understanding, not excessive self-interest; toward rea-
sonable cooperation, not greedy self-advancement."

Paul B. West, president, Assn. of National Advertisers Inc.:  
"No, one can positively foresee what lies ahead— whether we will 
have war or peace, or, as we have now, something in between. Fortu-
ately, however, the radio and television indus-
tries, along with other ad-
vertising media, the agencies and 
advertisers, are ready to do what-
ever needs doing.

Through the Advertising Council and the ex-
perience gained during the last war, we can put the 
skills and techniques of our West American 
communications system to work quickly and effectively.

"Our ability to make sure our country knows what is required of 
each of us so that we can act intelligently and on a unified basis is 
one of our greatest individual and collective assets."

Elton G. Barton, president, Ad-
vertising Federation of America:  
"1951 will offer unusual oppor-
tunity to advertising people. The 
publicity and efficient, 
management is doubtful and un-
decided."

"Courageous counsel by us on 
fundamentals—the need for high 
production, for maintenance of a 
vigorous business economy along with 
adequate production; the need for 
intelligent cooperation of the public in war activities—is needed. We 
can influence management, ad-
vice the public about both prod-
ucts and war needs, and keep our 
economy and business thinking on 
a sane level.

"The amount that will be spent in 1951 for advertising is not the 
most important question before us. Our real problem is how our 
industry can best serve the country in this troublesome period."

Robert C. Sprague, president, Radio-Television Mfrs. Assn., and

Mr. Sprague  
Total billings for the radio and 
TV sets produced during the 
year exceeded $1.5 billion, a rise 
of more than 60% over 1949 and almost 
double that of 1948.

"While over-shadowed by tele-
vision, production and sales of 
radios should have been encour-
ging to both AM and FM broad-
casters. The industry's output of 
about 13,750,000 radios of all 
types in 1949 was a substantial 
peak of the fall boom, the indus-
try was producing television re-
ceivers at an annual rate of 
10 million sets and radios at the 
rate of 17 million units.

"The entire output of the radio-
industry, when military produc-
tion, transmitting and commu-
nication equipment, and re-
placement parts are included, 
exceeded $2 billion by a good 
margin, at manufacturers' prices, with 
retail values totaling more than 
$5 billion.

"No one at this time can pre-
dict with accuracy what the 
civilian production of the radio-
industry would reasonably ex-
pect to do over the next 12 months, or perhaps even over the 
next three months. The radio-industry has frequently 
shown itself to be able to 
adjust to rapidly changing cir-
cumstances, and I am confident it will 
do so if given half a chance. 
Conservation measures and sub-
stitutions of less scarce materials 
for those in shortest supply will, 
no doubt, keep civilian production 
going at a higher rate than might 
seem possible on the basis of ma-
terials available."

T. S. Reppier, president, The 
Advertising Council:  
"When America faced war mo-
bilization in 1941, one of the first 
things advertising did was to pool their 
radio and television 
talent and share 
regularly with 
a national 
campaign. In 
war and peace, 
radio and television have 
given the public 
interest cam-
paigns have been 
big and 
and effective, in

terms of circulation, dollar-value 
and results.

"The Council sees these facts 
illustrated every day. We are 
providing for the Radio Allocation 
Plan and depend upon it heavily.

"Now, as we face war mobiliza-
tion in 1951, practically the same 
American business companies have 
agreed to give up their valuable time and talent in 
television to share with govern-
ment and private agencies to help 
before national problems and to 
further any information projects 
that may be needed.

"The directors of the Council 
will know, and the government 
knows that, this is radio—in all 
it phases—is ready."

Wayne Coy  
(Continued from page 20)

clusion of the North American Re-
gional Broadcasting Agreement. Here is a practical demonstration 
of neighborliness and mutual help-
fulness in this region of the globe.

Experience has shown that we can 
now build global coverage by 
radio. In the NARBA we are 
setting a most important block in 
the structure of our immediate inter-
national relationship. This is 
some opposition to this agreement in 
this country, but anyone who 
goes to the trouble to get the facts 
instead of the propaganda will un-
derstand why it is beneficial 
not to the industry as a whole as 
well as to the American public.

Retain Protection

The new NARBA, which runs for 
five years, gives practically all 
stations the same protection they 
had before. It will result in a 
significant improvement in rural 
service over what existed since the 
expiration of the old NARBA and the 
Modus Vivendi and over what 
anyone can reasonably expect by 
the absence of an agreement. While 
in some ways it is not quite as 
satisfactory as the 1937 agreement 
which we now have, it is all 
familiar with the negotiations 
knows that we could hardly have 
expected to maintain that status 
quo. The NARBA is now up for 
ratification in the various signatory 
nations.

The current emergency offers TV 
its first opportunity to win its 
spurs in a de facto role. Its unique 
abilities to show, to teach and 
to demonstrate and to bring the 
actuals of our dancier to our 
livingrooms should make it one of 
our most powerful means in 
mobilizing our democracy.

Much remains to complete the 
blueprints for our improved 
and expanded TV system. The 
statutory court in Chicago which 
issued its restraining orders 
remains formally in full force. 
The Commission's color TV decision has 
announced that it will issue its 
ruling on the petition for a perma-
nant injunction at the time of 
the new decision to yet be 
made include those on the use of the 
UHF band, on non-commercial 
educational broadcasting and on

specific allocations.

The pro and con arguments ad-
vanced to make AM broadcasting 
more effective in the clear channel 
regulation of the new Commission 
decision in 1951. The lottery case 
will be argued before a federal 
court. It may even reach the 
Supreme Court. The decision of a 
Federal Appeals court that a state 
cannot censor films on tele-
vision is being appealed to the 
Supreme Court.

The productive utilization of our 
FM facilities will engage the 
Commission's attention in 1951. 
Here is a broadcasting medium 
in which we have invested nearly 
$400 million, with 2,000 stations 
and 7,000,000 sets capable of 
receiving FM. Eighty percent of the 
operating stations are now 
licensed. The development of FM 
on a realistic basis within any 
limitations that the emergency 
may impose will add to our com-
munication facilities.

The coming year more than ever 
will be a time to fight shoulder to 
shoulder against the threats of ag-
gression. We will need the utmost 
goodwill, tolerance and understand-
ing of each other's problems to 
present a united front to enemies 
beyond our gates.

Mr. Reppier  
I hear a common sentiment when I say that the 
gravity of the hour lends new and 
deeper meaning to the greetings 
we exchange at this time of the 
year. It is in this spirit that I 
give the broadcasters of America 
best wishes for a Merry Christ-
mas and a Happy New Year.

Color Progress  
(Continued from page 61)  
the "bad public relations that exist 
between the nation and the RCA."

He pointed out that the Commission 
had its "hands tied" in view of the 
pending litigation in Chicago 
restricting the FCC from making 
any new regulations effective.

He said the FCC might reopen 
the proceedings on its own motion, 
but he doubted whether that could 
be done now in view of the litigation 
then is. He pointed out that as far 
as he knew, RCA had never 
requested a re-hearing.

Declaring that there was "much 
important and new RCA on the 
Tracer," Sen. Johnson added, that the 
Senators, as far as he knew, RCA had never 
requested a re-hearing.

Of the big questions about 
RCA, the Senator asserted, is the factor of cost, He declared that 
the no testimony had been given 
to that end.

More participants in the forum were 
Irving Panzer, Washington 
attorney, moderator; Henry G. 
Fishel, Washington attorney who 
directs the Pike & Fisher Reports on 
Radio Law.

Page 72 • December 25, 1950

Teletasking • BROADCASTING
in the industry, expects an increase in operating expenses of about 10%.

Hal Roach Jr., president of Hal Roach Studios Inc., said the outlook for television films for 1951 is extremely encouraging. According to Mr. Roach, the production of TV film in Hollywood increased 300% in 1950 and expectations for 1951 are even greater.

Mr. Roach anticipates a 20% increase in his own business and a like increase for business in general, with his own operating expenses increasing about 5%.

A 35% increase in operational expenses due to high TV film costs was forecast by Charles Michelson, president Charles Michelson Corp., but he expressed belief at the same time that his company's revenue also would rise because of the growth of TV film shows and the growth of stations using film. He looks to service firms, like banks and insurance companies, to continue advertising on the same scale.

Robert P. Newman, president of Telepix Corp., expects that 1951 will be the first year local sponsors' budgets will include a considerable, rather than a token allowance for the already proved merits of TV advertising. The growing "choosiness" of viewers will force the advertiser to switch to filmed programs, where attention to pacing, transitions and camera scope can be given, according to Mr. Newman.

Harry Wayne McMahon, executive producer of Five Star Productions, said "Five Star has sold one radio property, is selling another to concentrate almost entirely on TV spots." Mr. McMahon optimistically looks for a 100% increase in his own business, with the overall picture for TV advertising bigger and better than ever before. "Early in October we were sold out for 1950 and now are booked 60 days ahead into 1951," he said.

**MUSIC LICENSES**

NEW per program TV licenses which ASCAP in its letter of Dec. 14 to telecasters said would be ready "shortly" [BROADCASTING • TELECASTING, Dec. 18] were not forthcoming last week and probably will not be sent out to an ASCAP spokesman.

Meanwhile, the announcement that the society was going to issue its own terms for the use of its music on a per program basis, breaking off negotiations with a TV broadcasters committee after a year of discussions has failed to produce an agreement, had evoked no reaction from the TV station operators. Apparently the telecasters were following the advice of Dwight W. Martin, chairman of the TV per program committee, to keep an "open mind on the problem" but to take no action until after the Jan. 18 special meeting of TV broadcasters at the Stevens Hotel, Chicago.

Mr. Martin's letter, sent to all TV stations Dec. 15, after Otto A. Harbach, ASCAP president, had written the telecasters concerning ASCAP's decision to end negotiations by issuing licenses according to its own ideas, read as follows:

By this time you have received ASCAP's form letter of Dec. 14, 1950, addressed to all TV licensees. Do not be alarmed by it or by anything you may read in the press. As the last extension of the interim licenses, under which ASCAP has been paying license fees to ASCAP for use of music since Jan. 1, 1949, was Dec. 15, 1950, it was necessary for ASCAP to give you further extension at this time.

Instead of giving you a customary extension to a stated fixed date, ASCAP has extended the interim license to a date 30 days after the receipt by you of a per program form of license which it intends to prepare and send to you within the next few days. This form of license will result from meetings of our committee with ASCAP committees on Dec. 12 and 13 which we shall explain shortly.

On Dec. 12 we again urged ASCAP to negotiate with us a flat percentage royalty rate on programs, including spot announcements, containing ASCAP music without any charge on spot announcements or other types of programs containing no ASCAP music unsmuch
his time-table. And not even inside Washington can anyone know how much and how fast it will take to counteract those plans.

"But we in the network broadcasting business should wipe the panic off our lenses and take a closer look at some fairly substantial facts. The industries of our country will need, perhaps more than ever, to continue communicating with the people of the country during 1951."

"The corollary to that fact is another equally important fact: Nobody has yet devised a better mass communications method than the network broadcasting business. It seems to me, therefore, that whether Detroit, for example, is selling cars to today's buyers or brand-identity to tomorrow's prospects—the practical, real need for this medium will continue to be as real and as practical as ever in 1951."

Network Problem

"This quite obviously puts it up to each of the major networks to meet that need with the most effective 'facilities' it can muster. I put quotation marks around 'facilities' because that word is misleading. It is not only the watts and kilocycles and towers that we in this industry talk about so much—but also the brain power that really makes radio tick.

"On the physical side, I am more convinced than ever that the watt-and-kilocycle setup of Mutual offers its users, today, telling advantages which are available literally nowhere else. Count them: 540 stations placed throughout the 48 states—225 of them new, 325 of them existing, each serving its own market as the only network voice in town. This of course spells flexibility which can’t be had elsewhere—at a time when it was probably never needed more. It provides unmatched impact at the community level, throughout the full area of the U. S. And it gives a sponsor his sturdiest anchor—to windward available anywhere in these times of TV’s fastest growth.

"On the brain-power side, the careful studies which we have made of the sales and programming strategies of network radio over the past 18 months are beginning to pay dividends for our advertisers. And in 1951, I believe that our new methods of approach can help solve the problems which the medium has never really solved before.

"So when we speak of confidence and optimism, I really base my reasoned hopes for the year ahead on the new approach which our clients are taking to network radio through their imaginative and realistic re-evaluation of what radio can do both today and tomorrow."

Joseph H. McConnell, president, Mutual.

"In a world of change the radio and television industry is at home. Growth and constant innovation are the nature of our industry. Indeed, a world of change of development and expansion, creates the climate in which our versatile industry thrives. These are the very elements which give us stability. Thoughtful men are rightfully concerned for the future, but we would fail to understand the basic characteristics of our own business if we did not look ahead to 1951 with confidence.

"Of course 1951 will be a year of growth for radio and television. To my mind it will be a question of velocity, of the rate of growth."

LIBEL SUIT

APPEAL to the U. S. Supreme Court may develop out of an appellate decision which held last week that the Communications Act does not prohibit radio stations from censoring political broadcasts by persons who are not candidates.

The decision was handed down in Philadelphia Thursday in the case of Weiss v. Los Angeles Broadcasting Co., a circuit court decision holding that Section 315 of the law does not operate until there are two or more legally qualified candidates for the same office and a station has allowed one candidate to use the facilities with another candidate seeking equal opportunity.

Still in effect is the FCC’s Port Huron Broadcasting Co. case, in which the Commission held that once a station decides to carry a broadcast by one candidate in an election, and examines the script, it cannot censor or edit the line or censor any broadcast by a candidate for the same office even though a submitted script is deemed defamatory.

The FCC has never stated a positive opinion as to whether broadcasters on behalf of candidates by others than themselves can be governed by Section 315. In the district court decision $50,000 libel suits filed against KYW (Westinghouse), WCAU and WFIL Philadelphia, charging libelous remarks in political broadcasts because of purported implications of Communion leanings, the court had in effect upheld the FCC’s Port Huron doctrine. The stations had contended they were not required to submit political speeches.

Judge Albert Maris, in last week’s consolidated opinion, reversed this district court ruling with Judge Gerald A. McCollum and Austin Staley concurring. The appellate decision held in part:

We are unable to assent to the conclusion thus reached by the district court, because we do not think that Section 315 of the Communications Act of 1934 may be given the construction which the district court has here placed on it.

On the contrary, the language of the section itself and its legislative history compel the conclusion that the section applies only to the use of a broadcasting station by a candidate personal to his own broadcast and not to the use of such station by other persons speaking in the interest or support of candidates.

We find that this very question of including supporters of candidates within the purview of that section has been specifically considered and rejected by the Congress, which has made it perfectly clear that the section intended only to forbid the personal use of broadcasting facilities by the candidates themselves.

It follows that the section did not prohibit the defendants from censoring Mead’s speeches. The defendants are, therefore, not entitled to recover costs, no matter how much they were not liable because the speeches could not have been censored without violating Section 315, and they are, accordingly, not entitled to damages.

This was also the conclusion reached by another district court in a similar case, where the court held that Section 315 of the Act is not to be construed as prohibiting the broadcasting station from giving its facilities to one candidate in a primary election, the broadcast by which would not be subject to censorship, but which station was bound to carry without any modification.

"It is said that the broadcasting stations are not bound to carry the speech, but the reasonable construction of the Act is that the law does not prohibit the broadcasting stations from giving their facilities to one candidate in a primary election, provided the broadcast by which would not be subject to censorship, but which the station was bound to carry without any modification."

The FCC has held that the station was not bound to carry a broadcast which was subject to censorship. It is said that the FCC has held that the station was not bound to carry a broadcast which was subject to censorship. It is true that the FCC has held that the station was not bound to carry a broadcast which was subject to censorship. It is true that the FCC has held that the station was not bound to carry a broadcast which was subject to censorship.
CORRECT SPEECH

WTIC Hartford's Bob Steele, who conducts morning show, was cited by state supreme court judge for correct pronunciation. It came about when two lawyers were arguing a case before Connecticut Supreme Court each using the word "status" differently. Both attorneys asked judge for ruling on correct pronunciation of word. Justice replied, "Let's ask Bob Steele."

STORY OF PRAISE

WDTV (TV) Pittsburgh, DuMont outlet, sending reprint from New York Times to trade. Story praises DuMont Network's telecast of speech by Secretary of State Acheson. Story by Jack Gould discusses why other networks did not telecast speech and cites one network for not broadcasting speech at the time it was delivered. Mr. Gould congratulates Dr. DuMont and network, "that did its job."

CONTEST AWARD

WGN Chicago, Share the Wealth, Mon.-Fri., 3:30-3:45 p.m. CST, Kroger Foods Co, Chicago, awarded $10,000 to local housewife. Mrs. Ruth Mills, winner, was presented her winnings by L. R. Musselman, merchandise manager of Kroger Co. At presentation, 10,000 $1 bills were hung on a Christmas tree that was given to her.

CHEMICAL AWARD

KEYL San Antonio interviewed leading officials of Southwest Regional Division of American Chemical Society on nightly news telecast. Bob Whitten, station newsman, also interviewed Dr. Roger J. Williams of U. of Texas and winner of anual award given by ACS. Station reports it scored clean beat on local newspapers and radio stations with announcement of award winner.

EMERGENCY WARNINGS

WCDL Carbondale, Pa., has installed amplifier and microphone equipment in Carbondale Police Headquarters so police officials can give emergency warnings to audience along with regular weather reports during newscasts. Each telecast is marked with reminder to motorists to be careful while driving, particularly during winter months.

WLS 'FAMILY ALBUM'

WLS Chicago's "Family Album," 48-page hard-cover brochure with pictures and stories of station members at station, is being released for 21st consecutive year. Pages of pictures show entertainers stars and operating personnel in their homes and on duty. Since 1930, when first album was published, listeners have bought average of 45,000 albums yearly at 50c each. This year, because of advance orders, printing was increase to 45,000. Management of WLS believes practice of one station's "most effective audience-promotion efforts." It has always been self-liquidating.

GETS 20,000 RESPONSES

NBC received more than 20,000 requests for free booklet on selection and preparation of meats which was offered once on one-time telecast of International Livestock Exposition in Chicago Dec. 6 under sponsorship of Allis-Chalmers Mfg. Co. Offer, made by sponsor and National Livestock & Meat Board, was spotted during meat demonstration in hour-long telecast of final judging of grand champion steer. Show was telecast from Chicago on 44 NBC stations.

THREE-YEAR CALENDAR

WAYS Charlotte, N. C., and WCBO Greensboro sending three-year calendar to agency time buyers. Two-color plastic card gives date from 1950 to 1953. One side is year 1951 flanked by 1950 and 1952 and on other side is the year 1952 flanked by 1951 and 1953. Top of card gives call letters of both stations, printed in red on black background.

STEALS SHOW

WXI Richmond, Va., had only radio entertainer appearing in annual Tobacco Festival. Antonio, station's morning personality man, rode on one of floats during parade through city. Station reports that Antonio's appearance and float stole show.

FINNISH SHOW

WEAT Lake Worth, Fla., The Halls of Finland, 12:30-1.p.m. Sun. Program is catered to large Finnish audience during winter months broadcasting music and commentary in both English and Finnish. Commercials used are also broadcast in both languages.

SEEING DOUBLE

WDTV (TV) Pittsburgh, Wilken's Amateur Hour, 6-7 p.m. Sun. Cast of Dec. 17 show consisted of twins and triplets who performed before audience made up of twins and triplets. Show had been on radio 12 years prior to TV debut. Jack Logan acted as host of ceremonies for 11 acts in special pre-holiday show.

GOOD GUEST RELATIONS

WGH Newport News, Va., taking snapshots of visiting celebrities and local citizens who take part in station programs. Pictures are taken in studio with station personality taking part in broadcast. Printed pictures are mounted in black folder with silver WGH seal on cover and hand written greeting in white on inside. Folders are sent to guests to promote good guest relations. Station reports that almost all recipients of folders have written friendly thank you notes to station.

GIANT POSTCARD

KLRA Little Rock, Ark., sending giant post cards to trade and advertisers. Postcard headed "What's Happening at KLRA?" in large red letters on front. On back, copy tells of station change in management, programming and promotion and also gives lists of correct mailing addresses of department heads.

NBC ANNOUNCEMENT

NBC sending booklet to trade announcing new series "The People Act on its Living 1950 show. Piece done in red, white and blue, lists subjects being used. Programs, 13 in all, are dedicated to different cities and towns throughout country that have acted together to solve some economic or social problem.
December 14 Actions

AM-590 kc
WSR Pulaski, Tenn.—CP AM station to change frequency from 580 to 590 kc on Dec. 5-12, 1951, to WSR.

WKBV Paduah, Ky.—Mod. CP-FM station for extension of completion date.

KFLO-FM Lafayette, La.—License for CP to change to FM station.

WFLW-FM Madison, Wis.—Mod. CP-FM station for extension of completion date.

December 15 Decisions

**ACTIONS ON MOTIONS**

By Commissioner Paul A. Walker.

Pursuant to Section 170 of the Rules and Regulations granted waiver of Section 170(e) and granted motion as supplemented for correction of transcription of retail license for completion of Section 170, 9th Amendment, 1951.

By Commissioner E. M. Webster.

KVOF-FM Lafayette, La.—On the Commission’s own motion scheduled hearing for Jan. 10, 1951, in Washington, D.C., re application of KVOF.

**GENERAL Counsel:** Granted motion for extension of time to file exceptions in proceeding upon application of Maryland Co. et al., ex parte, for license for new FM station.

By Examiner R. L. Blum.

WOKL-FM Nashville, Tenn.—Granted motion for extension of time for filing exceptions to application of WOKL.

By Examiner Jack J. Bowles.


By Examiner Basil P. Cooper.

WOKL-FM Nashville, Tenn.—Granted motion for extension of time in proceeding upon application of WOKL.

By Examiner R. L. Blum.

WOKL-FM Nashville, Tenn.—Granted motion for extension of time to file exceptions in proceeding upon application of WOKL.

By Examiner Jack J. Bowles.


**December 18 Decisions**

**ACTION ON MOTIONS**

By Commissioner E. M. Webster.

WQAN Scranton, Pa.—Granted general motion for extension of time to file Exceptions to application of Jan. 1, 1951, in Scranton, Pa., for change of call letters to WQAN.

WQOQ-AM Redondo, Calif.—Granted extension of time to file Exceptions to application of Jan. 1, 1951, in Redondo, Calif., for change of call letters to WQOQ.

By Examiner of Radio Times.

WGDJ-AM Garden City, Kan.—Granted motion for extension of time for filing application to specify nighttime operation of 500 watts power, employing DA and show revised file and program data, and application amended, is retained on hearing docket.

By Examiner John R. Bond.

Midwest Best Corp., Montevideo, Minn.—Granted motion for extension of time to file Exceptions to application to acquire, license, and operate radio station.

By Examiner J. D. Bond.

WGCX-AM Chicago, Ill.—Granted motion for extension of time to file Exceptions to application to acquire, license, and operate radio station.

December 18 Applications

**ACCEPTED FOR FILING**

License Renewal

Request for Renewal of Commercial AM station.


KFIW, Gatesville, Tex.: KFIW, Gatesville, Tex., for Renewal of Commercial AM station.

KWDB, Paduah, Ky.: KWDB, Paduah, Ky., for Renewal of Commercial AM station.

KPTS, Oklahoma City, Okla.: KPTS, Oklahoma City, Okla., for Renewal of Commercial AM station.


December 19 Decisions

**BY THE SECRETARY**

**WMD-AM**

AM 1500 kc

**WNOE**

New Orleans, La.—Licensed change of call letters from WNOE to WNOE.

**WUOI**

Port Huron, Mich.—Licensed change of call letters from WUOI to WUOI.

**KTRR**

Terrell, Tex.—Licensed renewal of Commercial AM station.

December 19 Applications

**ACCEPTED FOR FILING**

License Renewal

Request for Renewal of FM station.


KFTK North Bend, Ore.: KFTK, North Bend, Ore., for Renewal of Commercial FM station.

December 20 Decisions

**LICENSE Application**

November 22, 1951.

License Application for Commercial FM station.

KWVY, Paduah, Ky.—Granted motion for extension of Commercial FM station.

WINK, Oklahoma City, Okla.—Granted motion for extension of Commercial FM station.

December 21 Decisions

**LICENSE Application**

November 22, 1951.

License Application for Commercial FM station.

KWVY, Paduah, Ky.—Granted motion for extension of Commercial FM station.

December 22 Decisions

**LICENSE Application**

November 22, 1951.

License Application for Commercial FM station.

KWVY, Paduah, Ky.—Granted motion for extension of Commercial FM station.

December 23 Decisions

**LICENSE Application**

November 22, 1951.

License Application for Commercial FM station.

KWVY, Paduah, Ky.—Granted motion for extension of Commercial FM station.

December 24 Decisions

**LICENSE Application**

November 22, 1951.

License Application for Commercial FM station.

KWVY, Paduah, Ky.—Granted motion for extension of Commercial FM station.

December 25 Decisions

**LICENSE Application**

November 22, 1951.

License Application for Commercial FM station.

KWVY, Paduah, Ky.—Granted motion for extension of Commercial FM station.

December 26 Decisions

**LICENSE Application**

November 22, 1951.

License Application for Commercial FM station.

KWVY, Paduah, Ky.—Granted motion for extension of Commercial FM station.

December 27 Decisions

**LICENSE Application**

November 22, 1951.

License Application for Commercial FM station.

KWVY, Paduah, Ky.—Granted motion for extension of Commercial FM station.

December 28 Decisions

**LICENSE Application**

November 22, 1951.

License Application for Commercial FM station.

KWVY, Paduah, Ky.—Granted motion for extension of Commercial FM station.

December 29 Decisions

**LICENSE Application**

November 22, 1951.

License Application for Commercial FM station.

KWVY, Paduah, Ky.—Granted motion for extension of Commercial FM station.

December 30 Decisions

**LICENSE Application**

November 22, 1951.

License Application for Commercial FM station.

KWVY, Paduah, Ky.—Granted motion for extension of Commercial FM station.

December 31 Decisions

**LICENSE Application**

November 22, 1951.

License Application for Commercial FM station.

KWVY, Paduah, Ky.—Granted motion for extension of Commercial FM station.

January 1, 1952

**LICENSE Application**

December 22, 1951.

License Application for Commercial FM station.

KWVY, Paduah, Ky.—Granted motion for extension of Commercial FM station.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
ADams 2414
Member AFCCE*

McNARY & WRATHALL
RADIO ENGINEERS
906 Harl. Press Bldg.
1407 Pacific Ave.
Washington 4, D. C.
Santa Cruz, Cal.
Member AFCCE*

A 47-year background
-Established 1926-
PAUL GODLEY CO.
Upper Montclair, N. J.
Member AFCCE*

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.
DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037
JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE*

There is no substitute for experience
GLENND. GILLET
AND ASSOCIATES
992 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE*

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE*

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE*

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Republic 2984
Member AFCCE*

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
1728 Wood St.
4742 W. Ruffner
Member AFCCE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5470
WASHINGTON 4, D. C.
Member AFCCE*

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE*

KEAR & KENNEDY
1703 K ST., N. W.
STERLING 7932
WASHINGTON, D. C.
Member AFCCE*

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

WILLIAM L. FOSS, INC.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2181
WASHINGTON, D. C.
Member AFCCE*

GUY C. HUTCHESON
1100 W. ABRAM ST. AR 4-8731
ARLINGTON, TEXAS

G. R. Bitter
CONSULTING RADIO ENGINEER
4125 Monroe Street
TOLEDO 13, OHIO
Telephone—Kingswood 7631

SILLIMAN & BARCLAY
1011 New Hampshire Ave. RE. 6646
Washington, D. C.
2915 Red River 3-5055
Austin, Texas

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W.
EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
EXECutive 5851 1333 M STREET, N. W.
EXECutive 1230 Washington 6, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES DESIGN AND CONSTRUCTION
1 Le Frevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

Member AFCCE*
MANUFACTURERS of television receivers shipped 5,661,000 sets to dealers in 36 states and District of Columbia during the first 10 months of 1950, according to Radio-Television Mfrs. Assn. Figures cover both RTMA member and non-member companies. Figures for October and 10 years to date follow:

State and County | Sets Shipped | Month | State and County | Sets Shipped | Month | State and County | Sets Shipped | Month | State and County | Sets Shipped | Month | State and County | Sets Shipped | Month | State and County | Sets Shipped | Month
ALABAMA | Jefferson | 3,825 | 17,173 | ARIZONA | Maricopa | 1,571 | 6,041 | CALIFORNIA | Alameda | 5,372 | 35,946 | Colorado | Denver | 1,130 | 6,008 | Connecticut | New Haven | 6,990 | 39,513 | Delaware | New London | 140 | 1,645 | District of Columbia | Washington, D.C. | 9,882 | 83,561 | Florida | Dade County | 2,972 | 16,328 | Georgia | Bibb County | 1,096 | 7,630 | Georgia | Muscogee | 21,283 | 121,151 | Indiana | Monroe County | 7,122 | 50,319 | Illinois | Cook County | 44,075 | 385,239 | Indiana | Clay County | 115 | 398 | Iowa | Polk County | 3,194 | 27,569 | Kansas | Kansas City | 1,166 | 30,335 | Kentucky | Boyd County | 1,831 | 27,790 | Louisiana | Orleans Parish | 3,341 | 28,114 | Maine | Cumberland County | 425 | 5,976 | Maryland | Baltimore City | 1,283 | 73,395 | Massachusetts | Berkshire County | 575 | 5,313 | Michigan | Mackinac County | 331 | 5,129 | Michigan | Muskegon County | 2,236 | 38,870 | Minnesota | Carver County | 71 | 4,951 | Missouri | Buckhorn County | 1,667 | 21,198 | Montana | Calvert County | 1,583 | 18,921 | Nebraska | Epworth County | 1,683 | 21,198 | Nevada | Washoe County | 1,184 | 17,407 | New Hampshire | 1,224 | 18,996 | New Jersey | 2,972 | 16,328 | New York | 2,972 | 16,328 | North Carolina | Alamance County | 646 | 9,152 | North Dakota | 1,930 | 11,905 | Ohio | 3,870 | 26,964 | Oklahoma | Muskogee County | 98 | 453 | Oregon | Multnomah County | 1,075 | 1,073 | Pennsylvania | Allegheny County | 16,347 | 105,171 | Rhode Island | Washington County | 437 | 6,780 | South Carolina | Charleston County | 3,121 | 18,579 | South Dakota | 2,972 | 16,328 | Tennessee | Sullivan County | 1,638 | 21,198 | Texas | Bexar County | 2,683 | 17,407 | Utah | Salt Lake City | 2,732 | 14,958 | Virginia | Arlington County | 1,598 | 7,845 | Washington | King County | 2,234 | 18,319 | West Virginia | Kanawha County | 1,564 | 6,519 | Wisconsin | 1,096 | 7,630 | Wyoming | 1,096 | 7,630

NOTE: Figures for the month reflect adjustments resulting from corrections of year to date figures as previously reported by members and the inclusion of year to date figures for one member reporting in October for the first time.

A R. Moier, chief engineer for KMBK-KFRM Kansas City, celebrated 30 years of service with the company last month.

Twenty-fifth anniversary was celebrated by KWKH Shreveport, La., recently. "Anniversary Souvenir" pamphlet was sent to listeners.

Father James E. Fox of Old St. Patrick Church, Pittsburgh, has observed 25 years of continuous broadcasting in WJAS that city.

Corey Thomson, m.e. of OFCCP Montreal's Uncle Troy program, marked 5,000 broadcasts for the same sponsor last month. Show has been sponsored by Troy Landries of Montreal for 15 years.

Lee Kelton Orchestra has started its seventh year as staff band for WJAS Pittsburgh.

Wes Izard broadcast his 6,666th consecutive news program on KQNC Amarillo, Tex., Dec. 1 for Phillips 66 petroleum products.

WBLJ Dalton, Ga., marked 10th anniversary last month.

WWD-AM-FM Washington's Carl Berger has completed 42 years as conductor of government employee's news program, Your Government and Mine.

Bill Kitay marked the fourth birthday of his story telling and philosophical program over WBRC Birmingham, Ala. One hundred and twenty Birmingham florists started sponsorship of the show Dec. 17.

WLAW Lawrence, Mass., marked its 13th anniversary this month.

WRV Richmond, Va., recently commemorated its 26th year.

WSAM Saginaw, Mich., observes 1,000th broadcast of its 11 p.m. newscast under the same sponsor, William C. Wierchmann Co., Saginaw department store. Checking promotion copy are (1 to 10): William Kessell, co-owner of the store; Oscar Huff, WSA newscaster who aired the first newscast as well as the anniversary program, and William Wierchmann, president of the William C. Wierchmann Co. **

CUSTOM-BUILT EQUIPMENT U. S. RECORDBOARD CO. 1121 Vermont Ave., N.W., Washington 6, D. C.

COMMERCIAL RADIO MONITORING COMPANY PRECISION FREQUENCY MEASUREMENTS "A reliable service for over 16 years" For immediate service phone JACkson 3302

P. O. Box 7037 Kansas City, Mo.
REVOKES WTNJ

FCC Cites Control Transfer

CHARGING WTNJ Trenton, N. J., has reverted to practices con-

demned in an earlier license re-

newal proceeding and the FCC, that control has been transferred with-

out approval, FCC last week or-

dered revocation of the station’s license effective immediately.

The action against the 22-year

old station is subject to hearing, if

requested by Jan. 5. WTNJ is li-

censed to WOAX Inc. and is as-

signed 250 w daytime on 1300 kc.

FCC’s order contended that Er-

ling C. Olsen has assumed “unau-

thorized control of the licensee

without the prior consent of the

Commission” in violation of the

Communications Act. FCC said it

learned this through independent

investigation and in part from in-

formation contained in a pending

transfer application in which Mr.

Olsen would become trustee for

WTNJ’s principal stockholders.

The application seeks transfer of

control through switch of 65

shares from Charles E. Loew, 78

years old, and Julie V. Loew, 81

years, to Mr. Olsen as trustee.

BROADCASTING • TELECASTING, Aug. 14.-The application said Mr. and Mrs. Loew wish continuous and careful oversight over their affairs and operation of

WTNJ and at the same time are desirous of conserving their health.

FCC Charge

FCC charged Mr. Olsen “has

hired and fired personnel, obtained

control over the bank account or

accounts of the licensee, assumed

full supervision and control over

the operation of the station and com-

plete domination over the formula-

tion of over-all station policy.”

The Commission further con-

tended that “despite the state-

ments by the Commission in its
decision renewing the license of . . .

WTNJ, the licensee and its agents have

reverted to the type of prac-
tices condemned by the Commission in that decision and that, in addi-

tion, Charles E. and Julie V. Loew

have had a direct connection with the operation and control of the station in complete

degradation of their responsibilities

as the controlling stockholders of a

broadcast licensee and have done so in such fashion as to warrant the

conclusion that their violations of the Communications Act have

been willful in nature.”

The order related that in May

1948 FCC renewed WTNJ’s license,

finding in the decision that Frank-

lyn J. Wolff, vice president, gen-

eral manager and treasurer, “who

had been delegated full responsi-

bility for the operation of that sta-

tion, had engaged in conduct that
gave grave doubt upon his ability to administer satisfactorily a li-

sence under the Communications

Act.” Renewal was granted, how-

ever, and Mr. Wolff receded, with war-

ning against reversion to alleged

practices considered inappropriate by FCC.

The Commission’s order also re-

lated aspects of the 1949 hearing on

WTNJ’s bid for change in facilities, contending Mr. Wolff’s testimony

under cross examination did not

support certain claims made in ex-

hibits on public service programs

and other matters.

SERVICE DEALS

Clemente Asks Official Probe

CRACKDOWN on dealers who al-

legedly “victimize purchasers or

owners of television sets” by means

of “false frauds or deceitful

prepaid TV service contracts has

been urged by Rep. L. G. Clemente

(D-N.J.).

Charging that such activities

have reached “proportions beyond

the abilities of local authorities,

agencies or organizations to con-

trol or remedy,” Rep. Clemente in-

troduced a resolution (H Res 881) in

the House Dec. 13 which would

request the Attorney General and

the Postmaster General to explore

the matter and recommend

remedial action.

Rep. Clemente said the activity

on the part of certain dealers “is

not only harmful to victims but

also tends to have a discrediting

effect upon the entire television

industry . . .” The Congressman

said there should be no form of

supervision or regulation, such as

licensing of dealers, to assure re-

dress by TV set owners.

SPINGARN TERM

Senate Confirms to FTC

SENATE last Thursday confirmed

Stephen J. Spingarn as member of

the Federal Trade Commission for

a term to expire in 1963. His nomi-

nation had been reported favorably

by the Senate Interstate & Foreign

Commerce Committee, and was the

subject of a one-day committee

hearing Dec. 13 during which no

opposition was expressed.

The Senate, meanwhile, has also

confirmed Holmes Baldwin, chief

of the General Litigation Section of

the Justice Dept.’s Anti-trust Divi-

sion and formerly an FCC attor-

ney, who was nominated by Presi-

dent Truman [BROADCASTING •

TELECASTING, Dec. 11] to become

Assistant Attorney General in

charge of the Claims Division.
Help Wanted

Managerial

Commercial manager for successful network station in excellent Iowa market. Salary, plus expenses. Complete qualifications, references, picture. Immediate opening. Reply Box 33H, BROADCASTING.

Salesmen

Topnotch salesman. If you would like a small western town and sell aggressively and smoothly to town people and still meet agency men, may become you use. Interested in a married man willing to settle here and organize his own agency. We want experienced real selling and servicing job. If you want to get on top, a high class ticket, sports announcing experience, etc., they want you for this opening. Send us complete details about your self and we'll tell you more about our opening. Position open immediately. Contact KRLF, Moscow, Idaho.

We are open for an aggressive, experienced, radio salesman. Our station is growing fast. We have the best radio buy in the tidewater area. You must have a hard sell voice. We pay $50 commission on a living. We want to travel throughout any area in the United States continental United States, plus expenses. Transportation provided. Must have excellent qualifications, references, personal snapshot with record of experience. Send full details about your self and we'll tell you more about our opening. Box 1949, BROADCASTING.

Combination engineer-announcer wanted. Must have four years’ experience in announcing and engineering and must have excellent announcing qualifications. Box 239H, BROADCASTING.

We have openings for two first class phones. Experienced, please. Give full details first letter. Box 299H, BROADCASTING.

Small market network affiliate engineer with experience in all fields desired. No facet of job will be neglected in our company. All qualified men should reply. Send full details about your self and we'll tell you more about our opening. Box 246H, BROADCASTING.

Situations Wanted

Engineer, with previous experience in network, wants to be employed in the northeastern United States. Contact Bob Peters, 871 W. Unaka, Johnson City, Tenn.

Announce, first class ticket. Looking for money. Box 299H, BROADCASTING.

Earlybird, bass voice, 8 years. $35 minimum but better. Box 28H, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Two transmitter operators for 12-hour, 2-week, per week, time and half overtime, paid vacation, 4 weeks, at an excellent benefit. Write Box 730, Indiana, Pa.

Production-Programming, others

Program director, good ad lib, special events man for station in city of 50,000. Excellent opportunity with ideas and ability. Write at once, giving information on qualifications, draft status and salary requirements. Box 246H, BROADCASTING.

Program director-engineer-announcer, name your salary if you have good ideas. Excellent first class chance at putting in competitive operation, excellent living, Rush disc background details; WKKL, Cullman, Alabama.

Television

Technical

Experienced TV broadcasting technician for midwestern television station. Background of SM engineers will be considered in lieu of actual TV experience. Excellent opportunity. Box 578H, BROADCASTING • TELECASTING.

Situations Wanted

ATLC graduates now employed in leading positions in radio and television. Excellent opportunities. Reply wilt be furnished upon request. More information, Box 1015, BROADCASTING.

Man can you the services of a mature, creative, hard working, commercial announcer with all-round experience as an announcer, program director, and sales manager for job on the west side of the big city, plus a thorough command of business and advertising. This man can produce in any one sense of the word. Desires opportunity with radio station or agency in or out of the United States. Desires position as Business Manager, 237H, BROADCASTING. $500.00 to invest desires change because of station sale. Twenty years radio, ten in management and service of (paid) minimum. Box 245H, BROADCASTING.

Twenty years of constructive radio background. I defy anyone to show a better record or better reference than I can give. Needs job as sales manager or sales manager of substantial station.写明自己的确定。 please, Box 264H, BROADCASTING.

Salesmen

Salemman experienced large and small stations. Currently employed major market. Salesable prospective ideas. Box 300H, BROADCASTING.

Announcers

Basketball, play-by-play. One of nation’s best, $150 weekly. Box 755G, BROADCASTING.


Newscaster, 2½ years, including 2 years woch CBS affiliate. Journalism major, university graduate. Draft exempt. Box 250H, BROADCASTING.


First phone, veteran, 1½ years, opportunity to learn. East coast. Box 366H, BROADCASTING.
Radio IN CRISIS

Major Midwest Market

Radio is the first medium of Advertising Council public service efforts because it is quick and flexible and because it permits saturation impressions, Robert C. Coleson, Pacific Coast representative of the Ad Council, told the Seattle Advertising and Sales Club, last night.

With the national organization gearing for war emergency programs, Coleson noted that network radio will be utilized in a crisis on an hour's notice, and is therefore the first point of contact for quick action. Although the Advertising Council's program allocation schedule calls for weekly network sponsored shows to use a public service plug once every six weeks, some are doing so every week, because of the public relations value, he said.

Television

Announcers

TV EMCee Live wire Master of Ceremonies for TV audience participation show wanted by midwest station. Real opportunity. Send background, picture and disc to BOX 328H, BROADCASTING • TELECASTING.

WTNB CASE

Johnston Appeal Dismissed

JOHNSTON Broadcasting Co.'s second appeal against FCC action in the highly contested WTNB-Bermingham, Ala., case has been dismissed by the U.S. Court of Appeals for the D.C. Circuit since the FCC has not yet taken final action on the Johnston bid [BROADCASTING • TELECASTING, Oct. 2, March 6, Jan. 30].

Johnston, broadcasting licenses of WJLD Bessemer, Ala., and lor- nance, and affiliated station WLY in northwest Alabama at Birmingham on 850 kc, had contended FCC erred in permitting Thomas N. Beach, original WTNB owner, to petition for the transfer of the station on 1490 kc to 1 kw at 850 kc. It was voted to proceed with the review.

Johnston also contended FCC acted illegally in denying the Beach amendment when he is no longer a party to the proceeding and attacked FCC's conclusion that Pilot Broadcasting, new WTNB owner, is not eligible for the license. It also asked the court to require FEC to make a preliminary ruling on the application.

Pilot Broadcasting owns 51% by Mr. Beach and 49% by Roy V. Hofferster. Tennessee Johnston contended before the court that Pilot is a "stranger" to the case. FCC, however, argued Pilot is the legally authorized successor to the original applicant.

WHIZ COVERS FIRE

Nickel Goes Long Way

LONGEST nickel phone call probably ever made around Zanesville, Ohio, was recorded on the night of Dec. 10 when WHIZ Zahme broadcast the spot reports from the worst fire in the city's history.

The fire burned for several hours in the downtown business district and equipment sent from as far away as Columbus to fight the flames. WHIZ had reporters at the scene within five minutes after arrival of the first fire-fighting apparatus.

Before remote broadcasting equipment arrived at the fire, telephone reports from the station's personnel, at times on any phone line to the street, were tape recorded at the station and immediately broadcast, interrupting Dennis Day Show, Grand Ole Opy and other regular programs scheduled. Even after remote reports became available, the station continued using the tape recorded telephone commentaries, keeping the phone open from 9:30 p.m. Saturday to 5 a.m. Sunday morning.

December 25, 1950 • Page 81
NATIONAL NIelsen-RATINGs* Top Radio Programs
(Total U. S. Area, Including Small-Town, Farm and Urban Homes—And Including Telephone and Non-Telephone Homes)

REGULAR WEEK Nov. 5-11, 1950

<table>
<thead>
<tr>
<th>Current</th>
<th>Previous</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rank</td>
<td>Programs</td>
</tr>
<tr>
<td>1</td>
<td>Lux Radio Theatre (CBS) 20.8</td>
</tr>
<tr>
<td>2</td>
<td>7700 WABC (CBS) 19.0</td>
</tr>
<tr>
<td>3</td>
<td>1050 WABC (CBS) 18.3</td>
</tr>
<tr>
<td>4</td>
<td>A Man a Movie (CBS) 17.5</td>
</tr>
<tr>
<td>5</td>
<td>Charlie McCarthy Show (CBS) 15.9</td>
</tr>
<tr>
<td>6</td>
<td>Fibber McGee and Molly (NBC) 14.8</td>
</tr>
<tr>
<td>7</td>
<td>710 WABC (CBS) 13.9</td>
</tr>
<tr>
<td>8</td>
<td>Our Miss Brooks (CBS) 13.4</td>
</tr>
<tr>
<td>9</td>
<td>Red Skelton Show (CBS) 12.7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Current</th>
<th>Previous</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rank</td>
<td>Programs</td>
</tr>
<tr>
<td>10</td>
<td>610 WOR (CBS) 12.1</td>
</tr>
<tr>
<td>11</td>
<td>Arch Chamberlin Show (CBS) 9.5</td>
</tr>
<tr>
<td>12</td>
<td>620 WOR (CBS) 9.2</td>
</tr>
<tr>
<td>13</td>
<td>Arthur Godfrey Show (CBS) 9.5</td>
</tr>
<tr>
<td>14</td>
<td>750 WNYW (CBS) 9.5</td>
</tr>
<tr>
<td>15</td>
<td>Ma Perkins (CBS) 8.9</td>
</tr>
<tr>
<td>16</td>
<td>Amanda Wrenn (CBS) 8.2</td>
</tr>
<tr>
<td>17</td>
<td>Our Gal, Sunday (CBS) 7.8</td>
</tr>
</tbody>
</table>

Current Previous

<table>
<thead>
<tr>
<th>Rank</th>
<th>programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Arthur Godfrey (Wheeler) (CBS) 7.7</td>
</tr>
<tr>
<td>2</td>
<td>Challenge of the Yukon (CBS) 7.5</td>
</tr>
<tr>
<td>3</td>
<td>Flying Cloud (CBS) 7.3</td>
</tr>
<tr>
<td>4</td>
<td>Big Band (CBS) 7.2</td>
</tr>
<tr>
<td>5</td>
<td>Martin Kane, Private Eye (CBS) 6.3</td>
</tr>
<tr>
<td>6</td>
<td>Tuesday Night (CBS) 6.1</td>
</tr>
<tr>
<td>7</td>
<td>Armstrong Theatre (CBS) 6.0</td>
</tr>
<tr>
<td>8</td>
<td>Grand Central Station (CBS) 5.9</td>
</tr>
</tbody>
</table>

* Homes reached during all or any part of the program, except for home listening only 1 to 5 minutes.

NOTE: Number of homes estimated, adding the "NIELSEN-RATING" to 10,000,000, the 1950 estimate of total United States population.

RADIO INSTITUTE
Georgia Group To Meet

FEATURING subjects of practical interest to Georgia broadcasters and radio and students, the Georgia Radio Institute will hold its sixth annual session in the Henry W. Grady School of Journalism, U. of Georgia, Athens, April 5-7, 1951.

The Radio Institute is sponsored jointly by the Grady School and the Georgia Assn. of Broadcasters. Date for the session was announced by "Red" Cross of WMAC, chairman of the Institute Committee, and Dean John E. Drewry of the Grady School, following a meeting between the committee and the GAB in Macon.

Ray Ringnon, WRD Augusta, GAB president, announced that the Institute Committee, in addition to Mr. Cross, would include former Gov. Ed Rivers, WGVO Valdosta; L. H. Christian, WRFC Athens; A. D. (Jes) Willard, WGAC Augusta; and Billy Woodall, WWDW Dawson.

Two advisory committees also have been formed. One of these is made up of radio instructors from Georgias College of Communications, offering broadcasting majors to their students. It consists of Worth McDougall and A. Moll Lencoford Jr., Grady School, U. of Ga.; Raymon B. Nixon and Bradford Ansley, Emory U.; and Miss Joyce Miller and Mrs. Anne Griffin, Wesleyan College.

The other advisory committee is composed of former Institute chairmen, among whom are Wilton Cobb, WMAC Macon; Dwight Bruce, WTOC Savannah; Marcus Bartley, WSFA Montgomery; Allen M. Woodall, WDKB Columbus; and Lewis Doster, WGAU Athens.

Proposed subjects for the Institute meeting include religious broadcasting, news, television, sales, advertising, promotion, policy, and women in broadcasting.

J. C. Cites WJR

WITH the presentation of a resolution citing WJRE Detroit for outstanding public service the Detroit Junior Board of Commerce urged the FCC to grant the station a license renewal. The presentation, approved by the executive committee, was made by Carl Z. Miller, president of the faculty, to Worthy Kramer, vice president and general manager of WJR, at the December luncheon meeting of the organization. The resolution pointed out that Mr. Richards has been a leader in the community. Copies of the resolution are being sent to the FCC and to President Truman.

UYANT NAMED To Head Conlan & Assoc.

JOHN GUYANT, a vice president of Robert S. Conlan & Assoc., Inc., Kansas City, Missouri, was elected president of the radio-television research firm, succeeding Robert S. Conlan, founder, who died Dec. 12. [BROADCASTING * TELECASTING, Dec. 15] At an emergency session of directors, Gladys C. Conlan was also named secretary-treasurer to succeed Mr. Guyant. Erwin Stern will remain as assistant director of sales and public relations.

Expressing appreciation for sympathy messages received from clients, who confirmed continued support of company policies, Mr. Guyant pledged that no changes of any kind were contemplated in the near future.

Mr. Guyant, originally a partner with Mr. Conlan, became vice president when the business was incorporated in 1946. He has been actively managing the company since Mr. Conlan suffered a heart attack two years ago.

Utilities’ Role

PANEL discussion on the role of the nation’s utilities in the event of enemy attack will highlight the winter meeting of the American Institute of Electrical Engineers, slated for the Statler Hotel, New York, Jan. 22-26. The discussions will delve into the “operation of power, communication, and transportation utilities under military attack,” with the country’s leading engineers and scientists scheduled to attend. Sessions will be sponsored by communications and other institute committees. Functions of utilities will be aired in an all-day panel meeting Jan. 23, according to H. H. Henline, institute secretary.

PERRY WOLFF, writer for WBBM Chicago, received award from Mayor Martin H. Kennelly for his work in humanizing by answering The Question Answer. Program dealt with minority groups of area.

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing
BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D.C. 20015 CHICAGO 60611

James W. Blackburn Harold K. Murphy Ray V. Hamilton


STERLING 4-3172 RANDOLPH 6-4550 RExbrook 2-5672

Feature of Week

(Continued from page 16)

May 17, 1948. A truck hove into sight along a Maryland highway, piloted high with an assortment of pipes. Mr. Lewis pulled up the truck in front of the Community church and some 700 pipes were quickly disregarded, Mr. LeSourd relates. "Kids swarmed in from every direction, armed with brushes, buckets of water and glass wax. . . . The youngsters bathed and polished cars, handling delicate parts with a tenderness reserved for a precious possession."

The project then was transferred to an old basement for sandpapering of pipes, cutting of leather diaphragms for pneumatics and twisting of wires around contact pins. The total of 18,000 needed electrical connections seemed staggering, Mr. LeSourd narrates. At that time, according to Mr. LeSourd, Joe Whitefield, a Washington lawyer, stepped into the picture and he and Mr. Lewis "voiced over 1,000 pipes, separating them into various ranks, testing them again and again for just the right sound."

In November the process of moving the parts from the Lewis basement to the church began. It was soon discovered that the parts of the church would have to be redesigned before the organ would fit. Walls were knocked down, choir pews were repositioned.

Final Adjustments

On Dec. 25, the organ, now installed, needed endless adjustments, Mr. LeSourd recounts. Mr. Lewis worked far into the night and all the next day with the organ tuner. But an hour away, "Adeste Fidelis" floated majestically through the small church and the junior choir marched down the aisle garbed in maroon and white gowns, big black collars and white windsor ties. Recalling the nostalgia of the broadcast Mr. LeSourd wrote: "Tonight their singing was reaching out across the country victoriously because this was music with love and heart and soul. And parents looked upon their young-sters from a distance. That Christmas Eve a little bit of heaven itself crept into the church by the side of the road."

CBC Meeting

JANUARY meeting of the board of Canadian Broadcasting Corp. will be held at Montreal, Jan. 11 and 12. Agenda for the meeting has not been announced, but main public business will concern applications for new AM stations and transfers of a number of stations.
December 20 Decisions... BY COMMISSION EN BANC

KTRU Tacoma, Wash.—Designated for consolidated hearing at Washington University, St. Louis, Mo.; consolidated application for hearing to be held in Washington on Dec. 16, 1951, and ordered that all party respondents and party intervenors filing an application as proceeding a hearing for KTRU be parties only with reference to application for BHC.

WLCK Campbellsville, Ky.—Clark-Montgomery Best, Co., Inc., Winchester, Ky.—Order of WLCK designated for consolidated hearing at Washington University, St. Louis, Mo.; application for consolidated application of Clark-Montgomery Best, Co., Inc., for new station 1450 kc 250 w.; with application of WLCK for mod. CP to be granted in connection with ant. and ant. system, filed to satisfy condition of original consolidated application for new station on 1450 kc 250 w. unit. made WJZM Hamilton, Ohio, party to proceeding.

Trenton Good News, Inc., Trenton, N. J.—Anti for Winter Garden, Trenton, N. J.; consolidated for hearing in consolidated proceeding to be held in Washington on Feb. 19, 1951, and ordered that all party respondents and party intervenors filing application for consolidated changes from 1000 kc 250 w. unit. will appear on consolidated application made CORA Bryan, Trenton, N. J., party to proceeding.

Action Set Aside

KCHC El Paso, Tex.—Order set aside Commission action of Nov. 14, 1950, approving application for completion date of Nov. 28, 1950, to Jan. 1, 1951, and application for new station on 950 kc 250 w. authorized by same order, and application for consolidated application for new station in Washington on Jan. 22, 1951, said application for completion date of station.

Application Granted

KSD St. Louis, Mo.—Petition re: consideration, removed from hearing docket, and withdrawn as: needed, for CP, to permit use of old transmitters for use on new station 5 kc 250 w. unit.

Modification of CP

WBUD Trenton, N. J.—Granted mod. CP to make technical changes to reduce interference to station "V" and 103.5 kc to增至110.3 kc. Required to make additional studies of possible interference problems with WTTN Trenton.

KTHF Houston, Texas.—Granted mod. CP to make changes in A subject to condition that properly designed phase would be installed to provide a means of continuously and correctly aligning station operation in several elements of DA system.

December 20 Applications... ACCEPTED FOR FILING

KVOL Lafayette, La.—License for CP AM station to change frequency, increase power.

AM—730 kc

WKWE Warrenton, Mo.—CP AM station to change frequency from 720 kc to 720 kc 500 w. unit.

AM—720 kc

KJSR Columbus, Neb.—CP AM station granted new licenses from 1920 kc 1000 w. to 1920 kc 500 w. unit.

Modification of CP

KGO Los Angeles, Calif.—CP AM. Mod. CP change frequency, increase power etc. for extensions.

License Renewal

Request for license renewal AM station, WKLA. Proprietor, Mildred L. Smith, Wahpeton, N. D., Breckenridge, Minn.; KSGM St. Genevieve, Mo.; WASH St. Genevieve, Mo.; WAWI Springfield, Ill.; with KSGM.

Modification of CP

Mod. CP FM station for extension of completion date, WHER Blue Island, Ill.
FLAT limitations on the use of three strategic materials—copper, aluminum and steel—in certain auxiliary electronic products were blueprinted by the government last week. This, in addition to a further curtailment of civilian set production after Jan. 1.

It was learned that the National Production Authority is preparing "conservation" or control orders which would outlaw use of these scarce metals in such specific items as indoor-outdoor TV antennas and service, steel towers, and possibly others.

NPA has drawn up a classified list of about 350 items on which it will crack down by prohibiting use of the materials after a specified date.

It was understood, however, that the limitations would not apply to the civilian receivers to the component parts, such as tubes, condensers and resistors, which are contained in the final end products.

Heretofore, the civilian output of radio-TV towers and transmitters already has fallen off in favor of defense orders, limitations governing their manufacture will be largely academic.

NPA also disclosed last week that some 100 electronics firms—makers of tubes, resistors, capacitors—had applied to the government for "adjustment" of previous orders cutting back aluminum, copper and cobalt.

Radio-TV's Role Outlined

Radio-TV has been pressed just as hard as any other industry to ease manpower, wage stabilization, etc.

Radio-TV's Role Outlined

AMID sentiment for fast passage of President Truman's Civil Defense program, the nation's lawmakers last week heard a graphic description of the role radio-TV broadcast stations are expected to play in the event of an attack on the defense industry.

The subject was pursued during House discussion last week on the President's request for authority to back up his newly-established Civil Defense Administration.

The outline was given by Rep. Carl Durham (D.-N. C.), chairman of the House Armed Services subcommittee which reported the Administra-

tion's plan and set it to the House where it won overwhelming approval, 247-1.

Against the backdrop of renewed interest in "radio silence" and the question of electronic emissions which could serve as "hom ing" devices for enemy aircraft—and the Defense Dept.'s proposal to control radio-TV beams (see separate story)—Rep. Durham told House colleagues that CD planning would "make full use of the broadcast stations of the country in backstopping the nation's alerting system."

Washington was rife last week with speculation over the "radia tion" issue touching on such facets as directional finders, guided missiles, and homing possibilities inherent in AM, FM and TV transmission.

While Congress debated the legislation (the Senate was slated to bring the bill up Friday), Civil Defense Administration officials were hard-pressed to explain the apparent contradiction between the President's designation of communications as the "nerve system" of defense and the Defense Dept.'s far-reaching plan to control radio beams in any crisis, not limited solely to formal declaration of war.

Civil Defense officials reminded that the President already has power to seize radio-TV stations under the Communications Act, and that he has now established the President, or his top-level communications advisors, usurp functions within the immediate domain of the CD Administrator.

Electronic emissions problems also arose on another front last week. It was learned that officials of WMAL-AM-TV-FM Washington had conferred with FCC on plans relating to broadcast transmissions.

On Capitol Hill the House reported out a bill which tightened up language relating to the powers of the Civil Defense Administrator on grounds that his authority was "too far-reaching" in the original version.

Similarity Cited

Both the House version (HR 9798) and the measure (S 4288) reported by the Senate Armed Services Committee, similar in content, call for a $3.1 billion program over a three-year span, with the federal government providing about half (64%) of the outlay. A Senate subcommittee studying plans for $2 billion of this investment [BROADCASTING • TELECASTING, Dec. 18, 11].

With the government bearing most of the share for communica tions, the Administrator will be authorized to establish such systems as required and make use of existing ones, including government, military communications and commercial systems.

Rep. Durham's reference to broadcast stations' role in emerg ency situations came on the heels of the announcement by CD Ad ministrator Millard Caldwell setting a basic role of public air raid warning signals to be used by states and cities in the event of enemy attack.

Rep. Durham explained on the House floor: "Inasmuch as it is desired to retain the confidential aspect of the yellow alert, some device must be employed to make the broadcast stations activate special receivers owned by key civil defense officials but, at the same time, to prevent the receivers in general use from picking up the information."

This can "easily be done," he added, by transmitting sub-audible tones not detected by listeners but only apparent to key civil defense personnel manning special alert receivers [BROADCASTING • TELECASTING, Nov. 21, 1949].

A Red alert is the public warn ing indicating "imminent danger" of air attack, it was explained, with broadcast stations operated by the Continental Air Command.

Furthermore broadcast stations would be utilized after air raids have passed as a means of disseminating emergency instructions to people not detected by listeners but only apparent to key civil defense personnel manning special alert receivers [BROADCASTING • TELECASTING, Nov. 21, 1949].

In this way the full possibilities of our present broadcasting system can be used to its best advantage, and at the same time mobile and portable radio equipment which can be taken directly to the scene of the disaster will be "in people's hands," Rep. Durham asserted.

The Civil Defense Administration stressed, however, that the basic code for public use encom pases only the "yellow" alert and the "all clear" signal.
RCA, CBS

(Continued from page 21)

ly generally, I am interested in your reactions to the complaints made by these broadcasters.

When you can find the time, I would appreciate your frank comments on the problem.

With warm personal regards.

Sarnoff Reply

Thank you for your letter of August 17 in which you quoted from a letter you have received from a broadcaster on the subject of the efforts of the Assn. of National Advertisers to obtain a reduction in sound broadcasting network rates. In July, ANA advised NBC that it had prepared a study on the subject of network radio rates and invited NBC to attend a meeting on July 26 to discuss the study. Representatives of other networks were also invited. Naturally, NBC declined to attend a meeting at which rates would be discussed with its competitors. The other networks took the same position and the meeting which was held on July 26 in which the ANA sent to NBC a copy of the study which was to have been the subject of discussion at the meeting.

As you know from the discussions we have had since you assumed the Chairmanship of the Committee, I feel deeply that this is a serious problem of the greatest importance. The indispensable role which television is destined to play in public education and sale and civilian defense activities in the stressful times ahead, is a newly recognized factor which should cause all of us to give serious thought to this problem. It is one of the reasons why I suggested a National Radio Highway which would reduce inter-connection charges in my letter of July 26. I forwarded a copy of which I sent you. There may be other ways in which the government can help, such as providing means for a sharing of the cost of public service network programs. I do not mean to imply that the independent broadcaster is less important than the networks. Indeed, I agree with your correspondence that he is the backbone of the broadcasting business. Any solution of broadcasting problems which did not fulfill his needs would be no solution at all.

I am grateful for this opportunity you have given me to comment on the subject covered by your letter. As always, it is a pleasure and privilege to reply to you these questions which are of such importance to every citizen. With cordial personal regards.

upcoming


Jan. 12—NAB TV Convention, Hotel Commodore, Chicago.

Jan. 23—Academy of Television Arts and Sciences annual dinner, Ambassador Hotel, Los Angeles.


Jan. 31-Feb. 2—NAB Board Meeting, Venue-Billmore Hotel, Bellevue, Fla.

Feb. 16-17—First Annual Regional Televising Seminar, available in more places.


April 20-21—Southwestern IRE Conference, Southern Methodist U., Dallas.

BROADCASTING • Telecasting

Richards Named

ROBERT K. Richards, director of public affairs for the NAB, has been appointed NAB staff representative on the Broadcast Advisory Council by J. A. Simon, president of NAB and BAC chairman. Next meeting of the council is destined shortly after Jan. 1. Mr. Richards and the NAB government relations director, will formulate plans for the meeting. The council held its first meeting in Washington Dec. 14, when the 19 members with President Truman and other government leaders to discuss radio-TV's role in the nation's economy and the preparedness program [BROADCASTING • TELECASTING, Dec. 18].

Mr. Richards

As you know, the number of network radio stations has increased substantially during the last two years as the number of sets has grown. While many television stations are in or nearly in the black, the television broadcasters have substantially increased their advertising. These include greatly increased amounts for studios, special studio equipment, facilities for engineering and stage properties and inter-city connections. Television rates will have to be increased further if television network broadcasting is to operate on a sound and profitable basis.

As you know from the discussions we have had since you assumed the Chairmanship of the Committee, I feel deeply that this is a serious problem of the greatest importance. The indispensable role which television is destined to play in public education and sale and civilian defense activities in the stressful times ahead, is a newly recognized factor which should cause all of us to give serious thought to this problem. It is one of the reasons why I suggested a National Radio Highway which would reduce inter-connection charges in my letter of July 26. I forwarded a copy of which I sent you. There may be other ways in which the government can help, such as providing means for a sharing of the cost of public service network programs. I do not mean to imply that the independent broadcaster is less important than the networks. Indeed, I agree with your correspondence that he is the backbone of the broadcasting business. Any solution of broadcasting problems which did not fulfill his needs would be no solution at all.

I am grateful for this opportunity you have given me to comment on the subject covered by your letter. As always, it is a pleasure and privilege to reply to you these questions which are of such importance to every citizen. With cordial personal regards.

AF EQUIPMENT $600 Million Earmarked

NEARLY $800 million worth of electronics, communications and other military equipment was earmarked for the U. S. Air Force last week in a supplemental defense funds bill reported out by the Senate Appropriations Committee for action by the upper chamber.

The committee approved a sum of $583,900,000 for that equipment, as well as $2 billion covering electronics-communications equipment and detection-warning systems for aircraft and related procurement. The group also set aside $370,000,000 for the "Operation Maintenance and improvement" of the Army Dept.'s Alaska Communication System.
**RENEWAL PROCEDURE**

**FCC's notice stated about 85% of \ AM FM stations are owned and operated by licensees which also own AM stations while many of the TV licensees also are AM and FM operators. The notice explained that since there is no information concerning the qualifications of a licensee are equally applicable to AM, FM or TV, "the proposal would eliminate unnecessary duplication resulting from the existing procedure of considering these applications at different times."

"The proposed plan would also facilitate the consideration of common problems sometimes presented by stations located in contiguous areas," the Commission said.

Additional advantages to the industry by simultaneous filings of applications for renewal, the Commission said, would be that yearly equipment performance measurements which must be made during the four-month period preceding the date of filing applications for renewal could be made simultaneously for a licensee's AM and FM facilities. Similarly, program data would be filed at the same time and, since a licensee is required to file with the renewal application a balance sheet dated within 90 days of the execution of the renewal application, only one balance sheet would have to be prepared by the licensee, FCC noted.

The proposed new rules and expiration schedules, based on assumption of Feb. 1, 1951, adoption of the table revision requirements (see note for different base date), follow:

**Proposed Rules**

1. Sec. 1.320(a) of the Commission's Rules is proposed to be amended as follows:

(a) Unless otherwise directed by the Commission, each application for renewal of a license to a broadcast station shall be filed at least 90 days prior to the expiration date of the license sought to be renewed; and each application for renewal of a broadcast station shall be filed at least 60 days prior to the expiration date of the license sought to be renewed. No application for renewal of a license to a broadcast station will be considered unless there is on file with the Commission, the information currently required by Secs. 1.341-1.344, reference to which by date and file number shall be included in the application.

2. Sec. 1.320(a) is proposed to be amended as follows:

(a) Unless otherwise directed by the Commission, each application for renewal of a license to a broadcast station shall be filed at least 90 days prior to the expiration date of the license sought to be renewed (Form FCC No. 303). No application for renewal of a license to a television broadcast station will be considered unless there is on file with the Commission, the information currently required by Secs. 1.341-1.344 of this chapter, reference to which by date and file number shall be included in the application.

3. Sec. 2.34(a) of the Commission's Rules is proposed to be amended as follows:

(a) All standard broadcast station licenses will be issued for a normal license period of three years. Licenses will be issued to expire at the hour of 3 a.m., EST in accordance with the time schedule shown in the following table and at three-year intervals thereafter:

<table>
<thead>
<tr>
<th>Month</th>
<th>License Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan - Mar</td>
<td>1 year</td>
</tr>
<tr>
<td>Apr - Jun</td>
<td>2 years</td>
</tr>
<tr>
<td>Jul - Sept</td>
<td>3 years</td>
</tr>
<tr>
<td>Oct - Dec</td>
<td>1 year</td>
</tr>
</tbody>
</table>

(b) All television broadcast station licenses will be issued for a normal license period of one year. Licenses will be issued to expire at the hour of 3 a.m., EST in accordance with the following schedule and at three-year intervals thereafter:

<table>
<thead>
<tr>
<th>Month</th>
<th>License Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan - Mar</td>
<td>1 year</td>
</tr>
<tr>
<td>Apr - Jun</td>
<td>2 years</td>
</tr>
<tr>
<td>Jul - Sept</td>
<td>3 years</td>
</tr>
<tr>
<td>Oct - Dec</td>
<td>1 year</td>
</tr>
</tbody>
</table>

4. Sec. 2.315 of the Commission's Rules is proposed to be amended as follows:

(a) All broadcast station licenses will be issued for a normal license period of three years. Licenses will be issued to expire at the hour of 3 a.m., EST in accordance with the following schedule and at three-year intervals thereafter:

<table>
<thead>
<tr>
<th>Month</th>
<th>License Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan - Mar</td>
<td>1 year</td>
</tr>
<tr>
<td>Apr - Jun</td>
<td>2 years</td>
</tr>
<tr>
<td>Jul - Sept</td>
<td>3 years</td>
</tr>
<tr>
<td>Oct - Dec</td>
<td>1 year</td>
</tr>
</tbody>
</table>

**SCHEDULE A**

<table>
<thead>
<tr>
<th>AM and FM Stations</th>
<th>Number of AM &amp; FM Broadcast Authorizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>300</td>
</tr>
<tr>
<td>FM</td>
<td>200</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
</tr>
</tbody>
</table>

**SCHEDULE B**

<table>
<thead>
<tr>
<th>AM and FM Stations</th>
<th>Number of AM &amp; FM Broadcast Authorizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>300</td>
</tr>
<tr>
<td>FM</td>
<td>200</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
</tr>
</tbody>
</table>

**SCHEDULE C**

<table>
<thead>
<tr>
<th>AM and FM Stations</th>
<th>Number of AM &amp; FM Broadcast Authorizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>300</td>
</tr>
<tr>
<td>FM</td>
<td>200</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
</tr>
</tbody>
</table>

**SCHEDULE D**

**SCHEDULE E**

**SCHEDULE F**

**SCHEDULE G**

**SCHEDULE H**

**SCHEDULE I**

**SCHEDULE J**

**SCHEDULE K**

**SCHEDULE L**

**SCHEDULE M**

**SCHEDULE N**

**SCHEDULE O**

**SCHEDULE P**

**SCHEDULE Q**

**SCHEDULE R**

**SCHEDULE S**

**SCHEDULE T**

**SCHEDULE U**

**SCHEDULE V**

**SCHEDULE W**

**SCHEDULE X**

**SCHEDULE Y**

**SCHEDULE Z**

**Broadcasting**

**Telecasting**
TV takes more giant strides upward in Detroit . . .

Ground has been broken for WWJ-TV's beautiful new television studio building, adjoining present WWJ studios. Scheduled for completion in the spring, the combined buildings will give Detroit a great Radio Center.

The facilities housed in this new building will be in keeping with the importance of television as a selling medium in the Detroit market and WWJ-TV's position as the Number One television station.

Because WWJ-TV is 2 years ahead, and always 2 steps ahead, Detroiters tune to WWJ-TV first just as advertisers turn to WWJ-TV first for results.
You've seen television. Now you'll see it in its finest form—giant projections of special events, transmitted only to theatres on private wires or radio beams to make movie-going better than ever!

Success of the system comes from a remarkable RCA kinescope, and something new in projection lenses. The kinescope, developed at RCA Laboratories, is in principle the same as the one on which you see regular telecasts. But it is small—only a few inches in diameter—and produces images of high brilliance. These are magnified to 15 x 20 feet by a lens system like those used in fine astronomical telescopes.

Because of its size and shape, the new projector is referred to by engineers as the "barrel." It's already going into theatres, where you'll be seeing giant television—shot from a barrel.

See the latest wonders of radio, television and electronics at RCA Exhibition Hall, 36 West 49th Street, N.Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20, New York.

The same research which developed RCA's new theatre television system also gives you big, brilliant pictures on 1951 RCA Victor home receivers.