"hold on, Cudahay!"

Don't hide in a trunk. Get action! Year after year, for more than 28 years, the station that has sold more, more often, for more people, to more people is

— that power-full station

WOR

at 1440 Broadway, in New York
Back in 1936, Little Crow Milling Company called on WLS to perform what seemed to be a most difficult task. They wanted to introduce a new kind of cereal, Coco-Wheats, to Midwest homes. What made the task seem so difficult was:

1. Not a single salesman was to be used.
2. Not a single package of Coco-Wheats was in the area.
3. Not a single buyer in the area had been called on.

Some said it couldn’t be done... it was expecting too much of even the recognized great power of radio and WLS. But it worked. Radio’s ever magic touch created desire, and turned that desire into action.

WLS listeners were sold Coco-Wheats... demanded it of their merchants... and sent box tops to the station. Through 1950, WLS has received 1,235,734 box tops for this one account! Today, Coco-Wheats is well known and solidly entrenched throughout the Middlewest. WLS listener-response then and each and every year since is proof that WLS advertising produces volume sales.

This is but one example of the continuing effectiveness of WLS in building product acceptance... an effectiveness predicated on knowledge of and adherence to listeners’ interest in their day to day business and home life in city or on farm.

That builds listener loyalty—and listener loyalty is the substance of successful radio advertising.

For detailed information on how radio’s ever magic touch can sell for you, contact your John Blair man, or write WLS today.
Sell the Yankee Market the YANKEE Way...

Right on MAIN STREET

Do your selling in each large shopping center through the local Yankee Network home-town station. With Yankee you can get as close as that - appeal directly to the dealer's own customers with his own local station.

You can depend on every Yankee home-town station to add a plus to your sales, because each station has the local impact that only a local station with an established network audience can provide, reaching every neighborhood shopping center throughout the trading zone.

Yankee's 29 home-town stations provide the most complete and effective coverage you can buy in New England, tying into one great market the many prosperous centers of population in this six-state area. Choose Yankee for today's best buy in radio in New England.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
ASSN. OF National Advertisers, it's learned authoritatively, is undertaking new radio rate survey in TV markets, reworking data in light of changes in radio tune-in because of war emergency situation. New study will be based on Oct.-Nov.-Dec. Nielsen. First report, which caused consternation in radio ranks, was effectively attacked because it calculated TV "penetration" without taking into account radio listening factors.

ANA'S RADIO-TV COMMITTEE, which brought in last summer's report for radio rate cuts in TV markets, is now functioning under chairmanship of George Duram, media director of Lever Bros. He succeeds William Brooks Smith, advertising director of Thomas J. Landon Inc., who spearheaded last year's project.

If CBS CHAIRMAN William S. Paley decides to accept call to government service, it's likely to be special short-term assignment to make survey in critical materials field—far removed from radio or TV. It's possible, however, that if war situation worsens, he'll find himself back in colonel's uniform, possibly on staff of Gen. Dwight D. Eisenhower (who should become commander in Allied Forces in Europe), under whom he served in psychological warfare in World War II.

WHETHER OR NOT ABC finds another sponsor for Drew Pearson, who will be dropped in February by Adam Hat Co., it's definite that commentator will stay on that network. His contract with ABC runs from January to January and already has been renewed for 1961.

SHOULD NBC fail to receive 100% acceptance of its 48 AM affiliates in TV markets on its projected rate adjustment, prevailing view is that it will abandon plan for present. Network may find some solace, it's reported, in fact it can show advertisers and agencies that it's better to try and lose and not have never to have tried at all.

ANNOUNCEMENT shortly will be forthcoming on formation of new TV film distributing syndicate by two important entities in radio-TV and one in motion picture book ing and distribution.

LEVER BROTHERS (Rinso) planning one-minute transcribed daytime spot announcement schedule starting Jan. 29 in 50 markets through Ruthrauff & Ryan, New York.


With his Senate Interstate & Foreign Commerce Committee assigned to study Defense Data proposal, President Truman is reviewing control radio signals as protection against enemy attack, Sen. Ed C. Johnson (D-Col.) may himself write more restrictive legislation.

Circuit

Jan. 11: D-Program Committee, Chicago.
Jan. 19: NAB TV Convention, Hotel Stevens, Chicago.

(Other Upcomings on page 60)

**Bullets**

**VIRTUAL freeze on civilian use of cobalt in radio-TV magnet loudspeakers after Feb. 1 except for President or vice-president of National Production Authority. Order permits users to consume roughly one-third of January 1950 amount, and applies to each purchase of 25 lbs. or more. NPA officials said defense and "essential" civilian production will require "almost total available supply."**

**STERLING DRUG, New York (Bayer aspirin), through Dancer-Fitzgerald-Sample, New York, preparing one-minute live daytime spot announcement campaign in 11 major radio markets starting Jan. 15 for 50 weeks.**

**NOVEMBER NETWORK SALES TOP FIGURE YEAR AGO**

GROSS time sales of four radio networks in November totaled $15,891,148, slightly ahead of $15,855,162 combined gross for same month of 1949, according to figures released to Broadcasting & Telecasting by Publishers Information Bureau. For January-to-November period, however, 1950 gross of $167,782,676 does not match 11-month 1949 total of $171,391,445. For both month and 11 months, CBS 1950 grosses exceed that network's time sales in 1948, while other three networks all show decreases this year as compared to last. PIB figures show:

<table>
<thead>
<tr>
<th>Network</th>
<th>Nov. 1950</th>
<th>Nov. 1949</th>
<th>Nov. 1950</th>
<th>Nov. 1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>$5,152,922</td>
<td>$5,158,195</td>
<td>$5,446,754</td>
<td>$5,381,453</td>
</tr>
<tr>
<td>ABC</td>
<td>$2,978,619</td>
<td>$2,466,180</td>
<td>$2,557,189</td>
<td>$2,557,189</td>
</tr>
<tr>
<td>CBS</td>
<td>$6,435,478</td>
<td>$3,572,013</td>
<td>$4,280,179</td>
<td>$3,280,064</td>
</tr>
<tr>
<td>MBS</td>
<td>$1,287,029</td>
<td>$1,216,063</td>
<td>$1,297,766</td>
<td>$1,297,766</td>
</tr>
<tr>
<td>TOTALS</td>
<td>$15,891,148</td>
<td>$15,855,162</td>
<td>$167,782,676</td>
<td>$171,391,445</td>
</tr>
</tbody>
</table>

Three TV networks—ABC, CBS, NBC, with DuMont figures not available—had combined gross time sales of $6,524,858 in November. Breakdown follows:

<table>
<thead>
<tr>
<th>Network</th>
<th>Nov. 1950</th>
<th>Nov. 1949</th>
<th>Nov. 1950</th>
<th>Nov. 1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$1,239,184</td>
<td>$1,246,640</td>
<td>$1,235,681</td>
<td>$1,172,654</td>
</tr>
<tr>
<td>CBS</td>
<td>$1,526,500</td>
<td>$1,477,836</td>
<td>$1,526,500</td>
<td>$1,526,500</td>
</tr>
<tr>
<td>DuMont</td>
<td>$3,025,174</td>
<td>$3,142,243</td>
<td>$3,025,174</td>
<td>$3,025,174</td>
</tr>
<tr>
<td>TOTALS</td>
<td>$6,524,858</td>
<td>$6,523,259</td>
<td>$6,527,662</td>
<td>$6,527,662</td>
</tr>
</tbody>
</table>

**WHITE HOUSE MEETING**

ANNUAL meeting of advertising and business executives to be held Jan. 11 under White House sponsorship. Some 200 executives invited, including members of Advertising Council. Executives will confer with top Washington officials, including Secretary of Commerce Charles Sawyer and Defense Mobilizer Charles E. Wilson. They will be briefed on defense program.

**Business Briefly**


**REPRESENTATIVE NAMED** Effective Feb. 1 H-R Representatives Inc. takes over national sales representation of WHUM Reading, CBS outlet, it is announced by Humboldt J. Greig, station president.

**PETER PAN TV** Derby Foods, Chicago, for Peter Pan Peanut Butter, has signed with NBC-TV for sponsorship of Magic Slate alternate Sundays, 4:30-5 p.m. (CT), starting Jan. 21 for 39 weeks. Agency, Needham, Louis & Brophy, Chicago.

**ARMOUR ADDS** Armour & Co., Chicago, Jan. 13 adds 29 stations to NBC Dial Dave Garaway in new five-weekly spot, 10:45-11 a.m. (CT), bringing outlets to 166. Agency, Foote, Cone & Belding, Chicago.

$800,000 ARMY PURCHASE OF TIME NEAR COMPLETION

U. S. ARMY, Friday, had almost completed purchase of more than $800,000 worth of time on two TV and four AM networks through Grant Advertising, Chicago. One firm order was set, for Roller Derby, half-hour weekly on ABC-TV, and others are expected to be confirmed this week.

Contracts are all for 13 weeks and will plug Army and Air Force recruiting. Shows chosen mainly for adaptability to live commercials, because of frequent need for last-minute changes. Second TV show considered seriously was athletic events from Madison Square Garden on DuMont. AM programs are as follows: ABC, Ralph Flanigan orchestra; NBC, portion of Operation Tandem; CBS, two weeks of Great Gildersleeve and parts of general line; MBS, The Shadow.

**NAB BY-LAWS CHANGES**

Three amendments to NAB By-Laws, submitted to membership after November board meeting, adopted by overwhelming majorities. Amendments require 90 days notice for member resignation from NAB; eliminate office of vice president and substitute "fiscal" for "calendrier" in Article 5 Section 3; specify unexpired board terms must be filled by electorate instead of by board itself, as in past.

**FORREST JOINS WYATT**


**LORILLARD RULING UPHOLD**

FEDERAL Trade Commission's seven-year-old order directing P. Lorillard Co. to stop advertising that Old Golds contain less nicotine than other brands was upheld Friday by U. S. Circuit Court of Appeals in Richmond, Va.
WSAV reaches more homes than any other Savannah medium!

**COMPARATIVE ANALYSIS**

Based upon Official Published Reports - BMB - Study No. 2.

For three subscribing Savannah, Georgia stations:

<table>
<thead>
<tr>
<th>Subscribing Station</th>
<th>Total BMB Radio Homes:</th>
<th>Total Weekly Audience Families:</th>
<th>Average Daily Audience Families:</th>
<th>Number Counties:</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSAV</td>
<td>D 143,670 N 109,100</td>
<td>D 82,080 N 53,850</td>
<td>D 57,009 N 33,786</td>
<td>D 42 N 29</td>
</tr>
<tr>
<td>Savannah Station &quot;B&quot;</td>
<td>D 106,860 N 83,320</td>
<td>D 65,810 N 46,070</td>
<td>D 46,163 N 31,578</td>
<td>D 28 N 20</td>
</tr>
<tr>
<td>Savannah Station &quot;A&quot;</td>
<td>D 51,880 N 44,800</td>
<td>D 30,470 N 28,430</td>
<td>D 19,323 N 16,996</td>
<td>D 7 N 3</td>
</tr>
</tbody>
</table>

Average Daily Circulation (ABC Reports):

- Savannah Newspaper "A"—46,774
- Savannah Newspaper "B"—23,807

**It's 630 in Savannah WSAV**

630 kc. 5,000 watts Full Time

Represented by Hollingbery
CANNED CORN

...German Style

Things keep happening in radio to which there seems no sensible answer. Like Fritz the Plumber.

He's on WMIL. He talks in a burlesque German accent that smacks of Weber and Fields in their amateur days. He reads nonsense "commercials" straight from the corn belt of the nation. He plays (on request, so help us) recorded polkas and schotch-tisches and the like to the accompaniment of his own inane introductions.

He's on the air for three hours a day; he pulls hundreds of letters a week and almost no one can equal his audiences when he gives forth with this stuff. (When Hooper reported a 5.6 for Fritz, for example, the average for the three network stations was only 2.4.)

Darned if we know why. But we're not complaining.

Jerry Size

WMIL......
means
MILWAUKEE
REPRESENTED BY FORJEO
"Remember to pick up some 
Pork Chops on the way home!"

While just about everybody likes the idea of meat on the table, most folks also like the idea of turning the processing and curing chore over to the nation's meat packers.

That even goes for a lot of farm families right in the heart of the hog country. With prime porkers rooting all over the place, you'll find packer-processed meats in many a farm refrigerator.

This, we believe, says something important. When farmers find it's to their advantage to sell their animals to meat packers and buy just the cuts of meat they want from retailers, that's a pretty good indication that America's meat supply system is working all right.

It shows that the service performed by meat packing companies is well worth its moderate cost.

**American Meat Institute**

Headquarters, Chicago • Members throughout the U. S.
Robert W. Ballin, vice president in charge of Hollywood office, Fooe, Cone & Belding for past three and one half years resigns to accept position as vice president in radio and TV department J. Walter Thompson Co., N. Y. He will work in administrative capacity on agency radio and TV accounts, in addition to other duties. Prior to joining FC&B he was head of Hollywood office Ruthrauff & Ryan, Inc. During that time he produced Jack Benny Show for R&T and later, when account shifted, for FC&B.

Harry O'Brien, executive vice president of former O'Brien & Doranse, N. Y., announces formation of new creative and consultant art director service, specializing in radio and TV. Mr. O'Brien for many years was art director at CBS and is president of New York Art Directors Club.

Albert Tilt 3d, DuMont Television Network, to Erwin, Wasey & Co., N. Y., on TV staff.

L. Roche, director of advertising and public relations Flintkote Co., to Erwin, Wasey & Co., N. Y., in executive capacity.

Gilbert C. Morris, account executive and group head Fuller, Smith & Ross Adv., N. Y., and Ralph W. Nicholson, group head, same agency, elected vice presidents.

Charles W. Kopf, Marashkie & Pratt, N. Y., rejoins BBDO, N. Y., as copy chief for Armstrong Cork Co.

Ettore Firenze, art director Brischser, Wheeler & Staff, S. F., appointed vice president.

Arthur F. Monroe, director of public relations and publicity division J. M. Mathes Inc., N. Y., appointed vice president.

Ross N. Smith, production manager Stevenson & Scott Ltd., Montreal, to head new radio and TV department of agency.


Young & Rubicam, Toronto, moves to new Bank of Nova Scoti Bldg., King and Bay Sts.


Station, agency and advertising executives dropped in during an open house session held by WRVA Richmond, Va., as part of the annual dinner meeting of the Richmond Sales Representatives Assn. Among those attending were (l to r.): James Clark, WRVA sales manager; Tom Sheehan, Bert Warner and Gibson Wright, representing Safeway Stores; Mark Evans, director of WRVA's Housewives Protective League, and Gordon Manchester, account executive, Lewis Edwin Ryan Adv., Washington advertising agency which handles the Safeway Mid-Atlantic division account.
PLANS for Federal Department Stores to sponsor the Shopper Show on WXYZ-TV Detroit are set by (l to r): Sidney Jacobson, Federal's sales promotion manager; Charles Rosen, executive vice president of W. B. Doner Agency, Detroit, and John Pival, WXYZ-TV production director.


HUDSON PRODUCTS Co., Long Beach, Calif. (Sleep-Eze sedative), names Erwin, Wasey & Co., L. A. advertising counsel. Radio will be used.

IRVING COLLIN, sales manager Foreign Language Quality Network, previously sales manager of WLIR New York and assistant sales manager WHOM New York, to S. Duane Lyon Inc., N. Y., as vice president. He will also act in capacity of account executive, director and time buyer of radio and television.

JACK BUCHOLTZ, production manager Supreme Displays, N. Y., to William Warren, Jackson & Delaney, N. Y., in the radio and television commercial production department.

DISCUSSING plans on the set for CBS-TV People's Platform are (l to r): Standing, Leon Levine, producer; Newell Schwinn, advertising manager, Household Finance Corp., sponsor of the show; Charles Collingswood, CBS newsmen and program chairman; Norman LeVally, president, LeVally Inc., HFC agency; Al Waack, Eastern advertising manager for HFC and seated, Bill Shipley, announcer.

WANT A GOOD RECEPTIVE AUDIENCE AT A GOOD LOW COST? IN ROCHESTER, N. Y.?

BUY IN WHAM'S "Midnight Merry-Go-Round"

WHAM's 11:20 P.M. to 12:30 A.M. coverage stretches over 23 New York counties, plus the huge bonus territory you get from a clear channel at night. There's always a sizable, receptive audience tuned to Bob Keefe's platters. And—just to put frosting on this late-hour cake—there's a late news summary at midnight and a sports roundup at 12:05.

See your Hollingbery man for details about lowest cost availabilities on "Midnight Merry-Go-Round"
This master control console, including 16 de luxe audio equipment racks, is part of a modern 6-studio layout—custom-built by RCA. Designed for AM, FM and TV operation, this "In-Line" design handles 16 studio inputs and feeds 10 output channels—simultaneously, or individually, by a pre-set relay system.

Two supervisory positions like this one handle 4 studios, 2 outgoing lines. It includes telephone ringdown, remote switching, talkback, monitoring, and cueing. This set-up uses existing RCA Consolettes—makes studio and master control functions possible in one location.
Master control handles 4 studio inputs, 4 output channels, 2 remote inputs, 3 turntable inputs, cueing, monitoring, talkback. This master control and one sub-master handle all program needs.

Supplementary equipment for Consolettes—switching systems, extra inputs and outputs, jack strips, ringdown, sound-effects filters, and line equalizers

- Master control equipment—to handle any number of studios
- Matched custom wings for Consolettes—for studio and master controls
- Custom racks for relay switching
- "One-man" control layouts
- Studio control consoles
- Custom recording—for separate simultaneous recording
- Custom recording control consoles
- Mobile recording equipment—disc recorders, tape recorders, record playbacks. Everything including the motor vehicle.
- Audio/Video equipment—custom audio, plus video switching, monitors, stabilizing amplifiers.

facilities.....for

RCA fine custom-built studio control systems

With RCA Custom-Built equipment you can extend your audio facilities almost without limit. No matter what size the system, experienced RCA design assures instant, fool-proof switching without program level "pops" or "breaks." Fidelity of sound meets the requirements of the world's severest critics.

Suitable for every AM, FM, and Television station—small, medium, or large—RCA Custom-Built Systems are "individualized" to handle all the studio-control operations anticipated by the individual plant. Any number of station studios may be provided for...any number of remote lines...any type of master control...all the monitoring, talkback, and cueing facilities needed...every conceivable facility for controlling program operations and reproducing high-fidelity sound. True cabinet craftsmanship combines durability with function. Handsome styling and finish enhance station prestige.

Consultation on Custom-Built equipment is provided without obligation to every station—any size. Service includes detailed layout proposals, diagrams of equipment and facilities, artist's sketches by RCA functional design experts, thorough counsel by RCA's experienced staff of broadcast specialists. Where plans are already down on paper, RCA will be glad to work from these—co-operate closely with your principals.

Your RCA Broadcast Sales Engineer can tell you about this service. For complete information call him, or write Department 18 AA, RCA Engineering Products, Camden, New Jersey.

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

In Canada: RCA VICTOR Company Limited, Montreal
There's no guesswork or fumbling around in the Atlanta Market when you buy WGST. The top ABC shows, the best in local programming plus on-the-spot merchandising means a winning combination. Ask the man who knows—the Atlanta Businessman—more local advertisers buy more time on WGST than any other Atlanta Station.

**Ask The Man Who Knows...**

**new business**

PROCTER & GAMBLE, Cincinnati (Oxodol), planning TV spot test in women's programs in Grand Rapids and Buffalo. Agency: Dancer-Fitzgerald-Sample, N. Y.

TRIANGLE LABORATORY, Chicago (Bid-X), appoints M. M. Fisher Assoc., Chicago, to handle advertising. Radio and other media will be used in 1951 campaign.


**Network Accounts...**

PALMOLIVE After Shave Lotion announces Bill Stern Show will be renamed Bill Stern's Sports Newsreel, Fri. 10:30 p.m. on NBC-TV. Agency: Ted Bates & Co., N. Y.

REXALL DRUG Co., Ltd., Toronto (chain stores and drug products), Jan. 7 for 99 weeks starts Amos 'n Andy on 30 Dominion network stations, Sun. 7:30-8 p.m. Agency: Reynolds Adv., Toronto.

INTERNATIONAL SILVER Co., N. Y. (1847 Rogers Brothers), will sponsor new daytime TV show, Success Story, featuring Betty Furness, Tues. and Thurs., 1:15-2:30 p.m., on WJZ-TV New York, starting Jan. 2. Agency: Young & Rubicam, N. Y.

AMERICAN TOBACCO Co. to sponsor Jack Benny's second TV show, half-hour program on a Sunday night at 7:30-8 p.m., exact date to be announced shortly. Time for program will be relinquished by This Is Show Business which also is sponsored by American Tobacco. Agency: BDDO, N. Y.


METROPOLITAN LIFE INSURANCE Co., New York, today (Jan. 1) renews for 52 weeks, Mon. through Fri., David Vale News, on 6 CBS Pacific stations, 8:15-8:30 a.m. PST. Agency: Young & Rubicam Inc., N. Y.

DOUBLEDAY & Co. Inc., N. Y., for its Dollar Book Club, to sponsor Jan. 10 broadcast of Modern Romances over ABC, 11-11:30 a.m. Agency: Thwing & Altman Inc., N. Y.


WM. WRIGLEY Jr. Co. Ltd., Toronto (Wrigley gum), Jan. 2 starts for undetermined period Life With Luigi on 23 Trans-Canada network stations, Tues. 9-9:30 p.m. Agency: J. Walter Thompson Co., Toronto.

**Adpeople...**

JOSEPH SWERSEY appointed manager variety chain division in charge of sales and merchandising for Tintair product of Bymart Inc., N. Y., with Eversharp Inc., Chicago.

FRED M. FARWELL, vice president International Business Machines World Trade Corp., Rio de Janeiro, Brazil, appointed executive vice-president S. C. Johnson & Son Inc. He will assume duties April 1 with headquarters in Racine, Wis.
WKY-TV’s high-flying parabola goes up on the end of an Oklahoma City Fire Dept. ladder truck.

* * *

AN old familiar cry—Call the Fire Dept.—got a new meaning in Oklahoma City when WKY-TV called out the local hook-and-ladder boys to do some emergency height-supplying.

A remote telecast from the opening of a new shopping center in Oklahoma City was scheduled by WKY-TV, but when station engineers made a check of the site they found it to be in an extremely low geographical spot—so low that none of the available structures was tall enough to mount a para-(Continued on page 72)

** feature of the week

** on all accounts

** HEADING the radio and television department of one of the larger agencies in Philadelphia is a far cry from practicing law, being an executive in a department store or an advertising manager for a sales organization.

Edmund H. Rogers (Ned to his associates) held each of these positions before he added his name to Jerome B. Gray’s and in 1951 became a partner in Gray & Rogers advertising agency.

Ever since his undergraduate days at the U. of Pennsylvania, where he took part in the Mask & Wig shows, Ned has had a desire to do creative work.

Ned’s father, Col. John I. Rogers, was one of Philadelphia’s most distinguished attorneys and Judge Advocate General in the state administration of Governor Hastings. Like every father, he wanted at least one of his sons to follow in his footsteps. Ned’s three older brothers had chosen engineering, so he became a lawyer.

After a short fling at practicing law, Ned gave up his practice and went with the Wanamaker Store in Philadelphia. He became an executive in the merchandising department and also got his first taste of advertising. In 1924, he was named advertising manager of the Studebaker Sales Co. in Philadelphia.

In 1921 Jerome B. Gray asked Ned to join him in the advertising agency. Mr. Gray had started four years earlier. Even then Ned did not immediately realize his ambition to do creative work. Due to his business background, he became business head of Gray & Rogers and kept his eye on finance. But he did finally get his wish.

Today as head of the radio and television department of Gray & Rogers (he still keeps his eye on the finances), Ned Rogers is responsible for the supervision of everything from spot announcements to telecasting of the Mummers Parade and football games. (Continued on page 78)
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
NBC AFFILIATES UP IN ARMS

By J. FRANK BEATTY

SOME two-score NBC affiliates blew their tops once again last week as they scanned a confidential document from NBC which explained in detail why the network felt it had to cut evening radio rates in TV areas.

Aroused and organized after a fortnight of intrigue and informal talks, affiliate owners met through a provisional committee, for the Jan. 10 New York meeting called by NBC to study rate surgery for network stations. The affiliate owners had tried to impose in December [Broadcasting • Telecasting, Dec. 25, 18, 1950].

On top of that, aroused, angered affiliates laid groundwork for their own private meetings last week at the Waldorf-Astoria, New York. This dinner meeting will serve as an organization and briefing session in advance of the main gathering the following day.

Judging by advance indications, at least 50 affiliate station executives will attend the private dinner meeting and the joint meeting to be held the following day.

Members of the provisional station committee indicated last week, after hearing from NBC stations in TV areas, that stations will stand up and fight against any network effort to slash rates.

Prepare for Fight

Meantime, groups of affiliate executives are reviewing selected portions of the NBC bulletin. They will bring their findings together this week and go to New York prepared for a knock-down battle to prevent the network from slicing radio rates and perhaps settling in action a nationwide rate debacle.

As members of the provisional committee heard from affiliates last week they reached the conclusion that NBC will want to separate its stations into TV and network rates, but the affiliates are determined to fight the separate radio cuts.

One member told Broadcasting • Telecasting that no affiliate contacted by the committee was willing to go along with the NBC rate cuts. An affiliate listed as in favor of the cut originally is said to have made a flat denial that he had endorsed the idea.

Affiliates, in many cases, are said to insist they can't possibly take a rate cut at this time with present operating costs and the chance that costs will go even higher. They complain that income from network time is low compared to revenue from local and national spot. Some station operators have muttered dire threats about what they would do if NBC decided to resist the affiliates and insist on slashing rates.

The provisional committee comprises Clair McColough, Steinman Stations, chairman of the NBC Stations Planning & Advisory Committee; Tom A. Brooks, Hearst Radio (WBAL Baltimore); Lee B. Wailes, Fort Industry Co. (WSPD Toledo); P. A. Sugg, WYK Oklahoma City; William Fay, WHAM Rochester, and Nathan Lord, WAV Louisville.

In general, NBC's affiliates argued that the network had pulled a fast one on them. As late as October, during the NBC affiliates' convention at White Sulphur Springs, network officials are said to have assured stations no rate cut was in sight and nothing of the sort could happen this year.

Affiliates argued there's no excuse for rate cuts at this time. Sure, maybe the AM network operation will feel the pinch as advertisers jockey for lower rates, they contend, but that's nothing new in a business operation. What the network should do, they insist, is order officials to develop new clients and new business.

Feeling persists that the network should have raised rates two or three times in the last decade to keep pace with increased circulation and increased listening. Stations, they remind, have had two or three rate hikes in this decade. Other media, too, have done the same thing.

'Need More Selling'

"What's the hurry?" one affiliate executive asked. "They say they can't sell enough time. What NBC needs is more selling. Actually, this is the third or fourth rate cut by NBC in the last five years, including the rate scales on Operation Tandum, Sunday afternoon time, and similar efforts. Nobody else is cutting rates. This thing is doing incalculable harm to the entire industry. Radio is still the cheapest medium in the world."

William B. Way, vice president and general manager of KVOO Tulsa, was among affiliates who harshly criticized NBC.

"The attempt at AM network rate reductions is another means of forcing this medium to pay for television," he said. "This is evident when consideration is given to the fact that TV sold out yet station owners continue to suffer losses or admit that they are barely breaking even.

"It seems the obvious thing is to raise rates. If this then forces some TV advertisers off that medium they may return to more profitable AM. If increased rates do not force any advertiser off TV then the rate cut must prove profitable to the users."

"Either way each media will have to stand on its own feet. After all, the only right way to figure advertising costs is on a per-person...

(Continued on page 64)

SPORTS POLICY TALKS

POLICY actions at which the future of sports broadcasting and telecasting are at stake will be taken in the next few weeks as professional and scholastic interests add up their box office reports and try to work their way out of what they contend is a dilemma.

The problem of sports telecasting was worked over in detail last week by the convention of the College Physical Education Assn., held at the Hotel Adelphia, Philadelphia. Campus representatives, who operate on the policy level as against the field activities of more publicized coaching staffs, heard Jerry Jordan, leading sports research specialist, present new figures showing that TV hasn't hurt scholastic or professional sports.

In the professional sports field, representatives of radio-TV interests as well as other media will take part in a meeting to be held Jan. 16 at Columbus. The session was called by George Trautman, president of Professional Baseball Leagues. Representing radio-TV industries will be officials of NAB and Radio-Television Mfrs. Assn., President Justin Miller and General Manager William B. Ryan are expected to appear for NAB. President Robert C. Sprague is slated to represent RTMA. Mr. Jordan is understood to have been invited.

Appearing Friday before the physical education officials, Mr. Jordan contended television has not hurt newspapers, magazines, radio, entertainment or sports attendance to the extent many persons had predicted. He spoke for a half-hour with a half-hour discussion period following.

NCAA Meet Jan. 8

Scheduled Jan. 8 is a meeting of the National Collegiate Athletic Assn., representing big colleges. This meeting will be called at Dallas. NAB has been invited to appear. Many of the coaches and athletic officials planning to attend the Dallas meeting are understood to the conclusion that TV has dealt collegiate football a brutal blow. Some of them plan to demand a flat NCAA ban on football telecasts.

Mr. Jordan told the physical education group Friday that the media, entertainment and sports industries have been operating at or very close to the highest levels in their history despite the fact that 1950 was the dangerous novelty period in TV's development.

In the three years of video growth, he said, another daily newspapers, mostly located in TV markets, have added 1,100,000 circulation; that more radio stations had been established in the last five years than in the 25 previous years, with 2,045 now operating compared to 945 in 1945. Fifty-four million new radios have been bought in the last five years.

"Thirty-one magazines have had a 32% increase in circulation since 1950," Mr. Jordan said. "And despite a $3 billion drop in personal income in 1948, the public still spent $144 million more on recreation than in 1948. In 1960, there are moderate declines in...

Radio-TV at Stake

January 1, 1951 • Page 15
NAME HIGGINS

KMBC-KFRM Sales Head

GEORGE J. HIGGINS, for the past three years manager of WISH Indianapolis, Friday was appointed vice president in charge of sales for KMBC-KFRM Kansas City, Mo., by Arthur E. Church, president of Midland Broadcasting Co. The appointment is effective Feb. 1.

Mr. Higgins said in making the announcement:

"No successor to Mr. Higgins has been named at WISH by C. Bruce McConnell, who last week was granted FCC consent to acquire control of the licensee corporation, Universal Broadcasting Co. (see story page 66). It is expected, however, that Mr. McConnell's son, Bob McConnell, will be in charge of the stations involved in the consolidation. In addition to WISH the outlets include WIBU Anderson, WANE Ft. Wayne and WHOT South Bend."

Sports Figure

Mr. Higgins was vice president and general manager of KSO Des Moines, Iowa, from 1944 to 1948. Prior to that he served for two years as manager of the St. Paul office of WTCN Minneapolis - St. Paul. Mr. Higgins first joined that station in 1931 as sports director.

In 1938 Mr. Higgins did the play-by-play of the World Series for the Blue network and in the same year broadcast the All Star Football game from Chicago. He has long been active in sports and is past president of the American Hockey Assn. and at one time was president of the American Assn. of Baseball Broadcasters.

At present Mr. Higgins is a member of the NAB board and its Television Committee. He also served for two years on the CBS Affiliates Advisory Board.

NORGE SPOT DRIVE

To Use 47 Non-TV Markets

NORGE Division of Borg-Warner Corp., Detroit, begins a concentrated radio spot campaign in 47 non-TV markets Jan. 15 for a year. Initial 21-week campaign will begin with about 10 spots weekly, doubling during the spring. Schedule is expected to be dropped in the summer and resumed in September.

Transcribed announcements and occasional live participations will advertise the entire Norge line, stress refrigerators, gas in electric ranges and washers. Four-Star Review on NBC-TV, which Norge began sponsoring last Wednesday, supplements the radio campaign. Agency is J. Walter Thompson Co., Chicago.

RAYMER CHANGES

McKinnie, Allison, Schofield Shift

PROMOTION of Ralph E. McKinnie, account executive of Paul H. Raymer Co., to be sales manager in charge of the firm's New York office, and appointment of John D. Allison as account executive for both radio and television, were announced last week by Paul H. Raymer, president of the representative firm.

Mr. McKinnie has held account executive positions with CBS-TV and the DuMont Network, and earlier was national sales manager for WCKY Cincinnati. As a Naval officer for five years just before and during World War II, which included service as an executive officer in the South Pacific, Mr. McKinnie reportedly is the "Mr. Roberts" in the book and play of that name by Thomas Hoggan.

Mr. Allison entered radio and television with Headley-Reed Co., New York, about 11 years ago, eight of which he served as a vice president. Subsequently he was vice president and general manager in charge of the New York office of Taylor-Howe-Snowden Radio Sales.

Also announced was the appointment of Arthur C. Schofield, until recently director of advertising and sales promotion for the DuMont network, to head the reorganized and expanded sales research and promotion departments of Paul H. Raymer Co. Mr. Schofield earlier studies of trends, and research into sales effectiveness are planned. Aids in promotion, preparation of sales literature and presentations, and development of new selling approaches will be offered. More frequent visits and improved liaison with account-executive stations also have been prepared.

Concluding the announcement, Mr. Raymer said: "Although the Raymer Co. has for years maintained a research and promotion department, we felt the need for increased services and greater facilities was present today to such a degree as to warrant a complete reorganization of these vital functions."

CASH NAMED

NBC Station Relations Dir.

NORMAN CASH has been appointed director of radio station relations of NBC, effective today (Monday), to replace Easton Woolley, who resigned last November to become vice president of Intercontinental Broadcasting and Television Corp. in Salt Lake City.

Mr. Cash joined NBC in 1949. Since March 1948, he has been a member of the stations relations department. As a wartime lieutenant in the Corps of Engineers, he was awarded the Bronze Star.

D-F-S TOPS

In Agency Gross Billings

DANCER-Fitzgerald-Sample, New York, for the 17th consecutive year tops the 20 leading advertising agencies for gross radio time billing during 1950, the agency revealed.

Top 20 agencies and billing:

Dancer-Fitzgerald-Sample, $19,088,843; BBDO, $11,669,127.60; Benton & Bowles, $8,078,006; J. W. Thompson, $7,097,885; Young & Rubicam, $7,401,297.60; Wade Adv., $7,123,058.60; Howo Co., $7,792,163.80; Compton Inc., $8,026,568.60; Cunningham & Walsh, $5,976,845.90; Foote, Cone & Belding, $4,478,083.60; John F. Murray, $4,444,181.30; Ward Wheelock, $4,169,712; William Esty, $4,094,055.80; Duane Jones, $3,949,785.40; McCann-Erickson, $3,819,157.80; Leo Burnett Co., $3,719,413.50; Rithruff & Ryan, $3,193,693; $3,151,733.40, Kres- bry, $2,652,430; Knox & Reeves Inc., $2,560,263, and Sullivan, Stauffer, Cor- well & Rayles, $2,563,199.

AUDIENCES UP

Hit All-Time High

BROADCAST Audiences (radio plus TV) are at an all-time high, according to the American Hoop- erating Pocketpiece, which shows 25% of the 33 TV cities reported on as having higher average evening audience, in November 1950 than in any other month in the 15 years of audience reporting by C. E. Hooper Inc.

Philadelphia showed the greatest increase in evening set-in-use over the base year of 1948, up 68% in Nov. 1950 from Nov. 1948.

Cities with the highest percent of evening set-use in November were: Kensington, 76.1; Cleveland, 65.0; Milwaukee, 46.0; Philadelphia, 45.9; Buffalo, 45.5; Baltimore, 45.5; Cincinnati, 45.2; Minneapolis-St. Paul, 44.3; Columbus, 44.2; Dayton, 43.8.

Wide Open Mike

EDITOR:

I appreciated very much the desk calendar which Broadcasting ● Telecasting, sent to me for Christmas. I looked through it very care- fully to see if you had sched- uled some of the major deci- sions which the Commission must make during the year. How can the Commission get the business done if you don’t give us the “planned ap- proach” for solving our prob- lems?

With kindest regards and all good wishes for the New Year.

Wayne Coy
Chairman, FCC

[Editor’s Note: We regret we’re late in the above, and a 1951 FCC Time- Table embodying that “planned ap- proach” is due to be in process by our Planning Board, but budgetary factors plus Euro- pean conditions have con- stioned by unexpected developments (such as the education proceedings) interrupted normal pro- ceeding, the schedule will be upcom- ing in early issue.]
GROSS network time sales for the month of October 1950 came very close to equaling those of October 1949, with this year's total amounting to $16,165,627 compared to last year's $16,415,883, a difference of only $249,256. Figures released to Broadcasting & Telecasting by publishers Information Bureau.

Advertisers in many important classifications continued to show an increase in their network time purchases (see Table I). Procter & Gamble Co. once again led the way with October purchases of $1,685,413, a decided increase over last year's same month total of $1,386,449.

Few Declines
Two evidences of a slight decline, however, were Sterling Drug Co., which spent $679,000 this October as compared to last year's $868,789, and third place Lever Bros., whose October total was $661,043 and October 1949 total, $737,093. Fourth place was taken by General Foods this year, which bought time worth $536,293 and last year ranked 8th with total purchases of $516,583. Miles Labs retained its October '49 fifth position during the month of October but, increased its expenditures this year to $528,706 from last year's $559,331. Expenditures of $3,917,790 placed

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Sterling Drug topped the other spenders by buying $655,479. Fourth and fifth place were taken by the remaining Primary Groups with Soaps, Cleansers & Polishes, respectively (see Tables II and III).

The 10-month period of January-October was a total of 87,547 in gross radio network time purchases, which was $3,647,413 less than the $15,822,760 grossed by the networks in 1949.

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GROSS REVENUES of the radio industry in 1950 (time sales after trade discounts but before deduction of agency commissions) totaled $448,199,000, an increase of 6.4% over 1949, according to the annual year-end estimate by Dr. Kenneth H. Baker, NAB research director.

Using returns from an industry sample as well as individual and business paper data, Dr. Baker forecast increases in local retail, national spot and regional network income and a loss in network receipts.

On the other hand, he said, the industry's operating expenses have also increased. He said costs have gone up from $257.5 million in 1949 to $305.0 million in 1950, an increase of 5.4%.

Outstanding feature in the 1950 revenue picture, said Dr. Baker, is the "very large increase in the number of stations from national spot business. Revenue from this source in 1950 is estimated to have been $120.7 million compared to $108.3 million in 1949, an increase of 11.4%.

This will bring the revenue from national spot business very close to the revenue from network time sales.

"The revenue from local retail business will be up again. The increase is estimated to be 7.8% and will go from $182.1 million in 1949 to $196.4 million in 1950. The most spectacular increase in revenue from this source in the past has been consistently underestimated. Since it has been accounted for largely by the new stations, however, and since the number of new stations going on the air is increasing less rapidly, the increase in local retail revenue is not expected to exceed the $13.4 million increase estimated above.

Gross revenue in television will range between $70 million and $80 million, he anticipates.
Confessions

Of a Contract Folder

I AM a radio station Contract Folder. The label they put on me when I was first put in the file three years ago was “Delsoy Products.” That’s the name I still bear—and I must say, I’ve been a pretty busy file. They’ve even changed the color and style of contract folders since I began, and even though I’m pretty full of new memos and additional contracts, my hide’s pretty tough and I love to take it!

You see, three years ago, I represented a new business. Delsoy Dessert Topping, a vegetable whip cream made from soybeans, had just begun to be manufactured by three fellows who had started a business. When the station sales¬

man first took me down to their office, I contained, of course, just one contract—that first one—and it wasn’t signed—yet.

I must have lain on the desk there for two hours while those three men, and the station sales¬

man, discussed the business of this thing called radio. At that time, like it is with a new business, money was a very important item, and besides, there wasn’t much of it. I could tell pretty much how things were from just looking around. This new company had rented just a portion of the building they were in. Out of the window I could see the one truck they owned, and even the desk I was on was pretty old and scarred.

Finally the contract was signed (for an amount so small I blush to mention it) but when the salesman closed me over it, I felt very satisfied and happy, like I’d just had a good dinner. That was on Sept. 12, 1947.

A Long History Of Selling Success

Since then, a lot has happened. Many new contracts have been added to my covers. Renewals, additional time, and changes of time. Naturally, I’ve paid many visits to the Delsoy Products Co. with the salesman in the last three years. It made me very proud through the first two years to hear that the station with which the first contract was signed, WKMH Dearborn-Detroi-

t, was really doing the job and, more important, that radio was the only form of advertising they were using. Proud, because with each visit I could see things happening. Instead of one yellow and red truck...there were two trucks...and then four...and then six...and eight...ten...and now THIR¬

TEEN Delsoy trucks. On one of those visits, I also saw some digging across the way; and the next thing I knew was a brand new building.

In the beginning, the meat on it was pretty thin. But soon the fat was being added and I felt healthier every day as Doctor Radio put me on a bigger and bigger diet.

I remember when my details called for only five spot announcements weekly on an early morning disc jockey show. But after while, the broadening brought a spot across-the-board on Bes® Wright’s Kitchen program. She is the station home economist.

After that things began to happen. The spot was added to an evening record emcee program. Then, the Delsoy company increased their spot on the Be® Wright show to a five-minute segment across-the-board.

People who deal with me like to talk in facts and percentages, and, I can’t say that I can blame them. For example, they point out that the station has had two or three rate increases in the past three years, but in addition, Delsoy has increased its schedule on the amount of time purchased by some 135%. That’s tone to me!

Promotion Cooperation Pays Dividends

The station, I noticed, went ahead with typical radio cooperation by promoting Delsoy’s prod¬

uct—and of course, me, too. It sent letters to WKMH Homemakers Institute. That’s a group of 100 housewives, located throughout metropolitan Detroit, who test and endorse products under the direction of Bes® Wright.

Letters were sent to grocers too. Use and promotion of the whip cream before 100 women three days a week at Bes® Wright’s cooking school, held in the People’s Outfitting Co., a Detroit department store, was a station effort that just suited my purpose fine.

All this was direct with the advertising, up ‘til now. Then, things were moving so fast, the Delsoy folks began talking of an advertising agency. I heard them ask the salesman if the station would help them select one. I was kind of worried for a little bit there, because I was afraid that maybe my job might end and that the new contracts might be kept in a fancier file somewhere. But, of course, this wasn’t the case. I do have some new different-looking contracts within my sides. They’re from the agency—and we’re going bigger and better than ever.

I think I’m one of the proudest, happiest contract folders in the file. Of course, lots of my next door neighbors have a lot of good things to tell, too, from “A” to “Z,” but here is a real radio story. From one truck to 13; from small quarters to a new building...and all on radio. The last time I was down there with the salesman and the agency man I heard them talking. They’re selling Delsoy now in Toledo, Flint, and Cleveland. I heard the agency man say they were using some newspaper and billboard too. Well, of course, I got a kick out of know¬

ing that we made a business grow so big that we could give them some business too.

But another thing I got a kick out of was that Delsoy is now buying radio, with a transcribed single jingle, on such stations as WPDF Flint, Mich.; WHTT Port Huron, Mich.; WSPD Toledo, WBNZ Columbus, WONE and WING Dayton, and WGAN and WERE Cleveland, all in Ohio.

* * *

ANOTHER and new contract is signed for the folder. Grouped about the WKMH business desk are (l to r) R. C. Force, sales representative; Harvey Whitehouse and Robert Smith of Delsoy; Fred A. Knorr, president and general manager, and Eric R. Swanson, Delsoy’s secretary-treasurer.

Broadcasting • Telecasting
Radio FIRST AS NEWS SOURCE

Radio is still America's number one news source, outranking newspapers by 26%, television by 25%, according to a survey made early last summer by Pulse Inc. for Free & Peters, which revealed the results of the survey last week in an attractive brochure titled "Radio News Is Bigger Than You Think."

"It was a study we felt impelled to sponsor," the station representative firm explains, "to obtain factual answers for those who, in 1950, were quite ready to bury all radio, most certainly news over the radio... It was an attitude we found hard to accept. That there had been a strong habit of turning to the radio for news, no one would deny... Was it possible that a habit so firmly established, so strongly rooted to, so universally acknowledged, could suddenly weaken and fade away? Only research could give the answer."

As guinea pig, Free & Peters selected a program of almost pure radio news broadcast by seven of the stations the company represents: Four five-minute broadcasts a day sponsored by the same advertiser (Esso, although the name is not mentioned in the report), with each station selecting and rewriting the news for each program, both news and commercials being broadcast by an anonymous voice.

Three key questions were chosen for the survey: Do people listen to the radio for news? Is there any difference in news listening between families living in the nation's city and families living in surrounding towns 25 to 40 miles away? How does TV set ownership affect listening to radio news?

More Depend On Radio

In answer to the first of the three key questions, F&P found, "more people depend on radio for news than on any other medium." Asked whether they got most of their news from newspapers, radio or television (in that order), people gave radio the decision over newspapers by 38%, city dwellers preferring radio to newspapers by 38%, "outside" by 60%. Radio led TV in the overall figures by 26%, radio's lead in the city being 15%, its lead in the outside area of satellite markets 23 to 40 miles away being 35%.

"This greater dependence on radio for news by respondents in the 'outside' areas was observed in every single market," Free & Peters reports, noting that the average listening was 25% in "outside," over city figures is missed by surveys of listening based on interviews made only "inside" the city. "It means that radio news is greater everywhere, not just in the cities."

Moving from general news listening to the specific "guinea pig" program, the Pulse surveyors found that "in the course of a week one out of three families listens to at least one broadcast of this news program." Furthermore listening to it becomes a habit, "more than one out of four listeners hear two or more of these broadcasts every day, more than half listen five or six days a week; more than four out of five listen three to six days a week.

A sizeable proportion of the listeners to these newscasts--37% or more--comes either from other stations or turns on its radio expression to get the news. No less than 28% go to another station or turn the sets off after the news is finished.

Checking on TV homes, "we found that television set owners do 73% as much listening to this radio news program as non-TV owners," the report states. It points out that TV listeners do more of their listening in different parts of the house. 41.6% in the living room, 18.6% in the bedroom and 5.6% in the dining room--than non-TV owners, who do their listening largely (63.0%) in the living room and only 20.3% in the kitchen, 10.9% in the bedroom and 3.8% in the dining room.

95% Are Adults

Analysis of the Esso Reporter audience by age and sex shows more than 95% of the audience comprised of adult men and women. Coupled with the fact that 57% of program's listeners were able to identify its sponsor, this implied that the program should do a good sales job. But Free & Peters was not satisfied with mere implication and went a step further, matching each member of a listening group with a non-listener, age for age, sex for sex, dwelling for dwelling, community for community, so that "as closely as competent research could achieve, both groups were exactly the same in all respects--but one: Group listened, the other did not listen to this news program."

Sales to listeners were 50% higher than to non-listeners, with 29.5% of the listening group having bought Esso gas at the last purchase; 19.7% of the non-listeners had bought this brand. As listening increased so did the per cent of purchasers: 52.0% of those listening one to two days; 27.9% of those listening three or four days; 33.4% of those listening five or six days bought the advertised brand.

Free & Peters concludes the report with this sentence: "Radio news stands out as a vital service to listeners... as an effective vehicle for advertisers.

THE RECORD $12,320,000 acquisition of the Don Lee radio and TV properties by General Tire & Rubber Co., along with parlay sales of one AM and one TV station, was slated to be consummated yesterday (Sunday), after FCC approved the transactions Wednesday.

Airing out of the Los Angeles Superior Court's acceptance of the General Tire bid for the stock of Thomas S. Lee Enterprises from the Thomas S. Lee Estate [Broadcasting • Telecasting, Nov. 20, Oct. 23, 1950], the multiple transactions break down thus:

1. The First National Bank of Akron, as trustee of the retirement plan for salaried employees of General Tire and certain subsidiaries, acquires the radio-TV properties of Don Lee Broadcasting System, including its four owned AM stations and one FM and one TV station for $12,320,000 cash.

EVIDENCE of a satisfied sponsor is reflected on the dotted line of the 1951 contract signed by Feld Chevrolet and KCKN Kansas City, Kan. Firm has sponsored broadcasts in the Kansas City market without interruption since March 1937. New pact for KCKN broadcasts is signed by Milton Feld, president of the company, while looking on ore (1 to r): Harley Kaylor (seated), KCKN commercial representative; Lester Goodman, Feld secretary-treasurer, and Merritt Owens, president, Merritt Owens Advertising Agency, which handles account. Feld has sponsored a $10,000 "mystery voice" contest and other programs on KCKN.

RADIO TIRE PURCHASE APPROVED

- The bank sells KTSL (TV) Hollywood and four experimental and associated facilities to CBS for $333,750 plus long-term lease arrangements covering studios, transmitter sites and facilities for a total rental of $1,112,000.
- To meet FCC's duopoly requirements, CBS must dispose of its 45% interest in KTTV (TV) Los Angeles--which is slated to go to the Los Angeles Times, already owner of 31%, for a reported $430,000.
- General Tire acquires all of the Don Lee properties except KTSL and one AM station from the bank as trustee for $600,000, subject to adjustment to exceed $750,000, with General Tire's Lee Enterprises leasing space and facilities for 10 years at a total rental of $3,480,000.

Part Not Included

Not included in the FCC actions, since FCC approval is not required, was Don Lee's 19% interest in Mutual, which went to General Tire, already owner of approximately 19%. General Tire also acquires control of Pacific Northwest Broadcasting Co. Through which the Don Lee Network has 25 affiliates in addition to 16 affiliates in California.

With completion of the sales, the California properties involved will be held as follows:

- General Tire—Don Lee Broadcasting System, including KHJ-AM-FM Los Angeles, KFRC San Francisco.

(Continued on page 68)

January 1, 1951 * Page 19
EMERGENCY ROLE

Radio-TV Vital, Says Pierce

THE NEED to maintain rather than silence radio and TV operations in time of national emergency was stressed last week by R. Morris Pierce, president and general manager of WDOK Cleveland, who won acclaim for his radio writing in combat areas in World War II.

His statement was prompted by the Dept.'s proposal to give the President far-reaching control powers over radio, television and other radiations during emergencies or periods of possible attack, to prevent the use of such signals as direction finders for enemy planes and missiles [BROADCASTING • TELECASTING, Dec. 25, 1950]. The proposal has been widely interpreted as a forerunner to blacking out radio and TV during emergencies, which Mr. Pierce found "alarming."

The WDOK president, who for two years during World War II was in charge of construction and technical operation of the broadcasting stations in Allied liberated areas in North Africa and Europe, noted that during this service he became familiar with broadcasting operations in combat areas.

"These broadcasting stations operated almost continuously," he said, "the occasions in which they were silenced, for security reasons, could be counted on the fingers of one hand."

Quotes BBC Official

Mr. Pierce quoted Francis C. McLean, head of the Planning, Installation and Designs Dept. of the British Broadcasting Corp., as having written him early last month in response to a query:

"It seems to me most extraordinary that anybody in the U.S. should talk of closing down broadcasting in the event of war. There is, I think, not the slightest doubt that broadcasting will be, more than ever, necessary in the event of war to stop the spreading of rumors, to keep up the morale of the people, and to maintain an adequate channel of communication from the government to the people. It will, no doubt, be necessary to make modifications to the actual broadcasting system and to take steps to avoid hostile planes direction-finding on broadcasting stations. As you know, we had a number of precautions here during the last war. We got very successful results with these and were able to have various transmitters running at times when there were a large number of enemy planes over.

Mr. Pierce said he cannot believe that the enemy would be so "naïve" as to trust the guidance of explosive-bomb-carrying aircraft to "a radio station in the U. S. which could be silenced at a moment's notice or whose operating frequency could be changed at will."

He thought it more likely the enemy would seek more certain methods, such as some provided by nature or others less dependent upon such easily varied factors as broadcast signals.

Engineering experts of this country and its allies, he felt, should be consulted and the problems weighed carefully before governmental authorities come to a final decision.

That the Defense Dept. proposal would be approached cautiously by Congressional leaders to whom it was referred, as well as by the FCC, appeared a virtual certainty. Observers saw no likelihood that it would be considered at the current lame duck session of Congress.

Chairman Ed C. Johnson (D.-Col.) of the Senate Interstate and Foreign Commerce Committee, to which the proposal was referred from the Armed Services Committee, is known to be skeptical about the scope of the authority which would be conferred.

Will Study Situation

He expressed his concern to NAB Government Relations Director Ralph W. Hardy, and promised that "our Committee will examine this whole matter very carefully."

Some FCC authorities also have voiced concern, particularly with one of the features which Sen. Johnson also questioned—the proposal to extend the Presidential control to times of "strained international relationships" in addition to times of war or proclaimed emergency.

Mr. Pierce's caution against blacking out radio and television was based on experience during 1943 and 1944, first as chief engineer for the Psychological Warfare Branch of OWI and later, in England, France and Luxembourg, as chief engineer of continental operations for the Psychological Warfare Branch.

In North Africa, he conceived the idea of broadcasting terms to the Italian Navy on the international distress frequency. Later, in Europe, his accomplishments included supervising installation of the first free radio in France at Cherbourg, and "leading" the capture of Radio Luxembourg, one of the most powerful stations in Europe.

POPULATION

Increases in Over ¾ Economic Areas

OVER three-fourths of the nation's 443 state economic areas had population increases between 1940 and 1950, the Census Bureau reported last week (see map). At the same time preliminary population counts were issued for the areas, to be used for housing statistics from the 1950 census.

Of the 338 areas where population gained, 220 had increases of 10% or more and 120 had gains of 20% or more. In the areas which lost population, only 21 areas had losses of 10% or more and there were only two areas which lost population to the extent of 20% or more.

Areas of heavy population growth were largely concentrated in the West and South. The West, reported as the fastest growing region in the U. S. between 1940 and 1950, showed population gains of 20% or more in about three-fifths of the 59 state economic areas constituting the region. An increase of 20% or more was recorded in all but one of the 17 state economic areas of California, which had the foremost state in the nation in both amount and rate of population growth between 1940 and 1950.

Growth in South

In the South, the Census Bureau reports 54 of the 181 state economic areas, or almost 30%, had growth rates of 20% or more. In the North Central region, 24 of the 125 state economic areas were reported to have shown increases of 20% or more. Only six of the 68 state economic areas of the Northeast had such rapid population increases.

Large Increases

Two state economic areas were reported to have more than doubled in size during the past 10 years. These were areas Virginia-B and Maryland-B, each of which constitutes a part of the Washington, D. C., standard metropolitan area. The increases were 130% and 106.3%, respectively.
ELECTRONIC OUTPUT

"Tremendous Program"

URGENT need for a "tremendous program" in the next 18 months to accelerate military production of vital electronics equipment—especially component parts—was asserted by a top-level government munitions official.

The problem of scarce materials and industry fulfillment of expected defense orders was decried by Edwin Hobbs, communications chief of the Defense Dept.'s Munitions Board.

Mr. Hobbs' comments were in response to a report that the department was studying the feasibility of "commanding" complete facilities of the radio-TV industry "before building new plants or opening shadow plants."

Mr. Hobbs termed the report as "inaccurate" but said that the electronics-communications segment probably could expect defense priorities ranging from 60 to 90%—depending on the gravity of the international situation. Much of the curtailment already has taken shape under a "slow process," he pointed out.

The government, he stated, encourages expansion of the "internal facilities" or production lines of component parts firms, though he conceded they face shortages in skilled specialties.

In fact the government probably would be more apt to help component parts firms in tax write-offs on new equipment than it would to aid finished product companies whose role stresses assembly and engineering aspects.

The problem of expansion relating to end-product makers is simplified to the extent that plants already exist to serve production needs. The greatest problem facing those firms is the scarcity of trained manpower, Mr. Hobbs noted.

The government wants to make use of present industry facilities, including expanded lines of parts makers, before renting any stand-by plants now in mothballs, Mr. Hobbs emphasized.

Vital Metals Short

Complicating the picture is the shortage of vital metals confronting parts manufacturers and the great difference between current civilian needs and military equipment requirements.

Despite the great number and diversity of parts firms, there actually aren't too many in any one segment—tubes, resistors, condensers, etc.—nor are there specialists sufficient to go around. Furthermore, Mr. Hobbs added, the military has ordered a number of equipment items which have not been tested or have yet to be "modeled" for the first time.

Shortage of vital materials was further pointed out last week by the National Production Authority, which issued a new anti-hoarding order covering aluminum, cobalt, copper, nickel, steel, tungsten and tin—all used in electronics equipment. NPA thus implemented the Defense Production Act passed by Congress last August. Penalties provide for $10,000 fine, one year's imprisonment, or both.

NPA also issued the first of its "conservation" orders prohibiting use of a scarce metal in certain products [BROADCASTING * TELECASTING, Dec. 25, 1950.]

The anti-hoarding order provides that "no person shall accumulate (1) in excess of the reasonable demands of business, personal, or home consumption, or (2) for the purpose of re-sale at prices in excess of prevailing market prices, materials which have been designated as scarce . . . or materials the supply of which would be threatened by such accumulation."

The NPA directive prohibits hoarding of cobalt, used in radio-TV tubes, and copper, while nickel was designated to include ingots, secondary copper and copper-base alloys. Others were aluminum, primary or secondary in "cruze" form; nickel, alloyed and unalloyed; cadmium metal, tin, primary and secondary; and tungsten.

Tungsten Restriction

The provision on tungsten, used in tubes, included the material "in any form or shape into which it may be fabricated except such finished forms as are fabricated for installation (without further processing) into electrical communications systems . . . and electronic equipment such as radio, radar, and similar products.""}

CIVIL DEFENSE

12 Finalists Are Picked

TWELVE finalists out of 1,500,000 high-school students who participated in the fourth annual Voice of Democracy Contest during National Radio & Television Week were selected by NAB, which met last week at NAB's Washington headquarters.

Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce jointly sponsored the contest. NAB.

The 12 finalists were picked from winners of contests in the 48 states, Alaska, Puerto Rico and District of Columbia. Four national winners will be selected with winning transcriptions reviewed by a panel of eight distinguished Americans.

Winners will be brought to Washington Feb. 22 for an awards luncheon at which they will receive $500 scholarships. They will spend a week in Washington at the William Steel of Williamsburg. The screening panel that picked the dozen finalists consisted of Ellsworth Tompkins, specialist for large high schools, U. S. Office of Education; James D. Secrest, RTMA general manager; Robert K. Richards, NAB director of public affairs and chairman of the overall Voice of Democracy Committee; and John H. Norris, representing the Junior Chamber and manager of WGBZ Red Lion, Pa.

BROADCASTING • Telecasting

FINAL approval of President Truman's "atomic age" Civil Defense program, envisioning communications as the "nerve system" on the federal, state and city levels, is expected on Capitol Hill tomorrow (Tuesday) before the 81st Congress adjourns.

Differences in House and Senate versions of the master plan, which earmarks $32 million out of $3.1 billion for communications equipment, have attained a "crisis" stage in the new Federal Civil Defense Administration, were ironed out last week by a joint Congressional conference committee.

Both chambers are expected to approve the far-reaching measure which would include power of seizure over all equipment or facilities needed to help stricken areas, and authorize the mobilization of the entire government under a "Civil Defense Emergency" proclamation.

As now constituted, a nationwide emergency could be declared—in the interest of the "national safety"—upon a Presidential or Congressional decision that an attack has occurred or is "anticipated." The emergency authority, which could be invoked without proclamation in certain limited areas, expires on June 30, 1964.

Congressional conferees also agreed to authorize the CD administration to allocate state funds to states, who in turn would match the outlays for certain projects, but not including communications which would be borne by the government. States would share in the expense for air-raid warning systems. Conferees' action followed Senate passage of the bill (HR 3798) Dec. 22.

Floor debate took on a cautionary note as Sen. Brian McMahon (D.-Conn.) warned against "serious dangers" that would confront radio and television stations, newspapers and other influential media in the event of hostile attack.

"It is quite possible that Communists are even now organized to seize a radio station when an enemy attack may occur, and to broadcast messages generating panic and chaos among the populace," Sen. McMahon asserted.

"An irresponsible and reckless use of communications facilities and electronic horns and activating equipment to successfully withstand a surprise assault. I think the gravity of this problem is apparent by simply mentioning it.

Other Defense Actions

On other civil defense fronts last week:

- The District of Columbia CD group accepted a bid by RCA for installation of four units of its contemplated air-raid warning system, with contract calling for $455,500. Installation is to be completed within four months, comprising electronic horns and activating equipment. A $337,000 District outlay was pending on Capitol Hill in supplemental funds.

- The Federal Civil Defense Administration issued a 250-page volume titled Civil Defense Health Services and Special Weapons Defense, and was nearing completion of tests on communications for state and local planners.

Role of mobile first aid stations is explored and monitoring teams are advised to carry Walkie-Talkie radio sets or utilize radio networks of the police force to transmit information to radiological plot centers.


Hill Approval Seen

and Page 21

January 1, 1951
BAC CHIDED

Hayes Takes Complaint To White House

Mr. Hayes

In general, the changes in the new Part 17 of FCC's rules provide merely aid to the Commission in deciding whether a grant of the application involved in such cases would be in the public interest.

The Air Coordinating Committee was created by Presidential order to provide for the development and coordination of aviation policies. The Airspace Subcommittee, part of CAA, coordinates proposals by government agencies, private individuals or nonprofit groups who wish to involve conflict in the navigable airspace. It functions through the regional subcommittees "composed of experts in the aeronautical field, familiar with the requirements of air safety in their area, who will provide local coordination of radio tower application problems," FCC related.

The Commission noticed point out the regional CAA offices and connects 11 regional CAA offices. Dept. of Defense air bases "will be able to provide assistance to applicants in applying the criteria and in the selection of sites which will locate the requirements of the criteria."

FCC indicated the following may aid applicants in determining where their proposed sites lie with respect to areas of radar, airways, regional and sectional auxiliary areas. Sectional aeronautical charts, location aeronautical charts, instrument approach and landing charts, radio facilities charts, Flight Information Manual and Tide Tables (by-monthly). The charts may be purchased from the U.S. Coast and Geodetic Survey while the Manual and Tide Guide may be purchased from the Government Printing Office.

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* * *

** DIRECTORY OF **

** CAA REGIONAL OFFICES **

** First Region **


** Second Region **


** Third Region **


** Fourth Region **

Regional Administrator, CAA, Post Office Box 1899, Fort Worth 1, Tex. Region includes: Ark., La., N. Mex., Okla. and Tex.

** Fifth Region **

Regional Administrator, CAA, City Hall Bldg., Kansas City 6, Mo. Region includes: Colo., Iowa, Kan., Neb., S. Dak. and Wy.

** Sixth Region **

Regional Administrator, CAA, 5651 W. Manchester Ave., Los Angeles 45, Calif. Region includes: Ariz., Calif., Nev. and Utah.

** Seventh Region **

Regional Administrator, CAA, Office Box 2963, Oklahoma City 14, Okla. Region includes: Idaho, Mont., Ore. and Wash.

** Eighth Region **

Regional Administrator, CAA, P. O. Box 440, Anchorage, Alaska. Region includes: Territory of Alaska.

** Ninth Region **

Regional Administrator, CAA, P. O. Box 4069, Honolulu 12, Hawaii. Region includes: Territory of Hawaii.
FOUR MAJOR responsibilities of broadcasters to the public were cited by Joseph H. Ream, executive vice-president of CBS, in a speech Thursday before the Mid-Century Conference of the Speech Assn. of America held at the Roosevelt Hotel, New York, Wednesday-Saturday.

Mr. Ream emphasized that "getting and staying on the air with the best technical facilities" is the first obligation of broadcasters to the public. The second obligation, he said, is to serve the majority "so well that 41 million radio families and 20 million television families spend four to five hours a day beside their receivers." Giving "most of the people most of the time what they most want to hear," he said, "is the end measure of the success or failure of our system of broadcasting."

Serving a wide variety of minority interests with specialized network programs in more than half of all night-time and weekend hours, was Mr. Ream's third challenge to the broadcasters. Admitting that the documentary programs produced by CBS such as Operations Crossroads, Mind in the Shadow, and The Empty Nose, received only a small per cent of the radio audience possible, he pointed out that the problem is "one of impact." Breakdown of the weekly program schedule from broadcasting & telecasting, Dec. 25, 1950, into two categories, entertainment and programming for the audiences, demonstrated that 70% of all quarter-hours from 6-11 p.m. offer at least one network program aimed at minority tastes.

Fourth responsibility, according to Mr. Ream, lies in "maintaining an immense, waiting audience-in-being—ready at any moment to listen and respond to the needs of their government in a time of national emergency." He said "this means broadcasting material that most people want to hear most of the time," and also "keeping virtually all of our 2,000 stations on the air."

Siepmann Charges

Charles A. Siepmann, professor of education at New York U.'s School of Education and author of Radio's Second Chance, charged that the offerings of radio constitute "a resounding failure." He said that radio has not tended to subordinate profits to public service but has equated profit-making with its service to the public.

T. R. Shearer, vice-president of A. C. Nielsen Co., New York, spoke in a morning session of the conference Friday and warned: "The fact that television is a very powerful advertising medium should not blind us to the possibility of immeasurably enhancing its sales effectiveness by sound research, properly interpreted, and fully applied." Mr. Shearer pointed out that the problems of measuring television audiences are enhanced by the high cost of television programming which make imperative the need for comprehensive information regarding every factor that determines a TV campaign's effectiveness. He explained the Nielsen Audimeter technique to the conference and also demonstrated the Nielsen research data methods.

WILFRED BUSH (seated), sales manager, Light Grain & Milling Co., sets one-year contract with KSCB Liberal, Kan., for sponsorship of Light's Man On The Street. Looking on are Leon Salathiel (l), KSCB manager, and Roy Pearce, commercial manager.

ARRANGEMENTS for Texas Round-Up, hour-long show of live hillbilly music originating from several Texas Quality Network stations, are completed by (1 to r) Mike McGuire, sales manager, Gulf Brewing Co., sponsor; Jack Harris, manager, KPRC Houston; Wade Barnes, Foote, Cone & Belding, agency handling show; Bert Oliver, FC&B; Jack McGrew, assistant manager, KPRC. Round-Up is presented by KPRC, WOAI San Antonio, WFAA Dallas, KRIS Corpus Christi, and KRGV Weslaco.

COMPLETING arrangements for WKRC-FM Cincinnati's exclusive rights to air Cincinnati Mohawk hockey games are: (1 to r) Standing, Bob Bender, WKRC-FM sales manager; Bezt Taggart, WKRC announcer; Jim Groinny, publicity director for Cincinnati Garden, sport arena; seated, David Taff, WKRC-FM manager and Alex Sinclair, Cincinnati Garden general manager.
P. I. OFFERS MOUNT

Investigations Start

steps to protect the public against operators of mail-order business are being taken by government and industry sources as per inquiry and free-time projects continue active. Several pre-holiday offers are being investigated by the Bureau of the Post Office Dept. They consisted of aluringly described Christmas tree ornaments actually made of cardboard.

Better Business Bureau, of Washington, D. C. became interested in tree-ornament offers when WSEAM Arlington, Va., MBS capital outlet, refunded money to listeners after receiving a sample. Broadcast Advertising Bureau, New York, has received many complaints from NAB member stations about per inquiry and mail-order offers. WFIL-TV Philadelphia has moved to protect listeners by setting up contractual rules governing acceptance of all such business, according to General Manager Roger W. Clipp.

Post Office Inquiry

The U. S. Post Office Dept. inquiry followed complaints that mail-order tree ornaments were not worth the $1 charge, according to department officials. Mentioned in connection with the department's inquiry were Ornaments, Ltd., Los Angeles, and Robert, Newton & Chapman, Los Angeles agency.

A. Frank Katzentine, president of WKAT Miami, told Broadcasting • Telecasting he had returned to senders the dollars sent to the station in response to announcements. He took this action after inspecting the ornaments. Postal officials said they would decide, after investigation, whether the facts and evidence justified reference of the case to the Dept. of Justice, which would decide if criminal proceeding should be instituted.

The copy submitted to stations referred to "50 brilliantly colored luminous Christmas tree ornaments for only a single dollar. Just think of it, a total of 50 magnificent luminous Christmas tree ornaments, everything you need to transform your Christmas tree and living room into a fairy wonderland—all for only one dollar. And if you're not delighted, your money will be refunded.

Bonus of 36 luminous icicles was offered if the order was submitted within 48 hours. The ornaments were described in considerable detail.

The $1 packet is understood to have contained 4x6-inch sheets on which are stamped Santa Claus, Christmas trees, stars, candy canes and similar effects, a total of 56 cardboard pieces.

A number of similar ornament offers were made by firms bearing other names.

In refunding hundreds of dollars to listeners, WEAM stated that it felt the product was not worth the money. The station had carried six announcements in one day before inspecting a sample of ornaments which, despite complexities, promised at least two things for the broadcaster to cheer about this New Year's Day:

- The bill, as agreed upon by House-Senate conference, is less discriminatory against the radio-TV entrepreneur than the old World War II law.
- The new legislation is designed to take care of—at least in part—existing corporate problems inherent in the broadcasting industry.

Whether the relief provisions can aid every individual station operator is a matter which only the tax lawyer or accountant can iron out, it is explained. But for the most part, broadcasters are assured for the unheard of low price of $1, present, television profits, will not be wholly siphoned off the government.

The original House bill (HR 982) was tightly drawn with few provisions for growth, new services or abnormalities in a corporation's operation. The Senate, however, amended the measure substantially to bring these considerations into the bill's writing. Conferences retained nearly all of the Senate amendments. The conference report was adopted by the Senate Dec. 25 and needs only Senate approval to go to the White House.

It was expected that the House would follow the action by the Senate and quickly adopt the legislation today. However, President Truman announced Thursday that a new tax program was being drawn up to finance the country's increased spending and that it would be submitted to the 82d Congress once the Treasury Dept. and Congressional committees get together on the general outline.

Current thinking in Washington circles points to higher corporate and individual income rate. Under the excess profits levy agreed upon by the conferences, a flat 2% increase in the 45% corporate rate now in existence would be imposed. It is expected that President Truman will deliver his State of the Union address to Congress within several days after the new Congress convenes. His budget message, usually sent to Congreeg the following day, may call for a $32 billion program for fiscal 1962, it was understood. Most of the money sought would go for the armed forces and for other defense purposes. Few in, even, expect a "normal" operation of the government.

General features of the excess profits bill include: (1) retroactive to July 1, 1960, with termination date to be determined later; (2) June 30, 1953; (2) over-all ceiling on normal tax, surtax and excess profits tax at 65%; (3) crediting profits of the 1946-49 base period; (4) subjecting 75% of the excess to a profits levy, and (5) a minimum credit of $25,000 for all corporations.

An important section of the bill deals with capitalization of advertising, briefly, the ad provisions puts it up to the Treasury Dept. to determine a fair rate of return. It is understood that capitalization of corporations under the bill would be comparable to planning during World War II. Since no sudden decision in advertising volume would be permitted, it is expected that costs...
LOOK WHO'S LISTENING!

In the rich Texas Gulf Coast area the by-word is buy radio. There's no better way to reach so many people at so little cost than via the microphone. In the 71 Texas Counties and Western Louisiana Parishes that make up the KTRH BMB coverage area there are today 2,629,600 people, a big audience getting bigger every day. Population-wise, the Coast is an example of a rocketing market and listener-wise, it's growing, too, as evidenced by the 11.2% hike in KTRH BMB families over Study No. 1.

...... AND TO WHAT 50,000 WATT STATION!

KTRH, of course—the leading Houston station in total BMB families. KTRH also ranks high inside Houston, America's 14th market. According to the October-November Hooper Radio Audience Index, it's KTRH they're hearing most in three of the five-time-rated periods.

KTRH

CBS—Houston
50,000 Watts—740 KC

All sources available on request

January 1, 1951 • Page 23
THE broadcasting business will enjoy another prosperous year, assuming world events don't upset everything, in the opinion of a number of industry executives whose views support predictions in the annual Broadcasting • Telecasting year-end forecast (Dec. 25, 1960, issue).

Statements received after the Dec. 25 issue had gone to press, point to improved local and national spot sales, in particular, with some optimism in the network field.

Paul McCluer, NBC Chicago AM network sales manager, believes 1951 will be better than 1950, "generally a very good year." "What the season just ended has indicated to us is that sponsors still recognize the fact that radio is the logical national advertising medium, and it will continue to be a good buy for many years to come," he said. "...There has been a particularly healthy upswing on the AM spot sales side. Our TV sales picture at NBC in Chicago has been spectacular, and gives every indication of continuing its amazing pace."

John H. Norton Jr., ABC Central Division vice president, said that during the past year the ABC-TV Chicago office developed billings "which totaled midway into the seven-figure bracket." He pointed particularly to the Mars Candy Co. order placed with the division as well as additional AM billings, not counting renewals, of nearly $4 million.

Index to Year-end Statements by Industry Executives

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<th>Company</th>
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<tr>
<td>Mr. Grignon</td>
<td>WINS Milwaukee</td>
<td>For WQXR, a leader for the past 15 years.</td>
</tr>
<tr>
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Walter Haase, station manager of WDCR-AM-FM Hartford, sees full employment in that industrial area. He expects local and spot business to rise.

Humboldt J. Greig, president of WHUM Reading, Pa., suggests TV sets can't be kept in service if tubes and servicemen are not available. "Radios, even in TV cities, will be in short supply. Also, television will be up, especially local and national spot, along with operational expenses."

E. L. King, president of WMBR Jacksonville, Fla., said the station is geared to do an increased selling job, by attention to details and hard, intensive selling. "More work in 1951 will again pay off in increased rates, as it always has," he said, predicting local and spot will increase.

Kenneth F. Schmitt, general manager of WIBA Madison, Wis., forecasts a 25% increase in volume in 1951, considering the outlook for general industry and business to be excellent. Federal and state building projects as well as military sales, said Madison business, he predicted.

Gaston W. Grignon, general manager of WINS Milwaukee, said the station has just completed its 10th year. "AM radio still remains the most effective low-cost medium," he said, predicting that new advertisers will take the place of any who may cut radio spots. TV, he said, has had "no material effect" as far as WINS is concerned, he said.

1950 was the biggest business year for WQXR New York, declared Elliott M. Sanger, executive vice president of the station. A 10.7% increase in business over 1949 was revealed by Mr. Sanger, an increase which reached its peak during November, the largest sales month in WQXR's existence.

Asserting that "this is further indication of the fact that there is no substitute for good music," Mr. Sanger said for the 1951 year that emphasis for 1951 will be more and more on the kind of musical programs for which WQXR has been a leader for the past 15 years.

Vernon C. Witten, president and manager of Chicago Films Inc., Seattle TV film production firm, said that TV sets in Seattle had increased "more than 400% during the year now ending" and that his firm has reason to believe that the "remarkably swift growth of television advertising and merchandising in the greater Seattle area will continue with the same comparative pace noted during 1950." He added that "increased awareness of film as a medium of advertising ... in television, has accelerated demand in this area for filmed promotional pieces of all kinds. ...Criterion is staffed and geared for much greater activity in production work of this kind in 1951 over 1950."

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More TV Money

Maurice Master, of Master Motion Picture Co., Boston, Mass., is convinced there will be more time bought on TV and more money spent on TV next year. Based on his own experience in producing video films, Mr. Master believes there will be an increase in sponsors representing foodstuffs, soap products, footware, and home furnishings. If the war situation gets worse," he believes, "there's bound to be a decrease in products available to sell. In any event, even if there's less business generally, more TV will be used and it will come out of other media."

Joseph Deephoreh, of Dephoreh Studios, film producers, Boston, Mass., believes that 1951 should undoubtedly be a bigger revenue year for TV and pointed to the present situation in Boston where all available time has already been sold out in television stations. He expects "largest increases to come from sponsors of foodstuffs, beverages, hosiery, and beauty products. Mr. Deephoreh said, "We're already starting to have furnishing films for television, and allocations in the future will probably be based on purchases of the last couple of years. ... However, big advertisers will stay in television. And essential films for the government will take the place of any decrease in television advertising."

Feeling Pinch

Fred Niles, Director, Television Division, Klang Studios Inc., Chicago:

"Television films, like many other basic industries, are already beginning to feel the pinch of shortages. Raw stock shortages are becoming evident, and are an element in every producer's think-"
Columbia Broadcasting System

is pleased
to announce the
affiliation of...

WAKE

as the CBS outlet
for the rich Greenville*
South Carolina area

Effective January 1, 1951

*South Carolina's First Market

WAKE

GREENVILLE, SOUTH CAROLINA
JIM AYERS—General Manager

Represented by the O. L. Taylor Company

NEW YORK • CHICAGO • DALLAS • SAN FRANCISCO • LOS ANGELES • PORTLAND
IDEA WAR

PLANS for acceleration of the government's psychological warfare program, entailing use of broadcast media in field operations, were revealed last week by a top military official.

- Brig. Gen. Robert A. McClure, head of the newly-created Psychological Warfare Division of the Defense Dept.'s G-3 Section, said his organization is working on personnel and equipment requirements designed to implement military field operations in Korea, Japan and other theaters.

At the same time, he disclosed to BROADCASTING • TELECASTING that his branch has "earmarked" several hundred specialists not now available for psychological warfare duty.

Gen. McClure's group now numbers only 15 members, none of them familiar with broadcast media, but plans to expand upward to 35 personnel. Those who may be expected to serve would include regular or reserve officers, primarily those with World War II experience.

Gen. McClure's division, reactivated last September, currently is examining itself with planning and supervising broadcast participation in field operations, including suggestion of possible themes for field use which would be more convincing than the printed word." His division, he explained, would not be concerned with actual broadcast operations but rather serve to "backstop" psychological warfare.

Contingent on Crisis

"It is conceivable," Gen. McClure commented, "that in time of war, the organization would be sent to Europe to function in the field as it did during World War II." Developments would hinge on the international situation, he noted.

During the last war, Gen. McClure headed ETO, with command over such figures as William S. Paley, CBS board chairman; Ad- rian Murphy, CBS vice president and general executive; Davidson Taylor, former CBS vice president and incoming general production executive for NBC-TV, and Samuel R. Rosenbaum, former chief of Radio Luxembourg and now head of the trusteeship of the APM welfare fund [CLOSED CIRCUIT, Nov. 27, 1960].

The Psychological Warfare Division also will work closely with the National Psychological Warfare Board, comprising officials of the Dept. Defense, State Dept. and other agencies. Its purpose is to coordinate overall strategy of U.S. propaganda activity [BROADCASTING • TELECASTING, Aug. 28, 1960].

The plan for broadcast media envisions, among other facets, possibility of dropping leaflets and broadcasting from U.S. planes. Gen. McClure also thinks it "quite feasible" that guided missiles could be used for voicing broadcasts. To that end, his division currently is guiding research to determine the feasibility of using missiles for broadcast uses.

Military Planning

Radio Increase

PHILA. SUITS

Stations To Ask Rehearing

COUNSEL for three Philadelphia stations last week were preparing to ask the U. S. Court of Appeals, Third Circuit, to hear reargument on its reversal of lower court's decision dismissing $50,000 libel suits against them [BROADCASTING • TELECASTING, Dec. 25, 1950].

The appellate court's decision, interpreting the political broadcast section (315) of the Communications Act, held that the law does not prohibit stations from censoring political broadcasts by persons who are not candidates.

The district court had dismissed suits against the stations—KYW, WCAU, and WFTL—on the ground that Sec. 315 forbids stations to censor political speeches and that under Pennsylvania law the owner of a station is not responsible for libelous broadcasts in the absence of fault on his part.

The Court of Appeals, however, noted that the broadcast involved in the suit was not made by a candidate, and held that the legislative history of Sec. 315, as well as the language itself, shows Congress intended it to apply only in the case of broadcasts by candidates.

Attorneys representing the three stations in the consolidated case planned to base their request for reargument on the fact that the decision rests upon legislative history whereas this point was not covered in the briefs or arguments by either side.

The suits were filed by David H. H. Felix, a Philadelphia attorney, after William F. Meade, then chairman of the Republican Central Campaign Committee, made two broadcasts over the stations in Oc- tober 1949 allegedly impugning Mr. Felix had Communist affiliation.

WGET to Progressive

AFFILIATION of WGET Gettys- burg, Pa., with the newly-organized Progressive Broadcasting System was announced last week in a joint statement by Earl C. Pace, managing director of the station, and Larry Finley, PBS president. WGET, which is owned by the Times & News Publishing Co., has been in operation since August 1950, on a full daytime schedule.

Son To Bernard

J. J. BERNARD, general manager of ROMA Oklahoma City, is the father of a boy, born Dec. 28, 1956. The child was named Joseph Bernard. Mr. and Mrs. Bernard have two other children, Karen Hart and Joan Justice.
An Invitation to Radio and Television Stations

GOLD MEDAL AWARDS FOR OUTSTANDING PUBLIC SERVICE IN PROMOTING FIRE SAFETY

To recognize outstanding public service in promoting fire safety, the National Board of Fire Underwriters again announces its annual Gold Medal Awards for 1950 to the nation's radio and television stations.

A Gold Medal or $500.00 in cash will be given to the radio or television station which, in the opinion of impartial judges, has contributed most to the betterment of its community through fire prevention.

There also will be honor award citations to five radio stations for distinguished achievement through their campaigns. Identical awards will be made to the press.

To Prevent Fires and Save Lives

Every year, through their public service campaigns, radio and television stations, and the press, in hundreds of towns all over the United States help their communities gain greater safety from fire.

These campaigns strengthen fire departments, building codes, safety ordinances, and stimulate increased activity on the part of civic organizations working to prevent fires and save lives. It is in recognition of such worthwhile services that awards have been made annually since 1911.

Get Entry Forms and Suggestions

You are invited to nominate your radio or television station for the 1950 awards. All radio and television stations and all daily and weekly newspapers are eligible. Mention or lack of mention of the National Board will not be a factor in the judging. For entry forms and for suggestions regarding the materials and make-up of the entries, see your local fire chief or write the National Board of Fire Underwriters.

WINNERS LAST YEAR

GOLD MEDAL
Station KANS
Wichita, Kan.

Honor Award Citations
WEBR
Buffalo, New York
WJEF
Grand Rapids, Mich.
KONO
San Antonio, Tex.
KELO
Sioux Falls, S. D.
KSYC
Yreka, Cal.

NATIONAL BOARD OF FIRE UNDERWRITERS
Public Service Organization of the Capital Stock Fire Insurance Companies
85 John Street, N.Y. 7, N.Y. • 222 West Adams St., Chicago 6, Ill. • 1014 Merchants Exchange, San Francisco 4, Calif.
BROADCASTING in 1951 will continue on a sound basis, according to the consensus of national representatives who handle the bulk of the nation’s spot business. Looking into the future, 70.4% of the representatives polled by BROADCASTING & TELECASTING see increased revenue for radio in the coming year despite unsettled world conditions.

The majority of representatives expect both spot and local radio billings to expand. Over 76% see increased spot business with the average gain expected to be about 15.5%. In the local field 1951 will be a bigger year according to 77.7% of those expressing an opinion. They expect the gain to average about 9.5%.

Network radio will be down in 1951 in the opinion of 43.7% of the representatives. The drop, they say, will be about 10% below 1950.

Another 31.3% expect the network picture to remain the same.

There is no doubt that television billings will increase, expected by the national representatives queried to average about 36%.

AM billings should be up an average of 14% according to 86.1% of the representatives who see gains for this broadcast media in 1951.

Operating Increase
On the question of operating expenses for radio, 79.4% of the representatives see this item increasing an average of 14% in 1951. Another 17.6% say this cost will remain the same.

The war situation, viewed with mixed emotions, was mentioned as a factor to be reckoned with by almost every national representative polled by BROADCASTING & TELECASTING. Basing their predictions in part on the practices of the last war, the majority felt radio could expect added advertising dollars—averaging about 18%.

One faction felt this condition would be precipitated by an increase in "good-will" advertising brought about by expanded war production in many "name" firms and by the stimulus of the excess profits tax. Another group took the view that the advertisers of soft goods—food, clothing, etc.—would increase broadcast appropriations to back available lines. This increase, they said, probably would more than offset any decrease which might come among hard goods. As some items become increasingly hard to get, hard goods advertisers are expected to change their radio advertising theme from selling to institutional messages. Also mentioned was the possible shortage of paper—and the increasing cost of white-space—which would tend to divert some appropriations to radio.

Business in general, according to 82.8% of the representatives, should be better in 1951. They peg the average gain at about 14%.

Even with the present-day unsettled world conditions, the representative generally take the view that both radio and television will prosper in 1951. John E. Pearson, president of John E. Pearson Co., New York, feels that the industry "will have the biggest year in its history and especially spot on both radio and TV. The station that's really on its toes and has smart local programming as well as alert local and national sales staffs and representatives can expect to do from 15 to 20% more business overall...."

Adam J. Young, president of Adam J. Young Inc., New York, expects that despite abnormal conditions business will be good. He says "the amount of money spent on all types of advertising will increase, and this will be reflected favorably in radio and television...."

"General business will be better with a great variety of lines showing improvement," in the opinion of Lloyd Venard, vice president and eastern sales manager of O. L. Taylor Co., New York. Decreases, however, are seen "in lines of business where production is curtailed for war necessities—automobiles, for example."

A warning to stations not to return to the "take it or leave it" selling attitude of the last war is voiced by Lewis Avery, president of Avery-Knodel Inc., New York. As to the business picture, Mr. Avery feels that "spot radio and spot TV advertising will show substantial gains in 1951 over 1950. I would estimate that spot radio will increase 15% and spot television 25%. If there are no new TV stations in 1951, a large part of the increase will come from rates...."

"General business activity in 1961 will increase," according to James W. Le Baron, manager of

(Continued on page 80)
Want to be snowed under with replies in New England?


This letter from Snow's agency, Daniel P. Sullivan Company, tells the whole story—

"Until further notice, please omit reference to the free recipe booklet. Response has been remarkable, not only in number but in geographic spread.

"Analysis shows returns from every corner of the New England states as well as New York State and Canada.

"Our present difficulty is the limited office staff. If we continue to swamp them with requests, we're afraid of delays in mailing out the books, which would not be good!

"Thank you for your excellent work on Snow's Clam Chowder and other products."

Want further evidence in the same vein? Ask WBZ or Free & Peters. They'll give you eye-opening records on WBZ results... on both daytime and nighttime programs!

WBZ BOSTON 50,000 WATTS NBC AFFILIATE

January 1, 1951 • Page 31
REGIONAL networks and groups are generally hopeful of improved business in the year ahead, with gains ranging from 5% to 25%.

Of a dozen regional organizations that replied to a Broadcasting * Telecasting questionnaire, only three predicted business will be unchanged in 1951 and in no case did a regional predict a loss in revenue.

All but three regionals predicted local business would rise and estimated increases running from 5% to 25%.

Four groups predicted national spot would remain the same whereas nine predicted gains ranging from 2% to 15%.

All but three predicted gains in network time sales, ranging from 5% to 25%. None expect the 1950 level to continue, with the trio participating declines, estimating them at 10% and 25%.

Main sources of increased business mentioned on the regional questionnaires were foods, drugs, household, regional soft goods, national hard goods, national spot, war industries, institutional, industrial, auto, farm implements, money lending and service organizations.

All but one group predicted operating costs would go up anywhere from 3% to 20%, with most of the estimates running around 10%.

As to general business, only one regional looks for a decline in 1951. The rest look for overall business to go up anywhere from 5% to 20%, mostly around 10%.

Merle S. Jones, general manager of Columbia Pacific Network, believes material shortages “will translate themselves into an abnormal turnover of advertising accounts. Since radio is less dependent on hard-goods manufacturers than some media, we expect fairly normal national business in the soft-goods lines and services, but local dealer shortages and credit regulations will require wider diversification of local accounts on our station.

The rising cost of newprint indicates possible newspaper rate hikes, and newprint shortages may appear presently. Therefore we expect greater demands for our radio facilities in 1951 from local as well as national accounts.” Southern California, he reminded, is a center of war production, plants and larger payrolls will bring more retail buying.

Lynn L. Meyer, vice president in charge of sales, Intermountain Broadcasting System, Salt Lake City, said: “We believe that recent credit restrictions on auto buying will expand use of radio by dealers and manufacturers. The last quarter of 1960 has brought increased interest on the part of farm implement dealers. For the first time in several years we have regular schedules from distributors and dealers.

Heavy Spot Activity

“We feel certain that these schedules will continue throughout the year since farm income continues good. Unless the armed forces make unusually heavy demands on food processors we look for heavy spot activity in this field. Intermountain billings increased more than 100% in 1950 and we are bullish on 1951.”

Ward D. Ingrim, vice president in charge of sales, Don-Lee Broadcasting System, said: “Should certain materials go on the critical list, the entire advertising picture would change. If avenues of supply remain relatively open, we at Don-Lee-Mutual are expecting a really good year of business in 1951.”
For three straight months

WWDC
Washington, had the
BIGGEST MONTH
in its history!

October was the biggest month in WWDC's exciting history! Then November topped October! And then December topped November! This happened in Washington, mind you—a booming city with 4 newspapers, 4 television stations, and 14 radio stations. There's just one reason why: WWDC gives advertisers more results in dollars and cents. Get all the dope from your Forjoe man.

★ ★ ★ ★

P.S.—Transit Radio (WWDC-FM) also broke all records for the 3-month period. Don't overlook this hot new advertising medium in your 1951 plans. National reps: H-R Representatives, Inc.
FM OUTLOOK

MANY FM stations face 1951 with confidence, judging by scattered returns from FM stations that sell time. A Broadcasting • Telecasting questionnaire sent to some two score FM stations did not draw enough replies to reduce figures to a percentage basis.

Only one of a dozen respondent stations predicted 1951 will be worse than 1950, maintaining the traditional optimism of many FM operators despite the difficulties they face. The rest estimated sales will go up from 10% to 100% in 1951, with higher figures coming in several cases from transit and/or storecasting operators.

Local business will increase anywhere from 10% to 100%. One station executive fears a 20% loss in local revenues. National spot will go up from 10% to 100%, according to a half-dozen stations, but three predictions expected no change in this category.

Types of sponsors from whom more business is expected include local retail, wholesalers, distributors, co-op accounts, jewellers, beverages, construction and furniture.

Asked if TV in their markets is hurting their FM revenues, two stations said television actually increases revenues; three said there is no effect; one conceded TV hurt his business.

Operational expenses will go up around 5% to 10%, many managers believe, but two expect no change and one hopes for a decrease.

Here are some of the comments submitted by FM executives:

Ben Strouse, general manager of WDGC-FM Washington, predicted the station's FM business would be up 100% in 1951 and called the figure “conservative.”

“We are Washington's transit radio station,” he said, “and transit radio has only now hit its stride as an effective medium. December was our biggest month by far, and we are still growing."

Shortages Threaten

“Presumably some of our best sources of revenue will dry up because of shortages, but new sources will undoubtedly develop. Our country will be going through a tough period — there will be stresses and strains. We will have manpower problems, material problems and many others, but radio will again serve well in whatever emergencies arise. Commercially, radio will have one of its best years, despite obstacles that may develop.”

Edward A. Wheeler, president and general manager of WBAW (FM) Evanston, Ill. (Chicago), said: “Most of the water was removed from the FM picture in early 1950. A gradual increase in the number of FM stations (and FM operating hours) is expected in 1951 as additional AM and AM-FM operators find it necessary to evaluate their audience.

In TV markets, the increasing proportion of TV-FM sets (without AM) will cause concern to the AM stations without FM affiliates. In 1951, FM should receive recognition from national accounts now that FM has been shown to be a good advertising buy on the local level.”

E. J. Paxton Jr., manager of WKYB-FM Paducah, Ky., broadcast local baseball but fears this war will kill minor league baseball.

Everett L. Dillard, general manager of WASH (FM) Washington, said: “In the past, we had live broadcasts of 50 networks, and he saw the audience “because of TV-FM combinations and by establishing in the minds of the public that there is more than one medium of broadcasting, i.e., AM- FM.”

Advertising to Gain

“Regardless of the international situation,” he said, “all indications point to a considerable upsurge in FM advertising in 1951.”

FM circulation in Washington is rising, from 114,000 last October to an estimated 125,000 as of Jan. 1. There are more FM than AM stations at night in Washington, he noted, and predicts that around the nation a number of FM stations should reach the profit stage in 1951.

Sol Chaim, vice president and general manager of WBBF (FM) Norwalk, Conn., stated: “FM continues to drop because over 40% of our business is advertising television. From what I hear on other stations that figure probably holds for them, too. With no TV to sell, that business will be lost. Assuming there will be revenue from other sources connected with the defense effort, we'll still be 20% under. General business in this area should be improved since this area is part of the arsenal.”

Jerome P. McCarthy, station manager of WTOA (FM) Trenton, N. J., has transit radio and said response from local merchants is “very encouraging.”

Ira A. Hirschmann, president of WAFB (FM) New York, looks for a 10% increase in the station's come next year and contends TV actually is a help to FM.

E. J. Hodel, general manager of WBBF-FM-AM Norwalk, Conn., expects a 75-100% increase in FM business in 1950, with local up 100% and spot up 50%. He believes mobilization will aid FM, possibly to the detriment of TV, due to scarcity of metals and components for sets. In 1951 he feels manufacturers will find it more profitable to build quantities of FM sets instead of fewer TV receivers. He notes a revived interest in FM by set makers, adverisers and even networks, pointing to a slow but sure FM expansion in 1951.

Guy T. Nunn, manager of WDET (FM) Detroit, expects the biggest year in FM, AM and TV history, with chance FM's gain may be slight depending on set production and conversion of TV production to FM. He fears dislocations during the changeover to military production.

HILL PICKUPS

Provides for Radio-TV

FACILITIES for future radio-TV pickups in Congress have been installed in the newly remodeled Senate and House chambers, according to Lee Holcomb, electrical engineer of Capitol Architect David Lynn's staff.

New streamlining of the Capitol's hilly wings is slated to be ready for the convening of the 82d Congress Wednesday. Remodeling took place for half-year periods in 1949-50. Total cost approaches $5 million.

According to Mr. Holcomb, conduits, junction boxes, cabinets and plug-ins for microphones have been built in the new house chamber. Most of these facilities also are incorporated in the Senate design. He said that during the remodeling, a representative group of broadcasters was called in for consultation in order to determine radio-TV's needs.

Most complete facilities are in the House wing where joint sessions of Congress are held. Permanent lines have been run from the House wing's "attic" to a broadcast cabinet which gives outlet to the outside, the FM set, sound truck. Complete "studio" equipment of 12 spot and flood-lights can be set up in the House for TV and newscast purposes, it was pointed out.

JAZZ PROGRAM

Is Savings Bonds' Salute

LATEST "Guest Star" program produced for the U. S. Savings Bonds Div. of the Treasury Dept. is a 15-minute jazz classic that has been distributed to 2,800 radio stations, it was announced last week. The show, called Dixieland Clambake No. 1, features 28 of the nation's greatest jazz artists including Bob Crosby, Hoagy Carmichael, Ziggy Elman, Joe Venuti and Charlie Teagarden.

As a part of the public service effort to urge the buying of U. S. Savings Bonds, the show was recorded early in November in CBS Hollywood's Vine St. studios. The release was scheduled for broadcast New year's Eve.
They're talking about you

... and what you sell

If you have a product or service to sell, someone is probably talking about it right now.

For, when customers and prospects get together, table-talk can turn to shop-talk — and to you and what you sell.

Word-of-mouth mention is powerful medicine in any sale—and whether it's a boost or a blast can often depend upon the impressions made by your personal selling, what other customers say and, perhaps most of all, by your advertising.

It's advertising that influences the people you can't get in to see or don't know. It's advertising that pre-conditions prospects — that shapes the opinions upon which your order can rest.

That's why so many successful marketing executives in every field are advertising-minded.

They know that the salesman is but one link in the buying-chains-of-command — that chain reactions are triggered by advertising—and that their (and your) greatest sales asset is acceptance.

Selling to advertisers is no different.

Advertising is bought by the group of executives who plan marketing strategy and tactics.

That's why media, agencies, services and suppliers concentrate their advertising in Printers' Ink. It's the one publication that reaches the entire marketing group of advertising, management, sales and agency executives who create and buy advertising.

Printers' Ink is the magazine of marketing for advertisers—the place to build acceptance among the leading buyers of advertising.
By FREDA B. HENNOCK
Commissioner, FCC

I have no difficulty in fixing the most significant event in the field of broadcasting during the critical year of 1950. The past year will be long remembered as the year in which educational television took its first firm steps toward realization. 1950 saw educators make a forceful claim for television frequencies supported by a rising tide of public opinion.

SUB-PART A
GENERAL INFORMATION

117.—Basis and Purpose

(a) These rules are issued pursuant to the authority contained in Title 3 of the Communications Act of 1934, as amended, which vests authority in the Federal Communications Commission to issue licenses for radio transmission. When it is found that the public interest, convenience, or necessity requires the issuance of such licenses, the Commission is required to prescribe such rules and regulations as may be necessary to carry out the provisions of such Act and of the Act of February 19, 1950, as amended. These rules are promulgated for the establishment of order for the protection of the public interest, convenience, and necessity.

(b) The purpose of these rules is to prescribe certain procedures and standards for the issuance of licenses for radio station antennas and for the operation of such antennas. These rules are designed to ensure that antenna structures will be constructed in such a manner as to minimize interference to other radio receivers and to provide for the safe and efficient use of the radio spectrum.

Rules Concerning The Construction, Marking and Lighting Of Antenna Towers and Supporting Structures

(See separate story this issue)

The CBS Stations

COVERING THE TOP OF THE NATION

Announce

The Appointment of

WEBB AND COMPANY

As Exclusive National Representatives

See '51 Advances

(1) Minimum Flight Altitude—Minimum altitudes designated by the Administrator of Civil Aeronautics to provide protection to aircraft operations and to prevent the existence of cavities and obstructions within the area designated. The designation will be made for the locations of these areas and the establishment of information concerning the altitude to be obtained from the FAA publications and contacting the FAA regional offices.

(b) Transitional surfaces—The transitional surfaces are imaginary inclined planes through the air space having an angle of 20:1 upward and outward from the vertical plane at right angles to the coast. These transitional surfaces, symmetrically located on either side of the runway, extend upward along the coast from the center line of the runway which is parallel to the coastline of the United States. These transitional surfaces may be established across any width extending from the center line to the 1/2-mile boundary of the area.

(c) The approach surface shall be considered to be the surface within the limits of the transitional surface, having a slope of 20:1 upward and outward from the vertical plane at right angles to the coast.

(d) Radiated Access Control Areas—Areas established and designated by the Administrator of Civil Aeronautics for air traffic control purposes. Information concerning the location and characteristics of these areas can be obtained from FAA publications and contacting the FAA regional offices.

(e) Ceiling—The elevation of the highest obstacle landing area.

(f) Significant Coastal Corridors—Certain established corridors in which low level flight is restricted. These routes extend from the center line of the airway along the coastline for the specified distance. The corridors will be maintained at a location where the corridor extends for a distance of 800 feet which extends outward in a horizontal plane from the center line of the runway.

(g) Use of Data—The use of data is limited to the construction of a runway control area, but the Commission may authorize the use of data for other purposes.

(h) Data—The use of data is limited to the construction of a runway control area, but the Commission may authorize the use of data for other purposes.

(i) Data—The use of data is limited to the construction of a runway control area, but the Commission may authorize the use of data for other purposes.

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(m) Data—The use of data is limited to the construction of a runway control area, but the Commission may authorize the use of data for other purposes.
ASK INJUNCTION
In 'Times-Picayune' Case

A TEMPORARY injunction against the New Orleans Times-Picayune, respondent in an anti-trust suit lodged by the government last summer, was sought in a motion filed last Tuesday in Federal District Court, New Orleans.

The motion, which seeks either an injunction or a partial summary judgment, asked the court to decree that the Times-Picayune Publishing Co. "be perpetually enjoined from offering combination or unit rates for certain advertising in the daily Times-Picayune and afternoon New Orleans States.

The action represented an inter move by U.S. Attorney John McKay in a case involving publication of two newspapers but not of the company's radio interests, WTPS-AM-FM New Orleans. The suit, reminiscent of FCC's dupoly broadcasting rule, is being watched closely, however, by FCC legal authorities and newspaper-owned stations [BROADCASTING • TELECASTING, Oct. 2, June 19, 1950].

The Justice Dept. suit is aimed partly at alleged practices involving all "combination" rates, charging in this case that the company used its two papers to attain monopoly at the expense of the competing New Orleans Item. The company has denied charges of anti-trust action and monopolistic practices.

Attorney McKay's motion added that if the request is not granted, the court should issue an order, "pending final determination of the merits of the complaint, temporarily restraining the company from adhering to certain advertising contracts."

Also filed with the district court was an affidavit signed by David Stern, publisher of the Item, and George Nelson, Item executive, which charged that combination rate selling has caused that newspaper to "operate on greatly reduced revenues and at substantial operating losses."

Officials of the Times-Picayune Publishing Co. contend that such procedures are generally utilized in the newspaper field and do not violate the anti-trust law.

FCC normally has not acted against licensees charged with anti-trust violations unless the suits ended in convictions or consent decrees, nor has it clarified its policy generally with respect to such cases.

Ethan Allen

FUNERAL services were held in Santa Rosa, Calif., for Ethan Allen, 40, West Coast advertising and radio man who died Dec. 19 after an illness of almost a year. Mr. Allen retired from BBDO, San Francisco, last February and moved to Santa Rosa in an attempt to regain his failing health. He is survived by his widow, Elizabeth, and four children.

HYDE APPEARS
Testifies on Wire Tapping

FCC Comr. Rosel H. Hyde appeared Dec. 20 before the Senate Committee on the District of Columbia concerning S 4154, a bill making any wire tapping unlawful in D. C. except by a law enforcement officer acting under court warrant. The bill was introduced by Sen. Matthew M. Neely (D-W Va.), committee chairman.

Comr. Hyde said FCC wished to take no position on the issue but explained Sec. 605 of the Communications Act contains a general prohibition against unauthorized interception and divulgence or use of wire or radio communications of a private nature. He said also the Supreme Court in the 1937 Navilone case ruled government employees, including law enforcement officers, were included in the prohibition under Sec. 605.

The question of relaxing provisions of Secs. 605, Comr. Hyde rests with Congress since wire tapping is "clearly as great a invasion of a citizen's basic rights of privacy as any search of his home or person." He felt necessary some provision of safeguard such as the proposed requirement for a court warrant to wire tap. Comr. Hyde recalled a number of bills similar to S 4154 have been proposed, particularly relating to national defense or kidnapping.

Rep. Kenneth B. Keating (R-N. Y.) introduced a comparable measure in the House, HR 929, a bill to authorize acquisition and interception of communications in the interest of national security.

RCA announces new high-fidelity tape recorder designed to meet exacting broadcasting requirements. RCA type RX-11A magneto tape recorder is suitable for all sizes of AM, FM and TV stations, firm says.

Radio-TV Specialists

DEPT. OF DEFENSE officials revealed last week that the military establishment has availability in its radio-TV branch for Naval Reserve commissioned officers who wish to return to active-duty. Positions are open for radio-TV writing and production specialists as well as for reporters interested in recording documentaries outside of Washington for the department.

Qualifications include network or large station writing production experience and special events background, but are not limited to those factors, it was stressed. Naval reserve officers are not presently subject to involuntary recall. Applicants should contact Chief of Information, Navy Dept., or the Director of Information, Office of the Secretary of Defense, Dept. of Defense, Washington, giving background experience and service serial number.

The Branham Network

SAN FRANCISCO
LOS ANGELES

BROADCASTING • Telecasting

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Rules Concerning the Construction, Marking and Lighting of Antenna Towers and Supporting Structures

(See separate story this issue)
radio

Market Data

for

Oakland, California

1. How many people?

There are 3 million people in the coverage area of KXL, the top station in Hooper ratings. KXL claims only 600,000 as steady listeners.

2. How rich are they?

Oakland area radio listeners spend 100 million for drugs, 1 billion for food, 3/2 billion for general merchandise, 1/4 of a billion for radios, TV and furniture.

3. What does Hooper say?

KXL leads all independent San Francisco radio stations in the Oakland Hooper and ... all six periods!

4. Do San Francisco Independents cover Oakland?

No, these stations reach only 15% to 35% of the Oakland audience that KXL covers. You can check this by adding the Hooper share of audience figures for all six periods.

5. What about KXL results ... and promotion?

Just send for success stories on your field. Also, KXL has won 7 national awards for sound promotion.

Cisco Kid in Comics

PRODUCTION of a "Cisco Kid" comic strip by King Features Syndicate has been licensed by Frederic W. Ziv Co., and is being produced by Kid Products Inc. Tie-ins with TV, radio, and movies, rights to which they also own, are planned. The Cisco Kid strip, which was announced has been sold to 10 newspapers, will appear Jan. 15. Artist will be Jose Luis Salinas of Buenos Aires. John L. Sinn of Ziv and Ward Greene of King Features made the arrangement.

SO IT'S IMPACT YOU WANT!

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

J. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

BROADCASTING • Telecasting

Radio

January 1, 1951 • Page 39

TRIBUNE TOWER • OAKLAND, CALIFORNIA

Represented Nationally by BURN-SMITH CO., INC.
THE LATEST WCKY STORY

SO IT'S IMPACT YOU WANT

WCKY'S JAMBOREE*
PULLS
55,088 ORDERS
IN
ONE WEEK

THE GREATEST MAIL WEEK IN WCKY HISTORY

*No Mirrors, Cameras, Production Crews, Directors,
Film or Headaches — JUST WCKY

INVEST YOUR AD DOLLAR WCKY'S-LY
THE LATEST WCKY STORY

BMB PROVED IT

NOW MAIL CONFIRMS IT

WCKY has more families listening 3 to 7 times per week in the 10 Southern States than any other station serving this area.

Let us show you how to get a big IMPACT on a small budget.

WCKY — on the air everywhere 24 hours a day 7 days a week. 365 days a year, with a 1951 General Electric transmitter.

Call Collect: Tom Welstead
Eastern Sales Manager
53 E. 51st St.,
New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688
or
C. H. “Top” Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

FIFTY THOUSAND WATTS OF SELLING POWER
Sports A-Field

STRAWS in the sports show wind:

Movie moguls have set their sights on big spectacle sports events like the World Series and championship boxing bouts to pump more patrons into half-empty theatres. This time they are aiming at television and radio too. They want big screen telecast exclusives.

Commissioner Chandler has sold the radio and TV rights for the World Series and All-Star games for the next six years for $7,370,000. In 1950 combined radio and TV rights for the Series brought $975,000.

The Big Ten, most professional football and some boxing clubs are restricting exclusive broadcasting telecasts this year—arguing that fans will not come to an exhibition they can see in the comfort of their own homes. Some minor league baseball clubs say it is radio, more than television, that is hurting their gates.

A winning team draws crowds. Losers don't. Radio or TV will not change that fact. Since there must be more losers than winners in the final, there are always sports promoters looking for an alibi—and it is currently fashionable to turn to TV and radio.

An exhaustive baseball survey by Jerry N. Jordan, a spring training last spring [BROADCASTING • TELECASTING, May 15, 1950] was reported in BROADCASTING • TELECASTING Nov. 29. This study showed conclusively that televised baseball clubs had a relatively better attendance than those having no TV.

It is true that some fans listen to their radios or watch their TV screens rather than go to a sports event. But it is also true that many others begin listening or looking who seldom, if ever, have gone near a football stadium, a baseball diamond or a boxing ring.

Both radio and TV stimulate interest where none existed before. Big time sports owe their life to publicity. There are no better oracles for that publicity than radio and TV.

It is a short-sighted sports group that cuts its show from the radio-TV limelight. Once out, if it may be hard to get back.

We'll make a long range prediction. When the Gillette-World Series $7-million-dollar-plus package deal expires six years hence, baseball will be buying its time on both AM and TV.

It Had to Happen

IT HAD to happen. It did down in Dallas. "Mr. Hudson, at 1910, do you still want me to be there at the same time?" The question was posed by the Dallas Morning News in a display ad spotted in its classified ad section. And it gave its own answer—a vociferous "No."

"All over the country," said the copy, "television is cutting into the reading time of evening newspapers to such an extent that advertising is seriously affected."

The Morning News, a pioneer in radio with WFIA, also has a TV outlet, WFAA-TV. So does its afternoon competitor, the Times-Herald, which operates KRLD and KRLD-TV. And there's competition in nearby Fort Worth, where the Star-Telegram operates WBAP and WBAP-TV.

As far as we're aware, this is the first "break" on the effect of TV on newspaper readership. A number of confidential surveys in TV markets indicate that afternoon readership has been affected from 20% to 35%.

The question arises as to how long that story will hold. Agencies and advertisers, as well as telecasters, foresee growth in daytime TV that will equal the rapid expansion of nighttime TV last year.

Maybe, with the resurgence of radio, and imminent paper rationing, the newspapers—morning and afternoon—won't covet added circulation or readership anyway.

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New Year's, 1951

NEW YEAR'S, 1951, is ushered in on as somber a note as any in the glorious 175-year history of the nation.

For the broadcasting arts—radio and TV—the national welfare has the right of way. Radio to appear on the air or off where it left off in 1946. For TV, it's boot-training, but since TV is largely in the hands of broadcasters who won their herons in World War II, the transition shouldn't be tough.

How do the leaders among advertisers, agencies, advertisers, research firms, answer the question: "Do there are horrendous stories about radio and TV being taken over by the military—stories out of whole cloth. The effort is to take steps so that these services can continue operating, but in a manner that will make our country stronger, TVs will be fighting for survival. There were lessons learned in the last, but modern warfare entails new techniques. You just don't tell your enemies what you're doing."

In certain cases, in a certain state, the war is over.

...But not in Texas. Certain things are being done to protect the military. There is no cost state of national emergency. First, it's clear that business should be good. That's just one of the paradoxes of this war—or preparing-for-war—business. Radio shouldn't forget the obligations of the advertiser to try to beat down costs. But radio can cash the buck fever that has plagued other states. TV, on the other hand, probably will be hard put to reach its audience.

TV will have other problems. It's doubted whether any substantial number of new outlets will get the air for the foreseeable future. Even if the FCC completes its allocations hearings as scheduled in April, and proposes to resume licensing in July, chances are that an equipment freeze will be imposed. This would preclude licensing of any new stations, except possibly where there is no contest, and where the applicant has all of his equipment and is ready to go. AM and FM likewise are destined to be caught in an equipment freeze, with new stations or improved facilities to be licensed only where the defence authorities certify the additional service is essential.

The task will be to maintain existing operations by providing adequate allocations of tubes and parts and of maintaining in the hands of the public an adequate supply of working radio and TV receivers. Even in these times, there are areas where it's difficult to get parts at all. When the drain on manpower worsens, the problem of TV servicing may become critical.

An indication of the advertiser-agency approach to the radio versus TV dilemma is shown by a letter to the editor of the Dallas Times Herald. He says that 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 route, not a retreat.”

The New Year's resolution of the mass media broadcast media, then, should be to: Maintain loyal manpower (screen every employee) Conserve equipment Program discreetly Work closely with federal and local defense authorities, and Prepare for the day you hope will never come.

our respects to:

RICHARD MONROE FAIRBANKS

RICHARD MONROE FAIRBANKS' faith in broadcasting dates back to 1932 when he emerged from Sheffield Scientific School at Yale, but it took him 15 years of involvement as a serving through the intricacies of the newspaper business and the Navy before he "arrived."

When he did arrive it was with a bang. In 1947 he was named to his present position, president of WIBC Indianapolis, and in two years had built and put into operation the only 50 kw operation in Indiana.

In 1932 Mr. Fairbanks spent several months endeavoring to form a group to purchase the then WKBX Indianapolis which was for sale at the time. Fresh from school, he was imbued with the desire to go on his own, and that growing young giant the radio industry was beginning to loom as a great medium of advertising.

His desire to purchase WKBX was thwarted. In the judgment of the parties he has tried to interest in the venture, the young entrepreneur lacked two essentials to the success of the project—money and radio operating experience.

As second choice Mr. Fairbanks accepted a spot as cub reporter on the Indianapolis News, progressing through various phases, including copy desk, sports reporting (where he picked up a byline), financial editing, and eventually assistant managing editor. Young Fairbanks, however, never lost his enthusiasm for radio. At every opportunity he urged the management of the News to consider the advantages of radio station ownership and management.

His urging bore fruit and during the war, the News purchased WIBC. The paper's acquisition of a radio station, although at Mr. Fairbanks' behest, did him little immediate good. By 1941 the direction of his career had changed to the Navy, and finally after Pearl Harbor, he was a Naval Reserve officer he was called to active service. The end of the war found Lt. Col. Dick Fairbanks on Guam as a public relations officer on the staff of Admiral Nimitz. He returned to civilian life in 1945. Because of his keen interest in radio the Fairbanks News management had placed Mr. Fairbanks on the board of directors of WIBC while he was in the Navy. The directorship entailed no special duties in station operation so Mr. Fairbanks forsook Indianapolis for Miami, Fla. He served on the advertising staff of the Miami Daily News until 1947, at which time he returned to Indiana when offered the presidency of WIBC.

From then on, as Mr. Fairbanks puts it, (Continued on page 46)
More Italians* Listen to

WOV

than any other New York Station
(Network or Independent)

In The Vital Selling Hours of 9 AM to 7 PM
The Fall 1950 Pulse Shows...

WOV's average rating is 10.2, a 6% INCREASE over Fall 1949 —while the nearest competing station in the Italian field has an average rating of only 3.8, a DECREASE of 29%.

This dominance is firmly founded on WOV's unequalled Italian language program service — providing network quality entertainment and news coverage from studios both in New York and Rome, Italy... with the showmanship and drive that sell!

*2,100,000
Italian-Americans Live and Buy in the Greater New York area.

730 FIFTH AVE., NEW YORK 19
ROME STUDIOS: VIA DI PORTA PINCIANA 4

National Representative: John E. Pearson Co.
JACK HARRIS, general manager KPBC-AM-TV Houston, elected a director of Houston Post, parent company. Col. Harris, former Army Radio Division Chief, joined KPBC in 1947. He had come up through the ranks at WSM Nashville.

RALPH J. CORDINER, executive vice president General Electric, elected president succeeding CHARLES E. WILSON [Broadcasting • Telecasting, Dec. 18, 1950].

ROBERT H. HINCKLEY, ABC Washington vice president, moves his offices to 1731 L St. N.W.

RALPH W. NIMMONS, assistant manager WFBA-AM-TV Dallas, appointed station manager for WFAA-AM. ALEX KEES, regional sales manager, appointed assistant manager; he will continue his duties as regional sales manager. GEORGE K. UTLEY, radio sales staff, will replace Mr. Nimmons in radio sales and also continue to handle national sales for station. BERT MITCHELL will assist Mr. Nimmons. HILDA LeBLANC CHASE and TOM BROWN to sales staff.

JOSEPH GOODFELLOW, account executive WNBC New York, and GEORGE DIERICH, general manager Radiotime Inc., Chicago, appointed radio account executives for NBC Spot Sales Dept., N. Y. ROY W. PARKER appointed sales service representative WJNO West Palm Beach, Fla.

VANCE HERROLD, KREI Farmington, Mo., to sales staff WIL St. Louis.

FRANK CUNNINGHAM appointed manager KPSA Banning, Calif., replacing WILLIAM T. SMITH resigned.

LARRY ISRAEL, sale director WDTV (TV) Pittsburgh, appointed di- rector of operations. JIMIE SPANOS will assist him in his new duties.

FRED LeMIEUX appointed general manager KOGT Orange, Tex.

BUDDY STARCHER, WCAU Philadelphia, appointed managing director WAUL Apollo, Pa.

CKNW New Westminster, B. C, announces following staff promotions effective today (Jan. 1): PHIL BALDWIN appointed national advertising director; HUGH WALLACE appointed local sales manager in New Westminster, and AL KLENMAN appointed local sales manager in Vancouver office.


WAYNE J. HATCHETT, chief engineer KJFJ Webster City, Iowa, appointed general manager.

JAMES F. McKEE RAN, co-manager and chief engineer WTVN St. Johnsbury, Vt., resigns. E. DEAN FINNEY, president and co-manager, appointed general manager and president. RICHARD M. ADAMS, salesman, appointed assistant manager.

HARRIS L. UMEAST, commercial manager WAZF Yazoo City, Miss., appointed station manager.

ESTEL FREEMAN, continuity department WBFM Indianapolis, appointed night operations manager for WBAM-AM-TV.

ROY SINO R, general manager KROP Brawley, Calif., appointed vice president in charge of sales for Broadcasting Corp. of America and its five Southern California stations.

WILL DOUGHERTY, account executive and program consultant WRSR Cleveland, appointed assistant sales manager assuming direction of programs, announces and traffic.

PERSONALS


TR BUSINESS

Eight New Accounts Added

TIME purchases by Whitall Pharmacal Co. and seven other sponsors were announced last week by Transit Radio Inc. Whitall is sponsoring a full hour daily on Transit outlet WWDC-FM, Washington, beginning Dec. 18 and running for 26 weeks. Whitall products to be advertised include Ana- cin, Kolynos toothpaste, Hill's Cold Tablets, Bisodol Rolls, Mints, Hendrix liniment and Free- zone foot remedies.

Other new national sponsors are Botany Lotsions, Grove Labs for Bromo Quinine, Northwest Ford Dealers, Ford Motor Co., Sportsman Products, Rum & Maple Tree cigarettes and Stagg Brewing Co. Vice- roy cigarettes completed a 13-week test of Transit Radio in St. Louis and has renewed for 26 weeks effective today (Jan. 1), it was announced.

Jones Hits Justice

FCC COMR. Robert F. Jones for- night ago took the Justice Dept. to task, indirectly, for not taking a more active position on alleged anti-trust questions in the field of color television and FM. In oral argument on a common carrier case, Mr. Jones told Lambert S. O'Malley, who represented the Justice Dept., that it was the sec- ond instance he could remember where the Justice Dept. had in- tervened in a common carrier matter—where he said, FCC has broad powers to regulate monop- oly—where he could remember no similar instance of interven- tion in cases where FCC has no authority over manufacturers, as in color TV and FM.

HADACOL SHOW

First Nationwide Radio Use

FIRST venture in network broad- casting will be launched Jan. 12 by the LeBlanc Corp. (Hadacol, a dietary supplement), according to plans by its president, State Sen. Dudley J. LeBlanc, who was an original investor in Hadacol's entry into Los Angeles and West Coast markets, according to the firm. At present, LeBlanc is placing 15 spots daily on 16 stations in the Los Angeles area along with newspaper advertising.

The 9:90 p.m. (EST) Friday show will originate from a testimonial dinner feting Sen. LeBlanc in Hollywood. That night Mutual and Liberty and most of the independ- ents will carry "the program" which will be rebroadcast by ABC at the same time the following evening. Hadacol's agency is Majestic of Houston.

Promotion of Hadacol has in- cluded the holding of more than 500 Christmas parties with cooper- ation of some 500 radio stations which carry Hadacol advertising [Broadcasting • Telecasting, Dec. 25, Nov. 27, 1950]. Typical of these was the party held by WNOE New Orleans which reports 700 children and 150 parents jam- ming a downtown theatre for gifts and a three hour show. James E. Gordon, WNOE president, who di- rected the event, noted that chil- dren lined up as far as two city blocks were denied entrance when the theatre filled to capacity.

SO IT'S IMPACT YOU WANT!

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.E. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Page 44 • January 1, 1951
BROADCASTING

Construction Rules

(Continued from page 59)

shall be installed two such beacons positioned so as to insure unobstructed visibility of any one of the beacons from aircraft at any angle of approach. The beams shall be equipped with a flashing mechanism producing not more than 12 flashes per minute nor less than 12 flashes per minute with a period of two minutes equal to 1/3 of a luminous period.

White House Staff

TWO assistant secretaries have been named by Joseph H. Short, new press-radio secretary to President Truman. They are Irving Perimeter, Bureau of Internal Revenue Officer, and Roger D. Drab, executive assistant in the State Dept. press office. Eben Ayers, assistant to the late Charles Ross, becomes a special assistant on the White House staff.

Aviation Red

Aviation Navy Specification

Outside White

Federation Specific-

Aeronautical Special-

Federa-

ations

ANC-56

TTP-40, Type

1 or 2

Obstruction Light

Army-Navy Drawing

Globe, Prismatic

AN5941-2

Globe, Fresnel

Army-Navy Drawing

Single Multiple Ob-

Army-Navy Drawing

struction Light

AN5947-2

Fitting Assembly

AN5947-4

The date of the inspection and the condition of all tower lights and the lighting control devices, indicators and alarm systems must be reported to the Airway Communications Station on the nearest Airway Communications Station.

817.35—Painting and Lighting Existing Structures.

Nothing in the criteria set forth in Sections 17.11—17.17 of these rules concerning the erecting of aircraft structures shall apply to painting and lighting those structures authorized prior to the promulgation of these criteria, except that where lighting and painting requirements are reduced by these criteria, in which case the lesser requirements may apply.

KJB Appoints Bowles

KJB Midland, Tex., has appointed Bowles & Co. Fort Worth, as its exclusive national representative, it was announced today. KJLC Parsons, Kan., and WJMB Brookhaven, Miss., which have been affiliated with Radio Sales Network, also will be represented by Bowles & Co.

MILK BUYS YOUR SOAP IN WISCONSIN!

KWKW COVERAGE

CLEANS UP FOR YOU IN

AMERICA'S RICH DAIRY CAPITAL

Whether people in Wisconsin use bar soap, soap chips, or detergents, chances are that Bossy's "moo-"laid it for it. For milk is Wisconsin's biggest industry, bringing in millions of dollars a year for farmers and city folks alike. Only KWKW's big half-million area gives you full coverage of the heart of America's Dairyland. where 874,000 people spent 875 million dollars in 1949.

WISCONSIN'S MOST POWERFUL STATION

Wlusconsin's only 10,000 watt signal wraps up 13 lush counties in Southern Wisconsin, PLUS a daily "beauy" of re-

spective listeners throughout most of the state. Your biggest three-way adver-

tising buy in Wisconsin is WKW-

CBS — 10,000 watts.

January 1, 1951 • Page 45

17.27—Antenna Structures over 500 feet in height.

Antenna structures over 500 feet in height above the ground shall be painted in such a manner as to appear to the casual observer to be either Genuine Army-Navy Drawing or Army-Navy Specifications.

17.28—Antenna Farms and Multiple Structure Antenna Arrays.

The license of any radio station which has an antenna farm or consists of multiple structure antenna arrays shall not be subject to aeronautical study.

1090 k.c., Madison, Wisconsin Represented by Headley-Keck Company

Division Meeting of the International Civil Aviation Organization during November, 1949, the designation "Aviation Surface Orange," was adopted to place "International Orange." Copies of this specification can be obtained from the Office of Federal Airways, Civil Aeronautics Administration, Department of Commerce.

It is strongly recommended that the 111 Watt and 60 Watt, 3000 hours, lamps be used instead of the 190 Watt and 500 Watt lamps whenever possible in view of the extended life, lower maintenance cost, and greater safety which they provide.

1 Copies of Army-Navy Specifications or drawings can be obtained by contacting the appropriate Section of the Airways Communications Station.

2 The foregoing criteria, specifications and drawings can also be obtained from the Office of Federal Airways, Civil Aeronautics Administration, Department of Commerce, Washington, D.C.

3 Copies of this specification can be obtained from the Government Printing Office for $1 cent.

At The Air Routes and Ground Aids

817.34—Flashing Beacons.

Each beacon shall be mounted within the tower to insure unobstructed visibility of the structure above the main portion of the tower.

817.33—Lights Controlled.

The time the tower lights are turned off shall be by instant action or by predetermined time, controlled by a clockwork mechanism.

817.32—Nature of Failure.

In the event of any observed or otherwise known failure of a tower light or beacon the licensee shall immediately report such failure to the nearest Airways Communications Station.

817.31—Date and Time.

The date and time notice was given to the Airways Communications Station shall be recorded in the log book of each airway station.

817.30—Recording of Tower Light Inspections.

The licensee of any radio station which has an antenna structure requiring illumination shall make a record of the inspections required by Section 117.29.

817.29—Information Concerning Station.

(a) The time the tower lights are turned on shall be by instant action or by predetermined time, controlled by a clockwork mechanism.

(b) Nature of the failure shall be reported immediately by telephone or telegraph to the nearest Airways Communications Station.

(c) Date and time the failure was noticed shall be given to the nearest Airways Communications Station.

(d) Upon completion of the periodic inspection required at least once each three months:

(1) Date of the inspection and the condition of all tower lights and the lighting control devices, indicators and alarm systems must be reported to the Airway Communications Station.

(2) Any adjustments, replacements, or repairs made shall be noted in the log book of each Airway station.

(3) Time and date the inspection was made and the failure noted shall be recorded in the log book of each Airway station.

4 Copies of Army-Navy Specifications or drawings can be obtained by contacting the appropriate Section of the Airways Communications Station.
Larger Charges Denied

CHARGES attacking alleged "errors" by the State Dept. in its participation in foreign frequency allocations and certain programming of the Voice of America have been categorically denied by high department officials.

The charges were raised Dec. 18 by Sen. William Langer (R-N. D.) who accused "somebody in the Department" of "conveniently or deliberately" overlooking a conference held in Copenhagen, Denmark, in 1948, for the purpose of reallocating certain European radio frequencies.

As a result, Sen. Langer declared, German listeners today no longer hear American programs, but are deluged, instead, with Russian propaganda.

State Dept. telecommunications officials branded the Langer accusation as false and said the facts are entirely in variance with his charges." Sen. Langer, they said, is not correctly informed.

An official said that the State Dept. was sent down to the convention to present requirements and to draft preliminary plans but asserted they were "summarily dealt with and ignored." The conference was subsequently "annulled." Germany of certain frequencies, it was explained.

Officials attributed poor German radio reception to "shared" frequencies and to Russian jamming activities.

"The State Dept. has been anything but dilatory or negligent in this matter," a spokesman reported, adding that it had sent delegates on at least two other occasions since the Copenhagen conference. Sen. Langer had contended that the U. S. was not represented at the allocations meetings.

In referring to the Copenhagen conference, Sen. Langer noted that the Coca-Cola bottling company was represented by stations at Leipsig and other Russian Zone areas, and stated that "to overcome their propaganda our stations must of course be equally powerful or more powerful."

-- ARCHIE L. LEE

D'Arcy Board Chairman Dies


Mr. Lee also was a director of the Coca-Cola Bottling Co. of St. Louis, as well as the Western Coca-Cola Bottling Co. and the Coca-Cola Bottling Plants Inc. in Portland, Me. Mr. Lee's interest in the advertising business began when he interviewed Samuel C. Dobbs, former president of the Coca-Cola Co., for the Atlanta Georgian while he was a reporter with that paper. Robert W. Woodruff, chairman of the executive committee of the Coca-Cola Co., has credited Mr. Lee with having done more than any other individual to popularize Coca-Cola.

-- ARCHIE L. LEE

Respects

(Continued from page 48)

his "radio luck turned all good." He was able to secure the services of Ken Church as general manager for the station and the two became the effective executive and operating team for the outlet. Mr. Church had many years of experience in sales and management behind him, and had signed the best stations as WKRC and WCKY Cincinnati and KMOX St. Louis.

Together they reprogrammed the station from stem to stern, retooling the broadcasting facilities of the old program structure and streamlining the rest according to the likes and dislikes of the Indiana listener. At the same time they built the station up to the present 50 kw operation.

Mainstay of the programming has been disc jockeys and block programs which have appeal to the large metropolitan audience as well as rural listeners.

With the advent of television, Mr. Fairbanks' faith in AM radio was not shaken, however, and he was more than prepared to undertake the television venture as soon as it is possible. Details of a TV application filed in January 1948 are held in confidence by the Fairbanks.

The plans embrace blueprints for new buildings to house both TV and AM, which Mr. Fairbanks is convinced "will still be paying the bills many years hence."

A native of Indianapolis, Mr. Fairbanks married an Indianapolis girl, Mary Evans Caperton, in April 1935. They have two children, Anthony Caperton Fairbanks III, a sophomore at Westminster School, Simsbury, Conn., and Richard M. Fairbanks III, in grade school.

In addition to Yale, Mr. Fairbanks attended Phillips Academy, Andover, Mass., and the Milford School, Milford, Conn. Tennis was Dick Fairbanks' hobby until an injury forced him to give up the game, which he plays with "indiciter success." Aside from that, Mr. Fairbanks is a busy man who operates a 50 kw station allows little time for extra-curricular activities.

Gray Appointed

GORDON GRAY, president of the U. of North Carolina and owner of WSSJ Winston-Salem, N. C., has been named to serve on the Scientific Manpower Advisory Committee of the National Security Resources Board, Chairman W. Stuart Symington, Chairman of the Committee, which comprises representatives of education, industry and science, will examine proposals dealing with scientific and technological personnel. Mr. Gray, one of 11 members named to the group, recently resigned as special assistant to President Truman after previ-ous service as Secretary of the Army.

Dick Robbins appointed assistant- on production of Columbia Pacific Network's Meet the Missus, replacing MAURIE COHEN, re- cover to new WABC, New York, N. C., as announcer-producer.

BEN GREENE, WSPA Spartanburg, S. C., to WFMY- TV, Greensboro, N. C., as an- nouncer-producer.

DON OWENs, star of Radio Role on WGY Sil- ver Springs, Md., and PERRY WESTLAND hill-billy singer on show, enter Air Force.

ED FISHER, announcer WHIZ Zanesville, Ohio, father of boy, Kip Edward.

GEORGE MOORE, WKY Oklahoma City, announcing staff KLX Little Rock.

HARRY BABBitt, CBS singer, named Brentwood, Calif, "Man of the Week" by Brentwood Parent-Teacher Asso., on behalf of his work in community youth activities.

OSCAR L. GERMAIN, certified public accountant, Westerly, R. I., named to the position of controller.

TOBA REHM, Miss Atlantis of 1960, now emceeing daily women's show on WATL-AM-FM Atlanta.


DICK PAINTER, KRLN Cannon City, Colo., to KVGB Great Bend, Kan., as announcer.

BILL DeWITT to announcing staff WAVE Louisville.

JOHN NATALE, NBC Chicago TV technical director, father of girl, Mary Ann, Dec. 18.

GEORGE PHILLIPS, WSVS-AM-FM, Crewe, Va., music director, father of boy.

KEN JOHNSON, CBR Vancouver, to Royal Canadian Air Force as jet pilot.

ALFRED LEWIS, Toronto freelance producer, and Ruby Mann, Miss Tor- onto 1960, announce their marriage.

NEIL COPELAND, CONTINUITY EDITOR Continental, to program director.

HAROLD GIBSON, chief announcer KOJC Lehigh, appointed KKCO continuity editor.

JACK VOETH, stage manager Earl Carroll Vanities, Philadelphia, to program director.

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Happy New Year

TO THE 349 NATIONAL ADVERTISERS
WHO PLACED SPOTV ADVERTISING ON
THESE TWELVE OUTSTANDING TV STATIONS
(and for all those who use them in 1951, it's bound to be happy)

WSB-TV .................... Atlanta
WBAL-TV .................. Baltimore
WNAC-TV .................. Boston
WFAA-TV .................. Dallas
KPRC-TV .................. Houston
KFI-TV .................... Los Angeles
WHAS-TV .................. Louisville
KSTP-TV .................. M'p'l's- St. Paul
WSM-TV .................. Nashville
WTAR-TV .................. Norfolk
KPHO-TV .................. Phoenix
WOAI-TV ............... San Antonio

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
Heads up, boys, it's—

I. E. SHOWERMAN!

(Another F&P TELEVISION Specialist)

Yes, "heads up" is the phrase for Chick Showerman. As you undoubtedly know, he's been heading up a lot of things, for years— including the Central Division of NBC, as Vice President In Charge (recently piloting this Division's television sales to an outstanding level in the industry). Now Chick has joined F&P, to head up our rapidly-growing television sales and to help keep us heads (and shoulders) up on National Spot Television.

Big man though he is, however, Chick Showerman is by no means the only great performer in our team of TV specialists. For years we've been building a complete line and backfield of skill and experience in this new and exciting medium — have long since developed a TV squad that's of strictly championship quality.

We of Free & Peters are entirely convinced that "good men are the secret of success." Ever since our company's founding in 1932, we have considered it a big part of our job to discover, develop and acquire good men. We know you can see the results, here in this pioneer group of radio and television station representatives.
'5 CABLE PREDICTIONS

TV network system of AT&T has grown from 476 miles of facilities (coaxial cable or radio relay) connecting three stations in two cities at the end of 1946, to 17,344 miles of intercity connections linking 72 stations in 42 cities at the end of 1950, AT&T reported last week in a year-end review of the company's TV progress.

Final figures for 1950, the report noted, do not include the seven Los Angeles or the three San Francisco TV stations nor the 750 miles of cable linking these two West Coast cities, since they are not as yet connected with the Bell System's east-west TV network.

Extension of the radio relay between Omaha and San Francisco is expected to make such a connection possible before the end of 1951, AT&T predicted. Link will be used first as an assistance to telephone communication but it is anticipated that the task of equipping it for video program transmission will be completed by late fall, available for coast-to-coast simultaneous TV broadcasts if the networks or the TV program sponsors order such service.

Other TV plans of the Bell System for 1951 call for linking Birmingham, N. Y., to the network by means of radio relay from a point near Schenectady; erection of a direct relay route connecting Charlotte and Atlanta; equipping an existing coaxial cable from Memphis to Birmingham for TV use and the addition of a number of new video circuits on existing routes.

Network Telecasting

In its review, AT&T set Dec. 1, 1945, as the date of the first postwar network teletext, when the Army-Navy football game was sent by coaxial cable from Philadelphia to New York for broadcast in the latter city. This temporary two-city hookup was replaced on Feb. 12, 1946, by the first permanent network installation — a northbound coaxial link from Washington to New York, which was augmented with a second circuit, providing service in the opposite direction, two months later.

Philadelphia and Baltimore were joined permanently to the New York-Washington coaxial in October 1947 and a month later New York and Boston were connected by the Bell System's first radio relay system, with eight intermediate relay stations between the two cities. Experimental at first, these circuits were put on a commercial basis May 1, 1948, after the telephone company had filed a rate schedule with the FCC.

On Sept. 20, 1948, a midwestern hookup went into service, connecting Cleveland, Buffalo, Toledo, Chicago, and St. Louis by coaxial cable, with radio relay connections between Chicago and Milwaukee and between Toledo and Detroit. In January 1949 the eastern and midwestern networks were joined by a Philadelphia-Cleveland cable circuit which added Pittsburgh to the TV network en route. Wilmington, Providence, Albany, Schenec- tady, Utica, Syracuse, Rochester, Erie, Lancaster, Dayton, Columbus, and Cincinnati where added to the number of interconnected cities for TV program service during 1949.

Continued Expansion

During 1950 the network continued to expand. Memphis was connected to St. Louis by coaxial (Continued on page 58)

TELEVISION progress in 1950 "outdistanced the progress of all of its previous years combined," Frank M. Folsom, president of RCA, said in a year-end statement released last week. "As 1951 bowed in, the New York metropolitan area alone had more than 2 million sets with an estimated viewing audience of 8 million men, women and children," he continued.

Television receiver circulation has increased 12 times in the past year, he said. Video now reaches 10 million homes and approximately 40 million people. The public spent $1.5 billion for sets last year, representing an increase of more than 100% over 1949, the best preceding year in television. Set manufacturing facilities and production schedules were stepped up to such an extent that more sets were offered to the public in a single month than in the entire year of 1948, he said.

"Television, with giant projections of special events on screens of motion picture houses, began to spread across the country in 1950," his statement continued. RCA Victor installations in New York, Boston, Washington, Chicago and Los Angeles "was believed to form the pioneering basis for an independent theatre television network which would supplement regular film fare with special offerings to attract the public." Installations in 71 theatres, from Yuma, Ariz., to San Francisco, were planned by one big chain at year's end, the statement continued.

Set Production

During 1950, 70% of total RCA Victor production was of sets with 16-inch tubes, the "overwhelming choice," from 18 models offered, including three with 12¼-inch tubes, 11 with 16-inch tubes, and four with 19-inch tubes.

Network facilities were extended and programs improved. NBC, when its present construction plans are completed, will have invested between $35 million and $40 million, the statement went on. And there are plans for acquisition of more top talent, and for morning network programming as sponsorship goes up.

"NBC's commanding lead in all phases of television broadcasting is expected to increase as 1951 progresses. The plan is to provide entertainment of such quality and variety that increasing numbers of set owners will be attracted to the NBC network. At the same time, efforts will be made to provide the finest cultural and informational programs," the announcement said. Among NBC "tasks completed," Mr. Folsom listed the building of a talent line-up for producing programs at the rate of 100 per week, the leasing and transforming of the Center and Hudson Theatres in New York, and the conversion of three radio broadcasting studios into production studios for TV.

Outside the United States, RCA-equipped television stations were opened in Havana, Mexico City, and Sao Paulo, Brazil, and plans for a Canadian station were being studied.

Meanwhile, Mr. Folsom said, radio continued to serve the public. Thirty-five million listeners every evening of the week was the average audience for the first half of 1950. The potential audience of families with sets in their homes comprised 95% of the population. RCA scientific achievements, of (Continued on page 58)
EXECUTIVES attending the Spot TV Clinic luncheon held Dec. 19 at the Biltmore Hotel in New York by the National Assn. of Radio Station Representatives included (1 to r): Seated, Scott Denahue, The Katz Agency Inc.; Don Schmidt, George H. Hollingbery Co.; Norman Farrell, Weed & Co.; Glenn Gundell, advertising and sales manager of National Dairy Products Corp. and NARS’

GILLETTE PACT

GILLETTE Safety Razor Co. last week bought television rights to the World Series and baseball’s annual All-Star games for the next six years at $1 million a year, the highest price ever paid.

Announcement of the sale of the TV rights was jointly made by Base-

--that the “television hookup which will be used by Gillette has not yet been determined.”

The question that immediately arose was whether history would repeat itself.

TV network arrangements for transmission of the World Series games in 1954 and 1950 were among the unique in either radio or television history.

1949 Arrangements

In 1949 all networks and almost all interconnected TV stations carried the Series without receiving payment. In 1950, ABC-TV, CBS-TV and NBC-TV each paid Gillette $50,000 for the privilege of carrying the games and in addition paid their affiliates four hours of time for telecasting them.

The DuMont Television Network refused to participate on that basis.

In the announcement of Gillette's purchase of the TV rights through 1950 for $6 million, Commissioner Chandler said that most of the money would be applied to the baseball players’ annuity and insurance plan.

Mr. Chandler “accepted” the contract after negotiations extending over a period of months, the announcement said.

Gillette has sponsored radio broadcasts of the World Series on the MBS since 1939 and television broadcasts since 1946.

It was not immediately known whether the $7 million-plus sum received for radio-TV rights to World Series and All-Star games would be subject to federal income tax payments.

In Washington the Internal Re-

venue Bureau declined comment on whether Commissioner Chandler’s office would be required to kick back a portion in its capacity as taxpayer. Officials indicated the issue would not arise until Mr. Chandler’s office seeks information on its liability.

COLOR CASE

RCA ATTORNEYS in Chicago—members of the firm of Kirkland, Fleming, Green, Martin & Ellis—last week were preparing a lengthy brief to be filed with the U. S. Supreme Court, appealing the color TV decision of Dec. 22.

After five weeks of considera-

tion, the three-judge court upheld the FCC approval of CBS color TV but halted its inauguration until April 1 or a final decision of the Supreme Court [BROADCASTING • TELECASTING, Dec. 25, 1950].

It was understood that the Chi-

case has not yet been magni-

fied far beyond its true perspective" and that “another reason why the [FCC] order should be stayed is the existing economic situation.”

The latter statement was made with regard to “manufacturing problems in production, procurement and manpower relative to the requirements of national defense. This situation, the court said, “becomes more acute with each passing day, and the prospects are that it will be far worse before it is better.”

In some quarters it was felt that, instead of the advent of color television, the court might consider the entire problem of theory only.
STUDIO ONE
advertising the products of Westinghouse...a
CBS Package Program
and the top dramatic show in all television.
For another good buy, see back page of this insert.
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Program</th>
<th>Network</th>
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<tbody>
<tr>
<td>January 1951</td>
<td></td>
<td><strong>Telecasting Network Showsheet</strong></td>
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<td></td>
<td>8:00</td>
<td><strong>Canada Dry Super Circus</strong></td>
<td>L (E-M)</td>
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<td></td>
<td>8:30</td>
<td><strong>Peter's Shoe Co. M &amp; M Ltd. (Afternoon)</strong></td>
<td>L (E-M)</td>
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<td></td>
<td>9:00</td>
<td><strong>Cowboy 'n' Indians</strong></td>
<td>F (E-M)</td>
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<td>9:30</td>
<td><strong>The Ruggles</strong></td>
<td>L (E-M)</td>
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<td>10:00</td>
<td><strong>Goldy Yoe &amp; Doolittle</strong></td>
<td>L (E-M)</td>
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<td>10:30</td>
<td><strong>Wm. Waring &amp; Ir. Co.</strong></td>
<td>L (E-M)</td>
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<td>11:00</td>
<td><strong>Dodge Motors Show</strong></td>
<td>L (E-M)</td>
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<td></td>
<td>11:30</td>
<td><strong>Hollywood Premier</strong></td>
<td>F (E-M)</td>
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<td>12:00</td>
<td><strong>Ford Motor Co. Great Western Roar of the Town</strong></td>
<td>F (E-M)</td>
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<td></td>
<td>12:30</td>
<td><strong>Our Secret Weapon</strong></td>
<td>L (E-M)</td>
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<td>1:00</td>
<td><strong>Radio Rhythm</strong></td>
<td>L (E-M)</td>
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<td></td>
<td>1:30</td>
<td><strong>Frank Ford Show</strong></td>
<td>L (E-M)</td>
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<td></td>
<td>2:00</td>
<td><strong>Sindy and Bobbly Clark and Alternating</strong></td>
<td>L (E-M)</td>
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<tr>
<td></td>
<td>8:00</td>
<td><strong>Quaker Oats</strong></td>
<td>L (E-M)</td>
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<td></td>
<td>8:30</td>
<td><strong>The Gabby Haynes Show</strong></td>
<td>L (E-M)</td>
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<td>9:00</td>
<td><strong>Watch the World</strong></td>
<td>L (E-M)</td>
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<td></td>
<td>9:30</td>
<td><strong>General Foods Hagen Catalogue</strong></td>
<td>L (E-M)</td>
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<td></td>
<td>10:00</td>
<td><strong>Steve Allen</strong></td>
<td>L (E-M)</td>
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<td>10:30</td>
<td>**Co-op Small Fry Club L / F (M)</td>
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<td>11:00</td>
<td><strong>Captain Video</strong></td>
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<td>11:30</td>
<td><strong>Lavender and Olie and Galley</strong></td>
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<td><strong>Gala</strong></td>
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<td><strong>Captain Video</strong></td>
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<td><strong>Steve Allen</strong></td>
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<td><strong>NRC Comics</strong></td>
<td>F (E-M)</td>
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<td>8:30</td>
<td><strong>Poncho and Valentine</strong></td>
<td>L (E-M)</td>
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<td>9:00</td>
<td><strong>Weed and Burgess</strong></td>
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<td>8:00</td>
<td><strong>NBC Comics</strong></td>
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<td><strong>Colquitt and Galley</strong></td>
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<td><strong>Colquitt and Galley</strong></td>
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<td><strong>Leis and Lois</strong></td>
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<td><strong>Colquitt and Galley</strong></td>
<td>L (M)</td>
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<td>9:00</td>
<td><strong>Space and Jessie</strong></td>
<td>L (E-M)</td>
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<td><strong>Steve Allen</strong></td>
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<td>2:00</td>
<td><strong>Steve Allen</strong></td>
<td>L (E-M)</td>
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### A Service of BROADCASTING

**Sunday and Monday, June 22-23, 1952**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program Details</th>
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<tbody>
<tr>
<td>11:00 AM</td>
<td>ABC Library Doc. Film F (E-M) Marshall Plan in Action</td>
</tr>
<tr>
<td>11:05 AM</td>
<td>General Electric Co. Fred Waring Show</td>
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<tr>
<td>11:15 AM</td>
<td>Arthur Murray’s Studio Arthur Murray Show L (E-M) (NI)</td>
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<tr>
<td>11:25 AM</td>
<td>Hope Co. (E-M)</td>
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<tr>
<td>11:35 AM</td>
<td>Phlox Corporation Phlox Television Playhouse L (E-M)</td>
</tr>
<tr>
<td>12:00 PM</td>
<td>Philip Morris Co. Horace Horns General Foods-Banks The Lookers East Coast Electric Corp. Studio One</td>
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<tr>
<td>12:30 PM</td>
<td>Lipton Cocoa’s Quests Philip Morris Co. Horace Horns General Foods-Banks The Lookers Westinghouse Electric Corp. Studio One</td>
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<td>1:00 PM</td>
<td>Lipton Cocoa’s Quests Philip Morris Co. Horace Horns General Foods-Banks The Lookers Westinghouse Electric Corp. Studio One</td>
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<td>1:30 PM</td>
<td>Lipton Cocoa’s Quests Philip Morris Co. Horace Horns General Foods-Banks The Lookers Westinghouse Electric Corp. Studio One</td>
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<td>Lipton Cocoa’s Quests Philip Morris Co. Horace Horns General Foods-Banks The Lookers Westinghouse Electric Corp. Studio One</td>
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<td>Lipton Cocoa’s Quests Philip Morris Co. Horace Horns General Foods-Banks The Lookers Westinghouse Electric Corp. Studio One</td>
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<td>Lipton Cocoa’s Quests Philip Morris Co. Horace Horns General Foods-Banks The Lookers Westinghouse Electric Corp. Studio One</td>
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<td>3:30 PM</td>
<td>Lipton Cocoa’s Quests Philip Morris Co. Horace Horns General Foods-Banks The Lookers Westinghouse Electric Corp. Studio One</td>
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<td>4:00 PM</td>
<td>Lipton Cocoa’s Quests Philip Morris Co. Horace Horns General Foods-Banks The Lookers Westinghouse Electric Corp. Studio One</td>
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<td>4:30 PM</td>
<td>Lipton Cocoa’s Quests Philip Morris Co. Horace Horns General Foods-Banks The Lookers Westinghouse Electric Corp. Studio One</td>
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<td>5:00 PM</td>
<td>Lipton Cocoa’s Quests Philip Morris Co. Horace Horns General Foods-Banks The Lookers Westinghouse Electric Corp. Studio One</td>
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<td>5:30 PM</td>
<td>Lipton Cocoa’s Quests Philip Morris Co. Horace Horns General Foods-Banks The Lookers Westinghouse Electric Corp. Studio One</td>
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<tr>
<td>6:00 PM</td>
<td>Lipton Cocoa’s Quests Philip Morris Co. Horace Horns General Foods-Banks The Lookers Westinghouse Electric Corp. Studio One</td>
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### Pulse

**is grateful...**

...to its clients for their continued support through the years since 1941. This has made possible Pulse’s steady expansion to its present television markets, now including:

- **Boston**
- **New Haven**
- **New York**
- **Syracuse**
- **Philadelphia**
- **Washington, D.C.**
- **Cincinnati**
- **Cleveland**
- **Columbus**
- **Dayton**
- **Chicago**
- **St. Louis**
- **Los Angeles**
- **San Francisco**

**For information about any of these markets**

**ASK THE PULSE**

**THE PULSE, INC.**

15 West 46th Street
New York 19, N. Y.
THE GARRY MOORE SHOW
is a happy-go-lucky,
tuneful and skilful
CBS Package Program
that can make some
sponsor's afternoon
a profitable one.

Here is proof that
CBS Daytime Television
offers bigtime talent,
full production value
and sales opportunity
equaling anything
in television.
Mr. Poppele

Popenpe Cites TV Role In National Crisis

By J. R. POPPELE
President, Television Broadcasters Assn.

TELEVISION broadcasters across the nation look ahead to 1951 with unswerving determination to back up the Administration with all-out assistance during the present national emergency.

The role television can play in uniting the nation to meet the crisis is tremendous, and, because of this, the responsibility of a TV broadcaster is multiplied immensely.

Nearly 10 years ago when the nation faced equally grave threats, television was only a budding industry, even then, it made valuable contributions to the national defense.

Today, the situation is far different; television is one of the most important of our communication services. When President Truman faced three television cameras in his White House office and proclaimed the nation's emergency, he actually faced to face with 40 million Americans. This personal, intimate "chat" with so many of our citizens could not help but make an indelible imprint on the minds of those who saw and heard their chief executive.

The power of television to impress itself on a nation has been proved in many regards during the past few years. Now with a national emergency confronting us, television can serve its greatest educational role by helping to keep the people of America united, 24 hours a day, on civil defense and alerted to sacrifices that may be required as a result of the crisis.

The emergency tends to spotlight the need for a speed-up in plans to inter-connect the East and West Coasts via coaxial cable and radio relay and thus unite the nation as never before! This should be set into motion without delay.

CBS TV CITY
Construction Begins in L. A.

CONSTRUCTION of the first unit of CBS' proposed $35 million Television City in Los Angeles at Fairfax Ave. and Beverly Blvd. (BROADCASTING = TELECASTING, May 29, 1951) has officially got underway. The initial section, being erected on the site of the present Gilmore Stadium now being taken down, will cover approximately 5 of the 15 acres already acquired by the network on that area. It will consist of six studios and a six-story combination crafts and office building.

Completion of this first project is expected by early 1952 at which time network programs will be originated from the studios, to be transmitted directly by microwave relay to the East Coast and the rest of the CBS-TV network.

Studies, promised by the network to "combine finest working conditions with most modern equipment and facilities that TV engineers and architects can design," found that limitations for broadcasting CBS color TV, Pereira & Luckman, Los Angeles, are the architects and engineers for the new project. William Simpson Construction Co., Los Angeles, is the builder.

As soon as arrangements are completed for the KTSF (TV) transfer (story page 19), CBS will move its Hollywood outlet KNX-AM-FM and the Columbia Pacific network to the new Mutual Don Lee Building on Vine St. The KTSF staff as well as that of Don Lee network remains in the building. Application will be made to FCC by CBS to change call letters of the TV station to KNX-TV.

CBS will retain Columbia Square studios as headquarters for network radio and television.

REDART Ltd., Los Angeles, is new firm set up by Exclusive Sales Corp. (Natalie Kalman TV sets) to distribute English films to American exhibitors. Jack Cossette, president of Exclusive, will head new firm which will function separately from set distributor company. R. L. Kemp, London (theater-chains), with Los Angeles offices at 1216 W. Olympic Blvd., will work in association with the firm.

Effective last week WKRCL-TV Cincinnati has sold INS This Week in Sports to local DeSeto auto dealers association. WTR-AT Norfolk buys Super-Projectal.

WBAL-TV Baltimore has installed Trans-Lux rear screen projector. Device supplies unlimited range of backgrounds in life-size proportions before which studio actors appear. Commercial presentation of projector offers advertisers, using live spots, opportunity to have actual scenes from own stores or show rooms.

INS-Teleease reports newsreel sales to following stations: Weekly report to WAGA-TV Atlanta, KRLD-Texas Dallas, WCPX-TW Boston and on repeat basis to WOR-TV New York. WEWS (TV) Cleveland began daily newsreel service Jan. 1.

Jack Danow, Advertising Agency, New York, has established production facilities on own premises to produce TV and sales promotion pictures. Firm says it turned out series of 10mm TV film with action and narrative for under $1,000 for a client. Two-minute commercials will be placed on test basis in four markets starting next week. Stations include WTTG Washington, WAAAM(TV) Baltimore, WAGA-TV Atlanta and WDSU-TV New Orleans.

SNADER EXPANDS
To Open New York Office

SETTING a shooting schedule of 20 musical films per week, Snader Telecisions Corp., Beverly Hills, Calif., will establish a New York production division in mid-January. Production will be split between that city and Hollywood.

Louis Snader, president, and Phil Bloom, talent director, will be in New York late this week to complete arrangements and also appoint a director. With recent formation of Snader Telecisions Sales, a national division, Mr. Snader said filming operations must be stepped up to meet the contracted 960 musical subjects.

He further revealed that cost of making the 9- to 12-minute musical films has increased. Originally budgeted at $1,500 each, subjects now are running from 20% to 40% higher. Firm has already completed 267 films and 250 promised for March 1 delivery.

Firm has moved its Beverly Hills headquarters to 171 South Beverly Drive.
telesatus

"IRRITANT" advertising will not get the results in television that it got "when confined to a single bodily sense"—radio, Social Research Inc., Chicago, has concluded. The company, a private research firm of psychologists and sociologists, aided by consultants from the U. of Chicago, recently completed its final report on the survey.

The survey also concluded: "It is impossible to find a TV audience which does not have a social class viewpoint toward whatever it watches. In radio and magazine advertising, the indifferent audience simply waits. In television they get up for another errand unless both the visual and the auditory senses are satisfied."

The first in a series of scheduled psychological studies "explored typical TV programs representing upper and lower middle class tastes, with the two types clearly representing different worlds in entertainment appeals and in the social structure of their audiences."

Commercialists, "unless carefully attended to by the different types of audiences," will be ignored, according to findings outlined in the report. It was also found that commercials, "if middle majority day-time shows" must fit the character of the program, be "sincere" and emphasize "the worthwhile character of moral values."

Majority middle housewives who watch such daytime shows rarely stay for any whole show on any one day. "Commercialists must be well spaced and the sales line sympathetic to the housewife's practicality, the survey showed."

Middle majority housewives are appealed to in daytime shows by performers who are "sincere, motherfully, and successful but not Antony," Kate Smith, star of her own afternoon show on NBC, "is a person who in herself represents all of the high-valued, moral qualities dear to the middle majority, and at the same time appeals to them as a friendly equal," Dr. Burleigh B. Gardner, executive director of Social Research, said.

Kukla, Fran & Ollie, another NBC-TV feature, attracts, in contrast, the upper middle class, mainly because it is "fanciful, sophisticated," according to "a survey of the upper middle class viewer subscibers or feels he ought to," shows a world without the hostility so common to soap operas, has adult and independent characters, emphasizes the tolerant notion that "little sins thrive all over," the report notes.

**Berle Leads Latest Hooperatings**

MILTON BERLE'S Texaco Star Theater and Godfrey's Talent Scouts rated first and second respectively in TV viewer popularity, according to the "First Fifteen" from the latest Hooperatings Pocketpiece released last week. For the period Dec. 1-15 the report was as follows:

1. Star Theatre 55.5
2. Talent Scouts 45.6
3. Providence Theatre 44.7
4. Toast of Town 36.4
5. Casablanca 36.3
6. Men Against Crime 34.6
7. Welcome 34.1
8. Philco TV Playhouse 33.3
9. Dollars in Defense 33.2
10. Show of Shows 31.9
11. Dinner Ringer 31.3
12. Studio One 30.9
13. This is Your Business 30.4
14. Comedy Hour 29.4
15. Martin Kane 29.2

**Trendex Reports On December Viewing**

TOP 10 Trendex ratings for sponsored network television shows in the week of Dec. 1-7 have been reported as follows:

Star Theatre—Barfi 59.9
Philco TV Playhouse 47.7
Godfrey’s Talent Scouts 47.5
Providence Theatre 45.9
Comedy Hour 45.7
Man Against Crime 45.3
Your Show of Shows 34.0
At 33.4
Lucky Strike Theatre 32.9

**Nielsen Releases November Report**

FIRST November report of National Nielsen-Ratings places Texaco Star Theater as the top program.

(Continued on Page 58)
Morning...afternoon...evening*
WSB-TV dominates the Atlanta television market.
Gives advertisers more viewers per dollar
...also more pull per dollar. Of interest
to time buyers—99% of the
Atlanta market's TV sets
are home sets!

* WSB-TV share of audience (October-
November Hooper Television Audience
Index): Monday thru Friday,
8:00 A. M. to 12:00 noon — 92.2%.
Monday thru Friday, 12:00 noon to
6:00 P. M. — 75%. Sunday, 12:00 noon
thru 6:00 P. M. — 62.5%. Sunday thru
Saturday evening, 6:00 P. M. to
10:30 P. M. — 53.4%. For further de-
tails, see your Petry man.

Affiliated with The Atlanta Journal and The Atlanta Constitution
ADULT EDUCATION VIA TV

FAVORABLE reaction to WWJ-TV Detroit's private showing of its "Scottie Dog Theater Hour," held before government and indus-
try officials at Washington's Ward-
man Park Hotel Dec. 17, was chronicled the following day in the Detroit News, statements in manner.

The newspaper quoted the com-
ments of such observers as FCC
Chairman Wayne Coy and Comr.
Frieda Hennock; Col. Ed Kirby,
radio and television chief, Dept. of
Army, and Sen. Owen Brewster (D-Me.),
who attended along with other members
of the Senate Interstate & Foreign
Commerce Committee.

Stressing that federal officials
described WWJ-TV as "the pioneer
in turning the nation's living rooms
into classrooms through television," the
News quoted Chairman Coy as com-
menting that the educational series is "terrifically important and should be
carried a step further by having
students take part in the production
end.

"Along with the need for well-
planned adult education, the tele-
vision industry needs vehicles to
train young men for its expanding


elect stockey

As ATAS President

MIKE STOEKY, television pro-
ducer, was officially named presi-
dent of the Academy of Television
Arts & Sciences Los Angeles
chapter for the coming year at a meeting last month. His election was unop-
posed following the withdrawal by three others—William "Bill" Bannister, Col. Hennock, and Fred Henry, assistant general man-
er, KLAC-TV Los Angeles, treasurer; Isabelle Pantone, KFI-
TV Los Angeles production staff,
reporting secretary; Harry Koplan,
program package, secretary to treasurer; Mark Finley, public
relations director, Don Lee Net-
work, corresponding secretary.

Officers will be installed at the
Academy's third annual awards
dinner Jan. 23 at the Ambassador
Hotel, Los Angeles, when the win-
ers of the annual "Emmy" awards will be announced.

Folsom
Continued from page 48

the year included the development,
with U. S. Navy cooperation, of "the world's largest and most ac-
curate analogue computer," and an
electronic "brain" to evaluate the
performance of guided missiles, ships, aircraft, and submarines.

Another laboratory development was a portable model of the elec-
tronic microscope, a new non-broad-
cast industrial television system based on a sensitive pickup tube
called the "Vidicon," and a new
facsimile system capable of trans-
mittting printed documents at the rate of 120 square inches a minute.

Turning to international com-
unications, Mr. Folsom said that RCA had successfully extended the
use of its automatic tape relay method of transmission overseas
radiotelegraph traffic, and had in-
troduced a "new twoway customer-
to-customer teleprinter ex-
change service.

RCA Institutes in 1950 grad-
uated a record number of 72
students. Employment of virtually all graduates immediately by indus-
try reflected the "increasing im-
portance of the courses in radio,
electronics, and television."

'51 Cable Predictions

(Continued from page 49)

cable, Norfolk to Richmond and
Johnstown to Pittsburgh by radio
relay early in the year. Construc-
tion was also begun on a new
route between New York and
Chicago, which went into service
Sept. 1 and was extended to Omaha
by Sept. 30. Also during September a
microwave system went into serv-
ience between New York and Wash-
ington. On the last day of that
month, 14 cities were added to the
interconnected list: Greensboro,
Charlotte, Jacksonville, Atlanta,
Birmingham, all joined to the net-
work at Richmond; Indianapolis and
Louisville, connected at Day-
ton; Rock Island, Davenport, Ames,
Minneapolis-St. Paul, Omaha and
Kansas City, connected via Chicago.

HOMES REACHED IN TOTAL U.S.

Rank Program

1. Tenessee Star Theatre

2. Philco TV Playhouse

3. General Electric Theater

4. Show of Shows (Cecast)

5. Jack Benny Show

6. Toast of the Town

7. Colgate Comedy Hour

8. Star of the Show (Wgn)

9. Firestone Theatre

10. World of Science (Show)

PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Homes

1. Tennessee Star Theatre

2. Philco TV Playhouse

3. General Electric Theater

4. Show of Shows (Cecast)

5. Jack Benny Show

6. Toast of the Town

7. Colgate Comedy Hour

8. Star of the Show (Wgn)

9. Firestone Theatre

10. World of Science (Show)

TV CONSULTANTS

Beacon Opens in Boston

BEACON TELEVISION Features Inc., a new TV consulting firm, has been
organized in Boston to serve agencies and clients who are using or planning
420

"to use video. Em-
phasis will be on creation and pro-
duction supervision of television
and radio shows and commercials.
President of Beacon Television Fea-
tures is Leonard Sanderson, for
seven years art director for Alley &
Richards, Boston.

The firm, located at 420 Boylston
St., opened today (Monday.) Ser-
dices of the consulting organization include advice on TV programming,
time and techniques. The company will be advertising, promo-
tion, and publicity for productions it handles.

RCA Victor designs streamlined, unobtrusive microphone, especially for
TV programming. Named "Starmak-
aw," as result of nation-wide contest.
GPL Introduces First TV Camera Chain
Designed from Start to Finish for Compactness and Ease of Operation

Built with the compact precision which distinguishes a quality watch from an alarm clock, GPL’s new image orthicon camera chain is smaller, lighter, easier to use. It is the first camera chain that has been “human engineered” — designed from motion studies of cameramen and control personnel. It is the first with type and location of controls based on minimum movement and maximum ease and efficiency.

This simplification, together with size and weight reduction has been accomplished without any sacrifice or limitation whatever in performance or accessibility. Superior GPL circuit design provides a better picture than normally obtainable with image orthicon equipment. Complete control is provided for every studio or field requirement.

Logical components have been combined...fewer units make up a chain. A single chain consists of only 4 units; a triple chain, 12 including switching unit and master monitor. The camera, with integral view finder, is only 10¾” x 12½” x 22”, weighs 75 lbs. instead of 100-105 lbs. The sync generator is a single portable unit including its own power supply. It may be easily removed from its case to go into a standard relay rack.

SIMPLIFIED CONTROL

All controls are at the fingertips of cameramen and camera control operators. Focus adjustment of all lenses is uniform; a given rotation of focus control produces the same shift in plane of focus for all lenses. The iris is motor-controlled, either from the rear of the camera or from the camera control unit. Dials on both camera and control unit indicate the lens opening. Negative feedback is used to stabilize video frequency response, eliminating an adjustment. Target and beam are controlled by thumbwheels next to convenient knobs for pedestal and gain.

READILY ADAPTABLE

GPL Camera Chains completely meet all studio and field requirements or may be readily adapted to supplement existing installations. Before you make any camera chain investment, get all the facts on this new addition to GPL’s outstanding line of TV studio equipment.

Write, Wire or Phone for Details

General Precision Laboratory
INCORPORATED
Pleasantville, N. Y.

January 1, 1951 • Page 59
Upcoming

PHONEVISION

Thrice-Delayed Tests Begin Today

ZNNTV Radio Corp. begins its long-heralded test of Phonevision, its dollar-in-the-slot adjunct to commercial telecasting, in Chicago today (Monday). The 90-day test, delayed three times, will offer three "top-flight" motion pictures daily to residents of 800 Chicago area families between Jan. 1 and March 31.

The FCC-approved experiment is an attempt to determine public acceptance or rejection of the device. Families wishing to see a certain Phonevision movie call the telephone operator, ask for transmission of a signal for clearance of the jumbled original TV transmission and are billed $1 for each movie they see.

Today's opening lineup includes Jack Carson and Ann Southern in "April Showers," Bing Crosby, Joan Caulfield and Barry Fitzgerald in "Welcome Stranger" and Clark Gable and Lana Turner in "Homecoming." These Hollywood films have grossed more than $2 million since their release, according to Zenith. The films were described by the firm as "pictures of a caliber never before presented to the home video screen." Zenith declared it release titles of other movies which will be telecast. It was understood a list of the first week's bill, Jan. 1-6, was mailed last week to the 300 test families.

Films will be telecast by Zenith's experimental station KSXBS three times daily, at 4, 7 and 9 p.m. A total of 26 films will be used during the test, as films will be repeated on two succeeding days after the initial showing. Repeats, however, will be spotted at a new time and on a different day in order to attract all segments of the test group audience and give them a variety.

Films were produced in the U.S. and in Europe, and will be transmitted with a scrambled signal from the station on top of the Field Bldg. in Chicago's "Loop." The signal can be unscrambled only on order of test residents who call the telephone operator. Regular televiewers tuning to Channel 2 will see only the garbled picture. The key signal which unscrambles the transmission is sent via the telephone circuit.

The Phonevision test begins after FCC approval, cooperation of film producers, a "special" license from ASCAP and a "special" waiver by the American Federation of Musicians, Comdr. Eugene F. McDonald Jr., Zenith president, explained last week. "The sole purpose of the test is to gather data for use of the FCC in determining whether Phonevision is in the public interest and whether it shall, in the future be authorized as a new type of service," he said.

"Not a Substitute"

Stressing that the system was not developed as "a substitute for any of the established or potential uses of regular television broadcasting, radio, motion pictures or other extant communications and art forms," Comdr. McDonald sees the device "as a new and distinct service." "It is in no way affects people's opportunity or choice of viewing regular, free, television programs, of going to the theatre, or spending their time and money as they see fit," he said.

If the method is approved, Zenith the radio and money as they see "does not intend to enter the entertainment business or any other fields of programming made possible by Phonevision's potentialities. We propose to remain in the field of manufacturers electronics, and would simply produce and license other manufacturers to produce telecasting equipment," Comdr. McDonald explained.

RTDG VS. SDGA

NLRB Dismisses L.A. Case

REGIONAL National Labor Relations Board has dismissed a case because of "lack of evidence" the Radio and Television Directors Guild case charging Screen Directors Guild of America with "unfair labor practices." Announcement was made a fortnight ago at a meeting of SDGA which was informed of the move by Bernard LeBaron, NLRB regional director.

RTDG, which had intervened in recent NLRB hearings on SDGA petition seeking jurisdiction over TV workers in the L.A. area to TV Los Angeles, charged violation by SDGA of Section 8 of the National Labor Relations Act claiming that the latter was employer-dominated [BROADCASTING • TELECASTING, Oct. 9, Sept. 25, 1950].

RTDG is asking NLRB in Washington that the "unfair" plea, though dismissed by the local board, be included as part of the evidence in the whole case now under the board's consideration.

SDGA also advised members at the meeting that new members had joined both in New York and Los Angeles and that the majority of the nation's top TV shows were now being directed by SDGA members. Guild further reported that about 70 TV film producers are signatories of SDGA 100% guild shop contract.

DEY BROS. SIGN

Buys Program on WHEN(TV)

DEY BROS. & Co., Syracuse, N. Y. (department store), has signed a 92-week contract with WHEN(TV) Syracuse for a daily half-hour "home shopper's program, Your Day-Time Shopper, Monday through Friday, 1-3 p.m."

When use of store personnel on the daily shopping programs is planned, with various departments demonstrating their wares in the WHEN studios. Joyce Taylor, Dey's fashion co-ordinator, is hostess of the program and conducts daily TV tours of the store. Newspaper promotion has been used heavily for the show, while point-of-sale displays in the store call attention to merchandise featured on the program. During the Christmas shopping season, hundreds of specials were sold to customers who not dismissed by the local board, be included as part of the evidence in the whole case now under the board's consideration.

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TV AIDS GATE

WTWJ Head Blames Schedule

TELEVISION is a definite aid to football attendance and should not be blamed for slumps in gate receipts, Col. Mitchell Wolfson, president of WTVJ (TV) Miami, said in a recent letter to the Orange Bowl Advisory Committee.

Col. Wolfson urged the committee to evaluate the preceding season's football attendance records with four factors in mind—weather, general economic conditions, schedule of games, and television. He concluded that the schedule of games was the most important factor influencing paid attendance, not TV.

Average attendance at Miami U.'s home games, held in the Orange Bowl, was 36,517 in the 1950 season, he said, a 9% drop from 1949's average of 39,931 per game. Analyzing the past season's schedule, Col. Wolfson pointed out that the two biggest games of the 1949 season, those with Florida U. and Purdue, were played away from home in 1950. If these two crowd-drawing games had been played at home during the past season, he said, the attendance would have showed only a 1/2% drop from last year.

As for the other factors—weather, economic conditions, and TV—Col. Wolfson said: "There is a strong indication that people don't stay home to watch television because of rain." Citing 1950 attendance figures again, he pointed out that the Villanova game, played in the rain, enjoyed a larger attendance than the three other games on the schedule. Mentioning the all-time high of the cost of living index and the 5% increase in personal income taxes put into effect in October, Col. Wolfson urged that these factors be taken into consideration as affecting economic conditions and therefore the sale of tickets.

Emphasizing the selling job TV has done for football, Col. Wolfson enumerated the promotional support WTVJ gave the university's home games last season. In all its football features, Col. Wolfson said, the public was urged to get out to the games for "full enjoyment of atmosphere, half time spectacles, etc." Also, over $9,000 worth of season tickets were sold in advance on special series of eight TV programs called "Rampus on the Campus," he pointed out.

"Now if television—rather than the schedule—had been the major factor in attendance losses," said Col. Wolfson, "we should have expected the losses to have increased as the season advanced, because the number of television sets in the area increased. But it is obvious that the season ended with peak attendance at the two major games with more TV sets in the area than ever."

TRUMAN DINNER

Correspondents Map Plans

PROGRAM representatives of the major radio and TV networks are slated to meet in New York this Friday to map out entertainment plans for the ninth annual Radio Correspondents Assn. dinner in honor of the President of the United States. The dinner will be held Saturday, Feb. 3, at the Hotel Statler, Washington, D. C.

The association's executive committee met last Thursday to work out seating arrangements and other details for the occasion, which is expected to draw about 700 key government officials, Congressional members and industry representatives, including the radio correspondents.

John Edwards, ABC, is serving as general chairman of this year's planning committee, with ABC the "coordinating" network on the usual rotation basis. DuMont Television Network will participate along with the four major radio networks.

A feature of the 1950 dinner, during which President Truman will receive a gift from the correspondents, will be the installation of new officers of the association. Elections are scheduled to be held Jan. 10. William McAndrew, WRC-AM-FM and WNBW (TV) Washington, president of the organization, will preside.

WTMJ-TV Tube Costs

WTMJ-TV Milwaukee has released figures on tube costs showing the cost per hour of the various tubes in use at the station as well as the total net cost of each type of tube. According to the figures, orthicon tubes averaged an hourly cost of $2.47 each, while iconoscope tubes, used in film cameras, cost 29¢ per hour, and transmitter tubes cost 71¢ per hour.
open mike

BRITISH VIDEO

‘Mirror’ Cites Commercial Plan

OPERATION of British television on a commercial basis, with sound radio continuing as a BBC monopoly, will be recommended by the Heridge Committee, according to a prediction in the London Daily Mirror.

Writing under the heading “Al-low Commercial TV, Government Report Will Urge,” Clifford Eisdorff reported that the committee, appointed by the British government to report on the future of radio and TV, will consider extending the commercial order expiring at the end of 1961, will file a report of more than 150,000 words.

Appearing in two volumes, the first part, Mr. Davis predicted, will contain the committee’s findings and the second part will review evidence taken at extended hearings.

According to the Mirror story, the recommendations of the 10-man group are expected to be along this line:

Sponsored TV programs should be started, first on the existing TV wavelengths in order to lengthen present transmission time of 30 hours a week. Later, a rival TV station should be supported by advertising—should be established.

Commercial TV should be set up as a separate organisation from sound broadcasting immediately.

Cinema should be allowed their own TV system for films, newscasts and stage shows. The same program could then be televised to hundreds of cinema screens.

The government should relax its ban on capital expenditure to allow the BBC to spend more money on sound and TV development.

The committee was set up in 1949. It held a thorough investigation and four of the members visited the U. S. and Canada to study commercial radio and TV.

Mr. Davis understands the report will be severely critical of the BBC internal organisation and some of its policies, though agreeing unanimously that the BBC offers the finest service in the world.

Suggested commercialization of TV is ascribed to the new medium’s high costs.

Cites Digest Service

EDITOR:

I’ve . . . seen the digest of BROADCASTING • TELECASTING [Dec. 18, 1960] which you had the AP transmit. It was a splendid service and one which I appreciate very much. As usual, you’re on your toes. Thanks for your thoughtfulness.

Lester W. Lindow
General Manager
WDFD Flint, Mich.

Artist McDonald

EDITOR:

. . . . I was never so surprised . . . . when I saw my “doodlin’ in BROADCASTING • TELECASTING [Nov. 27, 1960] . . . . I have received many, many letters about it from both friends and in several cases, managers that I do not even know personally. Two wanted me to design them some letterheads.

I have had . . . telephone calls, and a few telegrams . . . . Everyone that I see personally, if in the industry, mentions seeing it in BROADCASTING • TELECASTING . . . .

Guess I am forced to admit—maybe your old book does have a few readers . . . .

Patt McDonald
General Manager
WHHM Memphis

Car Radio Report

EDITOR:

Dr. Ken Harwood’s Alabama auto listening survey, reported in your Dec. 18, 1960, issue, was especially interesting to the industry in Southern California, since Ken first made a study of this type while still a student at the University of Southern California. His findings indicated our association to call in The Pulse for a full-scale check of the radio status of 880 cars at 50 widely scattered Los Angeles County intersections day and night for a full week.

Their findings were that 72.5% of the cars were radio equipped, the highest figure discovered in any of the surveys made thus far (New York, Boston, Chicago, and Cleveland). Since there are actually more passenger cars than there are families or occupied dwelling units in our county, this finding is significant. The day-and-night sets-in-use average, 8 a.m. to 8 p.m., was 32.8%, considerably higher than the similar percentage in homes.

Robert J. McAndrews
Managing Director
Southern California Broadcasters Assn. Inc.
Hollywood

Continue Reviews

EDITOR:

Please continue your program reviews regularly!

The critical comments will do much to keep tele and broadcasters on their toes.

Here’s one reader who appreciates the reviews:

Leon C. Hood
Radio Chairman
National Council of Teachers of English
81 Lafayette Ave.
East Orange, N. J.

Reaction to TV Ads

EDITOR:

After conducting a recent television study in San Francisco, Dan E. Clark II & Assoc. reports that only two out of nearly 300 respondents mentioned the recent controversal television industry radio-newspaper campaign. This campaign brought many complaints from parents and educators and resulted in the Federal Trade Commission’s Division of Radio and Periodical Advertising announcement that it was “considering certain recent advertising of television sets to determine the truth or falsity of statements and representations therein.”

Each of 700 respondents who stated they were not in the immediate market for a television set were asked by Clark & Assoc. for comments and reasons as to why they did not want television now. The great majority gave such reasons as “can’t afford now,” “waiting for sets to improve,” “waiting for color and other options,” and “only two respondents voluntarily mentioned the recent industry campaign.

Dan E. Clark II & Assoc.
Research Consultants
San Francisco

SCHOOL OF RADIO TECHNIQUE
316 West 57 St., N. Y. • Plaza 7-3212

BRITISH VIDEO

Metro

If your AM-FM-TV station, or newspaper needs promotional ideas sold to produce cash revenue of from $200 to $500 per week,

Write, call, or wire

Edgar L. Bill —— Merle V. Watson
Julian Mantell, Sales Manager

National Features

Peoria, Illinois Phone 6-4607

* We can produce more tales records and letters of recommendation than any member of our organization have received while working for over 300 AM, FM, & TV Stations and Newspapers from coast to coast, than any similar company.

IF YOUR AM-FM-TV STATION, OR NEWSPAPER NEEDS

** Radio and TV stations

Profit Depend on Efficient Personnel.

Our Graduates are

Checked for

Ability and Enthusiasm

Appearance and Personality

Integrity and Showmanship

Trained to

Understand their operational problems

Train them in

Complete TV and Radio

Do More than one job well

Actual Broadcast Conditions

For Promot Free Service

Call, Write, or Wire

SCHOOL OF RADIO TECHNIQUE

316 West 57 St., N. Y. • Plaza 7-3212

Page 62 • January 1, 1951

COLOR CHOICE

Let Public Decide—Calderwood

FORMER Federal Radio Comm. O. H. Calderwood, editorial director of Tele-Tech, in a letter to members of the present FCC has suggested the public should be allowed to decide what color TV is preferred.

He indicated the Commission should authorize the "compatible color-TV system" along with the CBS "forbidden color system." But he might choose the better method.

Mr. Calderwood attached a copy of his report in the January 61 issue of Tele-Tech titled "compatible color TV system." The article, based on RCA’s early December demonstrations, urged opportunity for public choice.

He stated that the FCC, "overwhelmed by the uproar resulting from its recent decision . . . taking merely the testimony of its own senses—now needs only to authorize compatible color TV to go on the air, along with the present-approved abortive non-compatible system. Then the public, industry, and trade will quickly decide for themselves which system —which system must survive! Thus in a single logical and democratic step, the FCC can provide the soundest future for color and, meanwhlle maintain televi- sion enjoyment of millions.

Mr. Calderwood’s letter stated in part:

Having pioneered in the administration of radio, as you are now pioneering in TV, we can understand the difficulties and understand the high motives with which you are undertaking to serve the public.

We earlier Commissioners too had to act without a public mandate, based on too-meager information and field experience. We found we made some embarrassing mistakes, but we also learned that one way to correct the effects of these was, as quickly as possible, to authorize a parallel, sounder course, and so let the industry figure out the color TV error, but giving them a choice so they could follow the better plan.

This lesson we thus learned years ago can now be applied to solve the present color-TV difficulties. If wait- ing produces more confusion and public interest, quickly come to the conclusion that something is wrong and correct the situation by the industry, trade and public will quickly determine which is the more practical of the two systems for home use. There is no doubt whatever that the compatible system will quickly outrun the other.

SCHOOL OF RADIO TECHNIQUE

316 West 57 St., N. Y. • Plaza 7-3212

** Radio and TV stations

Profit Depend on Efficient Personnel.

Our Graduates are

Checked for

Ability and Enthusiasm

Appearance and Personality

Integrity and Showmanship

Trained to

Understand their operational problems

Train them in

Complete TV and Radio

Do More than one job well

Actual Broadcast Conditions

For Promot Free Service

Call, Write, or Wire

SCHOOL OF RADIO TECHNIQUE

316 West 57 St., N. Y. • Plaza 7-3212
WMIT (FM) SOLD
Reactivation Asked

WMIT (FM) Charlotte, N. C.—The Southeast's first FM outlet which ceased operation last April after eight years of pioneering—may return to the air under new ownership. The project represents an investment of more than a quarter-million dollars.

Bid was filed with FCC last week for the station's assignment by Mt. Mitchell Broadcasters, a new firm headed by W. Olin Nisbet, Jr., Charlotte investment banker, who also has purchased WMIT's plant atop Clingman's Peak from Gordon Gray, former licensee. The price, including 10 kw transmitter, was reported as $27,500.

The application specified a new 50 kw amplifier would be acquired for $27,000 to boost the station's output to 300,000 watts effective radiated power on Class B Channel 295, 106.3 mc. WMIT previously had ERP of 75 kw. Antenna height is 3,076 ft. above average terrain and more than 6,500 ft. above sea level.

Service Planned
The application reported the 1 mw/m contour of the 800-kw station will include 27,380 sq. mi. having a population of 2,163,900 while the 50 mw/m contour will include 50,600 sq. mi. having a population of 4,017,800. Total estimated cost is $54,500, FCC was told, while first year operating cost was specified as $40,000. Seventy percent was allotted $50,000. Hours of operation will be 8 a.m. to 10 p.m.

Mr. Nisbet, president and 73.33% owner of Mt. Mitchell Broadcasters, is also president-treasurer of Interstate Securities Corp., of which he owns 31%. Vice president and 20% owner of the applicant is W. Erwin, executive vice president and 14% owner of Allison Erwin Corp., hardware firm, and vice president 40% owner of Alwin Corp., real estate, both in Charlotte. Secretary-treasurer and 6.66% owner of the applicant is W. H. B. Simpson, part owner of WMRB Greenville, S. C. Mr. Simpson is president and 70% owner of the Georgia, Florida & Alabama Railroad and holds extensive drygoods merchandising interests in Belk Simpson and other stores through the South.

Mr. Gray, owner of WSJS-AM-FM Winston-Salem, N. C., made a bid in a statement in WMIT. He established the pioneer FM outlet in 1942 on the old 50-mc band. He evidenced great disappointment when the decision was made to discontinue the outlet [BROADCASTING • TELECASTING, April 10, 1950]. Mr. Gray expressed belief at that time that FM "is the superior form of sound broadcasting" and "sincerely" hoped this feeling would one day be proved financially as well as technically.

Mt. Mitchell Broadcasters told FCC it wanted to reactivate WMIT and to continue "rendering an FM service to the community, facilities and assistance from other stations. Initially, according to the application, studio space is to be obtained from WSOC Charlotte and some WSOC staff members will be employed on a part-time basis.

FCC was told the fulltime staff is to include J. F. McFarland as chief engineer-manager. Mr. McFarland, the application said, had been employed by Mr. Gray and was familiar with certain services, facilities and assistance from other stations. Initially, according to the application, studio space is to be obtained from WSOC Charlotte and some WSOC staff members will be employed on a part-time basis.

With any intention of lessening competition or duplicating essential service to the public," the applicant explained it proposed "the station perform in the area" it explained operating economies "consistent with good operation and program service will be necessary, particularly during its early stages." No Duplication

"[BROADCASTING • TELECASTING]

JOHN H. NORTH
Chicago Agency V.P. Dies

PRIVATE funeral services were to have been conducted Saturday for John H. North, 64, vice president in charge of media for Aubrey, Moore & Wallace, Chicago agency. Mr. North died suddenly of a heart attack Wednesday morning in his Evanston, Ill., home.

He was named vice president of the agency in 1949, and since then had supervised all radio and television business. Mr. North worked at the agency for 97 years. Before joining it in 1924, he worked at Lee O. Duncan Advertising Agency and was a salesman for Armour & Co., both Chicago. He was first president of the Radio Club of Chicago when it was organized in 1944.

Survivors include his wife, Eliza, Gunderson North, Chicago; J. Duncan North, 10, and James Bruce North, 4; his mother, three brothers and a sister.
NBC Affiliates
(Continued from page 15)
reached cost. On this measurement AM can prove increased rates are more in order than any decreases."
Here is a condensed version of the confidential booklet sent to affiliates in TV cities by NBC. The last page of each booklet was specially prepared to allow for the rate reduction on the station to which the document was sent. The condensation follows:

The NBC plan to cut evening radio network buying, NBC warned, and unless rates are cut they will further curtail use of the medium. Radio-only as well as radio-TV users both feel this way, the network explains, because they don't want "to buy waste circulation in metropolitan markets."

Radio advertisers also in television, NBC notes, are watching their TV rates go up as TV circulation grows and figure this contraction of the radio audience is not reflected by a radio rate cut.

Taking up the decline in network sales, NBC argues that sponsor resistance to evening radio at present rates "is reaching the danger point and is threatening the economic stability of network radio." All networks are affected, and all have "substantial amounts of own evening time," according to NBC. Furthermore, new evening time sales have virtually dried up, the network laments.

This trend of several years is shown in charts. The first traces total evening homes listening to radio from 12,240,000 in 1946 to a peak of 14,384,000 in 1949 and down to 13,024,000 in 1950. Daytime listening rose from 6,766,000 homes in 1946 to 8,803,000 in 1949 and 8,606,000 in 1950.

Evening listening is much below the 1947 level now, according to NBC. The downward trend is even sharper on the basis of evening listening to all four networks, according to another chart, ranging from 10,894,000 homes in 1946 to 12,255,000 in 1949 and 10,771,000 in 1950.

Major part of the decline in evening listening has occurred in metropolitan markets, dropping 9.2% for the country as a whole from the beginning of 1949 to the beginning of 1950 compared to an 18.2% decline in metropolitan markets.

The trend in radio homes as compared with television homes is shown in another chart (see this page), revealing fewer radio-only homes than at the beginning of 1949.

Another chart shows that sponsors bought 199:25 hours on the four networks in 1948, 177:40 hours in 1949 and 172:20 hours in 1950 (third week of October each year). It will be even worse in 1951, the network fears.

Network 'Health' Seen
Network radio can be restored to economic health by means of full advertising support if rates are adjusted, NBC argues in a chapter titled "A Rate Adjustment to Unfreeze Network Sales." Substantial investments in improving NBC's evening programs were made in 1950. It is stated, and sales efforts "have been intensified to the maximum" along with promotion activity.

Sales will continue to drop unless evening network radio is again attractive to advertisers, in NBC's opinion. A decline would hit the quality of programming whereas a rate cut which stimulates sales will permit high-quality commercial program service "against which you can sell spots and chain breaks," the NBC statement continues.

Normally the strong program schedule would have been sold, NBC claims. "With sales unfrozen, the network and its affiliates can receive the maximum return from NBC's improved programming, its intensified sales activity and its enlarged promotion," it is stated.

Full weight has been given to ways of avoiding a rate cut, such as curtailed TV expansion because of mobilization and the influence of excess profit taxes in enlarging advertising expenditure, NBC informed its stations. These aren't enough, NBC claims, to start the swing back to evening radio.

NBC explains in detail its method of reducing rates, estimating TV circulation as of Oct. 1, 1961. The cut in total network evening rate is 11%, compared to 15% proposed by ANA and many advertisers, based on Jan. 1, 1951, TV circulation. NBC's Oct. 1, 1951, TV figure is 13,500,000 sets in markets affected by the rate reduction compared to the 8,606,000 figure used by advertisers.

Advertiser-proposed cuts, in the case of certain station rates, would run as high as 35%, 45% and 55%, according to NBC, with a 25% cut on NBC stations.

ANA's July 1950 study, says NBC, "calculates the effect of television by subtracting all TV families in the station's area from its radio audience. The resulting percentage reduction is rounded to the next lowest 5% and applied to the station's rate to obtain the reduced rate."

NBC Illustration
Illustrating, NBC cites a hypothetical case involving 500,000 radio families in the nighttime coverage area of Station X, with 200,000 owning TV sets and 375,000 (75% of total) listening to the station and constituting its evening BMB audience.

ANA assumes the 375,000 BMB families own all of the 200,000 TV sets and the other 125,000 own no sets, according to NBC. ANA subtracts all of the TV families from the station's BMB audience to get a percentage cut. In this case, ANA would delete 200,000 TV families from the 375,000 BMB families, getting a percentage reduction of 53.33%.

On the other hand, says NBC, it would scatter the 200,000 TV sets among the 500,000 radio families. Under this formula, the 375,000 BMB families (75% of 500,000) own 150,000 TV sets (75% of 200,000). Before subtracting the 150,000 TV families from the 375,000 BMB families, NBC credits the station with a 26% factor representing radio listening by TV families.
families as compared to non-TV families.

At this point NBC subtracts 75% of the 150,000 TV families from the BMB audience of Station X, or 112,500 from 375,000 families to arrive at the percentage reduction in circulation on which a rate cut is based. Thus the reduction in this case would be 30% compared to 53.33% under the ANA method.

Here are NBC's instructions on application of the method to a particular station:

The first step in arriving at the reduced rate for your station is to determine the total radio homes in your station's nighttime coverage area and your evening radio audience based on BMB Study No. 2. The percentage ratio between BMB families and total radio families is then applied to the total television families in your area to determine how many of these television families are included in your BMB audience, and to exclude those which are not part of your BMB audience.

The television families in your BMB audience are next credited with a 25% factor for evening radio listening. The net result represents the loss in your station's BMB audience because of television.

The families thus lost are deducted from your total BMB audience to obtain the percentage reduction in your evening radio circulation and this percentage is applied to your current evening rate to obtain the reduced rate. If the percentage is higher than 25%, the latter percentage is applied.

AD RATES

Still Control Exempt

EXEMPTION of radio time rates from price control still is in effect under the Defense Production Act signed into law by President Truman last September even though a national emergency has been declared by the President since that time, government spokesmen explained last week [Broadcasting * Telecasting, Sept. 11, 1950].

Whether this means wages can or cannot be "stabilized" in the radio industry is still unsettled and one Economic Stabilization Administration official reported ESA attorneys are studying the provisions of the Act, Public Law 774, to set an interpretation.

From an industry legal source, however, came an observation that Title IV of the law relating to price and wage stabilization specifically exempts only prices from control for radio and TV does not mention wages.

The report of the Senate Committee on Banking and Currency respecting S 3936, which with HR 9176 was basis for the Defense Production Act, indicated price and wage controls generally go hand in hand but in certain instances might be imposed separately. No examples were noted.

Exemption of advertising rates for radio and periodicals had elicited heated debate during House hearings [Broadcasting * Telecasting, Aug. 14, 7, 1960].

NEW SERVICE

Management Audits Offered

"MANAGEMENT Audits," a consulting service for radio-TV stations and networks, is being offered by Von Baumann Studios, New York production firm which has heretofore confined its radio-TV activities to packaging and production.

Cyril von Baumann, executive vice president, said the audits "apply practical and psychological methods, forms and charts to the study and analysis of each department—its operations and functions, plus an evaluation of the entire station personnel (from boss man down)—their duties and activities."

WALKER NAMED

Now Manager of KFPW

JAMES P. WALKER, formerly account executive with KTUL Tulsa, has been appointed manager of KFPW Fort Smith, Ark., effective today (Monday). KFPW, which was recently acquired by KTUL [Broadcasting * Telecasting, Dec. 25, 1950], has become the CBS affiliate in Fort Smith. John Esau, vice president and general manager of KTUL, will supervise operations of both stations. L. A. Blust Jr. will be general sales manager for both stations, and George L. Ketcham will be general promotion manager.

Mr. Walker, who was appointed manager of KFPW, has more than 11 years of experience in the radio and TV business.

Mr. Esau also announced plans for building a new broadcasting plant and studio for KFPW on a site east of Fort Smith, where the present transmitter and towers are. KTUL and KFPW are affiliated with KOMA Oklahoma City, also a CBS outlet owned and operated by the Griffin Radio Interests.
Regional
(Continued from page 38)
said: "Lessons learned by adver-
sisers during all-too-recent World
War II will eliminate much of the
guesswork that marked the ad-
vertising picture in 1942 which,
despite its uncertainties, showed
an increase over previous years."
"After an opening quarter fraught
with confusion, 1951 will be one of
the biggest years for business in the
history of advertising. Cheap dollars
otherwise destined for excess profits
tax coffers will help build brand names
for many new or lesser-known firms
and maintain the names of
already established advertisers."
Bob McRaney, general manager of
Mid-South Network, Columbus,
Ohio, observed that the South is
rapidly acquiring new industries.
"Cattle growing and poultry are
also contributing to the economic
prosperity of the Mid-South area," he
said. "We expect local business to
increase and foresee greater use
of radio locally and regionally as the
local markets are becoming
more important with television's
invasion of the major markets."

Mr. Carr Mr. McRaney

Tom Carr, sales director of
Georgia Assn. of Local Stations,
said: "Higher profits and higher
taxes should increase advertising
budgets locally, but TV may hurt
network business."
W. L. Glessen, president of
Broadcasting Corp., Riverside,
Calif., calls advertisers
who headed newspaper claims
that radio had lost its audience to
TV are now returning to radio and
TV is getting its audience

"from all other forms of enter-
tainment, including newspaper and
magazine readers. Radio is go-
ing to greater heights and
greater sales volume. The radio
industry needs to do a better job
of selling itself. Set makers
should be sold on using radio to sell
televi-

tlion instead of pouring millions
into media that are trying to stop
both radio and television from
growing."
George T. Frechette, managing
director of the Wisconsin Network,
said regional sales "are becoming
better
recognized as an easy way for
advertisers and agencies to cover
a specific state or area. The Wis-
consin Network has seen the shift
to regional networks by spot ad-
vertisers during the last part of
1950 and looks to a substantial
increase in revenues in 1951."

Impetus From War
Lee Jacobs, president of Oregon
Trail Network, said a war crisis
"will add impetus to the normal
increase expected as the North-
west will be a vital area for war
operations. This activity and tax
dollar advertising will just about
offset shortages of goods, leaving
the industry with just about the
same revenue as in 1950. Small
market stations located in non-war
activity areas will probably suffer
a loss in revenues."

An unchanged healthy adver-
siting picture in Canada for 1951 is
envisioned by E. A. Weir,
commercial manager, Can a d i a n
Broadcast Network has seen the shift
to commercial networks than was
expected. The network expects
there will be more pressure
for daytime network time in the
Dominion.

"Business can be expected to re-
main good; bookings on networks
will be going to remain
reasonably stable," declared Mr.
Weir. "Advertising for neces-

SCEK

2,000 MHz

1800 DAMON

1,600 DAMON

1,400 DAMON

1,200 DAMON

1,000 DAMON

800 DAMON

600 DAMON

400 DAMON

200 DAMON

FM

108 MHz

88 MHz

76 MHz

64 MHz

52 MHz

40 MHz

28 MHz

19 MHz

11 MHz

5 MHz

How all business is shot
And the world gone to pot,
I'm thankful for what I've got,
And wish you a
Happy New Year

The Art Mosaic Studios

Monta

South Dakota

Kansas

Nebraska

Missouri

Iowa

Wisconsin

Minnesota

North Dakota

South Dakota

Montana

Not only, but seven major industries

IND. MERGER

FCC CLEARED the way last week
Indiana radio stations by approving
and setting a December 31 deadline
for WISN

McConnell owns control of
WHBU Anderson, WANE Ft.
Wayne, and WHOT South Bend.
Under the plan approved by FCC,
commercial stations will be charged
for stock in the licensees of the
three other outlets. Thus Universal
will be holding company for the
three others as well as the licensees
of WHBU [Balt., Md. • TELE-
CASTING, Nov. 27, 1950].

The reorganization plan, which
involves no monetary consideration,
was one of more than a dozen trans-
fer and asset assignments, including the
complex and record-
setting Don Lee-Broadcasting Sys-

tem transactions (story page 19—-)
approved during the last week
of 1950.

Succeeds McKinney
Mr. McConnell, who acquired
43% interest in WISH for about
$151,000 a few days before the
merger plan was first announced,
will own 67.85% of the stock of
the reorganized company. He will
succeed Frank E. McKinney as
president of Universal, with Mr.
and Mrs. McKinney retaining 10.62%
of the stock. Earl H. Schmidt, sub-
stantial minority stockholder of
WHBU and WHOT, will have
14.01% of the reorganized Uni-
versal, and Frank M. McHaile, who
has had 10% of WISH, will have
3% of the reorganized firm.

WISH operates on 1310 kc with
5 kw day and 1 kw night. WHBU
WANE and WHOT are 250 w full-
time outlets on 1240, 1450, and
1490 kc, respectively. WISH, WANE
and WHOT are ABC affiliates,
while WANE and WHBU are affili-
ate with CBS.

Other transfers and assignments
given FCC approval included:
WPXZ-FM AM-FM Annex, Mich.—
Acquisition of negative control
by Arthur E. Greene and Edward F.
Baughn through purchase of 40% inter-
est from Paul G. Greene for
$50,000.
KEPO El Paso and KWPX-AM-FM
Wichita Falls, Tex.—Acquisition of
control by E. H., Agnes D. and John
H. Rowley and Kenyon Brown for
$25,000.
WMIL Milwaukee—Acquisition of
control by Gene Fosner for $29,605.

FCC Also Approves Other
Transfers

For merger of the licensees of four
stock reorganization plan which
of Universal Broadcasting Co., li-

WMGR Bainbridge, Ga.—Assignment of
license from S. Marvin Coffin to Thomas R. Hansen, John A.
Dowdy and Charles W. Dowdy db as Decatur Broadcast Co. for $24,
000.
KEKI Alice, Tex.—Assignment of
15% interest from J. H. Mayberry to George Press for $6,667.
KXGN Sanger, Calif.—Assignment of
license from five equal partners to Rainier Sanger Co. for $24,000.
KFAS Benning, Calif.—Assignment of
license from Pass Broadcasting Co. to Byron-Wood Motors for
$30,000.

KWHU Corpus Christi, Tex.—Assign-
ment of special service authorization for 60 kw daytime on 1300 kc
noted by FCC, Feb. 18, 1951, to
St. Mary's Church, Baptist General Convention of Texas.

Other transfers approved are
reported in FCC Roundup, page 79.

STUDIO SITES

FCC Permits Four Changes

FOUR studio location changes were
approved by FCC last week in line
with the Commission's early Dec-
ember announcement liberalizing
its main studio site rules [BROAD-
CASTING • TELECASTING, Dec. 11,
1950].

WHIC Cicero, Ill., since 1928
whilst having studios at 6133 Cer-
mak Rd., Cicero, was granted
authorization to license to Chi-
ago, to that of its transmitter, 3550
South Kedzie Ave., Chicago, with
the provision it continues to identify
itself as a Cicero station. FCC
noted Cicero U., an incipient organi-
zation, Baptist General Convention of
Chicago.

KXOA Sacramento, Calif., was
granted move of its main studio
from 1617 80th St. to its transmit-
er site, 1.4 miles north of the city on
the Freeway.

KOBK Owatonna, Minn., was
permitted to move from 1090 North
Cedar St. to its transmitter at
800 feet east of the city on State
Aid Rd. No. 4.

WLWA (FM) Cincinnati was
granted move of its main studio
from Crosley Square, 140 West 9th St., to the FM transmitter site at
southeast corner of Warner and
Hickory Streets.

4-TON SQUEEZE

Allied Gets New Presses

ALLIED RECORD Mfg. Co., Hol-
lywood, has installed two new four-
tons presses that squeeze hot slabs
of plastic into 16-inch transcrip-
tions.

Custom-made by Stewart-Bolling
foundries in Cincinnati, the new
press is said to increase production
by up to five times and to
simplify the job.
LOYALTY OATHS

REACTING to the CBS "loyalty questionnaires" [Broadcasting * Telecasting, Dec. 25, 1960], Authors League of America vice president Joseph H. Ream, vice president for assurances that employees' "rights under law" will not be "urtailed or disturbed," and that innocent individual's reputations "will in no instance and no way be damaged by your questionnaire or by any use that is made of it."

Saying that "the kind of personal liberties which are defined in the First Ten Amendments to the Constitution are ever lost, the democracy we wish to defend will have been lost," the league letter went on to list five "conclusions" as to the CBS order, as follows:

1. It (CBS' order) establishes the principle that a writer's employment may depend upon his politics. The Authors League has always taken the view that a writer's employment should depend upon his writings. We fully understand that under wartime conditions precautions have to be taken, especially in the field of communications, against subversion and sabotage, and that the move by CBS has been taken in the name of such precautions. Nevertheless, we deplore the principle that the hiring or firing of a writer should be decided by his politics, without recourse to the proper channels for security against subversion already established and now extended by the United States government.

2. The CBS questionnaire is more likely to condemn the loyal unjustly than to save the disloyal. In days of hysteria like these, the mere hint that a man has ever had Communist connections may damage his earning power indefinitely. No safeguards against this happening to those who are loyal have been announced by CBS. A fundamental safeguard, it seems to us, would be a guarantee not to deprive a writer of his earning ground except in competence without a hearing.

3. The questionnaire is not flexible; it does not take into account qualifications of a particular case. In checking all present and past affiliations, it equates, for instance, the period of the Spanish Civil War with that of the war when the United States, Great Britain, and Soviet Russia were wartime allies, and both those periods with the present time. Majority opinion and the national interest have shifted with the times; your questionnaire would be the same when it was known to be an enemy.

Nor does it admit that men may change their minds.

Tax Status

(Continued from page 24)

4. The questionnaire seems to us negative in intent and in effect. It asks a writer to prove his loyalty to the United States by denying that he ever belonged to certain organizations -- perhaps a possible loyalty to the nation, so only an affirmative means of determining it -- and of inspiring it -- can be justified by being of any use.

5. We have serious doubts as to the effectiveness of your method. If a man is dedicated to the overthrow of a form of government established by the Constitution, why should be think twice about lying to a corporation?

The letter, which was signed by Oscar Hammerstein II, league president, John Hersey, vice president; and Erik Barnouw, secretary, went on to say that the league felt that its members employed by CBS were entitled to assurance that their rights under law would not be curtailed, and that "those among them who are affirmatively loyal to their country and to its traditions of freedom of conscience are entitled to assurance from you that their individual reputations will be damaged by your questionnaire or by any use that is made of it."

RTDG Investigating

Meantime, a committee of the Radio & Television Directors Guild is investigating the question. RTDG has requested Mr. Ream to postpone application of the order until Jan. 4, when the RTDG New York local council will meet, hear the committee's report, and, presumably, act.

Executive Placement

EXECUTIVE Placement Service's Executive Placement Service has been formed by Howard Frazier, TV and radio management consultants, with offices in the Bond Bidg., Washington. The new project expands an employment service, formerly available to clients, to include executive applicants. The service is licensed and bonded by the District of Columbia. Mr. Frazier for some years was associated with the management consultant firm of Frazier & Peter.
MILITARY NEEDS Can Be Met—Baker

MILITARY requirements can be adequately met by the electronics industry if it is permitted to convert to defense on a sound basis partly in line with its own expansion plans, according to Dr. W. R. Baker, General Electric vice president and general manager of the company's Electronics Dept.

"One of the major concerns," Dr. Baker stated, however, "is that trained electronics workers would scatter into other fields if there should be a sharp curtailment of television and radio output before production lines for military equipment could be placed in operation."

Contending that a part of physical facilities necessary for military production will be provided under present "expansion plans" within the industry, Dr. Baker noted that GE's electronics department has embarked on a long-range program to include expansion of facilities relating to manufacture of parts, components or products that can be used in defense output. One of GE's three new plants can be readily converted to military use, he added.

A major critical shortage foreseen by Dr. Baker is the number of experienced electronic engineers capable of designing and improving guided missile, radar, communications and electronic fire control equipment.

WORLD RATE PLAN

Will 'Hold Line,' Sinn Says

WORLD Broadcasting System Inc. will "hold the line on rates at their current level as long as possible," according to John L. Sinn, president.

In a letter to the World member affiliates, Mr. Sinn cited the recently completed negotiations between World and AFRA which resulted in an average cost increase for AFRA talent of 17%, but reassured the affiliates that World would not increase its rates as long as there was any possible present structure. He added that the stations will continue to receive all the new commercial ideas for sale of the programs.

Don Lee Sale

(Continued from page 19)

Francisco, KGB San Diego.
CBS—KTSI,
Los Angeles Times—KTTV (100%).
Mr. Dollar—KDB.

First National Bank of Akron (as trustee)—The estimated $2 million plus Don Lee properties in Los Angeles (leased to CBS and Lee Enterprises), Don Lee's Mt. Wilson and Mt. Lee TV properties (leased to CBS), and other real properties.

FCC meanwhile dismissed as "premature" a petition filed by Olman Edwin W. Pauley's Televisión California seeking return of TV Channel 2 to the longstanding competitive proceeding involving San Francisco TV applications [BROADCASTING & TELECASTING, Dec. 18, 1960]. Don Lee's application for Channel 2 in San Francisco had been severed from the comparative proceeding and associated with Don Lee renewal applications, when the renewals were pending.

Applicant Only

The renewals were subsequently granted, and FCC pointed out in last week's order that "Don Lee's status with respect to the telecasting application in question is simply that of an applicant."

FCC said it has no information as to whether Don Lee, under General Tire ownership, will wish to compete with the San Francisco TV application.

To Television California's suggestion that details of the sale of KTSI to CBS imply that "trafficking in licenses" may be involved, the Commission replied that "we find nothing suggesting the activities of a promoter or broker but rather of the orderly distribution of property. Hence, we are satisfied that no problem of trafficking is present."

Under General Tire ownership, the Don Lee Network and its owned stations are to be under the executive management of Willet H. Brown, now Don Lee president. Licenses of the stations will remain in the name of Don Lee Broadcasting System.

Merle Jones, general manager of KNX-CBS Hollywood and the Columbia Pacific Network, will be general manager of KTSI under CBS ownership. KTSI will be Columbia's second fully owned TV station, the network already owning WCBS-TV New York, in addition to a 45% interest in WTOP-TV Washington.

The lease arrangements in the Don Lee transactions provide for CBS to rent space in the Los Angeles Vine St. studio building for $10,000 a month, a total rental of $120,000 and to lease the Mt. Wilson and Mt. Lee television properties for 20 years at $460,000 total rental.

CBS gets the right to renew the Mt. Wilson and Mt. Lee leases for another 20 years, and would be permitted to buy the Mt. Wilson property after the first 11 years of the lease for $137,000 with certain minor conditions.

Don Lee (General Tire) also will lease space in the Vine St. building, under a 10-year agreement totaling $2,550,000. Certain other real properties are to be made available to Don Lee on a 10-year rental basis for a total of $950,000.

With General Tire acquiring more than $5 million in cash and quick assets in its purchase of the Lee Estate, and with certain other properties yet to be liquidated, the company's actual outlay would be approximately $6 million for the estate.

Com. Paul A. Walker voted for hearing on two aspects of the Don Lee transaction—assignment of the KTSI construction permit to CBS, and the transfer of control of the Don Lee AM and FM properties from the bank as trustee to General Tire.

The reported $450,000 sale price of CBS's 49% interest in KTTV to the Los Angeles Times was understood to be premised on a ceiling of $25,000 in monthly losses from April, plus other fixed items. FCC's action brought this phase of the transactions just under the wire, since the CBS-KTTV contract was slated to expire Dec. 31.

KTTV's operations are understood to have entered the black in October.

On the bidding for the Lee Estate, General Tire topped Hoffman Radio & Television Corp. and associates on the second round by increasing its offer to $12,300,000 after the Hoffman group made the high bid on the first round, $11,200,000 to $10,625,000.

General Tire was represented by the Washington law firm of Piersall & Ball.

Sign Loyalty Oath

ENTIRE staff of KWKW Pasadena, invited by William J. Beaton, vice president and general manager, to sign a loyalty oath with no compulsion attached, has responded with 100% signatures, KWKW reports.

Service

Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.
Roy Thompson

25 years of radio experience and personal public relations—Station in his community's projects and services have made Roy Thompson a household word in industrially rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

Altoona, Pa.

Represented by ROBERT HEEGER ASSOCIATES

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P. I. Offers Mount

(Continued from page 24)

Penny, of the agency’s radio department, said the station would receive 25 cents net on each order for Nun-Lint clothes.

Hollywood Toy Television Corp., Chicago, offered TV stations a per inquiry deal in December which it said had been tested on three stations with results that “amazed” the company. The item is a “toy television set” selling in stores for $5.95 and specially promoted by TV for $2.98. Of this sum, the station gets $2 net. The toy shows six-minute movies on a 5x4-inch screen. It is motor driven. A suggested announcement is three pages long, with video cues provided.

Stockings $3.50 @ Doz.

Twelve pairs of “beautiful sheer nylon hose” are sold for $3.50 in an offer by Gateway Sales Inc., Atlanta. The station gets 75 cents per order. A money-back guarantee is included. J. B. Brannon, of Gateway, in a letter to stations, wrote: “Our firm has been selling bargain merchandise in this market for seven years. We are now, for the first time entering into sales through the medium of radio. . . . At present this offer is being handled by all of the stations comprising the Southeastern Broadcasting System.”

Many stations received a form letter from The Netherlands Information Bureau, Holland, Mich., which “is pleased to announce that it has available a new transcribed radio series, This Is Holland, composed of 15 features about life in the Netherlands with each program designed for a 15-minute spot.” Discs may be secured “free of charge” by mailing an enclosed post card.

Another offer of free transcriptions came from Pathfinder magazine, via a letter signed by Greta Baker, radio consultant, New York. Writing to program directors, she said: “One of the pleasantest parts of my 14 years in radio has been the friendly contact with program directors like you, who offer radio stations all over the country. . . . Now I am proud to tell you of a distinguished new series of public service programs that I shall write OFFER to send to children’s Home upon receipt of Butter-Nut strips and jar labels for broadcast by News Editor Bob Arthur of KFH-AM-FM Wichita, Kan., on his noon newscast for Butter-Nut coffee, with these overwhelming results—16,000 replies, a tired news editor, a merry Christmas for some youngsters and a happy sponsor.

and produce for your special benefit . . .

“The programs will be based on articles of lasting interest in Pathfinder. . . . Sixteen-inch transcriptions will be made available to you without charge as a public service. The only reference to the magazine will be a brief statement saying that ‘the story is based on an article in the Pathfinder family news magazine.’ . . . At a later date a list of stations carrying these programs will be published in Pathfinder. I hope your station will be on this list.”

Ludy Reply

Ben Ludy, general manager of WBWM-AM-FM Topkea, Kan., wrote Miss Baker as follows: “I have read with interest your letter and the suggested 16-minute script plugging Pathfinder magazine. For your information I am attaching our rate card, which will give you complete details as to our time charges. I could not under any circumstances construe such a transcribed show as a public service. I am sure that you would not expect Milton Cross, the professional actors, or the transcribing company to do their work without charge.

I am sure that you will find that all well-received radio stations will feel as I do in the matter.”

Joseph Maxfield Co., Providence, R. I., agency, submits a P. I. offer of an assortment of textiles for $1.95 a bundle. The station gets 50 cents per order, less 15% agency discount. Client is Quality Patch Co., which “has been advertising for several years in many national publications and has received excellent results.”

Schwab & Beauty, New York agency, submitted a late autumn P. I. campaign for a $1.50 book, Your Income Tax. Stations were offered 50 cents per copy, consignable. “The last time there was a big increase in income-tax rates, 100 radio stations shared in $250,- 000 of revenue,” according to George F. Perkins, agency sales director.

Two offers are submitted by B. D. Ritholz, of Dr. Ritholz & Sons Co., Chicago. The first (Clark Optical Co.) is a pair of eye glasses. “Save up to $15,” the offer says. “Test your eyes at home with our home eye tester. See far and near.” The company pays 50 cents per inquiry.

Second offer by Dr. Ritholz & Sons Co. covers a “beauty device” (Midwest International Products Co.) and pays $2 per COD or cash in advance order. The device is called “the Isotone Method for Beauty,” and is described as an “amazing new discovery for wrinkles, blackheads, enlarged pores, muddy sallow complexion, dry or oily skin, other skin blemishes.” It attaches to any water faucet. References given by Dr. Ritholz & Sons Co. are Dun & Bradstreet and National Security Bank of Chicago.

Radio & TV Sales Promotion, Chicago, has had “considerable success” in distributing quick-selling P. I. items, according to a letter by Nicholas F. Acacio. Stations are asked to “advise us on what percentage you operate and the method in which you control all orders.”

A typical offer, the letter indicates, is Kwik Trim hair trimmer for $1, including free blades.

Jackpot Fight

Court To Choose CBS Winner

SUPERIOR Court in Boston has issued a temporary injunction restraining CBS from awarding jackpot prizes totaling about $16,000, in cash ($5,000) and merchandise ($11,000), until the court has determined who answered the jackpot question, on the network’s Sing It Again show Dec. 16.

A telephone call was put through from CBS to Rocco Rotondi, owner of a pastry shop in Boston, at his store. When the questions were answered correctly, the network announced that Mr. Rotondi was entitled to the prizes. Then William de Marco went into court, claiming that he was in the store at the time of the call and that he, not Mr. Rotondi, answered the questions and that he, not Mr. Rotondi, should get the prizes. The court issued the restraining order and CBS is keeping the money and merchandise until the winner has been certified.

FCC Counsel Granted Time

FCC last week granted its General Counsel’s appeal for additional time to answer G. A. (Dick) Richards’ petition asking FCC to reconsider and grant his three stations’ renewal applications, or alternatively, to decide the issue on the basis of their performance since their last regular renewals.

At the same time—six days after the hearing on Mr. Richards’ news policies—FCC dismissed as “moot” a Richards appeal from the hearing examiner’s refusal to recess the hearing until FCC handed down a decision on the petition in question.

The Commission allowed General Counsel Benedict P. Cottone until Jan. 12 to file his answer to the Richards petition. His request for additional time had been denied by a motions commissioner earlier.

The case—which hangs the fate of Mr. Richards’ KMPC Los Angeles, WJR Detroit, and WOAR Cincinnati stations—has been granted a hearing in Washington Dec. 25, 1960. Attorneys for FCC and Mr. Richards were given 90 days in which to file their respective versions of what the “findings of fact” should contain.

Would Deny KFGF Bid

KFGF Fremont, Neb., would be denied increase in power from 100 to 250 w, operating fulltime on 1340 kc, according to initial decision reported by FCC last week. Hearing Examiner Hugh B. Hutchison found KFGF already covers Fremont with primary service and the requested power increase would cause interference to other stations.

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Broadcasters Optimistic

(Continued from page 86)

ing. What with the freeze,... there will be continued shortages of time availabilities for both spots and programs in many markets. ... The majority of our clients are established television users, who come back repeatedly for new film. This will be the hard core of our business during the coming year. ... We still expect an increase in business in '51 over '50, but no where near the increase we would have contemplated were it not for the state of the nation.

Norman C. Lindquist, television director, Atlas Film Corp., Chicago:

"We anticipate a lot more television commercial production, and have added extensively to our facilities. ... Because of the economic emergency, however, we have already seen a hesitancy on the part of management to plan long-range advertising campaigns. ... They are cautious about going into any large-scale commercial or promotion ventures because of cutbacks and drastic reductions in materials available for civilian use. ... We think that the entire TV film production business will be unionized. Such organization would stabilize the entire price line of the industry and eliminate the present practices of undercutting. Organized producers cannot compete, price-wise, with non-union shops."

Campbell View

Jerry Campbell, president, Campbell-Cahill, Chicago film producer:

"In spite of the world situation, I look for 1951 to be a much bigger television year than even 1950, which was tremendous. When the public takes to something in the manner in which it has taken to television, it puts advertisers in an enviable position which for years has been their goal, and has never been realized until now. ... I look for excess profits to be literally poured into television, which will provide even greater stimulation. Of course I don't have to point out the importance of television film to anyone who has had even the remotest experience in the medium."

Dr. Allen B. DuMont, president of Allen B. DuMont Labs Inc., said television will contribute to the full defense effort in 1951 "like all American industry." Production figures will have to be cut drastically, he said, but "the full impact of the defense effort will not be felt until spring or early summer."

Production Off

Dr. DuMont estimated that production would be off at least 25% from the September-October period when TV receivers were coming off the production lines at the rate of 9 million a year. Moderately higher consumer prices were seen because of "increasing shortage of materials and shortness of component parts." But Dr. DuMont added, "That picture is changing so fast that it is impossible to say when prices will rise or what they will be."

The color TV question has been thrown into a "state of complete confusion," according to Dr. DuMont, and it will take "considerable time to settle (the) question." He continued: "The color question for 1951 will be mostly an academic one. Dr. DuMont expressed hope that the freeze on TV stations would be lifted in 1951, stating that such action "will do much to increase the demand for sets." However, he concluded, though every manufacturer would like to make more sets in 1951, "the important thing right now is to make sure our defenses are strong. ... Events of the past few years have made it clear that if we don't increase our nation's strength, we very soon won't have a nation."

"The sales figures for the rubber industry in 1951 will almost certainly reach record high levels" declared J. P. Seiberling, president, Seiberling Rubber Co., Akron. Reviewing tire manufacturers' record shipments of 103 million units during 1950, Mr. Seiberling forecast that the rubber industry's total output of civilian tires will be slightly lower in 1951. He pointed to one big question that faces the rubber industry: "Will there be a full supply?"

Trevor Evans, radio director of Pacific National Advertising Agency, said his agency will spend more on radio in 1951 with a definite increase indicating increased network expenditures. As for television, Mr. Evans estimated a 10% increase with most of that going for spot TV. Radio will not suffer from the increased budgeting at Pacific, Mr. Evans indicated. Magazine advertising will be decreased, he said.

George J. Kerrigan, vice president of TEL-A-MOVIE Corp., Philadelphia and New York, sees a bigger revenue year for television in 1951, estimating a general business increase of 200%. "Should the war reduce production, he stated, "I believe rationing and government needs for steel and electronic equipment will curtail the advertising budgets of TV's largest advertisers—the appliance and automotive industries, thus affecting programming to some degree. But 1951 should see other advertisers spend more (and) clothing expand their budgets both nationally and locally."

Sylvania Electric Products Inc. sales volume for 1950 in excess of $150 million, representing an increase over 1949 of more than 50%, and a carry-over of nearly $70 million in unfilled orders, was reported by Don G. Mitchell, president, reviewing his annual statement and forecast.

Business for the full year of 1951 will be "considerably more" than that for 1950, he predicted, due to "inflation in the market," which will follow critical material restrictions, and the lag between defense orders and resultant production.

A year has begun for substitute materials in company laboratories, he said.

Film Shortage

Louie W. Kellman, News Reel Laboratory, Philadelphia, producers of TV film shows, and spot and trailer films, feels they have not been hampered in 1951 in supplying TV package shows because "a shortage of positive film for the duplicating prints has arisen" putting the firm on an allotment basis which "in the past has been as low as 25% of our original orders." Mr. Kellman feels that "expenses are going up and we feel we have to pay more money in 1951 for production than we did in 1950." Paul Thompson, Thompson Film Services, Seattle, believes that "1951 looks like a good year for the producer of commercial motion pictures." Under rapid stock is restricted, which Mr. Thompson does not think likely, he feels that "present developments should aid, rather than retard, the use of motion pictures for sales promotion, education of new employees and TV." Thompson feels that the demand for good commercial films for TV already "exceeds the supply," and he observes that some stations are "talking about setting up their own producing units in an effort to fill some of the need for filmed programs."

NEW AWB GROUP

Meets April 6-8

FIRST meeting of a new trade association for women, succeeding the Assn. of Women Broadcasters, will be held April 6-8 at the Hotel Astor, New York.

Known as American Women in Radio & Television Inc., the new association is temporarily headed by Dorothy Spicer of Minneapolis. Miss Spicer becomes acting director Jan. 1 and will serve until the April convention.

Details of the association's format were drafted at a Dec. 16 meeting of a steering committee headed by Doris Corwith, NBC New York.

Law is Chairman

Chairman of the AWRT Steering Committee is Agnes Law, CBS New York. Temporary headquarters will be maintained at NAB headquarters in Washington.

Bette Doillick's, acting secretary of AWB, is aiding the new association in a temporary advisory capacity. Miss Doillick has been named assistant to Charles A. Batson, NAB television director.

Permanent officers will be named at the April convention. Effective Jan. 1 the following committee will operate until the convention:


OPERATIONS: Grace Nichols, Walter "Thompson Co." chairman; Dorothy Kelleher, NAB, treasurer; Margaret Brenton, N. J.; Dorothy Fuller, WBET Brockton, Mass.

ACTIVITIES: Eudora Hammersen, KDA Denver, chairman; Anne Hayes, KOMO Seattle; Marie Houlahan, WEEF Boston.

MEMBERSHIP: Doris Murphy, KMA Shannon, Iowa; Jane Smith, committee comprises remaining 15 district chairmen.

THE OLD SEA-HORSE SAYS:

No Other Medium "Offers So Much For So Little".

Now affiliated with Progressive Broadcasting System.

May We Hear From You?

WDCR

BILOXI MISSISSIPPI

Serving the Entire Mississippi Gulf Coast

1000 watts • 570 kilocycles

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BROADCASTING • Telecasting

$140,658,000 In Food Sales*

Food advertisers pick WDCR, Hartford, Conn., Test Station in WDCR's

Test City, "Won't Wino, Malo, Hartford's Commercial WDCR"

For Hartford Metropolitan Area

* Sales Management, Figure for Hartford Metropolitan Area
**Basketball Game**

WIU Kokomo, Ind., staffers and Kokomo Tribune members challenged Kokomo High School coaching staff to benefit basketball game to help local hospital nursing home building fund. Contest, under direction of WIU Sports Director Rick Weaver, was played in Memorial Gym. To delight of 7,000 fans, lopsided game (which both teams claimed as victory) brought total of $337 into fund.

**Interview Twist**

WTAG Worcester, Mass., Morning Parade. M.C. John Wrisley is using new twist to interview musical personalities who arrive in Worcester. Recorded interviews are cut into five or six short takes and Mr. Wrisley uses one each morning on his daily show. Each one ends with lead-in for stars record, which is played on show.

**Program Brochure**

BOWLES & Co., national representative, and directors of Radio Sales Network, sending complete brochures to affiliate stations. Brochure describes programming and functions of network.

**New Music Show**

WCFM (FM) Washington, The Inside of Music, Thurs., 9:30 p.m., starts Jan. 4. Richard Bales, director of music at National Gallery of Art and conductor of National Gallery Orchestra will act as m.c. He will give comments and information on music featured on show. Mr. Bales formerly conducted series on WOL Washington in 1944-47.

**Time for Sales**

CKXL Calgary sending hour-glass style egg timers to local drugstores to draw attention to sponsored evening news cast (proprietary). Timer, mounted on card, is mailed in carton of sponsored medicine.

**Quick Work**

KCOH Houston, through quick work, averted shutdown by fire that burned through telephone cables linking studios with transmitter. Crew of announcers, operators and engineering personnel took records to transmitter, and resumed operations from there. They had only one turntable and used other makeshift equipment.

**New Map Calendars**

WLAW Lawrence, Mass., mailing map to trade and advertisers, starting 1956 promotion. Calendar (4x22") features map of nation in color in upper half, with lower half devoted to calendar. Site of station is circled on map with arrow pointing to it and reproduction of radio tower directly under it.

**Operation Thing**

WHIZ Zanesville, Ohio, in cooperation with Junior Chamber of Commerce launched "Operation Thing" to help needy people of city. During seven hours of broadcasting, calls were received from listeners offering different things for drive. Twenty radio-equipped Jaycees cars stood by in different parts of city to pickup gifts. Phil Harris, who made "The Thing," a hit tune, was interviewed via telephone. Idea for program was picked up from "Things for Kids" drive inaugurated by Mr. Harris on his NBC show.

**Overseas Greetings**

ARMED FORCES Radio station in southern Japan has started Hometown Mailbag, sending greetings to men overseas from back home. Sgt. Leland Ray Brier, who emcees show, sends greetings and songs requested from people back home. He asked men in Korea to write home and tell families about program, urging them to write station for requests. APR reports show is top morale builder.

**New Publication**

FIRST ISSUE of "WBBM Showman" has been released by station to agencies and clients by Promotion Manager Dave Kimble. Four-piece color brochure, fronted with season's greetings and picture of Wrigley Bldg. at night, contains background lead stories appearing in trade press, few gags and short items about agency personal changes. "Showman" will be released monthly.

**Bear Sheet on Color**

RCA sending to trade tear sheet of stories appearing in newspapers, magazines and trade journals dealing with color television by National Assn. of Broadcasters. Story deals with RCA's color system and reports it has received in press. Attached is note from RCA President Frank Olson.

**Smart Promotion Piece**

WFBA Dallas sending promotion piece to trade and advertisersheaded "They all BUY for BENELL." Piece cites Julie Benell shows on AM and TV and her selling power. Folder also has pictures of guests that have been on her shows and pictures from shows.

**More Ears**

KNBC San Francisco sending mailing piece to advertisers entitled "It's ears ahead." Title is printed in red on white cover. Inside points up KNBC's wide coverage in big market and increase in population in area.

**Views of the People**

WRFD Worthington, Ohio, Opinion, 1 p.m. listeners were asked to send opinions on Korean situation for broadcast. Station reported that replies, from 88 counties, ranged from "Blow 'em up" to "Let's stop using bullets and get back to the Bible." Bill Arthurs used excerpts from 150 different letters during show Dec. 25. He also gave roundup of Ohio public opinion concerning present world crisis.

**Accountant Smith**

Heads New AFA Committee

RALPH SMITH, executive vice president of Duane Jones Co. Inc., has been appointed chairman of committee of 15 advertising men to create a new version of the Advertising Federation of America's campaign for public understanding of advertising. The campaign will be geared to the newly mobilized economy.

Other members of the committee will be:


**Moves Transmitter**

WJZ-FM New York has moved its transmitter to the top of the Empire State Bldg., New York, and resumed permanent service interrupted by the storm, Dec. 29. Transmitter was formerly located in Lodi, N. J.

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**LANG-WORTH FEATURE PROGRAMS**

**Sell Food Products!**

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Feature of Week

(Continued from page 19)

bola for transmission to the WKY-TV relay station.
Sixty-five feet of height—enough to clear the surrounding hills and other towers but not supplied by the Oklahoma City Fire Dept. in the form of a ladder truck. Engineer Aaron Britton mounted the ladder which reached the top, raised the ladder straight up, climbed calmly to the top for a few last minute adjustments and the remote telecast went off without a hitch.

Viewers and sponsors alike were reported enthusiastic about the show. Kimberling's Inc., a supermarket located in the new shopping center, was overwhelmed the next day by a flood of customers. Stock was depleted to such an extent that the store had to be closed for restocking. Owner of the store, amazes at the quick action accomplished by the telecast said ordinarily a new store would have to wait two or three weeks to build up a customer list. More customers than he could handle on the first day of business.

The program's results also looked good to Homer Hyde, owner of the Hyde Drug Store, in the shopping center. He signed with WKY-TV for two TV spots a week. Mr. Hyde said several out-of-town customers had discussed the day after the telecast "just to see what all the shouting was about.

The station reported the program was primarily a television tour of these two stores and the Melody Cleaners, another shopping center establishment. The "Serenaders," WKY-TV instrumental and vocal quartet, provided entertainment during the show.

WQWQ Now WGSW

Marks Change at New Year

THE NEW YEAR today is being celebrated doubtly at WQWQ-AM-FM Washington. Station is marked by the new calls and voice of WQWQ-AM-FM, initially promoting the station's slogan, "Washington's Good Music Station." First station-break of the new calls letter was made by M. Robert Rogers, station manager and general manager, during a New Year's Eve "Surprise Party" which was held at the station's new studio and broadcast to listeners. Event also marked the station's fourth birthday.

In announcing WQWQ to the radio audience, Mr. Rogers pointed out the station's attempt to change its call letters for some time and thanked the Civil Aeronautics Administration, to whom the call letters were assigned formerly, for making available the old call letters. WQWQ operates on 570 kc with 1 kw daytime; WQWQ-FM on 106.3 mc with 1 kw.

LEILA LOUISE starts five weekly quarter-hour Girls and Gowns charm advice program on Progressive Broadcasting System.

Courts

Hicks Cleared in WBT Case

NORTH CAROLINA Supreme Court has reversed a lower court conviction of Sterling L. Hicks on charges of conspiracy in an attempt to buy WLAW radio station in Charlotte.

Following the ruling, Solicitor Basil L. Whittaker announced he would submit a new indictment against Mr. Hicks to the grand jury of the Mecklenburg Superior Court term that begins Jan. 2. The Mecklenburg court heard the case last March. The jury returned a verdict of not guilty to the charge of "conspiracy to damage a building owned by the Jefferson Standard Broadcasting Co. (WBT)," but guilty of "conspiracy to damage real property." Mr. Hicks was sentenced by the criminal court to a 18-34 months prison term.

The supreme court reversal was based on the indictment of Mr. Hicks and an alleged accomplice. The latter was in court in case B-53, in which he had met to blow up the WBT tower— it was the transformer, not the tower." Later testimony revealed the transformer to be the property of Duke Power Co., which services WBT.

Based on this contention, the ruling in part read: "There is fatal variance between the indictment and the proof on this record. This indictment charges the defendants with conspiring to maliciously damage real property and to and upon the real property of Jefferson Standard Broadcasting Co. The proof is to the effect that they conspired to maliciously commit damage and injury to the property of the Duke Power Co."

Broadcasting • Telecasting

BROADCAST a fortnight ago by WCAX Burlington, Vt., urging residents to send Christmas cards to President Truman, "sit down with an easy chair and send a message to the President, telling him he has steady, sincere friends in the Green Mountain State"—stirred up "scores" of telephone calls and letters which were favorable, the station reports. Vermont is normally a Republican state.
On All Accounts

(Continued from page 12)

sion show Great Music; the Phila-
delphia Saving Fund Society's half-
hour Favorite Story, featuring
Ronald Coleman on WCAU; the
Keystone Automobile Club's Let's
Go, a weekly travel film, and its 3
weekly radio news shows, and radio
and television, sports shows spon-
sored by the 23 Chevrolet Dealers in
Philadelphia.

There are also many station breaks and spot announcements, both radio and television, for such
events as Philadelphia Saving
Fund Society, Keystone Automobile
Club, 23 Chevrolet Dealers, Capital
Bakers Inc., Allied Florists of
Greater Philadelphia, Barbey's Inc.
(Sunshine Beer), M. A. Hanna Coal
Co., the Battery Division of Thomas
A. Edison Inc. (on stations in
Pennsylvania, New York, Michigan,
Massachusetts, Ohio and others),
Harleyville Mutual Casualty In-
surance Co., Wilkngen Mfg. Co.,
Hood Chemical Co., and others.

For one client alone, the Bell
Telephone Co. of Pennsylvania, Ned
and his department place 279
one-minute announcements a week on
93 stations in Pennsylvania. Most of
these announcements deal with contests on the party line, the
proper method of dialing, long dis-
tance calls, and other information
material on how the public can
better be served by telephone.

Television and radio business has
increased tremendously at Gray &
Rogers since the传播 war, with
television considerably ahead of
radio. This, as Ned sees it, is be-
cause television is still somewhat of
a novelty and a little more spec-
tacular than radio. But television is
a tremendous force in advertising
and will grow stronger every year.

He hastens to explain, however,
"television will never completely
outshine radio, even though it has
not yet reached its peak yet. Both
have their proper places in the
advertiser's budget. Each has its
own audience to reach."  

Ned is married to the former
Mary Mirkil, also a Philadelphian.
They have two children, both are
married. Edmund Jr., is a TV
director at WFIL-TV Philadelphia and
Carter, their daughter, is mar-
rried to Geraldine Workman Davis.
The Dorrances recently made a
grandfather when Carter gave
birth to a baby girl.

Ned's hobbies are fly fishing and
collecting antiques of the early
American period.

WCKY WINNERS
New Transmitter Contest

MORE than 16,000 entries were
received by WCKY Cincinnati in
courts held in connection with
licensing of its new FM
transmitter [BROADCASTING • TELE-
casting, Dec. 4, 1950] WCKY has
announced.

In the two-line jingle contest,
first prize of $100 was awarded
to Enunie Walker of Jasper, Fla.
Contestants from Grand Rapids,
mich., and Cincinnati won second
and third prizes. In the "Long-
Distance" contest, Donald Hunter
of Tokyo, Japan, won $100 first-
prize money when he proved he was
able to receive the station there.
Second and third prizes in this
category were awarded to listeners
from Brazil and Peru. A Cincin-
натi native, Major Robert H. Weber,
now stationed in Montgomery, Ala.,
won $100 for the best letter on the
subject "What Hometown WCKY
Means to Me."

Also in observance of the new
transmitter's dedication, complete
layettes were distributed to 156
sets of twins born in the WCKY listen-
ing area on the day of the dedi-
cation. In addition, 325 defense
bonds were awarded to two sets of
twins born in Cincinnati.

HEART FUND DRIVE
Pryor Heads Radio-TV Unit

ARTHUR PRyor Jr., vice presi-
dent of BBD, New York, has been
named chairman of the Radio and
Television Committee for the 1951
Heart Fund. Other members of his
committee include: Robert E.
Kintner, president; ABC; Frank
Stanton, president, CBS; Frank
White, president, MBS; Charles C.
Berry, vice president, NBC; Walter
Craig, vice president, Universal &
Bowies; Wallace S. Jordan, Wil-
liam Morris Office; Ivor Kenway,
vice president, ABC.

The committee will help 21 out-
standing representatives of major
networks and radio stations, ad-
vertising agencies, and talent
agencies, in the fund-raising cam-
paign to be conducted throughout
February to finance the associa-
tion's program of research, edu-
cation and community service.

KEYE RENEWAL
FCC Upholds Resnick Ruling

FINAL decision to grant license
renewal to KEYE Potezello, Ida.,
has been announced by FCC sup-
porting an earlier initial ruling of
Hearing Examiner Leo Resnick
[BROADCASTING • TELECASTING,
Sept. 4, 1950]. KEYE is assigned
250 w fulltime on 1240 kc.

FCC sustained the examiner's
finding that no transfer of control
without Commission approval had
occurred regarding a management
contract between F. M. Butline,
president, and Louis Haler. The
Commission denied the exceptions
of its general counsel on this issue.

Rate Reductions

IN THE story regarding NBC's
radio rate reduction proposal
[BROADCASTING • TELECASTING,
Dec. 18, 1950], WOAI San Antonio
and WSM Nashville were erroneously
included among the NBC radio sta-
tion affiliates for which the Asso-
ciation of National Advertisers had
requested rate reductions last sum-
mer.
December 21 Applications

<table>
<thead>
<tr>
<th>December 27 Decisions</th>
</tr>
</thead>
</table>

FCC actions

DECEMBER 21 TO DECEMBER 26

<table>
<thead>
<tr>
<th>Call Sign</th>
<th>Contact Person</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>KOWA</td>
<td>Joe Smith</td>
<td>Granted license for new remote location</td>
</tr>
<tr>
<td>KJRA</td>
<td>Jane Doe</td>
<td>Approved granting of license for new location</td>
</tr>
<tr>
<td>KJSP</td>
<td>Mike Johnson</td>
<td>Granted license for new remote location</td>
</tr>
</tbody>
</table>

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.
1121 Vermont Ave., Wash. D. C.
Sterling 3562

CLARENCE R. JACOBS
Studio Consultants
Planning - Design - Acoustics
Box 49 - Princeton, Illinois - Tel. No. 4200

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS

“A reliable service for over 10 years”

For immediate service call JACOBSON 1-1050

Jackson 5302
P. O. Box 7037 Kansas City, Mo.

VACANCY

YOUR FIRM'S NAME in this "vacancy" will be a jewel in your service to owners and managers, chief engineers and technicians--applies to A.M., F.M., Television and facsimile facilities.

BROADCASTING • Teletasking

NRC'S Voice of Firestone, sponsored by Firestone Tire & Rubber Co., was presented "For outstanding contributions to music on the air" by Keyboard Jr., musical magazine.
BROADCASTING.
WANTED: Versatile professional quality announcer for topflight southern independent. Female. Upstater preferred. Small station. Good salary plus increases. Salary $400-$600 per month. Box 389H, BROADCASTING.

HELP WANTED (Cont’d)
Production- Programming, others

Competent news editor wanted by 3 kilowatt operation in midwest. Gathering and writing local news of prime importance. Must be able to write and produce for local distribution. Box 353H, BROADCASTING.

Television


Situations Wanted (Cont’d)

Well known New England (Yankee Pioneers) radio executive desires position as combination manager-sales manager. Proven record, high recommendations. 10 years of profitable experience and 30 years of age. Married. Remember, I am not a product from the war years, I come from a commercial radio background and am disposable from the war. Box 321H, BROADCASTING.

Salesmen—Now contacting TV stations in all areas other than metropolitan New York. No objections to supplementing your present TV program development is available for other markets. Sensational success stories can be jarred on any flag strip in need of help. Cost negligible. Box 350H, BROADCASTING, or call Lackawanna, 1971.

Technical

TV broadcasting technician for midwestern television station. Experience in TV engineering will be considered in lieu of actual TV experience. Box 360H, BROADCASTING. TELECASTING.

Situations Wanted

Managerial

Well known New England (Yankee Pioneers) radio executive desires position as combination manager-sales manager. Proven record, high recommendations. 10 years of profitable experience and 30 years of age. Married. Remember, I am not a product from the war years, I come from a commercial radio background and am disposable from the war. Box 321H, BROADCASTING.

Salesmen—Now contacting TV stations in all areas other than metropolitan New York. No objections to supplementing your present TV program development is available for other markets. Sensational success stories can be jarred on any flag strip in need of help. Cost negligible. Box 350H, BROADCASTING, or call Lackawanna, 1971.

Salesmen

Salesman—Now contacting TV stations in all areas other than metropolitan New York. No objections to supplementing your present TV program development is available for other markets. Sensational success stories can be jarred on any flag strip in need of help. Cost negligible. Box 350H, BROADCASTING, or call Lackawanna, 1971.

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Salesmen—Now contacting TV stations in all areas other than metropolitan New York. No objections to supplementing your present TV program development is available for other markets. Sensational success stories can be jarred on any flag strip in need of help. Cost negligible. Box 350H, BROADCASTING, or call Lackawanna, 1971.

Technical

TV broadcasting technician for midwestern television station. Experience in TV engineering will be considered in lieu of actual TV experience. Box 360H, BROADCASTING. TELECASTING.

Situations Wanted

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Well known New England (Yankee Pioneers) radio executive desires position as combination manager-sales manager. Proven record, high recommendations. 10 years of profitable experience and 30 years of age. Married. Remember, I am not a product from the war years, I come from a commercial radio background and am disposable from the war. Box 321H, BROADCASTING.

Salesmen—Now contacting TV stations in all areas other than metropolitan New York. No objections to supplementing your present TV program development is available for other markets. Sensational success stories can be jarred on any flag strip in need of help. Cost negligible. Box 350H, BROADCASTING, or call Lackawanna, 1971.
Situations Wanted (Cont'd)

Technical

Chief engineer, 17 years experience. Seeks change to progressive station. Salary, second consideration. References. Box 844G, BROADCASTING.

Engineer, experienced studio, phasing and directional equipment and remotes. Box 952G, BROADCASTING.

Engineer, phone first, complete offer first contact. Box 974G, BROADCASTING.

Engineer experienced on console. Tape, recorders, etc. Available immediately. Box 344H, BROADCASTING.

Chief engineer, presently employed. Desires position as broadcast engineer. Will relocate anywhere. Box 343H, BROADCASTING.

Engineer, 10 years experience AM radio. Excellent reference. Box 350H, BROADCASTING.

Engineer: Draft exempt, experienced, 24, car, references, permanent. Will travel. Box 360H, BROADCASTING.

Inexperienced 1st class licensed radio telephone operator. Desires position as broadcast operator. Will relocate any position anywhere. Box 345H, BROADCASTING.

Inexperienced, 1st class license. Radio telephone operator. Desires position as broadcast operator. Willing to take any position anywhere. Box 346H, BROADCASTING.

Technician, first license, five years broadcast radio, wants straight transmitter job. No objection same studio maintenance. 25 single. Please outline requirements. Box 324H, Palestine, Texas.

Inexperienced 1st class license, radio telephone operator desires position as broadcast engineer. Willing to take any position anywhere. Box 344H, BROADCASTING.

Production-Programming, others

25 year old vet, no reserve, good draft status. Single during all 8 years experience. Can handle all phases of radio production with accent on special events. Can sell, handle sports and have had success with disc shows. No floater. Am employed but would like to get into equal position. Dependable, experienced in programming and willing to work. Box 268H, BROADCASTING.

Local news, wire re-write, special events. Three years experience with presently employed. Six net news shots past year. Want to join news staff on larger station. B. J. A., B., veteran, 51, married, references. Box 394H, BROADCASTING.

I've worked with drunks, has-been students, glamour boys. Now desire to work with professional radio people. 25 and a half year. Good 5 year record. Currently in military. Experienced in all radio and television department references. Box 345H, BROADCASTING.


15 years experience. Low mature voice, operate board. News editor, writer, producer. Seek future, married, veteran, draft deferred. Will go anywhere. Write Box 332H, BROADCASTING.

Program director-announcer. Good G & O, 10 years. Married. 15 years station experience. Box 307H, BROADCASTING.

Public relations director. Years of major TV experience. Good, favorable acquaintance among stars and consumer press. Strong in preparation and development of effective publicity campaign for diversified clients. Box 376H, BROADCASTING.

Situations Wanted (Cont'd)

Television

Manager

Young radio station manager desires opportunity to learn television production. Great ambition, desires opportunity to work in television station. Box 254I, BROADCASTING • TELECASTING.

Salesman

Sales or agency. Except for war years, continuous TV experience since 1932. Now employed; valid reason for change. Have been program director two successful stations, desire opportunity to sales where had top notch record, or to TV division. Good show references. Family man; Box 333H, BROADCASTING • TELECASTING

Announcer

Experienced radio announcer, can double as producer or engineer. Desires position on television stations. Box 345I, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.


One RCA 6CC38 distortion analyzer used very little; in excellent condition. Real bargain at $225.00. WMVY, Martinsville, Virginia.

Emergency power plant for 4 kw radio stations. Brand new Army surplus. 15 kw gas powered 110-220 single phase or 230 3 phase, theory of operation known, will sell at a fraction of original cost. Immediate delivery available. Grossman's Surplus Division, 130 Granite St., Quincy, Mass.381ent 2-7700.

1200 feet on reel brand new recording tape at a bargain price of $2.00 each. Individualy packed. Many tapes as you want. Syrena Recording Company, 38 Parker Ave., Passaic, N. J. Prescott 7-7011. Hurry, stock of 2500 is being fast.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 100 Fourth St., Sioux City, Iowa. Phone 5-7761.

Wanted to Buy

Stations

Interested local station in small, single market. No brokers. Cash if priced right. Box 328H, BROADCASTING.

Equipment, etc.

Frequency monitor, FCC approved, to be used on 4046, but will take any. Box 329H, BROADCASTING.

Wanted: Federal 16k or RCA WZX8 field strength meter. A preferable G. Wells Chapin, Radio Station WJL, Chase Hotel, St. Louis, Missouri.

Wanted: Equipment for 250 watt in- cluding transmitter, monitors, console, antenna. Kelly Bell, Crawford Hotel, Midland, Texas.

Miscellaneous

Attention, commercial managers! Turn that sustaining time into dollars with our accounts! Write Ambassador Advertising Associates, 706 Elmwood, East Cadillac, Michigan.

Employment Services

Broadcast Executives

We are seeking qualified applicants for position as station manager, commercial manager, program director and chief engineer. Write or wire for confidential application form.

Howard S. Sissler, President.

TV & Radio Management Consultant

Washington, D. C.

Any Station

Wanted

Manager Wanted

Relden-offered opportunity for experienced or potential manager with proven sales record and successful references in competitive market. Experience, good. Salary well above minimum. Box 333H, BROADCASTING.

WANTED:

Topnotch Men Wanted

Program Director

Advertising Manager

Producer

Midwest city of 250,000. No television yet.

Unqualified opportunity to participate in earnings and management of corporation. Voting stock, officer, and directorships will be offered to successful applicants.

Men selected may build their own departments and will be given a contract immediately pending issuance of a CP. Do not apply unless you have a good TV background and executive experience.

President of corporation will be in Washington, D. C. January 8-12. In New York City January 13-17 to interview applicants. All replies kept confidential.

Box 372H, BROADCASTING

TELECASTING

• ANY STATION CAN GROW AT A PROFIT WITH THIS MAN!

Making volume growth has been this man’s record.

TAKESALES—

Publication. Increased dollar volume in his territory 10 TIMES in 2 years—and DOUBLED that third year.

Radio. Sold more time, dollars or station hours, than probably any man in the country.

TV—

Dittol

MANAGEMENT—

Revised station operation—cut costs 40%—PLUS smoother and more efficient operation. In short, he knows HOW to make more money stick to your hands as it passes through.

PERSONALITY—

People like him, listen to him, believe him and hand him business termed “impossible” to get.

This man is looking for a “tough” station job—a job that will be a real challenge to his record for getting results.

Reply, in strict confidence, to Box 333H, Broadcasting.
Experienced
TV Director
available immediately

Radio and TV veteran wishes position as TV program director with established station. Network, agency and local station production experience. Salary not important. Best of references.

Box 335H, BROADCASTING•TELECASTING

Mr. Ring

GATHERED at first: BMI program directors and librarian clinic in San Francisco, held at KNBC last month, are (1 to r): Paul Speegle, KNBC program manager; Carl Haverlin, BMI president; Jimmy Lyons, KNBC disc jockey, and Glen Dahlberg, in charge of station relations for BMI. California broadcasters, BMI executives, and agency representatives participated in all day session.

AFCEE

Full Radio-TV Operation In Emergency Urged

By ANDREW D. RING

President, Assn. of Federal Communications Consulting Engineers

THERE are many imponderables for radio and TV in the present national emergency. First and foremost is the necessity of maintaining all existing operations in these fields, in order to keep the public adequately informed in these difficult times.

There should be no diminution or degrading of that service. Production lines should be kept open, so far as is consistent with the rearmament effort, to avoid steps that might result in arbitrary reductions of station power.

It is to be fervently hoped, also, that means will be found to authorize additional TV stations in important areas now denied that service. The significance of TV in civil defense and in mass training already has been attested by the military, even as far back as World War II. In time of national stress, 150 million Americans can turn to their radios and their TV sets for counsel, guidance and training.

Experience Gained

The experience of the last war taught us that we can anticipate critical manpower problems on the technical side. Electronics provide the brain-power for so-called push-button war fare. Extreme care should be exercised by the federal authorities, lest the train on radio and TV man-power endanger operations in these fields. Adequately trained manpower is essential in the interests of conservation of equipment, as well as in the maintenance of optimum service when it is needed most.

The radio engineering profession pledges its all-out support of the nation in this emergency. Engineers regard themselves as soldiers in this war for survival, whether they be on the battle fronts in other lands, or on the home front.

Southwest

$125,000.00

One of two stations in an outstanding southwest city in excess of 75,000 population with retail sales of more than ninety million dollars. This is a full-time independent that is showing excellent profit and gross expanding with this rapidly growing market. Planning arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

WASHINGTON, D. C.

STANFORD B. BLACKBURN

Washington Bldg.
Sterling 4341-2

WICHITA, KANSAS

JAMES W. BLACKBURN

Randolph 6-4350

CHICAGO

HAROLD B. MURPHY

252 Montgomery St.
Exbrough 2-5672

SAN FRANCISCO

RAY V. HAMILTON
**Sports Policy** (Continued from page 15)

Nighttime radio, sports and entertainment admission, partly due to 6 million new TV owners—but all are still enjoying one of the best shows on record.

"I think the real answer to this entire television controversy is the kind of country we live in. If we lived in a static economy that had stopped growing, then the problem might be like television might hurt many things. But a nation that has produced 17 million new family units in the last 10 years, has increased its incomes in the last 10 years can still find a prosperous place for established industries as well as rapidly expanding new ones."

Reminding that 1950 can be called the "peak danger period in the effect of television," Mr. Jordan said, "all of our studies have shown that the greatest harm to reading, outside entertainment and sports attendance comes during the first year of ownership. After that the novelty and cost wear off and normal tend to return in many homes.

"There probably will be another period with such a large group of owners of less than a year. Television set sales probably will drop in 1951 as a combined result of national defense restrictions and the FCC freeze on new TV markets. Even if the industry could produce and sell another 6 million sets in the next two years, there will probably be out of the novelty stage when television hurts most."

In discussing impact of TV on sports Mr. Jordan offered figures from 1950 baseball attendance.

These figures show that the loss in paid admissions per game in major league parks decreases as the season progressed despite the installation of 500,000 new TV sets each month. This would not have happened if the TV form had been permanent, he asserted.

Football attendance at colleges has set the record for any major form of outside entertainment, Mr. Jordan said, hitting its all-time peak in 1949. Even if it is off between 6% and 7%, as a United Press survey indicates, it will still have the second best year in college football history.

Mr. Jordan explained that his continuing Philadelphia area sports study should give the first clear answer to the controversial issue of TV's effect on sports attendance. Football has been televised in that city for 11 years, with highest TV saturation in the world.

**Football Highest**

Base on five-year attendance figures furnished by 18 colleges, Mr. Jordan estimated more people paid to see college football in the area than in any other 60-mile TV territory, averaging more than a million admissions a year.

Attendance in 1950 was 11% below 1949, with seven fewer games played, he said. Most of the current loss was traced to four large colleges—Pennsylvania State, Princeton, Temple and Villanova. Mr. Jordan added that a third came on the stormy day of Nov. 25, when the area was crippled by a record gale.

Sales on television college increased attendance in 1950 to 1949 despite declines in student enrollment, bad weather and general economic leveling out, he said.

"Fifty-one percent of all the families and probably three out of every four families in this area now own TV sets," Mr. Jordan said, estimating that the loss due to TV was not more than 6%.

"Even this loss may be temporary as most of the families will be out of the novelty stage in 1951.

"It just doesn't make sense to force a national ban on this Phila- delphia area now and never find out whether television will be helpful or harmful to football after the novelty has worn off. The public wants to know the actual facts from practical experience, not opinion. Mr. Jordan can furnish these facts in 1951."

Colleges should utilize the full promotional values of television on many of its activities as one way to broaden public relations, according to Mr. Jordan. "This years' immediately after are going to be tough on many colleges. Student enrollment, according to the New York Times, is down 7.4% and may continue to drop for another two years."

"Rising costs and lowered income are creating severe financial problems," Mr. Jordan said, "with new engaged in public fund-raising drives to assist them in nearly $3 billion worth of needed construction."

"Television, if it does not hurt attendance, may prove to be a fine medium for bringing the public closer to college activities." Mr. Jordan is author of "The Long-Range Effect of Television on Family Habits," "The Long-Range Effect of Television and Other Factors on College and University Football," and "Analysis of 1950 Baseball Attendance."

He is son of C. L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia.

Lee F. Wynne

**FUNERAL services for Lee F. Wynne**, 82, partner in Wynne-Alexander Ad Agency, South Pasadena, Calif., were held last week at Forest Lawn Memorial Park in Glendale, Calif. Mr. Wynne died Dec. 19 following a heart attack. Prior to the Radio Bids, Chicago, and "Analysis of 1950 Baseball Attendance."

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He is son of C. L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia.
Representatives
(Continued from page 80)
the New York office of Ra-Tel Representatives, Inc. "Radio will benefit from defense preparation pressure at the expense of printed media. The secondary markets and stations will have a greater share of the increased volume than the major and long-established outlets.

"A 10-15% increase in radio and a good rise in TV advertising business" is seen for 1951 by F. E. Spencer, manager of George P. Hollingbery Co., New York. He believes that "war or no war, business for the year 1951 will be very good."

Joseph McGillivra, president of Joseph Hershey-McGillivra Inc., New York, reports that "in view of the prosperity that spot radio has enjoyed for the past six months, together with the fact that renewals for 1951 have hit a high level, it is our contention that 1951 should be a good year for spot radio. There is a great increase in the part of advertisers to high talent costs and it is our guess that there will be greater demands on the part of advertisers for locally-built and produced shows, because of this condition."

Good Increase Seen
An increase of 10% to 15% in AM business is seen by Max M. Everett, president of Everett-McKinney Inc., New York. "Our performance says us," he says, "that in wartime periods advertising does not suffer. It continues and sometimes shows substantial increases in volume. There's no reason why the present war situation should change what has been true in similar periods."

Hollingbery Co., New York, Sterling B. Beeson expects AM business to increase by about 20%. He says "radio and general business prospects appear healthy for 1951. ..." In television, William Faber feels overall business will increase during the year. "Our emphasis in 1951 will be on the sale of daytime television," he reports. "AM radio should be much better in non-television markets," in the opinion of William K. Dorman, general manager of John H. Perry Assoc., New York. He feels "AM networks will have to devote more attention to selling smaller, non-television markets to make up for the loss of volume sustained in the larger television markets. In some markets radio should get a boost because of newspaper shortages."

Wythe Walker, president, The Walker Co., New York, is "very optimistic" about business prospects for 1951, "apart from the international situation."

Increased gains for television are seen by George P. Hollingbery, president of George P. Hollingbery Co., Chicago. "Based on present predictions," he feels, "the advertising business as a whole will be very fortunate to come within 10% or 15% of its 1960 record." He also reminds that advertising's primary function is to sell merchandise and "we shouldn't sit and wait for excess profits advertising to take care of us during the emergency."

Peggy Stone, vice president of Radio Representative New York, sees a 25% general business increase in 1951. A great deal, however, depends "upon the legislation passed regarding prices, wages and excess profits," she feels, "and the answer can be either that business will be excellent or at a standstill."

AM business is expected to gain by Paul H. Raymer, president of Paul H. Raymer Co., New York, who feels "general business will continue at the present rate of increase as long as limitations are nonexistent." "There is little doubt that all media are in for a hectic, though in most cases, profitable year," Robert Meeker, president of Robert Meeker Assoc., New York, states. Although he sees shortages, controls and a loss of skilled personnel as 1951 progresses, Mr. Meeker feels "current indications from Washington are favorable to advertising and to the part broadcasters must play in the national emergency. With the radio audience infinitely increased, the assurance for reduced AM rates is subsiding" and he looks for an increase in his firm's business. Because of the slackening in set production and the continued expectation that TV rate increases will taper off some but we believe that most TV stations will have little choice but to continue in the foreseeable future."

James V. McConnell, director, NBC National Spot Sales Dept., New York, "1951 promises a very healthy business," he says. "The subject of limitations imposed by the preparedness program."

Cities Steady Climb
The steady climb of television prompts Ralph E. Dennis, manager, ABC TV Spot Sales, to predict "that our TV spot business will continue to be strong so we are moving into the TV spot business with increasing confidence." Hence, Vivid video also is expected by Mr. Dennis to increase although "the degree to which television business is made will depend on general world conditions."

Earl Salmon, manager of ABC AM Spot Sales, says "we expect a good year in 1951 for spot radio."

George Bolling, president of the Bolling Co., New York, makes this observation: "We believe that the future business in this medium is very encouraging. We look for a general increase in national business, with perhaps a slight decrease on the local level when goods and commodities become scarcer or are placed under control. If the government freezes production with no deviation on TV sets, radio will receive a marked increase in business."

Regarding television, the continuation of the big bonanza in time sales which is on now depends upon the continuation of set sales or increased viewing hours. If manufacturing is restricted severely, the biggest opportunity for increased time sales is in the increase in viewing hours."

Burt Sears, of Sears & Ayer Inc., Chicago, predicts that "new type programs will be planned in AM radio to take the place of standard advertising. Already specialty accounts are on the increase. If we have no war emergency, we should have as good a year as '50, if not better."

The future of Transit Radio is bright, in the view of Carlin French, vice president of H-R Representatives Inc., Chicago, which represents the service. He reports that "six new cities have been signed within the last two weeks," though they will not be announced for a while, and feels that 15 to 20 other stations will be added within the next two months. "Agency men know what we're talking about when we're selling—for the first time," he says, and he feels that Transit Radio will continue to expand in both in service areas and accounts.

Advertisements Waiting
Sam Cook Diggs, Chicago sales manager, television, CBS Radio Sales, feels that "any time an advertising situation is dropped out of Class A time, there will be many other advertisers, not so drastically affected, waiting to step into the void. Therefore, Class A time should continue to be at a premium—with availabilities almost non-existent." Daytime television also will continue to prosper, in his opinion. "The medium to be judged on—"just about where nighttime television was three years ago."

Radio will continue to advance in 1951 and greater buying power is in prospect due to the war situation. This is the view expressed by R. Butche, manager of Continental Radio Sales, Philadelphia. Although some accounts are moving into daytime radio as the result of television, he feels both will prosper in the coming year. On the West Coast, and in the Southwest, areas notable for their recent gains in both population and business activity, national representatives are highly enthusiastic about the prospects for 1951. Approximately 60% of the West Coast representatives queried said they expect the new year to bring greater radio than in 1950. The average gain is expected to be about 17%.

The majority, 76%, of those expressing an opinion on the future business "look for an increase in radio than in 1950. Average gains will be pegged at 15%. The network picture is much less decisive. Of
those expressing an opinion, 41.6% said it felt it would remain the same while 58.3% said this type of business probably would decline in 1951.

Lincoln P. Simonds, Pacific Coast manager of Weed & Co., Hollywood, said 1951 should be a good year "for the sale and advertising of all available goods and services" in his area and that AM and TV "will merit an ever increasing share of the advertising dollar in sharp-buying 1951 media purchases."

Predicting increased radio expenditures all along the line, Guy Biddick, manager of Walter Biddick Co., Hollywood, said he is sure "national spot sponsors will not have the ready availabilities on some stations as schedules will be filled to capacity, and it is quite possible that many stations will have a waiting list of potential sponsors."

A more cautious note is sounded by Harry H. Wise Jr., West Coast manager of George P. Hollingbery Co., Los Angeles. He says that despite the war situation, with its resulting curbs on advertising, 1951 should be "equally as good a year as 1950 from the standpoint of radio and television volume."

An increase in revenue is predicted by Clark N. Barnes, West Coast manager of Bannan-Smith Co. Inc., Los Angeles, who said: "In AM radio, national accounts will maintain or increase their advertising budgets even though their products may be unavailable. Goodwill and commercial copy in 'the public interest' will prevail."

Although the shortage of materials will curtail the introduction of new products, established lines will continue their advertising campaigns which will probably become more institutional in nature. This is the opinion of Jack Gale, Southern California manager of Paul H. Raymer Co. Inc., Hollywood. "If there is any decline in spending by national advertisers, it will probably be offset by local advertisers who will be competing more energetically than ever for the consumers' dollars," he said.

Increased competition is seen in 1951 by Hal H. Hoffman, San Francisco manager of Forjoe Co. He expects general business in the

LOOKING over the first issue of the Merchandiser are George C. Collie, (il), merchandising manager WOAI-AM-TV San Antonio, and Gus G. Heins, sales manager for the San Antonio Drug Co. Copies of the monthly publication published by the station will be mailed by the drug company to all dealers on its list. The paper, which spotlights radio and television advertising campaigns, is planned to promote sales of drug products in the southwest Texas area.

Historically, 1951 is expected to be a coming year to be fairly stable and says "there probably will be more institutional advertising than last year."

"Greater radio appropriations for 1951 are seen by Don Staley, manager of the San Francisco office of The Katz Agency, as a result of the war situation on the production of TV sets and the freeze on video stations. Citing the advantages of spot radio, he feels "more advertisers will use it, especially in areas where TV penetration is not yet great."

Under present war conditions, W. S. Grant, president and general manager of W. S. Grant Co. Inc., San Francisco, says "business in 1951 should increase materially over 1950." If we go into all-out war, however, he cites experiences of the last war which "created a consumer shortage that was reflected in advertising both in the local field and in the national field, and was particularly felt in the secondary markets."

Lindsey Spight, vice president of John Blair & Co., San Francisco, evaluates the situation this way: "If general business continues through 1951 at the rate of the last quarter of 1950, radio should have a big or bigger year. . . . The most promising classification is national spot advertising (ideal) for clients who are diverting at least part of their appropriations from network radio to TV but still need the power of audio selling in non-television markets plus mass circulation. . . ."

Increased appropriations in both radio and television are seen by Bud Herman, southwest division manager of Edward Petry & Co., Dallas. "If we get further into war, and as emergency conditions tighten," he says, "we're probably going to have a lot of TV spot products which will be promoted. Business volume will be very heavy, but much of it will be directly from the government."

"There is no chance for business to decline in the southwest in 1951—business generally and radio and television business in particular." The TV situation is Joe Evans, southwest manager of Free & Peters Inc., Fort Worth. Citing the industrial and economic growth of the area, he says they combine to make "good advertising business in 1951."

Barring all-out war, the national representatives in New England see another good year for radio and television advertising. Bertha Bannan, owner of her own firm in Boston, feels that "under 1950 conditions, more or less, the future of AM radio should be definitely improved. . . . TV gains will continue. . . . Extra money for TV will not come out of AM radio, in my opinion."

Cautious View . . .

Dana Baird, Boston manager of Weed & Co., takes a "cautious view of the future in the light of the ever-changing war picture. He says, however, "if we do not have all-out, global war, I suspect the industry will enjoy a good year in 1951."

Predicting a general increase in broadcast appropriations for 1951, Harold V. Barrett, manager of the Detroit office of Headley-Reed, says: "If no war, I still think the general overall picture will be up for both radio and TV."

"Short of war 1951 should be a terrific year," in the opinion of William Bryant, Detroit manager of Free & Peters.

In Canada, the consensus among representatives is that radio appropriations will expand in 1951. "Immediate prospects for selective radio placements are the highest in history, with no curtailment as yet evident," according to R. A. Leslie, president, National Broadcast Sales, Toronto and Montreal.

Andy McDermott, sales manager, H. N. Stovin & Co., Toronto, reports that the bulk of the radio business is going to major cities, with many stations sold out. Smaller stations, he says, are getting heavy local business. "Regional networks, especially French language, will increase their revenue in 1951," even under war economy.
FOUR ABC DISTRICTS ELECT COMMITTEE MEMBERS

ELECTION of new committee members for ABC's Stations Advisory Committee in Districts 2, 4, 6 and 8 was announced by James H. Conolly, network radio stations director. J. P. Williams, WING Dayton, Ohio, elected for District 2; Daniel A. Gardner, KTRK Houston, for District 4; T. B. Lancaster, KMFD Sheveport, La., for District 6; and Henry P. Johnston, WSGN Birmingham as alternate.

Frank L. Carman, KUTA Salt Lake City, for District 8, with Willard L. Kline, KEPO El Paso, Tex., as alternate. James W. Hicks, WCOS Columbus, S. C., for District 8, with Owen Urige, WQAM Miami, as alternate.

Two network presidents appear to accept Look's special award for United Nations television coverage. The winners are guests who will perform on show include Ed Sullivan, Mel Allen, Charles Andrews, Sid Caesar, Connie Desmond, Fay Emerson, Dave Garroway, Arthur Godfrey, Max Lieberman, James McNaughton, Worthington Minor, Robert Montgomery, Jimmy Powers, Franklin Schaffner, John Cameron Swayze and Paul Tripp.

STANTON, McCONNELL ON 'LOOK' AWARDS PROGRAM

SPECIAL hour-long Look TV awards will be presented on Ford Theatre at its regular time on CBS-TV Jan. 12 with Frank Stanton, CBS president, Joseph McConnell, NBC, president, and Gardner Cowles, publisher of Cowles magazines, as guests.

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FINALISTS SELECTED FOR DEMOCRACY CONTEST

TWELVE finalists for annual Voice of Democracy contest, screened from million-and-a-half entries, announced Friday by Robert K. Richards, NAB public affairs director and chairman of joint VOD Committee. Four of winners will be picked by board of judges (early story and photo, page 21).


WCBS-TV RATE INCREASE

EVENING one-hour one-time rate for WCBS- TV New York is set at $3,250 under station's Rate Card No. 8, effective Jan. 1. Class B time, $500-500 p.m., weekdays, 1-6 p.m., Saturday and Sunday, is $2,437.50 an hour; all other times are $975 an hour. Sound film announcements, either 20-second or one-minute, priced at $675 in Class A time, $425 in Class B and $175 in Class C, with 8-second station breaks at 55% of those rates.

EXAMINER WOULD LIMIT CHURCH OWNERSHIP

PCC EXAMINER J. D. Bond held Friday that, under First Constitutional Amendment, established church bodies may not be licensed to operate broadcast stations if their radio purpose includes furthering their religious interests.

Observers felt ruling, if allowed to stand, could have far-reaching effects on existing church-owned stations—of which there are score or more in AM field and approximately 5:30 - 6:30 p.m., rate for TV

ALTHOUGH final tabulation of nationwide TV critic votes not to be completed until Tues- day, winners are announced today. They will be winners of first monthly "Mighty Monarch of the Air" TV award, as newscaster with "finestest, most informative" TV technique. Award made by Majestic Television & Radio Corp., New York, with next month's going to "best daytime-TV broadcaster.

MONARCH FOODS, Chicago, through Weiss & Geller, Chicago, currently contemplating "personality-type" shows for radio or television series. Advertiser plans to switch from magazines to radio or television starting after first of year.

GENERAL MILLS considering sponsoring television version of its radio show, Live Like a Millionaire. Announcement of ABC, through its agency, Knox Reeves. Show is Masterson, Reddy & Nelson package. TV counterpart would be half-hour and is understood to be going on CBS-TV.

ATTACK BY ANPA Bureau of Advertising to show "Unfair advertising practices in monthly month-long Pittsburgh newspaper strike re- ceiving careful scanning by BAB. National BOA campaign meticulously avoids mention of fact that stores hit by suspension were largely non-radio users dependent on newspaper advertising.

MATERIALS FOR COLOR TV REQUESTED BY STANTON

CBS PRESIDENT Frank Stanton asked Na- tional Production Authority Administrator William H. Harrison Friday that color TV be allowed to "share materials with standard black-and-white television and other consumer products.

President Stanton's request stemmed from news reports that radio-television industry appliance group had called on NPA to forbid use of critical materials for color TV [Broadcasting & Telecasting, Jan. 19, 1951]. Mr. Stanton felt this was "one more effort to block color television," and said he thought it possible for color TV to "gain a start during the current emergency" without impeding mobilization of new materials.

He asked opportunity to discuss ques- tion with NPA "if the NPA has the elimination of color television under consideration."

TRANSIT HEARING SET

TRANSIT RADIO legal battle to be aired Jan. 29 in oral argument before U. S. Court of Appeals for District of Columbia, on Pollak & Martin vs. PUC. Appeal stems from dismissal of complaints by U. S. District Court in December 1949. Principals in suit, Washington attorneys Franklin S. Pollak and Guy Martin, on own behalf also filed complaint with FCC in local hearing against Hearst Radio's "Hearst" station. Court has set hearing for April 17 hearing of license renewal bid of WDCW-FM, local transit radio outlet [Broadcasting & Telecasting, Feb. 13, April 17, 1950].

JOSE I. DONATO, formerly director of Edward Petry's national TV operations, joins Robert W. Orr Assoc., New York, as director of radio and television.

BROADCASTING & Telecasting
LEADER...in nearly 1/10th of America

This is a BIG market—13,658,000 people (3,611,800 radio families). It's the WLW Merchandise-able Area. (330 counties of seven states.) In it, WLW is the LEADER among media...WLW reaches

MORE of its people

MORE often, to sell

MORE products for

MORE advertisers at a

LOWER cost per impression than any other single medium.

CROSLEY BROADCASTING CORPORATION
With each new year, in fact with each new day, radio faces ever greater responsibilities. As the articulate voice of the nation it must, and will, send to the ends of the earth the message of hope and freedom which America alone holds out to the rest of the troubled world. It is with these thoughts in mind that WJR pledges the resources of its men, its women and its broadcasting equipment to the task of making the message of America audible the world over!