More power! And more power means more listeners, more value for every advertising dollar you spend on WLEE. With 5000 watts, WLEE sends out a more dominant signal in Richmond, and brings in thousands of new listeners from other parts of Virginia. Profitable results come faster than ever to smart advertisers on this success-famous station. Get the whole WLEE story from your Forjoe man.
Television in the WHAS tradition

The only radio station serving and selling all of the rich Kentucky Market

WHAS-TV Louisville, Kentucky

WHAS Louisville, Kentucky

Represented Nationally by Edward Perry and Co.

Associated with the Courier-Journal & Louisville Times

Victor A. Shores, Manager

Neil D. Cline, Sales Director

New Albany Sets Building Record

State's Business Leaders Optimistic Over Economic Outlook For '51

Cigarette Industry Increases Production Here Nearly 100%, Over Industry Boom In '51

For Sales

City Retailers

Steel Demand Key

Predicted for Kentucky

Director of the Board

Kentucky

Top Production Seen For '51

Business On Upswing In Mid-State

While Air Travel Has Biggest Year Here

State Jubilant Over Industry Boom In '50

Galtier, Over-Bore

Hotels, Overstocked

UNITED ST ANDS TELEVISION

NATIONAL NETWORK
HOW DID SUNSET BLVD GET ON BROADWAY?

Everyone knows that it's hard to be in two places at the same time.

But recently, Paramount Pictures had to be in 387 places at once.

The release of their smash hit, "Sunset Boulevard," called for simultaneous openings in theatres on Broadways all over America. And although Gloria Swanson is being mentioned for an Oscar, Paramount feels there ought to be a special award for a star not even mentioned in the cast.

That's Air Express!

Thanks to Air Express, Paramount could work on the cutting, editing and printing of this film up to the last minute—and still get there on time!

But, you don't have to be in the motion picture industry to profit from regular use of Air Express. Here are its unique advantages which any business can enjoy:

IT'S FASTEST—Air Express gives the fastest, most complete door-to-door pick up and delivery service in all cities and principal towns, at no extra cost.

IT'S MORE CONVENIENT—One call to Air Express Division, Railway Express Agency, does it all.

IT'S DEPENDABLE—Air Express provides one-carrier responsibility all the way and gets a receipt upon delivery.

IT'S PROFITABLE—Air Express expands profit-making opportunities in distribution and merchandising.

Like to know more? Call your local Air Express division of Railway Express Agency.

AIR EXPRESS GETS THERE FIRST
BROADCASTING
TELECASTING

Upcoming


[Other Upcomings on page 73]

Bullets


SATURDAY EVENING POST, through BBDO, New York, planning 13-week spot announcement campaign starting Jan. 31 in five markets.

DISTRICT COURT DECREES IN 'LORAIN JOURNAL' CASE

DECREES incorporating many of stiff terms proposed by Justice Dept. to govern competitive conduct of Lorain (Ohio) Journal, first newspaper found guilty of anti-trust practices against radio station, had been handed down Friday by U.S. Dist. Judge Emerich Freed in Cleveland. Judge Freed ruled that Journal, owned by Samuel A. and Isadore Horvitz and found guilty of anti-trust violations in refusing to accept advertising of local merchants who also bought time on WEOL Elyria-Lorain [BROADCASTING • TELECASTING, Jan. 1] challenging BAC.

REORGANIZATION of Mutual, whereby it would abandon cooperative ownership and become horizontally competitive with other networks—TV as well as AM—reportedly again being talked. Acquisition by General Tire, owner of Yankee Network, of its second regional through purchase of West Coast Don Lee network, has given rise to new exploratory conversations. Yankee and Don Lee hold 19% plus each in Mutual, whereas by-laws provide for maximum holdings in one company of 30%. Year ago there were reports of impending deal with M-G-M, which failed to win board approval.

WHO WILL sit in at NAB headquarters for William B. Ryan, who goes on leave Feb. 1 as NAB's general manager, become president of revitalized Broadcast Advertising Bureau? In alphabetical order only, these are prospects, either as acting or assistant general manager: Richard F. Doherty, emply-employer relations director; Ralph W. Hardy, government relations director; Robert K. Richards, public affairs director. Mr. Ryan can, but board probably will make decision.

BECAUSE of his successful marshalling of forces in handling of excess profits tax legislation as it pertains to radio-tele manufacturing, Glen McDaniel, RCA vice president, being mentioned as likely first paid president of Radio-TV Mfrs. Assn. For past year, Robert C. Sprague, head of Sprague Mfg. Co., has been functioning as interim president, but is known to be anxious to turn over toga to full-time executive as soon as one can be found. He probably would become chairman of the board.

WHILE REMOVAL of FCC headquarters from Washington federal area to point posi-

[Continued on page 82]

Business Briefly

SEED SEASONAL ● Ferry-Morse Seed Co., Detroit, Feb. 17 starts for seventh year Garden Gate on CBS, Sat., 9:45-10 a.m., and WCBS New York, Sun., 8:30-8:45 a.m., via WLAC Nashville, Agency, MacManus, John & Adams, Detroit.


FALSTAFF LOOKING ● Falstaff Brewing Corp., St. Louis (Falstaff beer) looking for baseball broadcasts in South for early spring advertising campaign. Agency, Dancer-Fitzgerald-Sample, New York.


HERBERT, FREY, WILE ELECTED NBC VICE PRESIDENTS

JOHN K. HERBERT, general sales manager for radio network; George E. Frey, director of television network sales, and Frederic W. Wile Jr., director of television production, elected NBC vice presidents by board of directors.

Mr. Herbert, former Hearst magazine executive, joined NBC last September, became general sales manager for radio network last Nov. 27. Mr. Frey entered radio with WEAF New York (now WNBC), joined NBC when network was formed in 1926. Mr. Wile joined NBC late in 1949 as assistant to Sylvester L. Weaver Jr., when latter was hired as NBC vice president in charge of television. He had formerly been with Young & Rubicam as supervisor of operations of radio department. Before his Young & Rubicam service he was with CBS in press and special events.

CBS POST TO EDWARDS

WILBUR S. EDWARDS, assistant general manager of WEEI Boston, named director of KNX Hollywood and CBS Pacific network operations, according to Merle S. Jones, who continues as general manager of KTSL, network's new TV outlet in Los Angeles. Mr. Jones announced expansion plan for KTSo-Charles Glett, who was Don Lee TV vice president, to assist Mr. Jones in ownership change and expansion. Radio Sales becomes national spot representative of KTSL.

HICKOK SPOT TEST

HICKOK MFG. Co., through Kastor, Farrell, Chesley & Clifford, New York, running spot announcement and chain-break test on all four stations in Hartford, Conn., to determine its future radio advertising campaign. If test is successful in sales and distribution, schedule will be expanded.

TEMPLETON APPOINTED

BILL TEMPLETON, assistant account executive, Kudner Agency, New York, named radio-tele director succeeding Ed Cashman who returns to Footle, Cone & Belding (see AGENCY BEAT, page 8).

...at deadline
KRLD
THE CBS STATION FOR DALLAS AND FT. WORTH- 50,000 WATTS FULL TIME!

Dallas 1ST
As Usual 3 out of 4

MORNING—8:00 A. M.-12:00 NOON.
KRLD has more than twice the number of listeners in the morning of any other Dallas station or frequency.

SUNDAY—12:00 NOON-6:00 P. M.
KRLD has in excess of 10% more listeners Sunday afternoon than the second highest rated Dallas station or frequency.

EVENING—6:00-10:30 P. M.
Sunday through Saturday...
KRLD has more than 45% more listeners every evening of the week than the next highest rated Dallas station or frequency.

For full information see your October-November Hooper Measurements for Dallas.

THIS IS WHY KRLD IS YOUR BEST BUY

Owners and Operators of KRLD-TV Channel 4

AM - FM - TV The TIMES HERALD Stations

The Branham Company Exclusive Representative

John W. Runyon, President Clyde W. Rembert, General Manager
I'M FIRST!
I'M FIRST!
I'M FIRST!
I'M FIRST!
I'M FIRST!

So what?
There isn't a radio station which can't claim some sort of first. Maybe first with left-handed defensive quarterbacks, or first to use diamond-studded microphones, or what have you.

We sport a few FIRSTS, too... profitable ones for those who take advantage of them.

Such as: a show called "Club 1300". WFBR built and produced. FIRST in rating against every kind of opposition thrown at it for ten years—from network soap operas to giveaways! Another one called Shoppin' Fun. Another called Every Woman's Hour. Others like Morning in Maryland, the Bob Landers Show, Homemakers Harmonies and more... a lot more... rate first with advertisers who want results.

All right up there in the ratings—all with huge followings. All available to advertisers on a participating basis.

Has your curiosity been tickled? Contact a John Blair man or WFBR direct. You'll be shown very clearly why, in Baltimore, you need

MARYLAND'S PIONEER BROADCAST STATION!

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD. REPRESENTED NATIONWIDELY BY JOHN BLAIR & COMPANY
ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

January 2, 1951

To the PRESS and RADIO:

Subject: RAILROADS IN THE YEAR AHEAD

To meet the rising requirements of national rearmament, the railroads will continue in 1951 the billion-dollar-a-year program of expansion and improvement which has marked the last five years.

They enter the new year with orders for 125,000 new freight cars, to be added to the 42,000 put in service in 1950 and the total of 345,000 new cars since the end of World War II.

The railroads have on order more than 2,000 units of new motive power, to be added to the approximately 3,000 installed in 1950, and the total of 11,000 new units since the end of World War II.

With more and larger cars and with locomotives which total 7 per cent more in pulling power and average almost 25 per cent higher in tractive effort, railroads have greater carrying capacity than they had at the time of Pearl Harbor. With the improvements in tracks, signals, yards, shops and every other part of the plant, the average freight train in 1950 turned out transportation service each hour equivalent to moving a ton of freight 20,000 miles — an hourly output nearly 15 per cent above the peak movement of the second World War and almost three times as much as in the first World War.

In times of emergency, railroad capacity is capable of a high degree of expansion. Between Pearl Harbor and the World War II traffic peak, three years later, freight movement on the railroads went up more than 50 per cent. With access to the manpower and materials needed to continue and enlarge the program of improvement on which the railroads have spent more than five billion dollars in the past five years, and with the continued cooperation of shippers and government agencies, the railroads once again can increase their transportation output in step with the increasing demands of defense.

Sincerely yours,

William T. Faricy
You can’t afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

National Representatives
JOHN BLAIR & CO.

ED CASHMAN, N. Y., production supervisor of radio-TV Kudner Agency, and producer Tezaco Star Theatre, to Foote, Cone & Belding as Hollywood vice president in charge of radio and TV operations. He replaces ROBERT BALLIN [.Broadcasting & Telecasting, Jan. 1].

PHILIP M. WHITE, account executive Needham, Louis & Broby, Chicago, appointed Chicago manager Calkins & Holden, Carlock, McClinton & Smith agency. Account executive on Swift Products and Derby Foods at NLM, he had been with agency eight years.

PETER FINNEY, account executive Kudner Agency, N. Y., to Erwin, Wasey, N. Y., as account executive on Admiral Corp. account which agency recently acquired from Kudner.

Perhaps Al learned what the public likes and dislikes from his father, a successful retail merchant of Lewistown, Mont. He has a “grass roots” grasp of merchandising, even though he never pursued retailing as a career. After going through the Lewistown schools, he attended the U. of Texas, where he took a degree in business administration in 1945. During World War II, he served as a correspondent for Stars and Stripes, and this prepared him for a job as reporter on the Lewistown Daily News after V-J Day. Within a year, however, Al shifted from the editorial side of the News to advertising. He was named advertising manager of the paper within a matter of months.

He served briefly as commercial manager of KXL Lewistown before joining the New York sales staff of the Friedenberg Agency, station representative, in 1948. During the same year, he was named Chicago manager of both the representative firm and Marfree Advertising Corp., which was being set up at the time by his employer, Harry A. Friedenberg. By December 1949 (Continued on page 46)
MARJORIE GREENBAUM and BOGART CARLAW, copy supervisors, appointed vice presidents of Foote, Cone & Belding, N. Y.

ROBERT KINSLEY, manager S. F. office Sawyer-Ferguson-Walker Co., and MILES TURPIN, manager of firm's L. A. office, named vice presidents.

WILLIAM H. WEINTRAUB & Co., Inc., N. Y., has announced that its media, accounting, radio and television time buying departments have moved to offices at 40 East 55th Street and its research department to 270 Park Ave. Due to the expansion of agency business during the last six months of 1950.

JIM BURCH, secretary-treasurer King, Ackerman, Deckard & Burch Inc., Phoenix, to JIM last year in same capacity.

GEORGE COLEMAN MARTIN and staff of Martin Adv. Agency merge with Buckley Organization, Phila., advertising firm. Mr. Martin will function as service director and will continue as executive on following accounts, formerly handled by his agency: Zippy Products Co. Inc., John Hohenedel Brewery Inc., Hanscom Brothers Inc., Plantation Chocolate Co. Inc., Mrs. Morrison's Products, and Raymond Rosen & Co. (Bendix Automatic Ironers Div.). No change in name or location of Buckley Organization.


MARFREE ADVERTISING Corp., N. Y. and Chicago, acquires A. Linn Addison Adv. Agency, Chicago, HARRY FRIEDENBERG, president Marfree, announced last week. Mr. Addison elected Marfree vice president and will supervise all space-advertising placed from Chicago office.

PETER DeBON, Sandvick-Saniford, S. F., to production department Guild, Bascom & Bonfigli, S. F.

JOEL McPHERSON, vice president traffic and sales Pan American Airways in charge of media advertising, to Geyer, Newell & Ganger, N.Y., as account executive.


EDITH M. KNUTSEN and ARTHUR R. ROBERTS Jr. appointed vice presidents Christiansen Adv. Agency, Chicago. Miss Knutsen has been media director of agency since it was organized in 1944. Mr. Roberts was creative director.

CLARENCE HATCH Jr., executive vice president D. P. Brother & Co., Detroit, elected president of Detroit Television Round Table for 1951. Other officers elected were: ART FIELDEN, Campbell-Ewald Co., vice president; WALKER GRAHAM, Geyer, Newell & Ganger, treasurer; NAM WHIRL, Campbell-Ewald Co., secretary. Board members: BILL BRYAN, Free & Peters; RALPH HOTCHKISS, Maxon Inc.; N. A. CORBETT, RCA Victor Distributing Co.; CHARLES NUTTING, C. A. Nutting Sales Service; LEN LAMINS, WXYZ-TV Detroit; BILL WITHE- RELL, Video Films; BUD PEARSE, Weed & Co.

McNEILL & MCLEERY Adv., Hollywood, changes name to McNEILL, McLEERY & CREAMER. C. R. CREAMER, account supervisor and firm member since 1946, is secretary-treasurer. KENNETH McNEILL is president and JAMES McLEERY vice president.

KATHLEEN A. OAKES to radio and TV department Ketchum, MacLeod & Grove Inc., Pittsburgh, as assistant to KATHERINE NEUMANN, star of Kay's Kitchen five-times-weekly program on WDTV (TV) Pittsburgh.

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ON THE
WASHINGTON SCENE

JIM GIBBONS' WMAL COUNTRY STORE

Sets all-time record in public response!

15,000 Needy Aided by enthusiastic support of Gibbons fans at Christmas

The National Capital Optimist Club (above) arrives at The Country Store with a train-shaped truck load of gifts and is greeted by Jim Gibbons (overalls). Each day the Country Store was run by a different club or school—was in operation from November 27-December 23. During that period more than 60,000 items were contributed by the many friends of Jim Gibbons in the Nation's Capital! Items were distributed to the needy by the Christmas Bureau of the United Community Services.

Civil Service Commission-James Mitchell presents over 3,000 cans of food to the Country Store on behalf of his agency. A total of 48,600 cans of food, 4,000 toys, 350 gallons of fuel oil, 500 loaves of bread, 5,000 pounds of meat was collected PLUS a live pig, a ton of coal, $2,860 in cash converted into food and Clothing—a tribute to the popularity of Jim Gibbons, and a Merry Christmas for thousands of needy Washintonians!

WMAL-TV WMAL WMAL-FM

THE EVENING STAR STATIONS
WASHINGTON, D. C.

January 8, 1951 • Page 9
At WDSU, Promotion is an every day, every week, every month job. Sponsors get extra sales assistance from our powerful "Promotion Plus" merchandising.

NO OTHER NEW ORLEANS STATION OFFERS THIS PLUS TO SPONSORS!

- Write, wire or phone your JOHN BLAIR Man!

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**SPONSORS GET "PROMOTION PLUS"**

**ON WDSU**

"OVER 5,000 LINES OF NEWSPAPER ADVERTISING EVERY WEEK, AIMED DIRECTLY AT NEW ORLEANS LISTENERS!"

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**new business**

**PHILIP MORRIS,** N. Y. (Bond Street tobacco), looking for availabilities in four markets, Chicago, Boston, Washington and Philadelphia between 11 p.m. and midnight to place its transcribed program, "Lonesome Gal." Agency: Blay Co., N. Y.

**ZIPPY PRODUCTS Co.,** L. A. (liquid starch, wall cleaner, detergent for dish washing), appoints W. B. Geissinger & Co., L. A., to direct national advertising. Spot radio and TV planned in key West Coast markets.

**WEST END BREWING Co.,** Utica, N. Y. (Utica Club beer and ale) appoints Harry B. Cohen Agency, N. Y., to direct advertising, effective Feb. 1. Radio and TV spots will be used.

**PARAMOUNT CITRUS Assn.,** San Fernando, Calif. (CAL-FAM-FROZEN orange juice, lemonade), in late January starts for 13-weeks' participation in live shows on Los Angeles TV stations. Estimated budget $20,000. Agency: Vick Knight Inc., L. A.

**HOWARD CLOTHES,** Brooklyn, N. Y., began sponsoring kinescope version of Jimmy Powers Show, on WPIX(TV) New York Jan. 3, for 13 weeks. Show will be carried on TV stations in Philadelphia, Syracuse, Boston, Chicago, and later in Providence, R. I. Agency: Peck Adv., N. Y.

**LOS ANGELES Conservatory of Music & Arts** appoints Vick Knight Inc., L. A., to handle advertising. Regional radio and TV contemplated. Jim Burch is account executive.


**GRACE BROS. BREWING Co.,** Santa Rosa, appoints Byrne and Griffin Adv., S. F. TV will be used.

**Network Accounts . . .**


**CANADIAN WESTINGHOUSE Co.,** Hamilton, Ont. (receivers and appliances), Jan. 7 expanded Dominion network carrying Don Wright Chorus program to 48 stations, and extended time for five to April 29, Sun., 10:30-11 p.m. Agency: S. W. Caldwell Ltd., Toronto.

**Adpeople . . .**

**HOWARD M. LIST,** assistant advertising manager Kellogg Co. for past three years, appointed advertising manager.

**A. C. RAGNOW,** vice president and Chicago manager Campbell-Mithun Inc., advertising agency, to Fairmont Foods Co., Omaha, as vice president in charge of merchandising.

**THOMAS E. WARD,** night radio editor Associated Press, Chicago, to public relations staff U. S. Steel Corp., same city. Was newsman at WEAW (FM) Evanston, Ill.
Now... Two ways to reach the ears of PORTLAND YOUNGSTERS... both on KEX

Want a huge juvenile audience in the big Pacific Northwest market? It's yours... via economical participations... in KEX's new Special Format for late afternoons.

Back from active duty with the Marines, Bob Amsberry again conducts the ever-popular "Squirrel Cage," 4:15-4:45 Monday through Saturday. Bob's voice characters... "Gus the Goose" and "Gabby the Squirrel"... are known and loved by uncounted thousands of kids in the rich Portland area.

Then from 5:00 to 5:30 Monday through Saturday, there's the new "Merrie Circle" with Merrie Virginia... the girl who scored such a sensational hit in the "Squirrel Cage" while Bob was in service.

Two sure-fire programs! Double opportunity for results! Get details from KEX or Free & Peters.

PORTLAND, ORE.
50,000 WATTS
ABC AFFILIATE

KEX

WESTINGHOUSE RADIO STATIONS Inc
KYW * KDKA * WBZ * WBZA * WOWO * KEX * WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV;
for WBZ-TV, NBC Spot Sales

January 8, 1951 * Page 11
PERSONAL greetings from 94 G.I.'s to their relatives in the Los Angeles area were simulcast on Christmas Day by KFI-AM-TV Los Angeles.

The station decided that one of the best gifts for those at home would be supplied by tape recorded messages from loved ones in Korea, Tokyo, Alaska, and Germany. These recordings were obtained during the month before the holiday and presented on Christmas day, the telecast being accompanied by a picture of each serviceman as his message was delivered.

Families of 79 of the servicemen phoned the station during the day to express their gratitude, and over 250 relatives and friends of the men expressed their appreciation by signing and presenting a scroll to Erle C. Anthony and George Whitney, KFI owner and manager, respectively. In addition to the

Mrs. Thomas Learwhim Sr. is presented a record of her son's greeting by Mr. Anthony (1) and Mr. Whitney.

broadcasts, individual recordings were sent to each serviceman's family.

strictly business

Jerry Glynn

Jerry Glynn enjoys his job and the radio business, and it shows. A smiling, personable salesman, Jerry likes people, believes sincerely in his product and knows his prospects. That's just part of his personal formula. Chicago manager of the Walker Co., station representative firm, for the past year, Jerry was elected a vice president last September.

Young but not youthful (he'll be 26 years old Feb. 13), Jerry has moved fast all his life, especially during his three years in radio. Son of a golf professional, who has "followed the sun" with golfing devotees all his life, Jerry was born in Biloxi, Miss., when his father was teaching golf there one winter.

Most of his youth and adolescence was spent commuting between Chicago, which was always represented as headquarters for the family operation, and points southward in the wintertime. Twelve years ago his father bought a home in suburban Lake Forest, along Chicago's North Shore, where Jerry now lives with his parents and two younger brothers.

He entered the business of radio after graduation from Lake Forest College and a stint in the Navy. In 1943, following Navy training at the U. of South Carolina, Jerry was transferred to midshipman's school at Columbia U. in New York City. Just before he was to be graduated, he—alone among 1,200 trainees in the class—contracted scarlet fever. He missed graduation, spent six weeks staring at Long Island Sound from a hospital window and was shipped to Notre Dame U. There he completed midshipman training and was commissioned.

In Miami, at an anti-submarine warfare base, he was given sea training on Caribbean cruises aboard destroyer escorts and submarine chasers. Stationed as communications officer on an amphibious cargo ship which carried supplies and small landing craft, Jerry

(Continued on page 38)
IN ONE PACKAGE!

THE BILLION-DOLLAR MARKET OF EASTERN OKLAHOMA'S MAGIC EMPIRE—PLUS THE RICH PLUM OF ARKANSAS' WESTERN OZARK REGION!

★ ONE OPERATION
★ ONE REPRESENTATIVE
   (AVERY-KNODEL, Inc.)
★ ONE NETWORK
★ ONE BUY - THE BEST

KTUL - KFPW

JOHN ESAU—Vice President-General Manager
AFFILIATED WITH KOMA, OKLAHOMA CITY
For a full century Hillsboro, Oregon, has been a major producing, marketing and processing center. Today foods packed by Hillsboro plants are consumed throughout the world. A recent KGW Tour-Test, conducted with the cooperation of the Oregon State Motor Association, proved KGW’s dominance of this market. Haley Canning Company, one of the city’s major packing plants, was visited by the Tour-Test. Above William Christensen (left), Hillsboro business figure, and Bill Watkins, Haley’s president, examine with “Miss KGW” canned meat products destined for the U.S. armed services. Hillsboro’s expanding economy is delivered through the COMPREHENSIVE COVERAGE of KGW.

**PORTLAND, OREGON**

ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
RYAN ELECTED BAB PRESIDENT

William B. Ryan, new president of BAB, made the following statement to Broadcasting • Telecasting:
I regard the BAB presidency as a terrific challenge. I have been keenly interested in BAB since its start. My professional career has been centered around radio and outdoor selling. I have spent a great deal of my professional life selling radio. I regard this as an opportunity to promote the best advertising medium in America and have complete confidence of radio’s ability to retain that position.

A strong trade association derives its strength from economic stability. In turn sales are the key to economic stability of its members. I look for development in BAB of direct sales tools and broad basic promotion of the medium, including education of advertising people not in broadcasting, who must be acquainted with the use and value of radio selling.

BAB will sell radio directly and intensively. It will promote radio’s advantages at every possibly opportunity before groups and organizations whose members have advertising dollars to spend.

NBC SHELVES RATE CUT

NBC LAST WEEK shelved its proposal to reduce nighttime radio rates in television markets after a majority of its affiliates had expressed opposition to the plan.

The network cancelled a meeting of the 48 affiliated stations that had been scheduled for Jan. 10 in New York to discuss the rate cut. A conference to be exclusively confined to the stations, arranged by a provisional station committee to precede the NBC meeting on Jan. 9, also was called off.

The decision to abandon the present effort to persuade affiliates to accept rate reductions was made on Sunday, Dec. 31. After NBC telegraphed the affected stations a notice of cancellation of its meeting, the provisional station committee followed suit with respect to the station-only conference it had arranged.

There was no indication, however, that the network had wavered from its basic belief that advertiser resistance to current radio rates in television areas must eventually force reductions.

No Immediate Action

Whether NBC had a timetable regarding a reopening of the question with its affiliates could not be learned. It was authoritatively felt, however, that the network probably would not make any immediate moves in that direction.

In an official announcement of the cancellation of its Jan. 10 affiliates meeting, NBC said it was the “consensus” of the 48 affiliates that “a reduction in network rates is untimely and unwarranted in view of the fact that network radio continues to offer advertising values greater than competing media, that recent changes in the national economic picture indicate that these values will increase in the period ahead, and that broadcast operating expenses are continuing to rise.”

Joseph H. McConnell, NBC president, pointed out to Broadcasting • Telecasting that events occurring after the network first broached the rate cut to its affiliates had raised some questions as to the future patterns that the growth of television—the dominant factor in the radio rate reduction—would take.

He said that it was after NBC first made its proposal that President Truman declared a national
Y & R Names

Three New Vice Presidents

THREE Young & Rubicam Inc. executives last week were named vice presidents of the agency, according to an announcement by Sigurd S. Laram, president.

Those named were Eldon E. Smith, manager of Y & R Los Angeles office and supervisor, Hunt Food Account; Edward A. Merrill Jr., manager of the San Francisco office; David Miller, member of the law firm of Engel, Miller & Sterling, New York legal counsel for agency. Mr. Miller was also named general counsel.

Mr. Smith first joined the agency in 1945 as merchandise man, and was named manager of the Los Angeles office in 1949. Mr. Merrill, San Francisco manager since 1948, first joined agency in 1931.

ADAM Explains

Why Pearson Was Dropped

An official of Adam Hat Stores Inc. explained last week the action of his firm in dropping sponsorship of ABC Commentator of Y & R Drew Pearson's Sunday night broadcasts on the network (Broadcasting • Telecasting, Jan. 1).

Charles V. Molesworth, president of the company, said the decision to forswear sponsorship was made last May, long in advance of Sen. Joseph McCarthy's (R-Wis.) attacks against the news columnist.

In explaining the ADAM Stores' position, Mr. Molesworth said the firm would dispense altogether with network radio as an advertising medium. He said, that throughout Mr. Pearson's broadcast series (contract runs from Dec. 8, 1949 to Feb. 18, 1951), the commentator enjoyed complete freedom of speech.

Mr. Molesworth pointed out that Mr. Pearson received notification of the contract cancellation as early as Nov. 15, 1950, and that since the controversy with Sen. McCarthy appeared in the press a month later, "it is . . . virtually impossible that Sen. McCarthy's attack upon Mr. Pearson and the requested boycott of Adam Hats could have had any influence whatever on our decision not to extend our radio contract with him."

He said his statement was designed to clarify confusion over motives behind the change in policy of ADAM. The executive said that although the firm was in disagreement with Mr. Pearson's views "on a number of occasions," the broadcasts were aired without company interference. Mr. Molesworth added the belief Mr. Pearson would continue on the air under another sponsorship.

ABC has indicated Mr. Pearson's broadcasts will be continued, although the network has not announced detailed plans.

CBS Stock Options to Stanton, Ream

CBS has granted an option to buy 7,600 shares of its Class B stock to Frank Stanton, president, and an option to buy 3,000 shares of Class B stock to Joseph H. Ream, executive vice president, in consideration of "past efficient and exceptional services . . . and proven loyalty," according to information at the Securities & Exchange Commission.

In each case, the options continue until Dec. 8, 1987, unless the optionee dies or leaves the network. Fair value of the stock was given as $2.50 per share, and the options may be exercised at the price of $24.75 per share, which is described as being "at least 85% of the fair market value on the date of granting the options."

The action was taken by the CBS board of directors on Nov. 8, 1950, and the option agreements made on Dec. 8, 1950.

Milk Drive

Heavy Radio-TV Schedule

A MIKEDUCATION campaign utilizing radio-TV and newspapers has been launched in the Washington, D.C. area by the Maryland & Virginia Milk Producers Assn. through Henry J. Kaufman & Assoc., Washington.

In order to clarify its position to the public in a hotly contested dispute over the milk regulation rules, the association had the agency prepare a concerted radio-TV-newspaper campaign which is now hammering home the group's points to thousands of District area residents. Initial effort came through local party unit in the Paul Whitman Teen Club on ABC-TV, followed by effective radio spot announcements. A series of 1,000-line ads is in all four Washington newspapers supplemented the drive.

Started in December, the campaign is continuing to add impact, Kaufman reports.

NBC Signs Hope

Bob HOPE has been signed to an exclusive, long-term contract by NBC for both radio and TV. Terms for the contract were undisclosed.

Mr. Hope currently is sponsored by Lazarus & Myers (Chesterfield) Tuesday, 9-9:30 p.m. over NBC, and by Frigidaire Div. of General Motors for six performances on the Sunday, 8-9 p.m., Comedy Hour, over NBC-TV.

Plymouth Buys Packages

PLYMOUTH MOTOR CORP. (Div. of Chrysler Corp.), Detroit, for 1951 Plymouth cars, will sponsor one-time broadcasts of three CBS radio packages: Harold Peary Shows (Feb. 10: The Cairo Line-Up, 10-10:30 p.m., and Songs for Sale, 8:30-9 p.m., Jan. 12. The agency is N. W. Ayer & Son Inc., New York.

Ryan: BAB'S Gain, NAB'S Dilemma

ELECTION of NAB's general manager, William B. Ryan, to the presidency of radio's new business-getting organization—Broadcast Advertising Bureau Inc.—will be applauded generally, radio men agree. It should be.

Mr. Ryan brings to BAB a rich background in radio selling. Even though it isn't generally known, he has guided the destinies of BAB from behind the scenes since he assumed his NAB post nine months ago.

The evolution of BAB management did not follow the course originally planned by the NAB board and its BAB Committee. There was to have been named, as chairman of the board, an outstanding personage in commerce and industry, after which a president was to have been selected. (Mr. Ryan had been considered for the post almost from the start.)

The war emergency, however, found most of the figures under consideration for the honorary chairmanship unavailable.

In view of the exigencies, however, little appears to have been lost in altering the course. The next step is the selection of a powerful board of directors for BAB—representing all segments of radio. Every group that has a step in radio-selling—broadcasters (including the networks, of course), station representatives, radio manufacturers, transcription producers, suppliers—all should have a voice in its direction.

A year from April, BAB is slated to become 100% autonomous. It must have the wherewithal—something over a half-million dollars—to effectively cope with the competitive onslaughts of other media.

BAB's gain poses for NAB a big question mark. Mr. Ryan brought a new confidence, stability and esprit de corps to NAB, which obviously was floundering rather aimlessly. Nominally, he will be on leave from NAB for a maximum of three years (though he can return on appropriate notice in the interim). But BAB is a full-time job if there ever was one.

NAB President Justin Miller leaves in early March for a prolonged UNESCO trip through South America. Mr. Ryan then will have left the NAB. The top command will be gone.

These are critical times. There are portents of all-out war. It is the worst possible time to leave NAB without a policy-directing head. Either President Miller should cancel his trip or Mr. Ryan was assuming that direction of BAB's presidency. There isn't time left to train even an interim replacement for Mr. Ryan even if the logical course of selecting a senior department head is followed.

Events in radio have gained favorable momentum in the past few months. Ultimate emergence of BAB as an independent entity may be followed short-term by the totalization of NAB-TV as a largely autonomous organization. Broadcasters and manufacturers are working in closer harmony than ever before.

Greatest diligence must be exercised at this juncture to avoid any loss of ground.

AN EDITORIAL

Page 16 • January 8, 1951
Opponents of broadcast and TV reporting of professional and collegiate sports events, seeking bans against play-by-play coverage as they attempt to establish during the next fortnight, face opposition from the public, highest university officials and many athletic directors.

At stake are the public's rights to information and a recreational programming as well as large numbers of commercial and sustaining radio-TV contracts involving millions of dollars.

As college athletic and coaching officials converged on Dallas for the annual meeting of the National Collegiate Athletic Assn., new support for the electronic media came from several nationally known universities enjoying high sports ranking.

While the situation was unpredictable at the telecasting hearings, there were indications from college sources that Ncaa will run into trouble if an effort is made to impose a general ban on sports telecasts at a time when actual impact of TV is still unknown and 1950 attendance data are incomplete.

Moreover, colleges are known to be concerned over signs that over-commercialization of sports is starting to backfire.

Also offsetting opposition to TV at the coaching level were comments made to Broadcasting & Telecasting by high officials of leading universities. They were Raymond B. Allen, president of the U. of Washington, and Fred D. Fagg Jr., president of the U. of Southern California. In their support of TV they joined Father Theodore M. Hesburgh, C. S. C., executive vice president of Notre Dame.

West Coast Stand

These comments were made as athletic directors and coaches of West Coast conference schools headed toward Dallas with determination to ban telecasts of their football games.

Five of the larger NCAA conferences—Big Ten, Eastern, Southern, Southeastern and Pacific—have expressed, formally and informally, varying degrees of opposition to telecasting of games.

The Dallas sessions, including committee and all-inclusive meetings, will hear a report from the NCAA's TV Committee, headed by Tom Hamilton, athletic director, U. of Pittsburgh. Hamilton told Broadcasting & Telecasting Thursday the TV problem was "ataglance." He wasn't sure that adequate facts were available at this time to make a decision on telecasting of football and other college sports events.

A limited amount of research data on TV attendance and television revenues will be submitted to the NCAA. Preliminary reports will be submitted by National Opinion Research Center, commissioned by Mr. Hamilton's committee and the TV networks to analyze the TV sports situation. Paul B. Sheatsley, New York representative of The Sporting News, told Broadcasting & Telecasting that he would submit a preliminary report to the NCAA TV Committee but explained that a written report could not be prepared before March or April.

Mr. Sheatsley said NOrC has merely collected figures and analyzed them in a preliminary way, but added that it is very difficult to submit findings on which a categorical answer to the TV sports problem could be based. He plans to attend the Dallas meetings.

It is understood NOrC will be unable to supply basis for an immediate decision by NCAA. NOrC is said to feel that it should devote an extensive nationwide public opinion survey if Ncaa desires comprehensive material as a basis for deciding the future of sports telecasting in college.

In some localities, the NOBC figures are indicated to TV, hurts the gate. In others it obviously does not. Thus any attempt to reach a national decision will vary in the local angles as well as the long-range thinking of university officials at the policy-making level.

Attending the Dallas meetings this week for NAB will be Robert K. Richards, public affairs director, and Dr. Kenneth H. Baker, research director. General Manager William B. Ryan may attend later in the week.

The professional baseball situation was at a standstill. George Trautman, president of the American Assn. of Professional Baseball Leagues, conferred Thursday with J. Jordan, executive vice president of N. W. Ayer & Son, advertising agency, on the agenda for a radio-TV conference scheduled in Columbus Jan. 15.

The prevailing opinion is that Mr. Trautman's organization faces economic and personnel problems arising out of the war mobilization. The minor leagues have complained that nationwide broadcasting of major league games has drawn interest of fans from the minors. Major leagues also have been trying to work out a solution of the many-sided radio-TV problem, recognizing the promotional benefits of live sportscasting.

National League Meet

National League club owners meet Thursday in New York to discuss the broadcast-telecast problem. They will attempt to work out a definite policy to meet minor league objection to widespread broadcasts.

Ford Frick, league president, said a central office to handle radio affairs is planned. He described broadcasts as a contributing factor in the decline in minor league attendance but said bad weather, the world situation and decline in purs

"The World's Greatest Baseball Game"

By J. FRANK BEATTY

A series of sports telecasts from college and professional ranks for the past three years has produced a flood of information and data not available to researchers 15 years ago, when radios and TV were in their infancy.

As a result of this cablecasting, the TV industry believes it has a definite right to be heard in any conference on the problems of televising sports and other educational and cultural events.

A simple example of the research value is the recent study by the National Basketball Association, done through the agency of the National Opinion Research Center. The NBC-TV-ABC-NAB Sports Radio Conference has evolved into a highly organized group for the promotion and control of broadcast sports and a new section has been added to NAB for sports.

In conclusion, sports telecasting is a thriving business that is here to stay. The American Broadcasting Co. has secured an estimated $35,124,625 in 1951-52 in television rights. A survey of the sports telecasting situation has been conducted, and it is believed that the future of the present program will be guided by an objective, scientific approach to the problems raised by the broadcast industry.

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IN REVIEW...

ZENITH'S NEW YEAR'S DAY entry into the race for the consumer dollar with Phonevision followed the starting formula: One for the money, two for the show, three to make ready and four to go.

Zenith had the money but it was not until about two weeks ago, that it had the "show"—feature movies with name stars, to be served as the bill of fare during the 90-day FCC-authorized experiment in Zenith's home town, Chicago.

Equipment and facilities, "ready" since last summer, were all set to go.

The debut, Jan. 1, found Chicagoans aflutter. Trade people and laymen alike wondered what the experiment would look like, as the films can be seen only in the 300 test homes and a few non-test homes of VIPs. The pictures transmitted from the Zenith experimental station on Channel 2 is scrambled and can be decoded only on order of Phonevision-equipped homes.

Film Quality

The caliber of films to be shown seems to be under the par set by Condr. Eugene F. McDonald Jr. Zenith's aim, for the test at least, was to lease from movie producers first-run, top-flight films with name stars having the greatest boxoffice draw. Although the complete list of films has not been revealed, a sampling of the first two-weeks scheduled shows several oldies which were box office ringers. All

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PROGRAM FACTS

Phonevision: Pay-as-you-see-television.
Attraction: Name star movies to be offered to selected holders of experimental sets for $1 fee.
Presented by: Zenith Radio Corp.
Price: Estimated by Zenith at over $50,000.
Number Families: 300.
Test Area: Lakview District, Chicago.
Film supplied from: Paramount, Warner Bros., MGM, RKO and Eagle Lion.
Authorized by: FCC on 90-day experimental basis.

have "name" stars, some in haphazard stories with mediocre production.

Broadcasting & Telecasting's reporter caught a telecast of "Lost Honeymoon" on the 7 o'clock performance the third day. The film, produced by Eagle-Lion with Franchot Tone and Ann Richards, was a five-year-old weak comedy farce, on a bad film print. A Zenith re-primar touches nearby commented it was the worst print among the pictures shown thus far.

Despite a slight but constant flicker, the picture quality was fair and the sound excellent. Most of the scenes were close-ups and middle-shots, making the film readily adaptable for video presentation. If this was a consideration in selection of all the films, the movies will be more palatable than those crowded with mob scenes, chases through the desert or filled with detailed back and foregrounds.

Without regard to the question of licensing policy involved (see story page 58) the pay-as-you-see medium has the same basic appeal as all television. It offers a program that can be seen from a comfortable chair at home. But whether the slight superiority of the movies offered by Zenith for a fee over those to be seen free by any television set owner would make Phonevision a success seemed doubtful at this early stage of the demonstrations.

The fact that television program-

(Continued on page 72)

TUNING in the Stork Club on CBS-TV is not unlike walking sober into the midst of a midnight conversation in a saloon. The atmosphere is amiable, not to say maudlin, and the talk, although in this instance apparently uninfluenced by drink, could not be fuzziest unless the participants had been hit on the head with a bung-starter.

The other night, Mr. Billingsley, the Stork Club proprietor and master of ceremonies on the show, steered his interview with New York Mayor Impellitteri into the bind of sly words rhymed as no one is apt to encounter after the sixth Martini.

"I think," said Mr. Billingsley, "we'd talk to this mayor about those bombs and things everybody is talking about."

The phrase that Mr. Billingsley was groping for, it turned out unprepared, was the atom bomb. Mr. Billingsley set aright on his non-nonsense, wanted the mayor's advice. Should Mr. Billingsley evacuate his family to the country? The mayor said no, thus sparing Mr. Billingsley the tortures of existence outside his chromium rebuild.

Mr. Billingsley opened this particular program by presenting the mayor's wife with a check for $1,000, a donation to the Heart Fund, and Mrs. Impellitteri in turn presented Mr. Billingsley with a nosegay of compliments for his generosity. The modesty of this charitable transaction, carried on in view of however many people watch this program, was not among the memorable moments of television.

' . . . Where The Elite Meet'  

The program is said to be telecast from the Stork Club's Cub Room, a sanctuary to which only Mr. Billingsley's elite—Walter Winchell, strait debutantes, retired prize fighters—are admitted. Mr. Billingsley is revealed at conversation with his leading guest. On the program under inspection his guests included the mayor and his wife and Arthur Godfrey.

Mr. Godfrey's contributions were two. He read a poem written by a soldier in Korea (in keeping with the apparent determination to prove that serious things are settled in the Cub Room) and he carried on a chiding banner with Mr. Billingsley over the brands of cigarettes that sponsor the two. Mr. Godfrey spoke favorably of Chesterfields, which are manufactured by Liggett & Myers, who also makes Fatimas, which sponsors Mr. Billingsley. Mr. Billingsley spoke well of Fatimas, and lighted several for guests, using Stork Club matches he tore from an oversize pack large enough to set fire to the Hudson River.

The Billingsley Problem

In this performance, the Stork Club, a name emblazoned on the match cover, got top billing over Fatima, which pays the bill for the show.

No one is getting much out of this program, except Mr. Billingsley.

- - -

Condr. McDonald

Page 18 • January 8, 1951

Mr. Billingsley

Broadcasting * Telecasting
REALIGNMENT of the government's production allocation structure to assure a speedier and more orderly flow of electronics and other equipment into defense channels highlighted last week's national developments, including these:

Creation of a Defense Production Administration, with William H. Harrison placed in charge of directing and coordinating the entire production phase of mobilization.

Split of electronics and communications into two divisions under the National Production Authority.

Appointment of Manly Fleischmann, NPA general counsel, as new administrator of the production authority, which would continue as an operating agency within the Dept. of Commerce.

The new production agency (DPA) and Gen. Harrison, who retains his present jurisdiction over allocations, publicity and requisitioning of materials, will function within the framework of the Office of Defense Mobilization, headed by Charles E. Wilson, former head of General Electric Co.

At the same time, a Defense Mobilization Board was created to comprise NSRB Chairman W. Sturgis Peirce, director of the bureau, and the directors of the economic and industrial divisions of the board. The board, which is headed by Gen. Harrison, will function under the framework of the Communications and Research Board, which was recently established by the War Production Board.

John G. Daley is acting director of electronics, with Devoe & Plimpton as deputy director. Gen. Calvert H. Arnold of the Signal Corps heads up the communications division.

Electronic divisions, which function under the NPA's Industry Operations Bureau and H. B. McCoy, assistant administrator, plan to add new manpower in the electronic industry, to compensate for the loss of personnel due to government procurement.

An electronic division is also to be created for the NPA's new division to handle procurement.

The division, which will be headed by Gen. Harrison, will function within the framework of the Office of Defense Mobilization, headed by Charles E. Wilson, former head of General Electric Co.

WATS NAMED Gets High Defense Post

WALTER W. WATTS, vice president in charge of the Engineering Products Dept. of RCA Victor Division, was named last week to serve as one of the principal assistants to Maj. Gen. William H. Harrison, newly appointed as new post as head of the Defense Production Administration.

Mr. Watts, who served as a colonel under Gen. Harrison in the Signal Corps procurement and distribution service in World War II, is slated to report for duty today (Monday). His exact assignment had not been clearly defined late last week.

During World War II he served as commanding officer of the Signal Corps distribution agency, and as director of the procurement and distribution service in the Office of the Chief Signal Officer.

Mr. Watts was granted a leave of absence from RCA to accept the defense role. Selection of his interim successor is expected to be announced shortly.

Mr. Watts, formerly sales manager of RCA Victor, was elected vice president in charge of defense in the department in July 1946. He previously was mail order manager for radio and electronic equipment for Montgomery Ward & Co., and, before that, vice president of Wincharger Corp.

definements set

using copper at its plants and action the company had taken to conserve materials, as well as the need for maintaining a normal working level in the production of which plants are located. RCA's case was described as "strong" and it was understood that NPA would nevertheless press the need for copper conservation. The matter was cut back 15% for each of January and February and 20% during March. Requirements for different industries under the new procedure, are submitted by so-called "claimant" agencies who report their recommendations respecting materials and facilities to the Secretary of Commerce. The FCC Chairman is such a claimant for "government and private communications facilities, not including the military," it was revealed.

To Get Materials

Assurance also was given last week that none of the inventories of TV makers would be given all possible materials to keep flow of electronics equipment moving. This was indicated by Mr. Watts.

At the same time the Transmitter Div. of Radio-Television Mfrs. Assn. is slated to meet this week with government officials to discuss that phase of production. Members of the committee, comprising such firms as General Electric Co., Westinghouse Electric Corp., and others, met informally last Thursday to review the situation.

One report foreboding "drastic" reduction in TV output confused industry officials last week, but it was quickly clarified.

Asked whether the television industry was slated for all-out "inducement," Mr. Watts replied for John Small, chairman of the Man- tis Board, stated that the industry could expect sharp curtailment. He later explained the government's inaction on Vorderman's latest out- backs, but that curtailment would result inevitably from metal shortages and felt there would be no opportunity for resumption of civilian TV output.

Military Procurement

Under last week's agency realignment, the board will continue to handle military procurement. The board, which has been concerned in lagging in placing defense orders.

Possibly the most dire situation confronting the industry is that stemming from the short supply of copper and other metal and radio-TV magnet loudspeakers. NPA already has directed that manufacturers must obtain its approval for orders of the same materials after Feb. 1.

The order permits firms to consume roughly one-third of the January 1950 amount after Feb. 1, and it is distributed during January will be in proportion to the amount received during the base period, Jan. 1-30, 1950.

Officials said NPA will consider appeals for adjustment of supplies if limitations work an "undue or exceptional hardship" but it is suf- fered generally by others in the same industry," and added it would study appeals in light of require- ments for "public health, safety, civilian defense, and dislocation of labor and resulting unemployment that would impair defense."

Directive also prohibits certain uses and limits inventories to a 30- day supply "or a minimum practi- cable working inventory, whichever is smaller." Restriction also is placed on the sale of ammunition of more than 60 lbs. in any three-month period after Feb. 1. Purchasers must obtain authorization from NPA by filing on Forms NPA-F-15- 46 not later than the 15th day of each month preceding period of desired delivery, and submit to suppliers.

BAB FOLDERS

First 1951 Series Ready

BAB's first 1951 series of direct mail folders, designed to aid member stations sell more radio advertising on their behalf, is ready to be shipped, it was an- nounced last week.

Seven folders, which can be mailed in series to prospects, list salesmen's粱d agents, are ready to review the situation.

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Kenyen resigns

Leaves ABC for UCPA Post

IVOR KENWAY, ABC vice president in charge of new business, last week resigned his position to tem- porarily become public relations consultant under United Cerebral Palsy Assn. He will assist Karl K. Van Meter, UCPA executive director, in organizing a public relations advisory committee and a citizen's advisory committee.

Mr. Kenway joined the Blue Net- work in 1944, after 21 years with the Deove & Reynolds Paint Co., New York. Later in 1944 he was appointed advertising manager of the Blue Network. After becom- ing director of advertising and promotion subsequently, in 1948 Mr. Kenway was elected vice pres- ident in charge of advertising, promotion and research. He became vice president in charge of new business in 1949.
Toller's Success Is Built On Consistent Radio Use

An INDEPENDENT druggist in Sioux City has built the "largest prescription business in Iowa" on a consistent schedule of radio newscasts.

Adolph J. Toller, who in 1911 formed the drug company that bears his name, has confounded his competitors—notably two well known chain store organizations—by adhering for the past eight years to the simple advertising formula of telling the news, and incidentally pointing up his belief, via short professional-type commercials, that the heart of any drug store is its prescription service.

Long before he purchased his first spot announcement on KSCJ Sioux City in 1941, Mr. Toller was conscious that pure pharmacy was one of the most valuable services to mankind. But the formal newspaper cards he employed to tell his "professional" story for 30 years failed to attract the patronage he had hoped for.

Three years of radio put him "over the top" to such a degree that Mr. Toller broadened his whole promotional structure in 1944, and the newspaper that formerly carried his cards, with an occasional merchandise ad, soon counted Toller Drug Co. as one of its largest accounts. Radio, however, has the major share of Toller's advertising budget—more than 1½% of its total sales volume.

Toller Opens First Store At Age of 23

Adolph Toller was 23 when he opened his first store at the corner of West Third and George Sts. 39 years ago. He took in $7 his first day. Within four years his reputation for "prescription perfection" had grown to the point where he needed larger quarters, so he opened the first unit of what is today one of Iowa's most modern retail establishments, at the downtown corner of Sixth and Pierce Sts. Thirteen years later, he opened a "Hospital Store" at Twenty-first and Court Sts., near St. Joseph's Hospital, and in 1935 Toller's expanded to a third location at Fourth and Court Sts. Each of these establishments upheld Adolph Toller's reputation for "precision-made medicine," but none was departmentalized and glamorized on a scale to compare with the stores of Toller's radio era.

With the exception of special events promotion on KCOM Sioux City, all of the company's radio appropriation for 10 years has gone to KSCJ. In 1941, a daily announcement was carried in the morning on KSCJ's Town Crier, a musical clock show running from 6 to 8:30 a.m. The following year a second announcement was added, and in 1943 the first of Toller's uninterrupted string of newscasts was aired. It was a quarter-hour schedule, daily except Sunday, from 8 to 8:15 a.m.

When KSCJ became affiliated with CBS in June of 1945, the company added CBS' News of America but retained its quarter-hour period of local and regional news. Toller's 8 to 8:30 a.m. newstime still is on the air, Monday through Saturday, and since 1944 the company has purchased more than 1,000 spots on KSCJ. In addition, there were sponsorships of a half-hour Christmas Day program in 1945; four nights of Golden Gloves fights in 1948; a Homemaker Hor- monies series from October 1949 to February 1950; Monday to Friday, 2 to 2:15 p.m.—all on KSCJ.

Toller's consistent schedules on KSCJ and frequent "specials" on KCOM lead the company regularly to reach its goal of $10,000 worth of Revell products sold monthly. Last fall, returns from its "One-cent Sale" showed a 40% increase over the 1949 event. On a recent week-end, 1,000 pounds of peanut brittle were sold after a radio campaign. Another week-end special moved 285 electric irons at $10.50 each, and a third, 20,000 Jonquils at 49 cents a dozen.

Toller's "Starlight Room" at the headquarters store is one of Sioux City's finest restaurants, attracting trade from nearby hotels with the quality of its food. No luncheonette, it is equipped to turn out a full course dinner, including aged steak, at $4 each. The average number of diners in the "Starlight Room" is 5,000 daily.

Has Own Facilities For Food Production

Home-made ice cream and bakery goods are featured at all of Toller's stores. These products are turned out in the 10,000 sq. ft. lower level of the main store, where modern meat cutting and storage facilities, photo finishing equipment, and a well-ordered stockroom also are maintained.

To keep up his excellent prescription service, Mr. Toller has 16 registered pharmacists on duty in his stores on a normal day. Typing of prescriptions is a fulltime job for one of the Toller office girls.

Toller spot announcements are (Continued on page 99)
Administrative Burdens Mount

SPREAD of AM stations into the non-metropolitan markets with licenses passing the 2,000 mark for the first time in this year increased FM stations despite further drop in total FM authorizations, and continued high interest in television were highlights of FCC's 16th annual report to Congress, released yesterday (Sunday).

Fiscal 1950 (July 1, 1949, to June 30, 1950) saw a levelling off of broadcast activity, the report indicated, as compared to a 19% drop of applications in fiscal 1949 over the preceding year [Broadcasting * Telecasting, Jan. 16, 1950].

Increase of Other Problems because of simplified procedures and reorganization the Commission continued to reduce its backlog, the report explained. However, because of lengthy policy proceedings such as the TV relocation hearing, some hearing orders and other actions were delayed, while lack of sufficient budget curtailed some technical research projects and certain other work, the report noted.

Television interference cases, monitoring, inspection and invention work increased during the year, the report said, but fewer broadcast technical discrepancies "indicated a somewhat higher degree of compliance with the Commission's requirements."

AM-FM-TV revenues hit a new peak in 1949 although not quite as high as preliminary guesses had expected [Broadcasting * Telecasting, July 3, 1950].

Here's how the report sketched the history of fiscal 1950:

The broadcast year witnessed mounting interest in television, a further slackening of FM authorizations and a continued growth of AM facilities, particularly in the smaller communities. Authorizations for AM and FM broadcast stations totaled 3,144 at the close of the fiscal year, which was only 17 more than the year previous. However, the number of licensed stations rose to 2,658, an increase of 865. On June 30, 1950, were 351 TV, 277 AM and 17 FM applications on file for new stations. The number of broadcast receivers was approaching 61,000,000. The aggregate revenues of the aural and television broadcast industries reached $450,000,000 in 1949 and $34,000,000, or almost four times the 1948 amount. Despite this tremendous increase, however, the aural broadcast industry revenues rose to about $415,000,000 or about 2% above 1948. Aggregate aural and TV income (before Federal income tax) dropped to $27,300,000 in 1949, or 41% below the preceding year largely as a result of the $25,300,000 loss sustained by the television industry.

Hearings on color TV proposals consumed 62 days between September 1949 and May 1950, during which nearly 10,000 pages of testimony was taken and nearly 900 exhibits were introduced. This was the first phase in the Commission's TV proceeding. During the year, a number of stations applied for authorization to amend their operating services in order to take advantage of technical developments. In the December 1949 decision on the color issue was pending at the close of the year.

Despite the attendant "freeze" on new television construction, there were 109 previously authorized TV stations at the end of the fiscal year. Of these, 106 TV stations were on the air serving 64 cities and metropolitan areas, as compared with 71 stations serving 45 cities the year previous.

An estimated 7,000,000 TV receivers were in the hands of the public. More than 3,200 experimental TV stations were functioning, including nearly 160 auxiliary TV broadcast stations.

For the first time the number of licensed AM stations passed the 2,000 mark. They totaled 2,118, or 155 more than in 1949. AM authorizations mounted to 2,303, an increase of 103 during the year. Most of this AM expansion took place in nonmetropolitan districts, particularly in communities which 21 FM broadcast stations and local AM outlets. Decision in the clear channel proceeding was held in abeyance because of negotiations for a new commercial AM regional broadcast agreement.

Despite deletions which reduced broadcast authorships from 753 to 732, the year closed with 493 licensed FM stations, a gain of 116. The number of FM stations on the air decreased by 45, leaving 691 in operation. However, FM programs remained available over most of the AM half of the United States over most of the west coast area, and in a number of cities and adjacent market areas in the West. The audiences were using approximately 5,500,000 receivers. A few FM stations provided facsimile service during the year.

Due, in part, to the economies of low-power operation, noncommercial educational FM broadcast stations grew from 58 to 82. During the year the Commission set aside a channel in the 88 MHz area for educational purposes, and the United States set up a noncommercial FM broadcast station for educational service.

In television, the broadcast year witnessed an increased audience of approximately 8,000,000 for the year. FM Transmitter, Inc. provided 14,200,000 to 19,000,000 listeners during the year, an increase of 840,000 over the 1949 year. There were 90 television broadcasting facilities in operation at the close of the fiscal year.

For the broadcast year and July 1950, Stations KTVN and KBTV in Des Moines, Iowa, 13, 120,000 were licensed for operation, and about 1,200,000 were approved by the FCC for operation.
FCC Annual Report
(Continued from page 21)

66 cities had TV authorizations. In addition, there were 35 AM and 62 FM stations engaged in or planning operation in metropolitan areas authorized with 16 of this group in communities having no commercial outlet. Of the 732 commercial FM outlets, 282 or 38.3% were licensed to cities of 16,000 or more population.

During fiscal 1950, AM stations continued to expand in the small and medium sized metropolitan communities. This growth, since Oct. 8, 1945, when FCC resumed peace-time licensing, is depicted in Table V.

Distribution of AM and FM stations according to community size is given in Table VI.

There were 251 deletions of station authorizations during the fiscal year, the report said, of which 79 were AM and 172 were for FM. The Commission bit further into its backlog of pending applications, the report indicated, processing more requests during the year than the number of new licenses it received.

Breakdown is given in Table VI on page 21.

Competition for Attention

Broadcasters may better understand from the report the competition for FCC's attention which these stations may have to cope with from their multiple non-broadcast interests, particularly with the growth of new non-broadcast services. The Commission told Congress that "while broadcasting continued to attract the popular interest, developments in other fields of radio had equal, if not greater, public impact."

Particularly inviting the Congress' attention to the "little publicized yet highly important developments in the non-broadcast field," FCC noted that here are new and augmented services which give the public impact in utilizing radio for the protection of life and property, as adjuncts to commerce and industry, and in furthering common carrier telephone and telegraph service.

The burden upon FCC to act in the public interest was indicated to be increasing as new and multiply frequency demands continued from all quarters to far exceed the available spectrum, while defense, legislative and other regulatory and administrative problems mounted.

FCC illustrated its position thus:

The numerical extent of the Commission's supervisory and regulatory field is exemplified in the fact that, as of June 30, 1950, its records showed more than 10,000 applications pending, many of which are for television stations outstanding. This represents a net increase of more than 3,000 since the beginning of the year. Not included in the above total are associated portable and mobile radio applications, of which there were 220,000.

In the radio field there were nearly 35 times as many non-broadcast authorizations as broadcast authorizations. In radio, the numbers were 25,184,000 as against 732,000, and in television, 15,600,000 and 4,500,000 authorizations respectively. Table V shows the number of TV receivers rose to 815,900, an increase of 52,000 during the year.

In the same period the Commission received more than 220,000 applications of all kinds. Of this number, nearly 150,000 concerned radio operators, and there were about 63,000 non-broadcast applications as compared with 6,200 dealing with broadcast. Common carriers, in addition, carried files some 25,000 tariffs and reports requiring FCC's attention.

There were 595 cases on the Commission's docket at the end of the fiscal year, or 60 less than for the previous year. About 90% of these hearing cases concerned broadcast.

The expanded use of radio in general, and increased television operations in particular, has delayed the Commission with interference complaints. Some of these cases may be resolved in a manner of minutes or hours, but many require days, weeks, for their solution.

In the Federal courts were 32 cases which involved the Commission. Of these, nine were decided in favor of the Commission, two others were reversed or remanded to the Commission, six were dismissed by agreement, and 15 remained in litigation.

Monitoring operations resulted in the serving of nearly 10,000 violation notices, handling over 100 requests for assistance involving lost or disabled aircraft, and helping trace sources of interference of various kinds.

During the year the field staff handled more than 8,000 investigations, made power complaints, and closed down 149 illegal radio operations. Inspection of nearly 2,000 broadcast stations revealed more than 1,100 technical discrepancies. Over 1,000 ship station inspections showed more than 5,000 discrepancies. Nearly 13,000 other non-broadcast radio station inspections resulted in about 3,700 deficiencies being cited.

In re-examining and staff also gave examinations to radio operators, and as a result, granted more than 100,000 licenses to those taking their examinations.

In addition, it engaged in 128 technical engineering projects for the Commission and other Government agencies.

During the year, the Commission assisted in the U. S. preparation and participation in 19 international meetings and conferences having to do with all types of electrical communication media. At the close of the year, it was preparing for 24 additional international sessions. It also made extensive changes in its frequency records and system of notifying the International Telecommunications Union at Geneva.

The Commission handled nearly 400 cases of international interference, and approximately 3,600 reports of treaty infractions for transmission to nearly 150 foreign countries.

Nearly 1,280,000 pieces of correspondence, telegrams, telephones, etc., were received or handled. About 800,000 involved receipt and distribution of incoming messages, while outgoing messages exceeded 372,000.

The telegraph public received 417,000 requests for modulo, and 1,137,000 impressions.

At the end of fiscal 1950, FCC's staff totaled 1,388, which was a reduction of 55 during the year.

To expedite its administrative duties the Commission noted in its report that staff reorganization along functional lines was undertaken (broadcast group is yet to be reformed) while special legal and technical assistants were assigned to the Commissioners, now the Office of Formal Hearing Assistants. In certain areas application forms and other paper work were simplified while rules changes added additional simplification of formal procedures for FCC and applicants alike.

A continued problem affecting amateur operation and TV reception in outlying areas was noted in the report:

Interference to the reception of television broadcasts continued to be a serious concern to many amateur licensees in areas served by TV stations and a serious problem to many amateurs located outside the normal service areas of TV stations who are faced with the problem of trying to reduce or eliminate it. Such citizens do not find the owners of TV receivers are using them to receive weak signal programs not intended and hence the normal range for which television receivers are designed.

The challenge to reduce radiation of harmonics and other spurious emissions which results in interference to TV receivers has been successfully met by many amateurs. However, the Commission is aware of inequalities in this situation and is studying the matter with amendments to the rules to clarify individual responsibilities.

Elsewhere in the detailed, nearly 200-page report, the Commission also reviewed its litigation activities, most of which involved broadcast cases.

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PRINCIPALS in the organizational reorganization of WFAA-AM-TV Dallas, announced by General Manager Martin B. Campbell [Broadcasting • Telecasting. Press release, Jan. 31, 1951.]

WFAA's new general manager is Bert Mitchell, new assistant to Mr. Mimmons; Alex Keece, new assistant manager of AM-TV operations; and George K. Urley, new national radio sales manager for WFAA. Realignment was made because of "rapid growth" of the TV affiliate, according to Mr. Campbell.

BROADCASTING • Telecasting
PROPOSALS to increase size of Broadcast Advisory Council, industrywide group serving as liaison with the White House and other government officials during the war crisis, will be made to the council today (Monday) at its second Washington meeting.

A schedule of conferences with Chairman Wayne Coy, of the FCC, and other Washington officials has been set up by the council.

Protest by John S. Hayes, vice president of WTOP Washington, that the council did not adequately represent government agencies and understood to have been taken up by White House officials.

NAB President Justin Miller, BAC chairman, said Mr. Hayes had moved a protest letter to NAB about the council. He pointed out that the Hayes letter [Broadcasting • Telecasting, Jan. 1] had overlooked the fact that council membership had not been selected by NAB itself.

Two letters calling for representation of National Assn. of Radio News Directors on the council were sent to Gen. Steelman, Assistant to the President, by Ben Chatfield, WMAS, Macon, Ga., NARND president. Today's BAC agenda opens with a 9 a.m. meeting, after which the council will be addressed by Gen. Steelman, Dec. 27.

The council will meet in executive session at 3 p.m., taking up the membership question, finances, reports of outside committees, and means to carry out council projects. Ben Strouse, general manager of WWDC Washington and an NAB board member, wrote Mr. Hayes as follows:

I noticed in the January 1st issue of Broadcasting that you have taken a complaint to the White House that WTOP, as a non-NAB member, is represented on the Broadcast Advisory Council by only one representative instead of 14.

The answer is very really simple. Join NAB, and then you will be a 13 fellow on the Broadcast Advisory Council. I will be very glad to deliver a membership blank for you.

It seems to me that WTOP is a big enough station to take its part in industry-wide organizations.

Text of Mr. Chatfield's first letter to Dr. Steelman:

I have just learned that you recently set up the Broadcast Advisory Council for the radio industry to discuss any problems dealing with the government in this emergency.

It appears to me that it might be highly desirable if the NARD could be represented on the Broadcast Advisory Council. It is particularly important for the NARD to have representatives and an opportunity to present any problems dealing with censorship and the release of government information.

The NARD is made up of members from several-conscious radio stations throughout the United States and Canada, and representatives of the major networks of our Senate convention in Chicago the NARD went all out to cooperate with the government for this emergency. Our speakers included Gen. Hoyt Vandenberg, the officers in charge of public relations for all services of the armed forces, Lowell Thomas, and many others.

The council did not represent the radio industry what the American Society of Newspaper Editors is to the newspaper industry. It represents the men who will handle the news which goes to the public.

Our association would appreciate it greatly if you will add one or more of its members to the Broadcast Advisory Council, perhaps the president of the national association and the chairman of our Washington liaison committee be named to the council. We feel that this would be of great value to you and the government, as well as to our organization.

I would be happy to come to Washington at any time it may be necessary.

Second Letter

Text of Mr. Chatfield's second letter to Dr. Steelman, Jan. 2:

I am appointing as chairman of the NARD government liaison committee "Tod Koop, " (NBC) Washington. Each of the NARD committees has a member of our board of directors as an advisor. The advisor of our government committee is Ted Koop, director of news, CBS Washington, and who by the way headed the committee last year.

We members of the NARD would appreciate your calling on Cass Keller and Ted Koop so they might keep thoroughly informed.

As I wrote earlier about government relations, at all times our officials feel that more than 300 members feel that it is most important to the public and the government that the NARD have representation on the committees or councils which you or President Truman might set up.

Enclosed you will find a copy of the NARD's code of standards as adopted in Chicago in November.

DORN NAMED

To SHAPE Information Post

APPOINTMENT of Col. Frank Dorn, chief, Army Public Information Division, as acting public information officer under Gen. Dwight D. Eisenhower for the newly-created SHAPE (Supreme Headquarters for Allied Powers of Europe) was revealed last week by the Dept. of Defense. Col. Dorn, who will serve on a temporary basis, left for Europe Thursday.

At the same time it was understood that Merrill Mueller, NBC San Francisco newsman and formerly with SHEAF during World War II, had been offered the post but had turned it down. Mr. Mueller was to have reported momentarily [Closed Circuit, Jan. 1].

Col. Dorn has headed the Army's Public Information Office, before going under Maj. Gen. Floyd Farks, since May 1949. From 1946 to 1949 he was assistant and later chief of the Army's Office of Military Information in Washington, D.C.

He conceded, too, that once the plan took on legislative form, it could still be referred to the House Committee on Foreign Commerce if the House Speaker so determined.

Extension of Act

The bill now advanced is an extension of the Communications Act's Sec. 606 (c), which empowers the President in times of proclaimed emergency to silence or take over, or to suspend or amend the rules applicable to existing radio stations. It would include radiations ranging from 10 kc to 100,000 mc, encompassing the radio beams of high, medium and low power stations.

The proposal was first introduced in Washington last week from the Times-Herald, which commented that the plan "confesses a rather sad lack of confidence in the self-regulating nature of the air screen." The newspaper interpreted concern of Marx Leva, Assistant Secretary of Defense, as one involving "large stations whose signals reach a thousand miles or more," and asserted the navigational question was a "mere screen for the real purpose" of the bill.

January 8, 1951 • Page 23
HEAR WOR'S LOVELY BARBARA WELLES!

every weekday from 4:00 to 4:30 PM

(being an aside or two on a woman who not only attracts 73,800 listeners a day, but is chiefly responsible for the return of Pears—a great English soap—to America after it had had a nap of almost 9 years.)

by JAY CEE
photographs by Eugene Moss

New York, Nov. 17—Every Monday thru Friday at 4:00 PM, an able and attractive woman program conductor named Barbara Welles brings 73,800 people in 14 states from Maine to North Carolina comfort, consolation and news of all the world—the world in general; the theater; opera; and almost every form of living that makes life a full and joyous thing.

Suave, sensitive Barbara Welles was born in Kansas City. She has lived in Florida, Maryland and New York. Her career is a patch-blanket of exciting experiences.

Mail rains in on her like confetti—to the tune of more than 650 cards and letters per-week; more than 33,950 during the past twelve-months. Why? Well people say things like this:

"Dear Barbara Welles: I've listened to your program for a long, long time. It's warm, appealing and a great comfort to me."

Mrs. J. K. C., Manhasset, N. Y.

"Dear Barbara: You'll never know, really, how much I enjoy your show on WOR. You have a nice casual air which my husband and I enjoy very much."

Mrs. A. B., Rahway, N. J.

"Dear Miss Welles: My husband is a nightworker. When he sleeps in the day, I listen to you and Dan McCullough. I like you. Thought you would like to know."

Mrs. J. K., Astoria, L. I.

These three excerpts from thousands of letters are merely indicative of the power this WOR woman wields. Many other letters have been written by loyal listeners in Sheepscot, Maine; Fall River, Mass.; Allentown, Pennsylvania; St. Petersburg, Florida; Arden, Delaware; Aberdeen, Maryland and Pawtucket, Rhode Island.

Here's an example of the power that WOR's Barbara Welles wields for advertisers—

In 3 months—three months, mind you—WOR's adroit Barbara Welles placed Pears—at 50c per cake—in 3,100 drug stores; 48 department stores and 14 drug chains—from Hanover, New Hampshire to Raleigh, North Carolina. That's selling!

Here are some of the advertisers who have sponsored, and are sponsoring, her famous WOR show—

Schiffelin & Co.; Colgate-Palmolive-Peet Co.; Curtis Circulation Co.; Sapolio Products; Olson Rug Company; Flako Products.

These people, we assure you—as if you needed any assurance—are shrewd investors of cash in advertising that sells most at least cost. That's why they pick WOR's Barbara Welles.

Don't you think it might be worth a letter or phone call to know just as much as they know about a radio station, a program, or a person like Barbara Welles that can sell so much for so little? It's only good business, isn't it?
3. WOR's Barbara Welles steps from taxi before entering WOR studios to greet a handful of her more than 73,800 listeners. This is a daily ritual.

4. Handsome? Handsome is as hansom carries! It's WOR's Barbara Welles out for a ride through New York's Central Park to relax before job of daily show.

the name is WOR

— the station that sells more people

more things, more often, than any

other station in the United States
MAIL ORDER CASE

A NEW YORK advertising agency that had placed contracts with an unknown number of radio stations to advertise at least two mail-order items could not be located last week, after two of the stations reported to the House Rules Committee they had not been paid for the time.

This publication was unable to contact the Midland Advertising Agency last week, although a week before it had been situated in a sub-leased office at 420 Madison Ave., New York.

The effort to find the agency was made after a station in Kentucky and one in Maryland had requested information about the agency. The Kentucky station reported the agency had contracted for spot announcements advertising the agency had advertised and that as far as it knew the agency had not made any payments for the contracts.

According to the Maryland station, the Midland agency had advertised that the agency had收到 contracts with two mail-order companies and was able to contact one of them.

None of the staff members received the contracts, and the two mail-order items had not been received by the agency.

Reports Complaints

The station said that it had received many complaints from listeners who had sent in their money but had never received the goods. The station forwarded all orders and the money to the agency (including those from members of the station's staff).

None of the staff members received the contracts, and many listeners who had ordered the contracts had not received the delivery. Since the advertising messages had included a money-back guarantee, the station refunded money of its own to those who complained.

Repeated efforts by the station to get satisfaction from the agency were answered by "advertisements," which were also mail-order offers.

The station said last November a short-term contract from the agency to advertise a "treasure chest," also a mail-order item. That station reported events had "arisen in the past months" underlining the problem. The station also reported that interest at stake... [and color television] is an important phase of industrial electronics... .

The station then stated that controversy had developed in the industry. "Certainly they and the public have the right to a forum."

The call was for a "full and comprehensive hearing" that would not "bypass the FCC." Rep. Dolliver told Broadcasting * Telecasting that his motivation in requesting a color investigation came from voters in his home district with whom he had discussed the entire program.

There was no immediate comment from Chairman Crosser. It was indicated the matter would be turned over to the committee for study.

Excitement prevailed on Capitol Hill during the week. The waning 81st Congress made revery on New Year's Day and Tuesday by passing a host of bills (including defense and excess profits tax measures) before retiring from the scene.

The stage was being set for the political drama. Administrations and structures accorded to Southern and conservative Democrats in the veiling for Senate leadership. Sen. McFarland was elected Senate majority leader over Sen. Joseph C. O'Mahoney. He had been the most solid administration backer.

Sen. McFarland has been chair- man of the potent Senate Commerce radio subcommittee, a post in which he is expected to continue. He is author of the controversial FCC procedural bill.

Speculation was high as to what added weight and impetus Sen. McFarland's new prestige will give to the procedural bill which struck a perenniel snag in the House. The Senate, which has asserted in the past that it believes the broadcast industry essential for the broadcasting industry, said Friday he was not yet certain he would reintroduce the bill.

Committee Members

In the House, a Republican-Southern Democrat coalition overturned a two-year old rules reform and restored to the House Rules Committee its former power and position. The new leadership remained intact. Three Democrats were named to fill vacancies on the House Interstate & Foreign Commerce Committee: Reps. Burr P. Harrison of Virginia, Eugene J. Keogh of New York and Walter Granger of Utah.

A brief rundown of other legislation dropped into the House hopper during the opening day of Congress found the following bills of interest to the radio-communications field:

HR 85—Rep. Millet H. Hand (R.- N.C.)—Authorizes the Secretary of Agriculture and the Federal Communications Commission to require all radio receivers to be equipped with satisfactory radio receivers and advocates the overthrow of the government by force or violence be capital offenses at all times.


HR 269—Rep. Melvin Price (D.- Ill.)—Would require certain common carriers on railroads to maintain communication systems as part of their service.

Truman Address

PRESIDENT TRUMAN is scheduled to deliver his annual State of the Union address before a joint session of Congress today (Monday). His speech is to be carried by the major radio and television networks.

ACTION is promised along several radio fronts this year by a politically- astute Congress that has decided to let pending radio legislation die with the passing of the 81st Congress last Tuesday, a new flush of radio proposals was directed by broadcasting interests.

On Wednesday, the new Congress convened in brightly remodeled chambers at a most critical time in U. S. history. With the opening of the session came a flood of legislation. Among the bills introduced were two by Rep. Harry R. Sheppard (D-Calif.), outspoken advocate of network licensing. It also may be likely that Sen. E. W. McFarland (D-Ariz.) will reintroduce his measure to reorganize FCC procedures.

Rep. Sheppard's new bills (HR 10 and HR 73) are similar in content to legislation he introduced in the last Congress to require licensing of networks by the FCC (by penalties against the networks) and to take control of re-broadcasting rights away from the networks and place it in the hands of the originating station or sponsor, whoever assumes the greater cost of the particular program. [Broadcasting * Telecasting, Febr. 20, 1950.]

Cities Operating Losses

In introducing the bills, Rep. Sheppard deplored what he indicated was a startling rise in the number of AM stations operating at a loss; figures showing a total of 686 stations losing money in 1949, 581 in 1948 and 385 in 1947.

The problem, he said, has become more acute in the light of the "serious war situation which now faces us, and it is imperative that each and every one of our radio broadcasting stations maintain radio service to the public."

Rep. Sheppard declared that "many radio stations are being restrained from doing business with the advertisers who support the industry, certain unlawful and monopolistic practices of the four major radio networks operating in this country..." in direct violation of the intent of Congress as outlined in the legislative history of the Communications Act of 1934.

The Californian listed the following as corrective points in his proposal to license networks: (1) Prevent radio networks from failing into the hands of individual stations; (2) require licensing and regulation of networks by FCC; (3) reduce regulation of individual radio stations by FCC (by regulating the network); (4) make the radio network "monopolies from controlling the radio broadcasting industry and the very economic heart... of the radio networks in this country."

According to Rep. Sheppard, his two bills would strengthen the communication medium "without need of government subsidation;" would prevent alien control of networks; and would allow the public to "hear many of the high quality radio programs which are now not heard by the public," and would allow the public to "hear many of the high quality radio programs which are now not heard by the public," and would allow the public to "hear many of the high quality radio programs which are now not heard by the public," and would allow the public to "hear many of the high quality radio programs which are now not heard by the public," and would allow the public to "hear many of the high quality radio programs which are now not heard by the public," and would allow the public to "hear many of the high quality radio programs which are now not heard by the public," and would allow the public to "hear many of the high quality radio programs which are now not heard by the public," and would allow the public to "hear many of the high quality radio programs which are now not heard by the public," and would allow the public to "hear many of the high quality radio programs which are now not heard by the public," and would allow the public to "hear many of the high quality radio programs which are now not heard by the public," and would allow the public to "hear many of the high quality radio programs which are now not heard by the public," and would allow the public to "hear many of the high quality radio programs which are now not heard by the public," and would allow the public to "hear many of the high quality radio programs which are now not heard by the public," and would allow the public to "hear many of the high quality radio programs which are now not heard by the public," and would allow the public to "hear many of the high quality radio programs which are now not heard by the public," and would allow the public to "hear many of the high quality radio programs which are now not heard by the public," and would allow the public to "hear many of the high quality radio programs which are now not heard by the public," and would allow the public to "hear many of the high quality radio programs which are now not heard by the public," and would allow the public to "hear many of the high quality radio programs which are now not heard by the public."
of safety devices. To Interstate and Foreign Commerce Committee.

HR 458—Rep. George A. Don-
dero (R-Mich.) and HJ Res 51 Rep. James M. Secrest (D-Ohio)—Would outlaw the Communist party with respect to candidacy for federal or state elective offices. The legislation also would deport aliens found to be Party members. To Administration Committee.

HR 459—Rep. Kenneth Keast-
ing (R.N.Y.)—Would require persons obtaining commissions in the aid of securing government contracts to register with Congress and set up a clearing house for contract information. To Judiciary Committee.

HR 538—Rep. Joseph P. O'Hara (R-Minn.)—Would protect consumers and others against misbranding, false advertising and false invoicing of fur products and furs. To Interstate & Foreign Commerce Committee.

HR 543—Rep. O'Hara—Would make standard time the measure of time for all purposes. To Commerce Committee.


H Res 32—Rep. Wright Pat-
man (D-Tex.)—Would set up a committee to study removal of the U. S. Capitol or provide a supplement Capitol. To Rules Committee.

H Res 36—Rep. Edith Nourse Rogers (R-Mass.)—Would create select committee to study international information services for peacetime and a civilian psychological warfare agency during wartime. To Rules Committee.

Radio Control Issue

A number of important issues, some aborted in the last Congress, may be destined to crop up again during the current session. Lochon as one of the most important is the government plan for strict control over radio-TV broadcasting signals (see story, page 23).

Less explicit, but no less important to national defense but equally as controversial is the newly negotiated North American Regional Broadcast Agreement which must be ratified by the Senate. As yet, the Senate Foreign Relations Committee has not received the treaty.

Hitting directly at the broadcasting business is the suggestion by sponsors of the 81st Congress to establish a new bureau to impose fees for commercial broadcast licenses as a revenue-raising action. Spading was accomplished by the Senate Executive Expenditures Committee and the House Ways & Means Committee. Further exploration can be expected. The Senate Interstate & Foreign Commerce Committee already has questioned government agencies (including FCC) within its jurisdiction on the question of services rendered to "private interests." Replies from agencies are being compiled by that committee.

Another far-reaching study nearly completed is that conducted by the Temporary Communi-

cations Policy Board, established last year by President Truman. The board, which is looking into such matters as frequency control and allocations, is to report to the President in February.

Recommendations for Congressional remedial action may be forthcoming in the board's report. Both the Senate and House Commerce committees have expressed high interest in the board and are expected to give particularly close attention to its findings.

Trend of thinking in Congressional quarters has crystallized considerably in regard to the Communist question, particularly as it hinges upon internal security. Anti-Communism sentiment may involve further both broadcasts and telecasts with Congressional demands for some type of government control or regulation.

"Job-Jumping" Bill

Legislation to restrict "job-
jumping" in governmental agen-
cies—such as the FCC—was washed off the legislative calendar with the passing of the old Congress. New bills, designed for this purpose and patterned after the provision that was contained in the McFarland Bill, probably will be introduced again.

Sen. John Bricker (R-Ohio), who asked for an FCC investigation of TV channel allocation for educational institutions in a Senate resolution last month, may reintroduce his proposal.

Further strengthening of the Voice of America and psychological warfare can be expected to be talked about in this session. The last Congress was concerned particularly with the Voice's effectiveness and voted unprecedented sums to finance an expanded program. Renewed discussion of a world-wide radio network and a "Vision of America," embracing television as a world propaganda unit, is in prospect.

A recommendation by a House Select Lobbying Activities Committee that radio-TV be exempted from the Federal Lobbying Act may appear in bill form. This would put broadcasting on an equal footing with newspapers under the eyes of the licensing registration law.

The final spurt of the 81st Cong-
gress before adjournment sent the excess profits tax bill, which promises to gain an estimated $3 billion for the Treasury, to the White House where it was signed.

A number of provisions are contained in the new profits law which affect the broadcasting industry. Among them are formulas for "growth" companies, new services added, abnormalities in a corporation's operation, and carry-over to 1950 and 1951 of operational losses incurred during the base period of 1946-49 [Broadcasting * Telecasting, Jan. 1].

The problem of deficit budgeting by the government seems certain to assume greater proportions in the days ahead. President Tru-

man may ask the Congress for as much as $75 billion for the 1951-52 fiscal year in his annual budget message next Monday.

He rings a bell
with cash-register echoes

The miniature Liberty Bell on his mantel symbolizes a point of view shared by millions of his listeners. That's one reason why his nightly analyses of the news from Washington establish a rapport with his audience which rings cash-registers for his sponsors ... and brings in folding money too!

As Mr. Joseph P. Wortz, vice-president of the Security Trust Company, wrote to Station WAMS, both of Wilming-
ton, Delaware:

"We have received letters of commendation regarding our sponsoring of the Fulton Lewis, Jr. program and we feel that we have written considerable new business as a result of this particular program."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-

made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Cooperative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
NBC Shelves
(Continued from page 15)
emergency and that the government ordered cutbacks in the use of some metals for television sets. NBC’s formula for computing the amount of radio rate reductions was based on a prediction that there would be 14,500,000 TV sets in use by Oct. 1, 1961. Whether that figure can be reached if television set production is curtailed by the defense effort remains in doubt. (NBC estimates there were 9,846,300 TV sets installed on Dec. 1.)

One of the principal arguments advanced by opponents of the rate-cut plan was that the growing national defense effort and the international crisis would not only arrest the development of television but also increase radio listening—because of growing interest in news.

These opponents asserted that until the patterns of the television-radio future became more clear, it would be unwise to rearrange radio rate structures.

In its official announcement last week, NBC pointed out that under its contracts with affiliates present rates are fixed and cannot be reduced without the consent of the stations.

The network in early December started its solicitation of stations with the proposal that they agree to rate cuts ranging as high as 25% in some markets to be invoked on Jan. 1—the date on which a network television rate increase averaging 35% became effective.

The average of the radio rate reductions in the 53 affected markets (including five where NBC owns and operates its stations) was slightly less than 12%

Tentative Okays
Six affiliated stations were reported to have at least tentatively agreed to cut rates, but others objected.

After a week of individual consultations with stations, the network abandoned its hopes to make the Jan. 1 deadline and set the Jan. 10 meeting at which time it hopes to convince the affiliates of the necessity for the reductions.

TRUCKING BUYS

ATA Takes NBC Forum Series
AMERICAN Trucking Assn. has entered radio for the first time with sponsorship of American Forum of the Air, Sunday 1:30-2 p.m., on 166 NBC stations beginning yesterday (Jan. 7). The 82-week contract was placed through Biow Co., New York.

Institutional copy of an educational nature, emphasizing importance of trucking to national economy, is being used on the program. ATA has been conducting a similar campaign for years through other media, but some local and state trucking groups have used radio and TV previously and are now. Private firms such as home furnishing movers have been using radio in a number of areas to sell their services for some time.

Typical of the institutional use of radio by local groups is the York, Pa., chapter of the Pennsylvania Motor Truck Assn., which sponsored special half-hour programs Dec. 24 and 31, 1950, on WSBA-AM-FM York. Shows featured the RCA-Victor recording Spring Garden Band and the 40 Yorkettes. Band director is Lester Loucks, elder brother of Philip G. Loucks, Washington broadcast attorney.

Associated Issues Letter
AS A NEW weekly service to subscribers of Associated Program Service, “The Needle,” a letter “offering the latest news of sales and program developments” was inaugurated last week. The four-page letter is issued over the signature of Maurice B. Mitchell, APS’ vice president and general manager, and resembles a pamphlet published by the Broadcast Advertising Bureau while Mr. Mitchell was its president.
FOR POSITIVE RESULTS...

USE

KSEL
950 ON YOUR DIAL

★ LUBBOCK, TEXAS
THE SOUTH PLAINS' NUMBER 1 STATION

1 IN PROGRAMMING
1 IN LISTENER ACCEPTANCE
1 IN MAIL PULL
1 IN NUMBER OF ADVERTISERS

★ A BRIGHT SPOT IN THE NATION’S BUSINESS PICTURE

★ RETAIL SALES (1948) .................. $115,699,000.00
★ METROPOLITAN POPULATION (1950) .............. 100,603
★ 94.3% GAIN IN POPULATION IN 10 YEARS

★ OFFICIAL BUREAU OF CENSUS DATA

FOR FURTHER INFORMATION ABOUT INCREASING YOUR SALES
CONTACT OUR
NATIONAL REPRESENTATIVE

WILLIAM G. RAMBEAU COMPANY

333 N. MICHIGAN AVE. CHANIN BUILDING, 1746 N. LAS PALMAS
CHICAGO 1, ILL. NEW YORK 17, N. Y. LOS ANGELES 28, CAL.
Matinee

Matinee radio listeners in Alabama love Maury Farrell. So much so that the Pulse gives his "Matinee in Birmingham" a higher rating than any local program on any other Birmingham station all day long.

Of

Idol

Idol of Alabama radio for more than 15 years, WAPI's Maury has drawn a following that's as loyal as it is large. Whether he's on the air as emcee, disc jockey or sportscaster, his word is gospel.

Alabama-bound advertisers will love Maury, too—as literally hundreds of sponsors, present and past, already do. He's the right personality with the right show to spin sales records for you.

radio

Radio Sales will be happy to tell you all about "Matinee in Birmingham" and the participations—including choice one-minute spots—now open. And so will we. Call your Radio Sales representative, or...

WAPI

"The Voice of Alabama"

CBS in Birmingham

Represented by Radio Sales

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Ryan Elected

(Continued from page 15)
taken toward the establishment of a strong and representative board of directors for BAB Inc., and appropriate measures will be taken to secure the requisite supplemental organization in addition to the substantial sum already allocated to it by vote of NAB members.

"I am confident that BAB Inc. will be going ready to begin full operation by April 1, according to schedule."

Mr. Ryan joined NAB last April during the Chicago board meeting, receiving a three-year contract as NAB general manager at $25,000 a year. The action had followed concerted industry demand that an experienced businessman be placed in fulltime charge of NAB headquarters operations.

In his nine months as general manager he has made sharp changes in NAB's structure, effecting large cost savings. The budget has been changed from an average monthly to an actual monthly basis. The costly structure of subcommittees, costing vast sums, was eliminated in favor of functional AM, FM and TV committees.

With the TV Committee, also headed by Mr. Swezy, he developed the plan to set up a separate NAB-TV organization within the NAB structure but having an independent board of directors. This plan was submitted to an industrywide TV meeting to be held Jan. 19 in Chicago (see separate story, page 67).

Station Relations New

For the first time a station relations department was set up in NAB by Mr. Ryan. John F. Haywood, director, and William K. Treynor, assistant director, are on the road contacting station members and recruiting new members.

A number of important organizational changes have been made at NAB headquarters by Mr. Ryan, effecting important economies. Prior to joining NAB last spring he had been general manager of KFI Los Angeles for a number of years. In that period he had served on the NAB board and was chairman of the original Broadcast Advertising Bureau when that agency was a NAB department.

BAB's present expanded program was started last fall after the board had voted in August to separate it from NAB itself. The agency was incorporated as Broadcast Advertising Bureau Inc. with Mr. Higgins continuing as director.

At the August meeting the board voted to expand BAB for an eventual annual operating budget of at least a million dollars a year, approaching the status of similar sales agencies in the newspaper and magazine field.

The August action specified that BAB was to be broadened to bring support from all elements of radio sales, including networks, station representatives and program-transformation firms.

Details of the expansion program were presented to the 17 NAB district meetings last summer and fall by members of the BAB Committee. At every meeting the members adopted resolutions voicing endorsement of the expansion program.

The board's November action included a project by which growth of radio is evidenced in expanded coverage and enlarged impact would be shown. Results of the study are scheduled for presentation at the NAB convention in Chicago next April.

Spontaneous Start

Original formation of BAB in 1949 grew out of a spontaneous movement, in Chicago NAB convention. The subject had been discussed by the NAB board at its February meeting. But during the board's pre-convention session just before the meeting it was decided a sales project was discussed.

Membership sentiment crystallized into a floor debate that shook the association's foundations. Confident that important industry segments were deadly serious in their demands, the board acted promptly and dramatically in setting up the first Broadcast Advertising Bureau.

Maurice B. Mitchell, now vice president of Muzak and its Associated Program Service, and prior to that with NBC and CBS in sales capacities was named as the first BAB director. Within a month in 1949 he had a skeleton organization up and several projects with a cooperative advertiser file system.

In early summer of 1949 BAB moved to 270 Park Ave., New York, taking over some of the space leased by Broadcast Measurement Corporation. The new office was designed to bring the BAB staff in close touch with agency and advertiser industries.

When BAB was created a $250,000 annual budget was envisioned. This goal was not reached, however.

As competing media continued to expand their sales organizations, demand for an expanded BAB arose in many circles. At the same time some industry elements, especially newspaper-affiliated member stations, complained that BAB was selling too hard against newspapers.

"Tactics 'Rugged'

This brought the reply that newspaper competitive tactics were extremely rugged, requiring broadcaster's to fight back in the mistaken defense. Some newspaper stations, such as WTOP Washington (Washington Post), withdrew from the association.

"Other reasons the board decided to separate BAB entirely from NAB, starting April 1, 1951. After that time NAB membership will not be necessary for participation in BAB. In April 1952 the separation will be complete, under present plans.

Starting next April 1 NAB members will be able to get BAB services by designating that 30% of their dues be diverted to BAB. If the station belongs to NAB, they will receive a 30% reduction in association dues.

Mr. Higgins joined BAB last August, coming from WMOA Network, Ohio. Before that he had been general manager of the station as assistant to Frank E. Pellegrin, at that time director of NAB's broadcast advertising department.

Mr. Ryan had joined KFI-KECA Los Angeles Feb. 15, 1943, when the stations were operated jointly. He had been a teacher of marketing and business administration at Santa Clara U. and U. of San Francisco before joining Foster & Dobbs Co., outdoor advertising firm, in 1928. He entered radio in 1937 as an NBC San Francisco salesman, soon becoming Northern California sales manager for NBC. NBC Red and Blue networks were separated in 1942 he was named San Francisco general manager for the Blue, directing operation of KGO San Francisco.

FM and TV Demands

Last January Mr. Ryan was elected to the NAB board for a two-year-at-large term for large stations but served only a matter of weeks before being named NAB general manager.

FM and TV members of NAB have been urging special service from BAB. The board has directed a study of the TV problem, with indication that a separate BAB TV department will be set up after it has determined its plans for a separate TV organization. NAB's FM Committee submitted to the board a recommendation that the board give the medium its attention to develop its use in this medium in its sales activity.

The present BAB annual budget runs around $180,000 a year, it is understood. A goal of $200,000 has been set for next April, with eventual industry support expected to provide funds for the proposed million-dollar agency.

ABC Names Two

APPOINTMENT of Robert A. White and Richard B. Gordon as account executives in ABC radio sales department was announced last week. Mr. White, former sales manager of the American Institute of Food Products, earlier was associated with the sales departments of MBBS in Chicago, ABC in New York. Mr. Gordon's past associations include the sales organizations of C. E. Hooper Inc. and Foster & Dobbs Co., both New York, and the radio department of Compton Advertising Inc., New York.
world leader in better radio tower engineering

Truscon experience in radio tower engineering is world wide...meeting all types of topographical and meteorological conditions...and supplying many different tower types—guyed or self-supporting...tapered or uniform in cross-section...for AM, FM or TV transmission.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.
RADIO AND TV HIGHLIGHTS OF 1950

As Reported in BROADCASTING • TELECASTING

Jan. 5—Gross revenues from time sales rose 4.5% to $402 million for 1949, according to annual study made by Dr. Kenneth H. Baker, NAB research director.

Jan. 5—Free speech victory seen as U.S. Supreme Court refuses to review Maryland Court of Appeals' decision against Baltimore "casino rule.

Jan. 11—NBC commences regular operation of new UHF experimental TV station at Bridgeport, Conn.

Jan. 12—In move against "trafficking," FCC proposes to ban sales of stations before they start program tests.

Jan. 12—First public showing of CBS color television is held in Washington.

Jan. 12—FCC calls for hearing on proposals for theatre TV service.


Jan. 16—Four major network's 1949 total billings estimated at $187,830,790, for 5.6% drop below 1948.


Jan. 23—Radio time sales $429 million in 1949, television $26.7 million, according to BROADCASTING • TELECASTING YEARBOOK estimates.

Jan. 23—RMA reports 1949 radio and TV set production totaled 9,680,773 units.


Jan. 30—Dollar volume of radio manufacturing industry gained 13% in 1949, reached all-time peak of $805 million, according to RMA President Raymond C. Congrove.

Feb. 1—Forney A. Rankin, NAB director of government relations, resigns to accept State Dept. post.

Feb. 2—U.S.-Cuban conferences on NARBA proposals open at Havana.

Feb. 6—Video economics in spotlight as Television Broadcasters Assn. holds annual Television Clinic in New York.

Feb. 9—NAB board gives President Justin Miller far-reaching powers, authorized appointment of general manager, gives go-ahead for new million-dollar Audience Measurement Corp.

Feb. 9—FCC approves Zenith Radio Corp.'s request for public Telephone tests in Chicago.

Feb. 16—Two Washington attorneys ask FCC to outlaw transit radio.

Feb. 18—Bill to require licensing of networks introduced by Rep. Harry G. Sheppard (D-Calif.).

Feb. 18—FCC says NBC-TV's arrangements for 24-hour Saturday night show violate Network Rules.

Feb. 17—President Truman appoints temporary communications policy board, headed by Dr. Irwin Stewart, West Virginia U. president and former FCC member.

Feb. 20—Advertisers to spend over $20 million in sponsorship of 1950 baseball games, according to BROADCASTING • TELECASTING survey.

Feb. 22—Side-by-side demonstration of color TV sets by RCA and Color Television Inc. is held as FCC examines last leg of color hearings.

Feb. 27—BROADCASTING • TELECASTING analysis shows four major network audience volumes continuing upward trend.

Feb. 27—Almost 60% of Army-Air Force recruiting budget earmarked for radio and TV.

Feb. 27—Civil defense planners brushing plans for "radio-in-the-car" in event of national emergency.

Feb. 28—A.-C. Nielsen Co. acquires national rating services of C. E. Hoover Inc. to form Hoover organization to continue operations at local level.

Mar. 2—Ralph W. Hardy, director of former NAB Radio Division, named director of Govt. Relations Dept.

Mar. 6—Procter & Gamble Co. renamed top network advertiser in 1949 with $131,092, according to PIB.

Mar. 6—Four TV networks' gross time sales totaled $121,294,513 in 1949, according to PIB.

Mar. 6—8—TV operating problems appraised by more than 225 video executives at Chicago Television Council's second annual National Television Conference.

Mar. 6—9—IRE convention in New York with more than 15,000 engineers.


Mar. 16—FCC launches staff-wide reorganization with creation of Common Carrier Bureau, Curtis E. Plummer, chief of Engineering Bureau's Television Division, is named chief engineer.


Mar. 13—Movement on Capitol Hill looking toward assessment of license fees on commercial stations.

Mar. 13—Eleven advertising agencies in New York registered at least $1 million in TV network billings during 1949, according to BROADCASTING • TELECASTING survey.

Mar. 15—Formation of Broadcast Audience Measurement Inc., to succeed Broadcast Measurement Bureau, is announced.

Mar. 15—Changes in ASCAP licensing methods covering TV stations, as well as organizational reforms, are provided in anti-trust consent agreements.

Mar. 23—RCA's tri-color TV picture tube demonstrated for FCC in first thorough testing of new devices.

Mar. 24—U.S.-Cuban NARBA negotiations abandoned upon renewal of demand by Cuba under agreement "in principle" had been reached.

Mar. 27—Joint study by NAB and RMA shows $6,946,000 radio and TV sets in use as of Jan. 1, 1948.

Apr. 1—WTMJ-FM Milwaukee first FM station west of the Alleghenies, goes on the air for want of sufficient FM sets in area.

Apr. 2—"Bisignal," transmission of two FM signals on same frequency, reported developed by Raymond M. Wil- motte, Washington radio engineering consultant.

Apr. 3—Results of second Broadcast Measurement Bureau study were found better than average by over 75% of participating broadcasters, according to BROADCASTING • TELECASTING trends survey.

Apr. 5—Bill to ban broadcasting or televising of "gambling information" reporting events introduced at Justice Dept. request by Sen. Ed. C. Johnson

HOW TO SELL YOUR RADIO PROGRAM OR IDEAS, Transcription to 147 RADIO STATIONS

Our successful traveling sales force (now on the road) can sell for you on straight commission arrangement.

Here may be just what you have been looking for.

This advertisement is published by a nationally known organization which has successfully sold our own radio program idea to over 147 stations in the past 10 months.

Our men are out on the road right now, closing contracts with additional stations at better than 2 every day. Although they have but one program idea to offer, they are making excellent money and so are we. However, we are always interested in cutting our sales costs and increasing their earnings.

So, we find we can represent 2 or 3 additional shows or services and can offer the proposition selected in every community just as efficiently as we are now selling our own show. Commission basis only. Here's your chance to acquire the services of our experienced, successful, traveling sales organization now covering radio stations all over ... and without risking a dime ... provided you have a proposition that we consider practical, saleable and profitable.

Please give complete information and your full proposal in first letter (it will be treated in confidence), or phone us and speak to our Mr. Whitehouse, Mulbury 2532.
"Freedom of thought and independence of action..."

DONALD W. DOUGLAS
President, Douglas Aircraft Company, Inc.

"Freedom of thought and independence of action are among the keynotes of America's economy. They are fundamental to our way of life. Systematic savings through the Payroll Savings Plan help the individual maintain his own independence and freedom of action and make us strong as a nation."

In more than 21,000 large companies (employing 100 or more) and in many smaller companies, more than 8,000,000 men and women are helping to keep America strong. By systematic saving in U. S. Savings Bonds they are doing their part to offset inflationary tendencies...they are building a reservoir of future purchasing power to support industry...they are providing financial independence for themselves and their families.

The widespread success of the Payroll Savings Plan is an excellent example of our freedom of thought and independence of action. Far-sighted employers offered these 8,000,000 Americans an opportunity to enroll in the Payroll Savings Plan. There was no pressure, no emotional stimulation. A Payroll Savings Plan application was placed before them. They "signed up"—to the benefit of themselves, their companies and their country.

Has every man and woman in your company been offered an opportunity to share in the benefits of the Payroll Savings Plan? How about the newer employees? How about those who did not sign before but may wish to do so now? Delegate one of your top executives to conduct a person-to-person canvass of your employees to make sure that every man and woman gets an application blank. You don't have to urge them to enroll, or to increase their present allotment—they are anxious to build for their own independence.

Get in touch with your State Director, U. S. Treasury Department, Savings Bonds Division. He is ready to help you—with a package plan that reduces your work to the minimum.

The U. S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the G. M. Basford Company and

BROADCASTING
The Newsweek of Radio and Television
TELECasting

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Radio-TV Highlight

(Continued from page 32)

(D-Col.), though he dispensed its far-reaching scope.

Apr. 29—General Mills buys 68 half-hour periods on NBC for whirlwind summer campaign, worth at $700,000 for time and production.

Apr. 11—Television has a larger audi- ence than that of major newspaper. Lester L. (Pat) Weaver, NBC vice pres- ident in charge of TV.

Apr. 15—Lately, technical developments in radio and TV unveiled at NAB convention in Chicago.

Apr. 14—AT&T officials foresee net- work TV facilities from coast to coast by 1981.

Apr. 15—Big Ten Conference bans live football games for "at least one year," as conference holds TV "adverse" to attendance.

Apr. 13—NAB convention in Chi- cago, Ill., is largest ever recorded.

Apr. 9—Death of Frank R. McNinch, 71, who was 1937-39 chairman of FCC.

Apr. 8—Radio Mfrs. Assn. decides to continue full-time paid employe relations.

Apr. 4—FCC opposes Justice Dept- bill against broadcasting gambling in- formation on sports events, offers more limited substitute as Senate hearings enter homestretch.

Apr. 2—Radio attorneys oppose adop- tion of "truth in advertising" uniform policy toward network, station, and affiliated violators of anti-trust and other non-radio laws.

Apr. 2—Based on gay-Marche report, RCA chairman, sees TV as $3-5 billion per year industry within five years.

Apr. 2—FCC, AP, UP and AD depart- ment increased service to broadcasters as American Press Publishers Assn. convenes in New York.

May 1—NAB plans appointment of all- volunteer committee to help in prepa- ration of drafting code of practices for TV.

May 4—Peabody Awards winners announced.

May 16—Jerry N. Jordan survey offers documented proof that sports attend- ance is on the rise, that TV novelties, and novelty of set ownership wears off.

May 15—BROADCASTING Trends sur- vey indicates further expansion of ra- dio billings is in offering, especially on national spot and local levels.

May 11—CBS resigns from NAB, ABC follows two weeks later.

May 7—Senate kills President Tru- man's "16"-hour radio bill as 10-line proposal by Hoover Commission.

May 22—NAB announces formation of communications committee to try figure out to cooperate with broad- casters in making economic trends and planning for future.

May 24—Broadcast Music Inc. is at- tacked in complaints filed with FCC and Federal Trade Commission by Kenneth H. Wallis, who says he proposes to dissolve BMI.

May 25—Trend toward rising station operating costs due to inflation of labor, leaving for off for first time in several years. according to the American Employment Rela- tions Director Richard F. Doherty.

May 26—FCC completes nine-month-old color television tests.

May 26—Senate Commerce Committee approves compromise gambling bill banning gambling between states and similar data before horse races but permits state lotteries during and afterward.

May 27—In first round of return bout in talent war. NBC outbids CBS for Groucho Marx, working out of "Marx Brothers" and similar for NBC, CBS for giving O'Hara and Kelly, with time slot of "The Tonight Show" in Los Angeles.

June 1—U.S. District Court for District of Colorado grants injunction against transit radio, holds transit serv- ices not inconsistent with the public convenience, comfort, and safety.

June 1—Television Broadcasters Assn. announces membership drive, expansion program.

June 5-8—Radio Mfrs. Assn. reorganized at annual convention, changes name to Radio-Television Mfrs. Assn., names R. Sprague, Sprague Electric Co. as board chairman and also president pending selection of full-time paid pres- ident.

June 8—KPI Los Angeles asks em- ployees to sign anti-Communist oath in what is believed to be first of its kind.

June 11—Death of John Shepard 3d, founder of Yankee Network.


June 15—ABC signs Don McNeill, Breakfast Club m.c. to 20-year con- tract. Longer term potentially signed with a radio personality.

June 16—Network's talent-buying spree continues: ABC signs Screen Guild Players; NBC signs Kate Smith and Comedian Ransom Sherman to five-year contracts; CBS signs Linc L. Co. buys Truth or Consequences for radio and TV on CBS.

June 29—Senate unanimously confirms FCC Comm. George E. Sterling for new seven-year term.

June 29—NAB Board adopts media committee system (AM, FM, TV), cuts budget from $708,000 to $760,000.

June 29—FCC drops investigation of NBC-TV's 2½-hour Saturday night pro- gram, "Rip Van Winkle," and others details which conflicted with FCC net- work rules.

June 25—AT&T microwave relays to complete transcontinental TV network by 1952, are to be tested with film and TV, "Live" show.

June 25—Hostilities break out in Korea: radio begins to grind itself for emer- gency programming.

June 27—Paul H. Willis, Carnation Co. general advertising manager, credits radio as "biggest single source of time-record of economic mass selling."

June 3—Stanley G. Breyer, KJPA San Francisco, reports negotiations next week to settle first AT&T's TV-related strike, which on ABC board chairman, advocates $200 million plan for operating costs.

June 11—"Condion Committee" submits its color TV report to Senate Inter- state and Foreign Commerce Commit- tee.

June 21—RTMA officials say war needs may cut radio-TV civilian production 10-20%.

July 15—Maurice B. Mitchell resigns as director of Broadcast Advertising Bureau to join NBC executive staff.

July 15—President Truman asks Con- gress for additional $2 million to ex- pand Voice of America.

July 16—Death of John J. Gillin Jr., 45, brother of magazine publisher, WOW-AM-TV Omaha and one of ra- dio's pioneer talents.

July 21—With White House approval, NAB plans to set up Broadcasters De- fense Council to aid participation in nation's defense effort.

July 21—FCC says network representa- tion of affiliated stations, which does not violate FCC rules—but that the sort of defendants often changes.

July 24—Assn. of National Advertisers Cameron St. Paul radio station, seeking setback as three of four major net- works refuse conference invitation.

July 27—Proposals to levy levies for government services, including those of FCC, referred to various Sen- ate committees.

July 31—Nav Secretary Francis P. Matthews named president of WOW- AM-TV Omaha, succeeding the late John J. Gillin Jr.

July 31—RCA tells FCC it has made substantial progress in development of its tri-color picture tube.

Aug. 3—Radio and TV broadcasting classified as a public service by industry Commerce Dept.

Aug. 7—Korean outbreak's influence on listening seen as eight major adver- tisers turn to network or regional programs to exploit their products.

In SPECIAL ceremony, NAB plaque is presented to WJW Galilep, Ohio. L to r ore Bill Watterson, owner; Paul Gilbert, WJW's President, Gallipolis Chamber of Commerce; Truman A. Morris, sta- tion's manager. Chamber lauded WJW for its community services dur- ing the blitzard and flood which dis- rupted transportation and communi- cation in the area.

Aug. 7—TV's formal entry into higher delay regulation pending study of new- ly joined by WWJ-TV Detroit and WWJ-NY New York.

Aug. 7—Committee of five FM broad- castsers formed to fight FM's battles.

Aug. 1—NAB board drafts plans for radio-TV service in national emer- gency, also decides to set up "Super- Service" project, to be supported by million-dollar budget.

Aug. 1—National Electronics Mobiliza- tion Committee, to cooperate with govern- ment officials on mobilization prob- lems, is formed. ATMA and TVMA, also take part.

Aug. 9, 11—House committeeholds hearings on "public convenience, com- mitment to Broadcasting, FCC reorganize FCC procedures, which Sen- ate, rejects it by passing it at first time.

Aug. 14—Broadcast revenue increased 20 percent in first six months, right left lowest margin of profit in indus- try's history, according to National Assn. of Radio Broadcasters. Doherty. NAB employee-employer relations.

Aug. 15—Gilette Safety Razor Co. pays $900,000 for TV rights to World Series from Aug. 19-20, plus $175,000 for radio rights.

Aug. 21—BROADCASTING ** TELE- SIGHTING**

Aug. 22—On ground this month, re- sults indicate summer advertising vol- ume is equal to market probably 1949.

Aug. 3—Hughes M. Higgins, vice president and general manager, WMOA Marietta, Ohio, is appointed to membership.

Aug. 27—National radio-TV advertising in newspapers and magazines and prob- ably will lead other media in 1950, according to National Assn. of Radio Station Representatives' compilations.


Sept. 1—FCC issues color TV report, favoring CBS system but proposing to defer decision pending study of new- developments if manufacturers will "build "baskets" in mass.

Sept. 6—Second session of conference to work out new North American Regional Broadcasting Agreement open in Washington.

Sept. 11—Muzak Corp., revives its sub- ject's "Radio-Advisory Network" "narrowcasting," says it can provide nationwide FM service.

Sept. 25—President Truman sends civil defense plan to Congress, designating broadcasting as "key weapon in the next war."

Oct. 2—Liberty Broadcasting System, nation's fifth network, commences full time.

Oct. 6—In move to equalize competition among TV networks, FCC proposes to extend "key" of TV stations. In one-, two-, and three-station mar- kets may take from any one network any 15 minutes of time for any 30 minutes of time and for any 60 minutes of time.

Please enter your BROADCASTING subscription immediately and be sure to send the bonus '51 Yearbook as part of this order.

$7 enclosed please bill NAME STREET COMPANY CITY ZONE STATE
Oct. 6—FCC abandons proposal to "forfeit" permits of stations which are sold before program tests commence.

Oct. 7—Congratulating congratulations to BROADCASTING • TELECASTING as it prepares to enter 20th year, Oct. 15 President Truman reaffirmed faith in radio and TV, which he called "audible journalism.

Oct. 11—FCC approves CBS color TV system effective Nov. 29, after set manufacturers stated they are unable to comply with FCC's "bracket standards" proposal.

Oct. 16—Second major phase of FCC's television proceedings—general allocation question—is under way.

Oct. 19—Protests by DuMont Labs and ABC led FCC to order investigation of AFTC's allocation of time on its intercity TV facilities.

Oct. 29—General Tire & Rubber Co., owner of Yankee Network, bids $32,000 for Don Lee Broadcasting System and associated properties from Thomas S. Lee Estate, with KTEL (TV) Los Angeles to be sold to CBS. Bid was accepted subject to FCC approval, which was given Dec. 27.

Oct. 30—Federal Production Authority warns manufacturers to expect limitations—or 20 or 30%—on consignment of vital raw materials.

Nov. 15—New North American Regional Broadcasting Agreement is signed by delegates of five nations. Mexico Radio Corp. drops from conference. Clear Channel Broadcasting Service announces it will fight ratification.

Nov. 15—NAB Board charters federalizing process by which AM-FM and television stations may be split and give TV greatly increased autonomy.

Nov. 20—Analysis of 1950 baseball attendance shows major league broadcasts cut into minor league gate receipts, but neither major nor minor leagues are seriously hurt by TV, according to J. N. Jordan.

Nov. 20—Henry P. Johnson, general manager of WSGN Birmingham, is elected president of new Broadcast Audience Measurement Inc.

Nov. 24—FCC, which with Defense Dept. is "studying the use of radio in event of war," puts stations on notice that national defense-emergency authorizations will be made "from time to time" which may affect them but cannot be made public for security reasons.

Nov. 26—Progressive Broadcasting System commences operation.

Nov. 27—President's Temporary Commercial Telecommunications Policy Board studies proposed recommendation for setting up long-range Federal Telecommunications Policy Board.

Dec. 1—RCA begins series of Washington demonstrations of its color system, to be shown for improved performance.

Dec. 6—According to one of its oldest and most controversial cases FCC proposes to renew license of Hearst Radio's WBL, Baltimore, and Denm Guarantee Co., to solicit Negro comments for Columnist Drew Pearson and Robert S. Allen's application for WBL's 60 kw facilities.

Dec. 8—Television Broadcasters Assn. holds annual Television Clinic in New York, re-elects J. B. Popple's president for seventh term, plans conferences with NAB to discuss merger of TBA into industry.

Dec. 14—Broadcast Advisory Council is assured by President Truman that radio and TV stations are not to be seized under the government's emergency power.

Dec. 18—NRC plan to force radio affiliates in TV markets to cut evening time rates appears stalled, with affiliates girding for battle.

Dec. 19—FCC's scheduled investigation of AFTC's allocations appears averted at TV networks agree on new formulas to resolve their conflicting time requirements.

Dec. 19—Defense Dept. asks Congress to enact bill giving President power to "control" radio signals in time of war, emergency, or "strained international relationships.

Dec. 21—FCC's hearing on news policies of Station Owner G. A. (Dick) Richards ends after 114 days, 276 witnesses, 10,000 pages of testimony and 1,200 exhibits.

Dec. 22—Chicago federal court dismisses suit brought by RCA against FCC's color TV decision, but continues temporary restraining order (issued Nov. 16) against commercial use of CBS system pending appeal to U.S. Supreme Court.

Dec. 25—BROADCASTING • TELECASTING Yearend Roundup indicates new business records for radio and TV in 1951, despite war clouds.

Dec. 26—Gillette Safety Razor Co. buys TV rights to World Series and baseball's annual All Star games for next six years at $1 million a year, highest price ever paid.

Dec. 28—Zenith Radio Corp. prepares to begin its test of Phonovision, three years delayed, in Chicago on Jan. 1, 1951.
LIBEL LAW

SCOTUS Upholds Calif. Act

CALIFORNIA’S libel law embracing printed matter and broadcasts was given a vote of confidence by the U.S. Supreme Court last Tuesday [BROADCASTING • TELECASTING, Oct. 25, 1960]. The high court dismissed an appeal challenging the law’s constitutionality after it had agreed to hear argument and rule on the issue.

Involved was the question of how much protection the state can give newspapers or broadcasters when libelous matter is printed or broadcast. The case grew out of a suit against the Southern California Associated Newspapers by Erwin P. Werner, former city attorney of Los Angeles.

The plaintiff had contended that the state law, which excuses the broadcaster or publisher from paying general damages providing a retraction is broadcast or printed, is unconstitutional.

Calif. Libel Law

Upheld, in effect, is California’s law on libel which states that if a retraction is printed or broadcast in a newspaper or on the broadcasting station where the statements claimed to be libelous were made within 20 days after “knowledge of publication or broadcast of the statements claimed to be libelous,” the plaintiff libeled can recover only special damages.

If a correction is asked but not published, the libeled (providing the matter is proved to be libelous in court) may recover general, special plus exemplary damages. Latter damages may be recovered only if “actual malice” in publication or broadcast is proved.

ELECTION ORDERED

At WIBA Madison by NLRB

DIRECTIVE ordering an election at WIBA Madison, Wis., for the purpose of determining the bargaining representative of certain announcer personnel was issued last Tuesday by the National Labor Relations Board.

In a decision involving Badger Broadcasting Co., licensee of WIBA, and the American Federation of Radio Artists (AFL), the board ordered an election covering staff and farm announcers as well as sports broadcasters, but excluding the program director, news director, news editor, continuity writer and all supervisors. The news editor was ruled ineligible to vote on grounds that he devotes more than 50% of his time to other duties.

NLRB excluded the news director because, though not a supervisor within the meaning of the labor relations act, he is “so closely allied to the employer’s management as to justify his exclusion from the unit.”

New NARBA Change

WCEN Mt. Pleasant, Mich., which in early December was granted change to fulltime operation on its assigned 1150 kc with 500 w, has been authorized by FCC to modify its directional antenna so as to protect CKX Brandon, Man., Canada, according to the daytime skywave curves specified in the new NARBA which is awaiting ratification by the signatory countries. Under the criteria contained in the NARBA now expired, WCEN would not cause “objectionable” interference to CKX.

STATE DEPT. has requested from KALI Pasadena, for “Voice of America” broadcasts, recording of Spanish language description of annual New Year’s Day Tournament of Roses Parade done by that station in cooperation with KNBH(TV) Hollywood.

WIBG ELECTION

Announcers Vote Against ACA

IN an election conducted by the National Labor Relations Board, staff announcers at WIBG Philadelphia, licensed to the Seaboard Radio Broadcasting Corp., voted against the American Communications Assn., which sought the right to represent them in collective bargaining.

With elections supervised by M. Morgemer of NLRB, the announcers voted, 5-2, to reject the ACA, which last year had been divorced from the Congress of Industrial Organizations (CIO) on grounds that the union was Communist-dominated.

The announcers, in effect, backed up the contention of Seaboard which claimed, in a labor dispute before NLRB, that ACA’s allegedly Communist affiliations had discredited it from participating in any elections. ACA, however, was ruled, however, that as long as the union had complied with certain sections of the Taft-Hartley Act, it had no cause “to investigate the authenticity or truth of any allegations of Communist affiliations, as such investigations are, by the Act, made a function of the Dept. of Justice” [BROADCASTING • TELECASTING, Dec. 4, 1956].

In a subsequent decision the board, in mid-December, followed an earlier Court of Appeals ruling by declaring that failure of a union to file non-Communist affidavits does not excuse an employer at the time of negotiations, from bargaining with the union.

LeBlanc Praises Radio

ROLE radio has played in successfully selling Radaol, a dietary supplement manufactured by his firm, will be told by State Sen. Dudley J. LeBlanc, president of LeBlanc Corp., Lafayette, La., when he addresses Hollywood Ad Club members today (Monday) at Hollywood Roosevelt Hotel. John Weiser, vice president and Pacific Coast manager of Radaol, will preside as chairman of the day.

Page 36 • January 8, 1951
**Kdro Labor Case**

**NLRB Examiner Favors Union**

PRELIMINARY findings in a labor dispute involving Kdro Sedalia, Mo., and two unions—the American Federation of Radio Artists (AFL) and International Brotherhood of Electrical Workers (AFL)—were issued last Tuesday by an NLRB examiner.

Examiner John Lewis in an intermediate report ruled that announcers at Kdro constitute a unit appropriate for collective bargaining, and upheld union complaints that Milton Hinlein, Kdro president and licensee, had "fused" to bargain with AFRA after May 20, 1950. Station also was charged with "discriminating" against two employees by discharging them for engaging in union activities, and was ordered to re-instate them.

Mr. Hinlein denied the commission of any unfair labor practices. He stated that one employee, Robert Younger, was discharged May 16, 1950, for "disrupting normal and customary relationships between fellow employees and management," and the other, James Harvey, on June 9, 1950, because of "economic pressure and threatening manpower shortages." Kdro was forced to eliminate use of announcers and substitute "combination men" operation, a normal practice at small town radio stations. Mr. Hinlein explained.

The Kdro president also told Examiner Lewis that Mr. Younger, since his dismissal, had engaged in "acts of violence" against station employees and had attempted to induce advertisers to severe business relations with Kdro.

**Script Contest**

**Set by ‘Dr. Christian’**

TENTH annual Dr. Christian radio script competition was announced on Dr. Christian over CBS, Jan. 3, 8:30-9 p.m., with a first prize of $2,000, three special prices of $500 each, and payment for any other scripts used on the program to be between $250 and $350.

A deadline of Feb. 28 has been set, and judges will be announced soon. The contest is open to the public, including past winners. Scripts need not be typewritten. A folder of rules may be had by writing: Dr. Christian Award, 17 State St., New York 4, N.Y.

**Moves Studios**

KVOE Santa Ana, Calif., has moved its studios from the transmitter building in Willow Creek to the Commerical National Bank Bldg., at 105 E 5th St. Studios now adjoin station executive offices.

**36 Six CBS Employees in Armed Forces**

THIRTY-SIX CBS employees in Armed Forces at end of 1950, network reports. Severance pay and re-employment guarantee provided by network.

**Radio Science**

**NBS Meet April 16-18**

SESSIONS at the regular spring meeting of the USA National Committee of the International Scientific Radio Union and the professional group on antennas and wave propagation of the Institute of Radio Engineers will be held at the National Bureau of Standards, Washington, D.C., April 16-18 in recognition of the bureau's semi-centennial, it was announced last week.

First day will be taken up with administrative meetings followed by technical sessions the other two days. Four URSI commissions are sponsoring technical sessions dealing with propagation, noise and antennas. Advance registration cards may be obtained from Dr. Newbern Smith, of NBS, secretary, after March 1.

**Arkansas Meet Feb. 5**

ANNUAL meeting of the Arkansas Broadcasters Assn. will be held Feb. 5 in Little Rock, Ark., according to Ted Rand, KDRS Paragould, secretary treasurer of ABA. Details of the meeting will be worked out at a board of directors gathering today (Monday).

**WJW**

Hollywood awarded special citation by American Legion "in grateful appreciation" for its outstanding contributions to success of 32nd national convention held in Los Angeles.

**H-R Representatives, Inc.**

As national representatives
CBS Notes Shortage Threat; Government Eyes Issue

FIRST faint rumbling within the radio industry of publishers' increasing newspaper problems and the probable effect on broadcast advertising was echoed on at least one network front last week—though the issue arose only inadvertently.

CBS Press Information department informed trade press editors that "due to the present national emergency," its paper supply will be curtailed, resulting in some cases in "tightening up of CBS program news."

Network authorities explained the action was not occasioned by any legislative decree, but was taken in "anticipation of newspaper restrictions." They added that "we have every reason to believe this curtailment will be slight."

Growing newspaper problems—the sharp rise of paper costs and the fear of scarcities—have commanded the attention of government and industry officials alike in recent months. Government control of newspaper supply would have far-reaching implications in the broadcast advertising picture, touching on national network and spot billings, rate structures and other facets, authorities agree.

But officials of National Production Authority, now vested with power to allocate paper under the 1950 Defense Production Act, told Broadcasting * Telecasting last week they felt there is no immediate need for controls at this time.

The government recognizes that newspaper is in "light supply," an NPA official explained, but in view of "lack of complaints" from publishers it has decided not to invoke stringent controls at present. While publishers have complained that costs have skyrocketed as much as 100% in recent years, they attest that shortages are not yet "too severe," it was explained.

Many publishers, some of whom own broadcast outlets, already have begun to allocate advertising space and increase circulation rates, it is understood. About 25% of the nation's radio stations are newspaper-owned.

The Albuquerque Journal, whose Albuquerque Broadcasting Co. is licensee of KOB-AM-TV, has notified advertisers they will be limited to 85% of the space they used in December 1949. Newspaper also has advised KVER Albuquerque that it must limit itself to 70 inches per week. KVER also has raised its air rates, according to William T. Kemp, president and general manager. There also were reports that the Plainview (Tex.) Daily Herald has begun to ration space.

Strictly Business
(Continued from page 18)

sailed the Pacific seas, visiting China and Korea, among other places. He was released from duty in May 1946, when his ship was decommissioned after racking-up more than 30,000 miles in a single year.

He returned home and studied at the University of Notre Dame, school which has the distinction of once owning the town in which it is located. The college was established before the Civil War, and held deeds to almost all the property in the township before the town was incorporated.

Jerry majored in English, dramatics and psychology, all of which are combined in his radio sales activities. He organized the first campus club for independent men and under his direction, membership grew from three to 150 within two months.

To gain a knowledge of "intangible selling," Jerry worked as a salesman for McCormick School of Commerce in Chicago after graduation. Tangibles were ready to be dealt with, in the form of tin cans, when he met a friend—a radio salesman. Asked what he was doing, Jerry replied he was just about to begin selling tin cans. The friend considered this "sort of ridiculous!" Jerry pondered a moment, agreed, and decided to go into radio.

That same friend introduced him to the sales manager of WLS Chicago, who promptly hired Jerry as sales service manager. This was another kind of tangible.

After WLS experience, Jerry worked in Chicago for a trade journal before joining the Walker Co. During that time, he traveled around the country, met hundreds of station men and settled upon representative work as an ideal blend of both tangibles and intangibles.

Common Sense Policy

As Chicago manager of Walker, he represents all AM stations in the company's lineup. These include the Aloha Network, comprised of six stations in Hawaii, and the Z-Bar Network of five stations plus KXL Spokane and KXL Portland. Although he hasn't arrived at a comprehensive and shatter-proof formula for salesmanship, Jerry thinks parts of it are common sense, knowledge of the product and the desires of the client, and frequent visits to agencies.

He sees a trend among buyers of spot to "examine each buy more carefully" and to familiarize themselves with all facets of what they purchase—merchandising possibilities, show histories and follow-through offered by the individual station. Although "this seems to be the tactic of a client with little money to spend," the converse is true, he says, as business is good and looks as though it will be better.

Jerry holds membership in the Chicago Radio Management Club and the Western Advertising Golfers' Assn., a Chicago group of ad men which meets six times yearly for a golf match. Because his father is pro, Jerry just whispers that his 18-hole score "varies widely."

Corley W. Kirby

CORLEY W. KIRBY, 56, assistant general sales manager for Crosley Div. of Avco Mfg. Corp., died Dec. 28 in Cincinnati after an illness of several months. Before his association with Crosley, Mr. Kirby had been with General Motors for 18 years, and prior to that with Michigan stations, including WWJ and WJR. He is survived by his widow, a son, mother, four sisters and one brother.
Toller's Success
(Continued from page 20)

Eternal vigilance is the price of perfection. In the prescription department at Toller's, where Toller's Rx-all drug stores, watchfulness is the watchword. Toller's pharmacist watch over the quality of the drugs by selecting only the preparations of manufacturers who are known by word of mouth to be in agreement with the standards set by Toller. The belief is that all suggestions for betterment of our organization are gladly received. I earnestly invite you to help make this a better organization to serve the important health needs of our city.

General manager of Toller's for the past two years has been Harold F. McClain, a big, friendly man with a youthful gait who joined the organization as a clerk at the outset of its "radio prosperity." He took Mr. McClain just three years to earn the title of sales manager, and two years later he was named assistant general manager.

Harold McClain is usually found working on the sales floor attired in one of the company's immaculate service jackets, worn by all sales people. By example, he makes each of his fellow workers feel that the "personality" of the store depends on the individual salesman.

"Has it ever occurred to you that Toller Drug Co. has its own personality just the same as an individual," he asks. "Drug stores have a reputation of being mean, tight, stiff, stingy, chiseling—or square dealing, friendly, cordial, and informal. The men and women, and youngsters who trade at Toller's can tell you what the personality of Toller's is like. Their idea of Toller's comes from the men and women they meet in our stores. Those who work for us create the personality of Toller's, not only when they are on duty, but also when they are about town."

When they are "about town," Toller employs make it a point, on Mr. McClain's suggestion, to "catch" company-sponsored broad- casting and more daily, percentage of the total audience the segment represents, and the relative share each station obtains.

Findings showed most of the out-of-home audience (40.8%) listened in automobiles, the second largest group (19.9%) while visiting the home of a relative or friend, the third biggest while at work (18.2%). Other out-of-home listening was recorded while outdoors, at business establishments, at restaurants and at retail stores.

Heaviest listening was at the noon hour when 15.1% of the total audience heard the radio away from home. During other time periods the day and night (6 a.m. to midnight), listening fluctuated from 8.9% to 14.6%.

Toller's do the right thing, not because of rules and regulations, but because they WANT to do the right thing. I also want you to know that we at Toller's are a Democracy in which everyone is important and has equal voice with everyone else, and that all suggestions for betterment of our organization are gladly received. I earnestly invite you to help make this a better organization to serve the important health needs of our city.

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Out-of-home Audience

NEARLY a fifth of the Cincinnati area population listens to the radio out of their homes once or more daily, according to a July-August survey of the area's listening habits by Pulse Inc.

The survey covered four counties, Hamilton (Ohio), Kenton and Campbell (Kentucky) and Darke (Indiana). There are 282,910 radio homes in the area which has a population of 919,167. Pulse found 161,800 out-of-home listeners, who represent 18.5% of the total population.

Pulse visited 2,100 homes and asked 7,513 persons if they listened to the radio while away from their homes. Data was compiled on where this audience listens, the number of persons who listen once or more daily, percentage of the total audience the segment represents, and the relative share each station obtains.

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Ontario Broadcasting: July 13, 1951

Opp to your signal

Collins 26W-1
Limiting Amplifier

... adds to your coverage

Both AM and FM broadcasters can employ the Collins 26W-1 limiting amplifier to their very great advantage.

In AM transmitter applications it limits loud audio passages, thus preventing overmodulation and the accompanying distortion and adjacent channel interference. This limiting action permits a higher average modulation level, and consequently a stronger transmitted signal.

In FM applications the 26W-1 is necessary to prevent excessive transmitter swing which produces distortion at the receiver due to the inability of the average discriminator to handle frequency swings greater than 150 kc. In FM systems, wide range audio makes such distortion very noticeable.

Write your nearest Collins representative for further information.

Collins Radio Company

Cedar Rapids, Iowa

11 W. 42nd St.
NEW YORK 18
2700 W. Olive Ave.
Burbank

517 Roselyn Ave.
DAYTONA BEACH

Dogwood Road, Fountain City
KNOXVILLE

1330 N. Industrial Blvd.
DALLAS 2

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Letter of Thanks

WTVB Coldwater, Mich., recently received a letter from a listener thanking the station for the part played in helping her locate her ailing father. Her father, who had been ill, had walked over a mile and a half from his home to a supermarket where WTVB manager was conducting a show. The story was broadcast and the man was quickly identified and returned to his home.

New Bicycle

QUICKLY responding to the story of a young polio victim whose bicycle was stolen, related over John and Joan program, mail began pouring into KGO Missoula, Mont. Within a few days a fund for a new bike began to swell with contributions from listeners. John and Joan now had a problem of what to do with all the money, so they asked their audience. The result was, half was to go for the youngster’s Christmas present and the other half to go into the crippled children’s fund at the local hospital.

Mercy Flight

AN emergency call from the National Foundation for Infantile Paralysis in Minneapolis to Motion Picture Director Ben Nance, KSTP-TV Minneapolis-St. Paul, requesting help in delivering a trachea collar for a stricken patient in Bismarck, N. D., brought fast action. Mr. Nance, well known for his on-the-spot coverage of news, called the local National Guard commander to arrange for a plane to pick up the equipment. Mr. Haase picked up the collar at a local medical supply house and raced to the airfield.

ATOMIC ATTACK

WIP Survival Show Praised

HOW TO survive an atomic attack proved a popular and effective program subject for WIP Philadelphia. An intensive promotion campaign preceded the first broadcast of the program, You Can Survive an Atomic Attack, highlighted by a “program preview” for leading civic, military and defense figures.

Those attending the pre-broadcast were quick to urge their organizations to listen to the broadcast, WIP reports. The Junior Chamber of Commerce used a direct-mail campaign to urge its members and their families to tune in the program. Military bases, labor organizations, educational systems, leading department stores and industrial firms alerted their personnel to the broadcast.

Originated by Benedict Gimbel Jr., president and general manager of WIP, presentation of the program was handled by Dr. Richard Gerstell, consultant, Civil Defense, Office of National Security Resources, Washington. WIP reports it received many letters of praise from public officials for the atomic survival program, and request that the show be rebroadcast.

In The Public Interest

with a police escort. The plane completed the last leg of the journey in a blinding snow storm but delivered the equipment safely.

Spots Bring Blood Donors

A LAST minute appeal for blood donors over WLAW Lawrence, Mass., brought a total of 54 volunteers. The Red Cross blood bank, drawing its campaign to a close, put in a call asking Fred Lafey, WLAW program director, for help. Immediately eight spots were written and broadcast. Response was rapid. A motorist driving near Lowell, nine miles away, heard the appeal, drove to Lawrence, gave his pint of blood, and continued on his way.

Interview Brings Response

MORE than 1,000 radios were donated to the U. S. Naval Hospital, Oakland, as the result of an interview by Miss Bobby Lyons, announcer of Starlight Theatre on KGO-TV San Francisco, with Captain S. S. Cook, commandant of the hospital. Captain Cook commented that radios were the foremost recreational requirement for the hospital. The Navy assigned 30 trucks to pick up the radios from donating viewers.

TV Sets for Vets

KPIX (TV) San Francisco and KSFO San Francisco launched a fund-raising campaign for TV sets for veterans in the many VA hospitals in the bay area. Several TV set manufacturers have volunteered to donate sets to hospitals and others have promised to sell sets at cost. Also many contributions are pouring in from viewers and listeners, at whom pitch is mainly directed, the station reports.

Call for Donors

WHEN several persons were injured in a traffic accident near Medford, Ore., KMED Medford was asked to make an appeal for blood donors. Only four spot announcements had been made when the station was asked to cancel further requests. More than 200 donors had responded within a brief period to the appeal, according to Jennings Pierce, station manager.

Fund Raising Campaign

EDUCATIONAL and fund-raising campaign is being conducted against “Mediterranean anemia,” hereditary blood disease peculiar to people whose origin is the Mediterranean area, by WOW New York. Programs will include discussions with parents of children afflicted with the disease and with research authorities, and will feature direct broadcasts from the Children’s Clinic of New York Hospital and the Cornell Medical Center.

Funds Top Mark

IN the course of 31 days WCMC Lenoxye, Pa., raised a total of $5,000 for Nancy Witherow, who had been injured and needed treatment. The youngster, injured in a freak accident almost a year ago, and confined to a wheelchair since, had gone to Washington for an examination. The doctors thought he might walk again if given proper treatment. The treatment would cost six months or more, and cost about $3,000 plus living expenses. The Junior Civic Club in her home town of New Cumberland took the story to WCMC. Pete Wetherall, station manager, was given the job of getting help from station listeners through a “Christmas for Nancy,” fund. Using an hour on Saturday, Dec. 24, to take Nancy a Christmas tree laden with cards and $5,000 cash pinned to the top.

DISPERAL PLAN

Speedup Indicated by GSA

SPEEDUP of plans calling for educational and government agencies from Washington, D. C., to Virginia and Maryland was indicated last week by the General Services Administration and the Budget Bureau.

But the proposal as submitted on Capitol Hill appeared destined to be held over until the 82d Congress convenes this Wednesday.

The appointees of four consultatnts to help it map relocation plans and, together with the Budget Bureau, called on all government agencies and departments to submit comments on the “degree of disruption” such dispersal may have on their individual operations.

Though there was no confirmation from FCC sources, it is understood what such a discussion would not be included with those agencies tabbed for relocation. National Production Authority, which allocates scarce materials used in electronics and other production, also was believed to be excluded.

The Budget Bureau would make its recommendations to Congress after studying the comments received from the government agencies and departments. The proposal will be considered by the House Public Works Committee, which is said to favor a plan in principle but prefers to study it in length when the new session commences.

Jess Larson, GSA Administrator, who announced appointment of the consultants, stressed that the dispersal plan is not strictly an emergency blueprint but one for “permanent relocation . . .”

Mental Therapy

TELEVISION has proved a definite asset in the treatment of mental patients, according to Dr. Arthur Noyes, super-intendent at Norristown State Hospital, Pa. “I have seen patients who have not spoken other than in groups in therapy quietly watching television,” Dr. Noyes told the Pennsylvania Hoptown Assn. at a meeting in Philadelphia. “Television brings the activities of the outside world to these patients, who have a tendency to live in a world of their own,” he declared.

BREAKFAST "toasts" honors Myrtle Green, who plays June Marlowe on Wibault Stores’ Your Neighbor program, beginning its 16th year on WMAQ Chicago. L to r: Jack Halkett, NBC bartender who was guest on the anniversary show; Homer Heck, station program production director; Miss Green, the guest of honor; Howard B. Meyers, WMAQ sales manager, and Mel Harwitz, account executive at Needham, Louis & Brobzy, agency.
EXPLOSIVE NEW DRAMATIC SHOW... ZIV'S TOGETHER!
HUMPHREY BOGART

Alone... he's terrific!

They'll capture high, high ratings and a big, big audience for you!

TOGETHER... they're super-tel!

IN ZIV'S THRILL-FILLED NEW HALF-HOUR ADVENTURE SERIES...

"BOLD"

* ALL STAR DRAMATIC CAST * BRILLIANT SCRIPTS * THRILLING
Lauren Bacall

Alone... she's sensational!

Super-sensational "VENTURE"

Reception * Musical Direction David Rose

ZIV Company

Radio Productions

1529 Madison Road • Cincinnati 6, Ohio

New York • Chicago • Hollywood
The set doesn't have to be "renewed" each year, like newspaper and magazine subscriptions. The program is the thing.

So, for the present, radio has staved off a serious economic crisis. NBC's provisional committee was largely responsible. The sheer force of personality held President McConnell and his top echelon.

With this much accomplished, all networks should be mindful of the lesson they have learned. They should establish just and equitable rates. They should adhere to those rates. Affiliated stations should meet their network obligations and clear adequate time. They should promote the value of their network affiliations. Networks sell facilities—and potential coverage of 95% of America's firesides. Can any other medium—or all of them combined—make that claim?

Aces, Back-to-Back

IT TOOK all of radio's 30 years for it to happen. The Democratic leadership of the Senate is now graced by two outstanding statesmen—both of whom have won their spurs in the realm of radio stations. The new majority leader—Sen. Ernest W. McFarland—is chairman of the Senate Interstate Commerce Subcommittee on Communications, and has championed many a radio legislative cause.

And the majority whip—Sen. Lyndon B. Johnson of Texas—knows what it is to operate a station and meet a payroll. His wife is the owner of KTBC Austin.

It is gratifying to learn that both of these top-flight legislators will continue their service on the Interstate Commerce Committee, in which radio legislation originates. There will be no overt legislative acts which might undermine the freedom or well-being of the broadcast arts while they hold the Senatorial reins.

Emotion Conviction Action

A FEW WEEKS ago there reverberated throughout the land a tempest stirred by a cooperative advertising campaign of the Radio TV Dealers Assn. which played to the emotions of children. A child without a TV set is ostracized, the first display argued. Public reaction soon killed that theme. It has happened before and probably will again.

We have just seen the advance proof of a page ad to appear in the 1951 BROADCASTING * TELECASTING YEARBOOK, now on the presses. It won't arouse old-subscribers to indignation, or set off the child psychologists. But it should provoke thought in the advertising crafts.

This ad was placed by Foote, Cone & Belding, one of the nation's top agencies, for itself. Read it:

For kindling EMOTION
For carrying CONVICTION
For creating ACTION
there is no more powerful medium of communication than the HUMAN VOICE.

That's why we believe in selling by telling— through RADIO.
And in selling by telling and demonstration—through TV.

Those words are suited for a plaque that should hang on the wall of every radio and TV station.

WISER HEADS finally prevailed at NBC. Its badly timed foray for rate reductions on AM stations in TV markets, first slated for Jan. 1, and then postponed because of spontaneous opposition, is now indefinitely suspended. Time, we are convinced, will bring the irrefutable conclusion that it should be abandoned.

There should be no recriminations. NBC President Joseph H. McConnell called off the Jan. 10 meeting with affiliates over the New Year's weekend. He did so after he had accessed to the full facts. The project had been started before there was a Korea and after a number of advertisers had quietly put the squeeze on the networks.

NBC, in our view, had no chance of convincing a majority of the 48 stations affected that they should accept rate cuts up to 25% in the evening hours at a combination of TV "penetration." The meeting, therefore, would have served only to aggravate tension and feeling.

We will agree with Mr. McConnell that a problem does exist by way of TV's advent. But the facts are that during the past decade, when radio circulation consistently hit new highs (and it's still going up, what with 15 million sets sold in 1950) network rates remained relatively unchanged. They should have been adjusted upward in tempo with increased circulation—following the consistent practice of the printed media. Radio is, and always has been, the biggest bargain in the advertising marts. The networks have never known their own strength.

Adjusting rates downward in evening hours to compensate for anything, springs from an entirely false premise. The time to talk adjustments, if at all, would be after increases have been effectuated commensurate with the increases in circulation, and after actual, rather than illusory measurements have been certified as to the extent to which TV has cut in on listening. Certainly the shell game of subtracting the number of TV homes from radio homes, on the premise that they don't listen when they have a TV set, is as illogical as the assumption that radio listeners never look at a newspaper or magazine.

To conclude that the battle is over, despite the soundness of radio's case, would be unrealistic. The ANA Radio-TV committee, under its new chairman, George Duram of Lever Bros., is conducting a fresh study. Of course, it must take cognizance of the later facts, and the emergency economic order, what with TV frozen as far as one can see ahead, with newspaper rates at an all-time high, and with impending shortages which make essential the exploitation of brand names. (Besides, radio has learned a harsh lesson, and won't be caught again with its guard down.)

Stymying the rate tide, a lot of dollars that might have been diverted away from radio have been salvaged. It's estimated that NBC and CBS had about $5 million in billings at stake; ABC $3 million and Mutual nearly $1 million.

Rates require constant study. But the real job is to get out and sell network radio, just as national spot and local are being sold. The national representatives have been doing a superb job. There are nearly 100 million sets in use—more than the combined circulations of all of the top national consumer magazines.
GET ON THE BALL!

The station with top billing in the Southwest—the result of 28 years' programming experience with a complete staff for creating, writing, producing, and merchandising shows!

NOW PLAYING...
To a market area that shows a 50% population gain in 1950 over 1940.*

THE AUDIENCE...
Rated as number one in retail sales buying power in 19 major markets ranging from 500,000 to 1,000,000 in population!*

*Standard Rate and Data — 1950-51 Consumer Markets

WFAA-820 • WFAA-570 • WFAA-TV
NBC, TQN—50,000 watts  ABC, TQN—5,000 watts  Channel Eight
NBC, ABC, DuMONT

MARTIN B. CAMPBELL, General Manager

Radio—Television Services of THE DALLAS MORNING NEWS

EDWARD PETRY and COMPANY, INC.  National Representatives
LEWIS ALLEN WEISS, formerly board chairman Don Lee Broadcasting System, Hollywood, now consultant in aircraft division Hughes Tool Co., L. A.

MORTON SIDLEY rejoin Lincoln Dellar California stations (KXOA Sacramento, KXOB Stockton, KXOC Chico) as director of sales. Functioning principally in national and regional field, Mr. Sidley in new capacity will coordinate sales and merchandising activities of three stations. In executive radio sales for past 10 years, he was KXOA sales manager for four years. Prior to that he was with KSPO San Francisco in similar position.

VERN HERREN transfers from national spot sales NBC Chicago to spot TV sales as traffic manager. New salesmen in division are RAYMOND M. PERITZ, former radio-TV manager for Swift & Co. Radio spot additions are JACK RAGEL, traffic manager, who worked at WEAW (FM) Evanston, Ill., and CLIFF P. BARBARKA Jr., who worked in sales department of PepsiCo.

S. M. FINLAYSON, general manager Canadian Marconi Co., owner CFCEF Montreal, elected president of company at annual meeting in Montreal Dec. 29, succeeding A. H. GINMAN, who is retiring after almost 50 years with company. Mr. Ginman remains as member of board and adviser.


ALBERT DORSKIND, N. Y. attorney formerly with FCC, shifts to Hollywood as counsel for KTLA (TV).

HAROLD E. KING, manager KHBG Okmulgee, Okla., to WPKE ofpeville, Ky.

KSJO San Jose and KHUB Watsonville opened national sales office in S. F. Jan. 1 under direction of HAL H. HOFFMAN. Offices at 697 Market St.; telephone Yukon 6-2102. Mr. Hoffman, presently sales manager for Porjee & Co., S. F., radio representative firm, will be replaced at Porjee by ZONA SAMSON, formerly with Biow Co., S. F.

ARMAND LEMONT and JACK LEIGHTE, new to radio, to KWKW Pasadena, Calif., as account executives.

BERNIE UNDERSTEIN, advertising salesman Washington Daily News, to WTOP-TV Washington as sales representative. He replaces WILLIAM TREYNOR, who is now with NAB.

BERT WEST, Columbia Pacific Network sales service manager and broker representative, appointed CPN-KNX Hollywood account executive. ROBERT WOOD, KNX sales service manager, also appointed account executive. CPN and KNX sales service functions now consolidated into one office with ROBERT PEREZ, formerly KNX-CNP news bureau, as sales service manager over both.

JAMES L. THOMAS appointed commercial manager KCKW Alliance, Neb., replacing ARNOLD KUHN, resigned.

ART MORTENSEN, CBS Hollywood merchandising director and account executive, to KPI-TV Los Angeles as account executive.

HERSCHELL LEWIS, manager WRAC Racine, Wis., father of boy, Michael David, Dec. 24, E. HARRY MAIZLISH, owner KPWS Hollywood, awarded Medaille De La Reconnaissance for “extraordinary service to the French nation” during World War II, E. HARRY KARK, salesman WRG Washington, on two-week active training with Air Force.

DICK CAMPBELL, general manager KOME Tulsa, reappointed chairman of publicity committee of Tulsa Chamber of Commerce for 1951.

PERSONALS...

On All Accounts
(Continued from page 8)

Al had been named vice president of Marfree and the Friedenberg Agency was dissolved.

Recently the Chicago office of Marfree has been exploiting products by mail order radio at the rate of a new one every month. Company billings have passed the $50,000 weekly mark.

Al married Helene Topaz of New York City in 1947. They live on Chicago’s south side, where he holds memberships in the Masons, Loyal Order of Moose, and is active in the American Legion. Al’s college fraternity is Tau Delta Phi.

Although possessing a sturdy frame, Al confines his recreational activities to ping-pong. But what a player! And little wonder, for he was a champion during the war, holding the title at Camp Crowder, Mo., where he entered the U. S. Signal Corps before becoming a correspondent abroad.

WMIL...... means MILWAUKEE

REPRESENTED BY FORJEE

BROADCASTING • Telecasting
Respects  
(Continued from page 44)

agencies, and had infinitely broad-ened his knowledge of the streets of New York, before he was given a job—at Lennen & Mitchell as an office boy.

Mr. Oberfelder’s notions of advertising—and especially the role of an advertising agency office boy—were vague at the time. He reported for his first day’s work clad in an Oxford gray suit, pearl gray spats and a derby. It was not long, however, before he became educated out of his basic language programs of workday costumery but also his new profession.

He worked at Lennen & Mitchell from 1928 to the end of 1938, in all sorts of capacities, and resigned to join Hearst Radio in charge of advertising, promotion and publicity for the 10 stations then owned by that organization.

In 1937 he left Hearst to join the Philadelphia Inquirer as circulation promotion manager and rose to promotion manager. In 1941 he returned to radio as head of promotion, advertising and publicity of WCAU Philadelphia. Two years later he joined WFIL Philadelphia in a similar capacity.

During his sojourn in Philadelphia Mr. Oberfelder also lectured at the U. of Pennsylvania on radio production and advertising and taught classes at Junto, the adult education program that flourishes there.

Joined ABC in 1945

In February 1945 Mr. Oberfelder was hired by ABC as coordinator of audience promotion, and he has been with the network ever since.

He became manager of audience promotion in October 1945 and a year later was named assistant director of advertising and promotion. In January 1946 he was promoted to director of advertising and promotion, and in June 1949 the research department was added to his supervisory responsibilities. He became manager of WJZ, ABC’s owned-and-operated key station in New York, last October.

Among the first major steps taken by Mr. Oberfelder at WJZ was the establishment of a special rate for retail advertisers—a 30% discount from the station’s regular rates. Mr. Oberfelder’s theory is that a station like WJZ, which covers a large area, gives most local retailers too much waste circulation at usual rates.

Since invoking the retail discount, WJZ has sold $250,000 worth of new retail business, he reports.

Mr. Oberfelder has two hobbies, travel and photography. Whenever he has the chance, he and his wife, the former Joan Doernberg, whom he married in 1934, and his 11-year-old daughter, Judy Ann, take the family car for long drives. They have visited most parts of the country by automobile, with Mr. Oberfelder shooting movies as they went.

Mr. Oberfelder’s daughter is handy to have along on such trips. She is an unusually astute girl who has appeared several times with the Quiz Kids in their New York performances and is able to provide her father and mother with no end of interesting academic data about places they visit.

Mr. Oberfelder’s only fraternal membership is Pi Tau Pi.

RELIGIOUS RADIO  
Workshop at Yale Opens

PROTESTANT Radio Commission was scheduled to start its seventh annual Eastern Regional Religious Radio Workshop at Yale U. yesterday (Sunday) to run through Friday. The latest techniques in radio and TV religious programming will be introduced under the leadership of the Rev. Everett C. Parker, director of the Protestant Radio Commission and dean of the workshop.

Speakers scheduled:

Rev. Parker; Marjorie Hyer, director of promotion, Protestant Radio Commission; Erick Barrows, chairman, Department of Radio, Columbia U.; Clayton T. Griswold, director, Department of Radio and Television, Presbyterian Church, U. S. A.; Dr. Liston Pope, Dean, Yale Divinity School; Dr. Ronald Bridges, former head, Pacific School of Religion; Rev. Edward Carothers, minister, First Methodist Church, Troy, N. Y.; Dr. Kenneth Underwood, professor, Yale Divinity School; Rev. S. Franklin Meach, director, Division of Education and Information, Board of Foreign Missions, Presbyterian Church, U. S. A., and Dr. George Crothers, director of religious broadcasting, CBS.

Other leaders of the workshop are Harold Quigley, director of special events, Protestant Radio Commission; Rev. Charles Schmitz, chairman, Radio Committee, American Baptists Convention.

FOURTEEN languages are now being used for programming to world from shortwave transmitters at Sackville, N. B. Finnish, Swedish and Russian have been added to language programs now aired daily or weekly by Canadian Broadcasting Corp. battery of 50 kw transmitters at Sackville, operated by CBC for Canadian government’s Dept. of External Affairs.

From where I sit, it would be a better world if we were half as willing to accept other people’s ideas and tastes, as we seem to be willing to accept their bone and blood. There’ll always be differences. Some like buttermilk, others would rather have a sparkling glass of temperate beer. But underneath we’re pretty much the same—deserving each other’s respect and tolerance!

Now Hospitals Are “Banks,” Too!

Doc Simpson was saying, “Hospitals are building up ‘bone banks’ that work just like blood banks. When bone is needed, the surgeon takes one from a refrigerator, cuts it to the right shape and simply splices it in.”

“You doctors are sure making progress,” I says, “but tell me, are any of the patients fussy about whose bone they’re getting?”

“No sir!” replies Doc. “No more than they worry about whose blood they get. No one yet asked for a bone from a man who went to the same school or church he did.”

From where I sit, it would be a better world if we were half as willing to accept other people’s ideas and tastes, as we seem to be willing to accept their bone and blood. There’ll always be differences. Some like buttermilk, others would rather have a sparkling glass of temperate beer. But underneath we’re pretty much the same—deserving each other’s respect and tolerance!
TRAYNOR FERRELL, continuity director WHAN Charleston, S. C., appointed production manager. RICHARD A. SIMMONS, continuity writer, elevated to script editor NBC Western Division program department. ROUEN J. WESTCOTT, supervisor of commercial editing, promoted to continuity writer. WILLIAM STORKE takes over Mr. Westcott's former assignments. CHARLES DAVIES, NBC Western Division traffic, to promotion and advertising department.

LEE MARRIS, music librarian WSB Atlanta, Ga., will now handle early morning show along with station's farm show. BILL HALE, of music library staff, appointed to announcing staff.

JOHNNY KORN assigned writer-producer Harry Von Zell's Young Ideas on Progressive Broadcasting System.

FREEMAN LUSK, moderator Telephone, KTLL (TV) Hollywood weekly public opinion forum, signed for important role in "When Worlds Collide," Paramount's science-fiction Technicolor film.

I. RON HUBBARD, author of Dianetics, signed by Progressive Broadcasting System for daily 15-minute program on mental hygiene.

HUNTER HANCOCK, disc m.c., starts five-weeks hour recorded music program on KALI Pasadena, Calif.

ED GALBREATH, aircaster who has worked at KQV Pittsburgh, WSCR Statesville, N. C.; WGTL Kannapolis, N. C. and WHIP Mooresville, N. C., is in recipients of Voice of America radio awards across United States in letter campaign aired by GABRIEL HEATTER on XBS.

GEO. B. BOGGS, KCIA-TV Hollywood director, film programs, retained to buy, book and package films exclusively for station. New duties will include supervision of live integration of station's Sat. feature film telemcasts.

HOWARD GRIEMAN, comboificador, to KCN Broken Bow, Neb., in same capacity. JAY B. NEELY, WNJE (FM) New York, appointed to KCN announcing staff.


JACK ROGERS, publicity and promotion director WBPAM-FM-TV Port Worth, appointed vice president of Port Worth Star-Telegram employees Assn. (STEA), composed of employees of both newspaper and radio stations.

BILL STEWART, KLAC Hollywood disc m.c. to KKKW Pasadena in similar capacity.

WILLIS CONOVER, disc jockey WWDC Washington, named top local disc jockey of 1950, by radio and TV editors of newspapers in Washington area.

RALPH EDWARDS, m.c. and star of CBS-AM-TV Truth or Consequences, voted best among new TV personalities of year (1950) by Teenagers Institute, representing 100,000 teen-agers.

DAVID KRONIGER appointed to announcing staff KOME Tulsa.

FREDERICK PACE WOODS II, recent Yale graduate, to ABC Hollywood press department as junior publicist. Other additions to same department include PATRICIA SCHERTZINGER and JACK SNYDER, both from network central scene department. Miss Schertzinger becomes assistant to photo editor; Mr. Snyder assistant to news editor.

BILL BOHEN, TV star at WHEN (TV) Syracuse, hospitalized by sudden attack of appendicitis. CHARLIE HAMMOND, staff announcer, handling The Bill Bohen Show during his absence.

LOU CROSBY, freelance announcer, m.c., starts daily 30-minute disc program on KECA Hollywood.

GENE SPRY, announcer WMMB Peoria, Ill., to WDE Decatur, Ill., as continuity, production manager. CHRISTINE MANNOFF, new to radio, to station as secretary to general manager.

BILL SPIER, radio and film producer-director, recuperating at his Malibu, Calif., home from acute respiratory congestion and complications.

RAY RAYNER, disc jockey WOOD Grand Rapids, Mich., father of boy, Mark Raymond.

BEN HUNTER, announcer, KEX Portland, Ore., to KPVD Los Angeles in same capacity, replacing BOB GENTRY, resigned to freelance.

JACK LLOYD resigns as Hollywood producer-Progressive Broadcasting System.

BILL BATES re-signed as writer for Altes Beer commercials on KTLA (TV) Hollywood Inn Ray Sutton show.

GEORGE R. MacKINNON to NBC Washington as supervisor of building services, replacing WILLIAM HUDD, resigned.


ROSEMARY LA PLANCHE, Hollywood TV actress-commercial announcer and former "Miss America," selected "Miss Emmy" of 1951 by Academy of Television Arts and Sciences.

News...

JOHN H. RICH Jr., former bureau head at Seoul, Korea, and ABC war correspondent, added to NBC staff correspondents covering Korean war and will operate from NBC's Tokyo news office.


JACK HARRIS, sportscaster WNOR Norfolk, Va., appointed head of station's sports department. JIM BARRY appointed assistant sports director.

LOCKWOOD R. DOTY II, of NBC World News Roundup, father of girl, Jennifer West Dec. 27.

ROBERT LAMAR, assistant to advertising director Sylvia Electric Products Inc., N. Y., to KTLA (TV) Hollywood as assistant news editor. JONATHAN RICE continues as KTLA news editor.

H. V. KALTBORN, radio analyst, will be guest speaker at Radio Executives Club of Boston Jan. 18.

SCOTT DOUGLASS appointed sports editor KFMB San Diego.

RAYMOND SCHRER, newsmen NBC Washington, and Barbara Hetzner have announced marriage.


GENE BARRY, new editor WEHR Buffalo, father of boy, Mark William.


ATTACKING the Voice of America for allegedly ineffectively selling of freedom as opposed to communism, William H. Wells, a former UNRA information official and chief of TV and motion picture information for the United Nations, urges in the January issue of Harper's magazine that the Voice emphasize more clearly that America stands as well as against something.

In an article entitled "The Mumble in the Voice of America," Mr. Wells urges that the U. S. put more "punch" in its "commercialism." He points out that although the Voice vigorously says, "Don't buy from our competitors," it "mumbles" when it comes to the name and virtues of its own products.

Mr. Wells believes that the Voice should emphasize that minority control is the principle of Communist government, while America stands for the right of a people to choose for themselves what they shall do and have. He criticizes the "feeling or sense of foreign aesthetic and foreign audience about the purely local aspects of American life which are too far removed from their way of life to be understood or appreciated."

NOISE AIRED

WBBM Discharges Six Staffers

SIX WBBM (CBS) Chicago staffers were discharged Tuesday because of "carelessness" in allowing "extraneous studio noises" to be broadcast on the estimated half-million midwest listeners New Year's Day. After a network station break between the Orange and Rose Bowl games, a WBBM announcer replacement was heard before an open mike.

The six released are Announcer Bob Venables, Announcer Jim Lowe, Chief Announcer Art Merrier and three engineers, Art Moss, Hal Davis and Paul Kahlisch. Announcing replacements are not expected to be named until late this month when the new program director, Al Bland, is transferred to WBBM from KMOX St. Louis.

WESTERN ELECTRIC CO., Inc., N. Y., declared dividend of 7½% per share on outstanding capital stock payable Dec. 29 to stockholders of record Dec. 21.

MORE 'PUNCH'

Wells Criticizes VOA

The LITTLE Station with the BIG WALLOP!

Page 48 • January 8, 1951
SURVEY METHODS

Deckinger Completing Draft

REVIEWED draft of a committee report covering proposed methods of evaluating audience and coverage methods is being completed by Lawrence Deckinger of Biow Co., New York agency.

Mr. Deckinger is working out details of a report submitted to the special committee by Kenneth H. Baker, NAB research director. The committee has been studying research and coverage techniques following a suggestion last summer by Stanley Breyer, KJBS San Francisco, that Hooper and Pulse systems be evaluated by an impartial group.

The proposal became an issue of national interest when it was suggested in a KJBS advertisement in the July 3, 1960, Broadcasting • Telecasting.

The Deckinger draft will be mailed to Dr. Baker, committee chairman, and other members for their study. The first report was submitted by Chairman Baker last autumn.

If the committee approves the Deckinger report at its next meeting, the report will be turned over to Broadcast Audience Measurement Inc., successor industry research group to Broadcast Measurement Bureau. The BAM Research & Plans Committee will decide if it desires to undertake a clinical test along the lines of the Baker-Deckinger suggestions.

Electronics Funds

SUPPLEMENTAL funds for electronics-communications equipment totaling between $2 billion and $3 billion in Air Force procurement were approved by the Senate and sent to President Truman for his signature. The action, taken after a conference committee had resolved minor differences, paved the way for use of $2,114,700,000 for electronic and communication equipment and detection and warning systems and other aircraft procurement, as well as for $835,000,000 in electronics supplies other than aircraft [Broadcasting • Telecasting, Dec. 25, 1950].

Entire defense appropriation was roughly $70 billion.

1892 Edward E. Hill 1950

EDWARD E. HILL, 58, executive vice president of WTAG Worcester, Mass., died Dec. 31 of a heart attack at his home in Worcester. He had been a patient at Hahnemann Hospital for several weeks, returning home three days before his death. His health had been poor for two years.

Mr. Hill had been associated with WTAG since 1938, first as managing director and then as executive vice president, a position he held for five years. Before joining WTAG, he managed WORC Worcester from 1929 to 1938.

At the time of his death, Mr. Hill also was secretary of the CBS Affiliates Advisory Board as well as chairman of the board's District 1.

Mr. Hill was a member of the Radio Technical Planning Board, which assisted in the technical development of the radio industry during World War II.

He was instrumental in organizing the New England Major Markets Group in 1948, a regional network of seven stations which includes WPFO Providence, R.I.; WDRC Hartford, Conn.; WGAN Portland, Me.; WLAW Lawrence, Mass.; WGY Bangor, Me.; WHDH Boston, as well as WTAG. A daily half-hour program is broadcast over the network.

Born in Lynn

Mr. Hill was born in Lynn, Mass., Sept. 18, 1892, and attended Lynn public schools until 1907 when his family moved to New York. He was interested in radio from the time he was 16, when he built and operated his own receiving sets and transmitter station.

Before deciding upon radio as a vocation, he was advertising salesman for the Boston Herald-Traveler and the Boston American, accident claim adjuster for the Travelers Insurance Co., Boston, and held other positions.

In 1927, he joined WLOE (now WMEX) Boston as a salesman. Not long after, he began working as announcer and programmer, gaining experience in all lines of radio work.

When he joined WTAG in 1938 as manager, the station was a 1 kw outlet with a staff of 18. Under his leadership, WTAG increased its power to 5 kw in 1940 and by 1944 had increased its personnel to 50.

WIXXG (now WTAG-FM), one of the first experimental FM stations in the country, was set up under Mr. Hill's direction. Another of his innovations was the mobile relay broadcasting station WBEE, which provides on-the-scene broadcasts of remote events.

Mr. Hill was a member of the Advertising Club of Worcester, Rotary Club and Bohemians. He also was a 32d degree Mason, belonging to the Athelstan Lodge, A. F. & A. M.; Worcester Lodge of Perfection, Goddard Council, Princess of Jerusalem; Lawrence Chapter, Rose Croix; and Temple, Boston, and Massachusetts Scottish Rite Consistory.

He is survived by his widow, Mrs. Estelle Marie (Stoddard) Hill; two daughters, Doris (Mrs. Donald B. Beaudette) and Virginia (Mrs. David O. Kubly); two brothers, Leo B. Hill and Alfred Hill; a sister, Mrs. Bernard C. Gray, and one grandchild.

Funeral and burial services were held Jan. 2 at Rogers-Kennedy Memorial Chapel, Rural Cemetery.

POST FOR GURNEY

Defense Appointment Seen

TOP-LEVEL post within the Dept. of Defense for former Sen. Chan Gurney (R. S. D.), who lost his Senate seat to Sen. Francis D. Case in the GOP primaries, was strongly indicated last Thursday as his successor was sworn in on Capitol Hill.

Mr. Gurney, a founder of WNAX Yankton, S. D., in 1925 and former manager of the station until he withdrew from the radio field in 1933, hinted upon leaving the Senate that an announcement of his appointment to Defense Dept. position may be forthcoming shortly—"within a few days." Sen. Case, a veteran of 14 years in Congress, is a former newspaper editor and publisher.

Albert S. Howell

FUNERAL services were held Friday in Chicago for Albert S. Howell, TI, co-founder of Bell & Howell Co., Chicago, manufacturer of motion picture and photographic equipment, who died Wednesday. Mr. Howell and the late Donald Bell founded the company in 1907. Three of his early inventions were credited with eliminating "flicker" from motion pictures. Many Bell & Howell devices are used in television.

SOLD

PRODUCT: Sulfur 8

AGENCY: Dorland, Inc.

CAMPAIGN: 15 Spots Weekly

BUYING NORFOLK? ADD WLOW THRU A FORJOE MAN!

Norfolk Virginia

BROADCASTING • Telecasting

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ED HOCHHAUSER Jr., vice president and eastern division sales manager, Transcription Sales Inc., Springfield, Ohio, to Associated Program Services as account executive in station relations department.

JOHN F. HOWELL, advertising, promotion and sales manager, Stephen Sherzer Inc., N.Y., to Paramount Television Production, to handle merchandising for Time For Beany weekly TV puppet syndicated program.

A R N O L D MICHAELIS, executive producer, World Video Inc., N.Y., elected president. RICHARD LEWINE succeeds Mr. Michaelis as executive producer.

CLAUDE BARNERE, formerly in charge of syndicated program sales for NBC's recording division, and more recently independent program representative, on Jan. 1 became N.Y. representative for Transcription Sales Inc., Springfield, Ohio. He will also continue to represent William Lang, Sam Hayes Productions and The Market Basket.

ROBERT HELLER, former CBS program director, named director of program, Wilton Louis G. Cowan Inc., package and production firm, effective Jan. 15.

ELDEAN-CAIN Organization Inc., Dallas public relations firm, formed by FRED ELDEAN, president Fred Eldean Organization, N.Y. and S. F. (public relations) and PAUL CAIN and KEETON ARNETT. Will furnish national representation to southwestern firms as well as regional representation to national clients of Fred Eldean Organization.

A. C. NIELSEN Co., Chicago, research organization, announces promotion of C. VIRDEN STEWART to vice president in charge of food-drug production, WILLIAM J. SWIGART to vice president in charge of radio-TV production and EARL C. SEIFFE to vice president and director of personnel.


HELEN S. WALLACE, director sales and service Muzak Transcription Div., N.Y., appointed national sales director, Universal Records, Hollywood. In addition to working mainly in expansion of national business, Miss Wallace will be responsible for administrative planning and organizing plans for firm's expansion of studio facilities and electrical transcription manufacturing. She will headquartered in Hollywood.

WORLD BROADCASTING SYSTEM Inc. announcing affiliation of piggyback stations with 28 "giff occasion jingles," package for use in all holiday seasons including Valentine's Day, Easter, Mother's Day, graduation day, etc. Stations can sell them to single advertiser, or on individual contracts to multiple advertisers.

ASSOCIATED PROGRAM SERVICE, N.Y. (subsidiary of Muzak Corp.), appoints Dorrance-Waddell Inc., N.Y., to handle advertising. Dick Dorrance is account executive.

BERNARD HOWARD, president, Academy Film Productions Inc., Chicago, father of boy, Jan. 2.


WARREN OESTREICHER, associated in past with Western Electric Corp. and Telecont, appointed chief engineer of Tele-King Corp., N.Y. JERRY BRESSON, affiliated in past with Emson and U.S. television, appointed assistant chief engineer of Tele-King.

Equipment

JULIUS HABER, advertising and sales promotion manager RCA tube department, appointed director of advertising and sales promotion for RCA technical products.


FEDERAL TELEPHONE & RADIO Corp., manufacturing associate of ITT, announces development of new 25 kw power trodes, type SF-5612, for use in high-powered TV and FM broadcasting as well as cyclotron or synchronon oscillators and industrial H. F. heating equipment. The tube operates in 88-108 megacycle range.

GENERAL ELECTRIC, Schenectady, N. Y., announces new atomic radiation detector to permit direct radiation readings at glance. "Radiation monitor" weight less than one pound, is equipped with self-contained power source, to be included with new laboratories. Will give warning of radiation hazard while there is still time to avoid excessive exposure, firm claims.

RCA VICTOR announces publication of five-volume set of service and technical manuals on RCA Victor radio, phonographs, and TV receivers. Books, now being made available to servicemen through RCA tube and accessory department, contain schematic and wiring diagrams, specifications, alignment and adjustment procedures, parts lists, chassis layouts and other service information on sets from 1923 to 1948 (fifth volume on 1945 in preparation, 1950 information available in booklets).

L. W. GERMAINE, general plant manager AT&T's Long Lines Dept. since 1940, retired Jan. 1 on pension after more than 40 years with Bell System. He is succeeded by V. B. BAGNALL, general manager of department.

AFM WALKOUT PENDS

NBC Hollywood Sets Talk

AMERICAN Federation of Musicians Hollywood Local 47, set to call a wholesale walkout of musicians last week at NBC Hollywood over dropping of musicians from the network's Halls of Ivy program, is holding present negotiations pending opening of new contract negotiations with the network at the latter's request. Present AFM network contract expires Jan. 31. Negotiations tentatively are scheduled for today (Monday).

The network, seeking to cut the price of the show, running $9,000-11,000 weekly, decided to substitute recorded music for an orchestra on the program, this saving $1,500 weekly for the sponsor, Schiltz Brewing Co., which balked at the original figure. New agreement became effective Jan. 3 for 36 weeks. The union took the stand that substitution of records for live musicians constituted a lockout.
DEADLINE SET
For Sigma Delta Chi Awards

DEADLINE for nominations for Sigma Delta Chi awards in the fields of public service in radio journalism, radio newswriting, radio reporting as well as other fields of journalism has been set for Feb. 15, Victor E. Bluedorn, executive director of the professional journalistic fraternity, announced last week.

In addition to the radio awards, bronze medallions and accompanying certificates will be offered by Sigma Delta Chi for excellence in the following fields: general reporting, editorial writing, editorial cartooning, Washington correspondence, foreign correspondence, news picture, public service in newspaper journalism, public service in magazine journalism, public service in reporting and research about journalism.

The public service in radio journalism award will be made to a radio station or network “for an outstanding example of public service... through radio journalism.” The radio newswriting award will be made to an individual “for a distinguished example of a radio newswriter’s or commentator’s work.” The radio reporting award will be made to an individual “for a distinguished example of spot news reporting for radio or television.”

Nominations and accompanying material must be sent to Awards Committee, Sigma Delta Chi, 35 E. Wacker Drive, Chicago 1, Ill. No entries will be returned unless specifically requested.

IRE Symposium
NEW YORK section of the Institute of Radio Engineers will hold its fourth annual TV symposium Feb. 8, 10 a.m.-5 p.m., at the Engineering Societies Bldg., New York. Registration fee is $1 for IRE members, $2 for non-members.

FM NETWORKS FOR GERMANY
Linx Reports on Frequency Problems

CONGESTION of European airwaves, which have been plagued for years with shortage of frequencies and other difficulties, has had at least one beneficial result in the U.S.-occupied zone of Germany, where a stimulated interest in FM networks, the State Dept., has revealed.

Frequency modulation hookups now are under construction in the U.S. zone which may soon give German listeners the best reception they have ever enjoyed. In fact, more listeners may be tuning in FM than regular medium wave transmissions within the next two years.

That opinion is expressed by Robert D. Linx, FCC engineer, and quoted by the State Dept., in a report on “New Networks for Germany.” Mr. Linx recently spent a month surveying FM development in Western Germany for the department’s Office of Public Affairs.

Already three U.S. zone stations—In Munich, Stuttgart and Frankfurt—have initiated regular FM broadcasting and plan to complete network operation by 1962.

FM Support Noticed
Industry enthusiasm in FM broadcasting also was noted by Mr. Linx, who reported widespread interest and approval of FM broadcasting by listeners and technicians. Although “ultra shortwave” transmission, as the Germans describe it, was limited primarily to military and commercial use in Germany before the last war, U.S. officials took note of Europe’s overcrowded airwaves and propaganda wars and began to encourage and aid U.S. stations there to launch FM experiments.

Stations surveyed sites and constructed FM transmitters, an action justified in the light of developments which found that frequencies allotted to the U.S. zone during the 1948 Copenhagen conference were inadequate, the State Dept., explained. It then became necessary to authorize German stations to operate on other frequencies not previously set aside at Copenhagen, despite protests by the U.S.

The State Dept. pointed out that the restricted range of broadcasts allows adequate space in the ultra high bands and, additionally, provides the “same high fidelity service in night and day broadcasts,” while being little affected by “even the worst atmospheric conditions.”

One major disadvantage of such a system, the department’s Office of Public Affairs acknowledges, is that listeners will be unable to pick up distant stations over FM and will be limited to local FM programs.

Aside from construction work, sound legislation also was passed setting up German stations as public corporations free of government control or “political pressures.”

“Certain partisan circles...have objected to this arrangement, and presented the occasional objectionable criticism which the stations direct at the government and other groups,” it was conceded. “They have naturally opposed any progress, such as FM broadcasting, which is designed for community or public service.”

FM has encountered other roadblocks, too, among them the reluctance of the listening public to spend scarce marks for new radio receivers, although manufacturers have launched a major campaign to promote the new medium, according to the State Dept.

Despite this obstacle, progress in FM development has been “remarkable” and it is “the coming medium of information and entertainment in Germany,” FCC Engineer Linx believes.

New WOR-TV Studios
WOR-TV New York has filed plans with the city for construction of a two-story $431,000,000 television and office building at 68th St. and Columbus Ave., part of a city block purchased by the station in April 1949. New structure, expected to be more elaborate and expensive than shown by plans, will replace WOR-TV’s present studios at 28 W. 67th St., leased adequate, which has notified WOR-TV the lease will not be extended beyond expiration Dec. 31, 1951.

FRIENDS
“To make a friend, you must be one.”
Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas
in TOPEKA

BROADCASTING • Telecasting

ARE YOU GETTING YOUR FULL SHARE OF?

NEW ORLEANS’ $431,000,000,000 NEGRO MARKET?

Reach more than 1\ half million Colored people in the WMRY coverage area. Programmed for Negroes by Negroes, WMRY is effectively directing the buying habits of this vast, faithful audience. WMRY is the only sure way of sharing in all of this $431,000,000,000 market.

THE ONE DIRECT APPROACH TO NEW ORLEANS’ LARGEST MAJOR MARKET

January 8, 1951 • Page 51
Section of WPJB auditorium wall reveals heavy coil spring base and wall structure. By spring suspension, FM operation is secure from vibration or noises.

* * *

The new quarters will mark an expansion of FM local programs, according to H. William Koster, station manager, and Harmon H. Hyde, program director, who see the development as a lift to FM listening in the Rhode Island-Massachusetts -Connecticut area served by WPJB. George W. Sharpe, chief engineer, supervised design and installation of new equipment, which was made by RCA.

Kenneth Griffin

INQUEST into the death of Kenneth Griffin, 49, Chicago radio actor and engineer, best known as "Vic Hardy" on the Jack Armstrong Show, was continued Wednesday in Chicago until Jan. 18. Mr. Griffin died Wednesday in the emergency room of Wesley Memorial Hospital, Chicago, where he had gone after complaining of stomach pains. He is survived by his widow, Isabelle.
In a Fog With Truman

By FRANK BOURGHOLTZER
NBC WHITE HOUSE REPORTER

THE miracles of radio and radar saved a group of freed
White House reporters from disaster among the
ice floes in the Potomac this last New Year's weekend.

The reporters were endeavoring to carry out their assignments to
cover the President of the United States, who had elected to go yachting
aboard his palatial ship, the Williamsburg.

When the president goes sailing, his only contact with the outside world is by radio. A handful of
reporters on the permanent White House boat always charters a
yacht, equips it with radio and tags along.

This time, all private yachts in the Potomac River-Chesapeake Bay
area had already gone to Florida, were out of commission or were otherwise unavailable. With only a
WJMG and some National correspondents could dig up only one
sea-worthy craft—The S.S.S. Lexington, belonging to Washington's
toop of Sea Scouts.

The Lexington had two good diesel engines, a good hull, and a
willing crew of Sea Scouts—but nothing else. No radio, no heat, no
bedding—no comfort. The reporter
ners talked it over, and only five
were willing to make the trip.

The five were Merriman Smith of the United Press, Ed Gressh of
the Associated Press, Ed Darby of
Time magazine and Paul Kennedy of
the New York Times—in addition
to this reporter.

RADIO was the over-riding
problem, and NBC cut loose
two ace television engineers—John Rogers and John McCollom. With
Joe Collidge, technical supervisor of
WJMG in Kansas City, Rogers and McCollom gathered up all the radio
gear in sight and headed for the
Lexington. By 6 p.m. on Friday, Dec. 29, they had the gear installed
on the Lexington—in the pilot house and in the officer's quarters
—and they had it working. The
ship cast off from its pier in the
Washington ship channel, two
hours behind the Williamsburg.

Reporters had stocked the ship with food, and each man had ob-
tained a sleeping bag, plus heavy
jackets, wool stocking caps and
long underwear. For heat, they
settled on one lonely little electric heater, the only thing available on
short notice that would not present a fire
hazard.

Darkness quickly enclosed the
Lexington as she headed down the
Potomac. The ice floes in the river were thick and heavy, and the
Lexington bounced through them like a Model T on a country road.
After about an hour of run-
ning, fog began to close in, and
the Skipper, Capt. Early.

A linerman for the Chesapeake & Potomac telephone
company, called for drastically reduced speed.

... THE ship picked her way slowly
down stream, grooping from bay to bay, jarring against ice
floes, and the fog kept closing in.
By 10 o'clock, visibility was next
to nothing, and suddenly Captain
Early rang the signal in the en-
velope room for full reverse. The
Lexington was headed straight for
a forbidding shore-line. The an-
chor was dropped and a conference
took place on the bridge.

Engineer Rogers volunteered to
be the navigator, while Engineer
McCollom was to get out the radio
signal that would contact the
Williamsburg. With John Rogers and a
sea scout throwing lead-lines
every couple of minutes, to mea-
ure the depth of the icy water, the
Lexington groped farther down-
stream. After another hour or
more of this, the lead-lined showed
less than five feet of water in every
direction. Captain Early refused to
go further.

However, at that point, Engineer
McCollom finally made radio con-
tact with the Williamsburg.

The Presidential yacht began to send out the probing fingers of radar, and reported that it had found the
Lexington. As one man suggested, the Lexington tried it.

The water kept getting shallower. Captain Early stopped again. The
Williamsburg reported—it had the
wrong boat.

In the course of this, the roar of
a railroad train was heard, and from its direction, everyone on the
Lexington agreed the shore must
be on the starboard side and not
far off. But a few minutes later
another train roared by. This time, everyone agreed it was on the port side. Neither boat had a clue to
its position. Confusion reigned sup-
preme.

The cold fog had, by this time,
chilled everyone clear through, and the prospect of spending the rest
of the night in that dismal spot—
never knowing whether the tide
might recede by morning and leave us stranded or drift us into
frosted ice was so close.

... WE decided on one more try
with the Williamsburg's radar.
The President's Navy crew agreed.
Very slowly, the Lexington began
to move again, with crewmen tak-
ing soundings constantly, and En-
geer McCollom describing in mi-
nute detail the motions of the boat.

Then came the word from the
Williamsburg—they had us on the
radar, and Mr. McCollom's descrip-
tion tallied perfectly with the mo-
tion they detected on the radar
screen. The Williamsburg's navi-
gators did some rapid calculations—
gave us bearings on three differ-
ent points. Engineer Rogers had
no parallel rules to lay out the
bearings on the Lexington's charts, but he improvised with a carpent-
er's folding rule. He laid out the
bearings, and fixed a position—
which was on the opposite side of the river from where we'd thought
we were—the opposite side from
the railroad that sounded so close.

The Williamsburg recommended
a course. The Lexington began to
follow it. The Williamsburg said
"you should be in eight feet of
water." We took a sounding.
Eight feet. Foot by foot, the
Williamsburg guided us out into the
river into the channel, and as long—out of the fog—we spotted the
friendly running lights of the
Presidential yacht. Then we saw
the Quantico dock—our destina-
tion. We were too tired to care, but a great sigh of relief went up
from all hands. It was close to
4 a.m.

The next morning, all hands were
up at 7:30 and the Williamsburg sent over a pair of legitimate
parallel rules and dividers, for
accurate measurement of distances.
The crust got under way, with the
Williamsburg out in front, headed
downstream. This reporter took
over the navigational duties, even
though the Williamsburg was in sight, and a ship's log was started
so that a record would be available in
case the fog returned—so that
this time we would know, at least, where we were and could figure out
which direction to go.

S U R E enough, after an hour or
so, the fog thickened and the
Williamsburg disappeared from sight. However, by careful naviga-
tion, the Lexington stayed on
route and was never lost again on the rest of the cruise, although
many times we were out trying to
get soundings, just to double-check
the navigation, and the weather
continued to be cold, damp and
miserable. Nights were spent huddled in the sleeping bags, with
most reporters finding comfort only
by pulling even their heads inside
the bags.

The two engineers devoted them-
(Continued on page 71)

Time Buyers, NOTE!
N O T V
Stations within
60 miles of
YOUNGSTOWN, OHIO
Ohio's 3rd
Largest Trade Area
Buy
W F M J
The Only ABC
Station Serving
This Market
5 0 0 0
All programs duplicated on
W F M J - F M
50,000 Watts on 105.1 Mcg.
WATTS
CALL
Headley-Reed Co.,
National Representatives

January 8, 1951  Page 53
PROPAGANDA
State Dept. Urges New Efforts
THE U. S. must seize the "psychological offensive" if it is to realize foreign policy objectives threatened by the Soviet Union's propaganda effort, "now bordering upon open psychological warfare," the State Dept. has declared.

The department has called for a new effort in the U. S. information program "directed toward creating psychological strength and resistance to Communism and Soviet imperialism in the areas and countries of most critical concern to the foreign policy objectives of the United States."

It is well established that radio, one of the three media employed by the government, is "the fastest and most effective means for reaching directly the peoples of other countries," surmounting "barriers" of distance, censorship, illiteracy, foreign exchange, paper shortages, cartels and tariffs, the State Dept. points out.

Revitalization of American information policy is reaffirmed by the department in a document detailing the U. S. international information program and the "campaign of truth" launched by The Voice of America.

To explain the progress of the drive, Edward W. Barrett, Assistant Secretary of State for Public Affairs, recently appeared before a House Foreign Affairs information subcommittee, a "watchdog" group set up by Congress last year. He traced the history of President Truman's "campaign of truth" for which the 81st Congress voted $79 million—$41 million for six new transmitters and $38 million to step up radio and other media information activities in 28 selected countries.

Secretary Barrett has just returned from Europe where he conferred with U. S. information and diplomatic officials on the efficacy of Voice programs and other media efforts.

On other fronts last week the State Dept. also:
(1) Launched a daily program schedule to Finland and increased its broadcasts in the Arabic language.
(2) Categorically denied a charge by the Manchester Guardians of Great Britain that the Voice is serving to turn the Chinese people in favor of the Chinese Communists.
Michael J. McDermott, State Dept. news chief, stated that if such were the case, "it is not the Voice which is responsible but the violent stream of lies which they are feeding the people of China, the Communist propagandists." Mr. McDermott cited the violent denunciations of the Chinese Communists as the "best evidence" that the Voice is "effectively telling the true story of American record in international affairs."

1951 Anniversaries Data

FOURTH annual edition of Schoyer's reference work lists more than 750 anniversaries of significant events—from one to four for each day of the year—and is of value to radio programmers, newsmakers and commentators.

Advertised as "the only publication of its kind," Schoyer's reviews the historical events "most appropriate for observance in 1951," all of them occurring five or a multiple of five years ago "to insure top current interest."

RCA VICTOR
Shifts Key Men
REASSIGNMENT of duties and responsibilities of several executives or to meet changing economic conditions effectively was announced last week by RCA Victor Division of RCA. A Mobilization Planning Dept. has been established to plan and coordinate all activities the division may be required to undertake to meet the needs of the government and the armed forces in the national emergency.

Walter A. Buck, vice president of RCA and general manager of RCA Victor, announced that Robert A. Seidel, formerly vice president in charge of RCA Victor distribution, has been appointed to a newly created position of vice president and assistant to the vice president and general manager.

Ralston H. Coffin has been appointed director of consumer products advertising and sales promotion, and will be responsible for RCA Victor's radio and TV programs and institutional advertising.

Responsibility Reassigned
 Responsibility for supervision and administration of RCA Victor distribution has been reassigned to three men. Harold M. Winters has been assigned to the staff of J. B. Elliott, vice president in charge of consumer products, to act as director of consumer products distribution; H. V. Somerville has been placed on the staff of L. W. Teegarden, vice president in charge of technical products, to act as director of technical products distribution; and administration of regional offices has been assigned to Charles M. odorizzi, operating vice president.

Reassignment plans also specify that Measor, Elliott, Teegarden and Odorizzi will direct consumer advertising and sales promotion and by the appointment of Julius Haber to Mr. Teegarden's staff as director of technical products advertising and sales promotion.

Sambrook Named
A. B. SAMBROOK, field sales manager of RCA's Thesaurus & Syndication programs, has been promoted to manager of RCA recorded program service sales. He succeeds Donald J. Mercer, who resigned to become associated with NBC. Mr. Sambrook joined the company in 1933 as station relations manager, and later commercial manager, with the World Broadcasting System. Subsequently he was associated with the sales department of Victor and later with Freddie W. Ziv Co. in Cincinnati.

THE 75th birthday of Carl Sandburg, Pulitzer Prize poet, also marked publication of his "New American Songbag" by Broadcast Music Inc., Jan. 6.

EBR DISPUTE
'Times' Answers Charges
CHARGE leveled by the Erie Dispatch that the rival Times published "false statements with a view to discredit" the Times publishers.

In a statement containing sharp denials and counter-charges, John J. Mead Jr. and George J. Mead, co-publishers of the Times, accused Edward Lamb, WICU president, of attempting to "make a case against them for use in connection with their application for a television station in that city." WICU is licensed to Dispatch Inc., an affiliate of the Dispatch published by the Record Publishing Co.

The Dispatch had charged that the two Times publishers are "opposed to television," and had attributed to them publication of reports that WICU was forced to suspend operation one day because of "technical difficulties" and that TV service men were installing "roof-top aerials" in Buffalo and Cleveland stations. [BROADCASTING • TELECASTING, Dec. 18, 1950.]

Referring to WICU's denial of supposed operation, Measor, John and George Mead admitted publication of the reports, adding that "if good reporting constitutes attacks, the newspaper and its publishers are not." With respect to the report that servicemen were installing "larger roof-top aerials" to bring in Buffalo and Cleveland stations, the two publishers contended "that is the truth as any checkup of local TV service men will affirm."

On the other hand, the Times has given "hearty support to television and progress," the publishers maintained, citing advertising patronage from TV dealers, publication of daily radio-TV programs and "almost daily publicity to the Lamb's own station ... that is the truth as any checkup of our people will affirm."

Referring to Mr. Lamb's complaints, the Times publishers characterized them as an attempt to discredit the Meads in their application on behalf of Erie Television Corp. for Channel 3 (60-66 mc) in Erie and as a "weapon of propaganda" with advertising agencies. They charged: "WICU is either giving away or selling, at very advantageous rates, television programs as a bonus to their affiliated newspaper advertisers. WICU is also making such preferential offers to national advertising agencies in New York."

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BROADCASTING • Telecasting

The ASCAP Story
"ASCAP STORY," a new and revised edition of the music association's public information booklet, is now available. ASCAP's purpose and history are summarized under several short chapters, including "How ASCAP Works," "ASCAP's Birth and Growing Pains," "Vast New Audiences" and "ASCAP's Repertory." In addition, a short chapter on "Some Misconceptions About ASCAP" reiterates that the association is neither a corporation, a labor union, nor a trade association, but "a democratic, non-profit association of men and women who create and publish the music that is a vital part of our nation's living culture."
IN THIS ISSUE:

Gillette Tops Oct. Network Buyers  
Page 57

High Attendance Seen For NAB TV Meet  
Page 57

Putting Sales Message On TV Film  
Page 59

Latest Set Count By Markets  
Page 62

ADVERTISING ON TV WORKS!
WDEL-TV
sells your product in the
nation's top market

"Wilmington—first in income per family among all U. S. Metropolitan centers of 100,000 or over."
Sales Management 1950 Buying Power Survey.

"Delaware—first in retail store purchases; has highest per capita expenditure of any state."
U.S. Census Bureau—July 2, 1950.

WDEL-TV the only television station in Delaware. Its audience is growing by leaps and bounds. NBC and DuMont network shows, many popular local daytime and evening programs. Let WDEL-TV sell your product.

Represented by
ROBERT MEEKER ASSOCIATES
NEW YORK LOS ANGELES SAN FRANCISCO CHICAGO
Steinman Stations • Clair R. McCollough, Gen. Mgr.

WGAL-TV
only station that reaches
this rich market

Lancaster, York, Lebanon, Reading, Harrisburg and adjacent areas in Pennsylvania. In addition to its ability to produce profitable sales for you, WGAL-TV is an ideal test station because it is the only station that reaches these extremely prosperous markets. Top shows from four networks—NBC, ABC, CBS and DuMont. WGAL-TV is important in your TV sales planning. Write.
NETWORK TIME BUYS

GILLETTE Safety Razor Corp. was the leading user of TV network time (ABC CBS NBC) in October 1950, with gross time expenditures of $218,710, according to the Publishers Information Bureau report of TV network time purchases for that month.

Gillette's sponsorship of the "Reds on Parade," for which an hour of time each of the four days of Series play was purchased on ABC ($26,100), CBS ($44,600) and NBC ($79,400), accounted for the major part of the October TV network time expenditures. Billings also included the Friday night telecasts on NBC ($39,630) and the Wednesday evening Godfrey series for Toni on CBS ($37,980).

Ford Motor Co., sponsoring four TV network series—"Toast of the Town" and "Ford Theatre on CBS, Kukla, Fran & Ollie and Ray Kyser's College on NBC—was second in October TV network time buyer for the month, according to PIB figures which show this company's gross TV network time purchases totaling $208,315. R. J. Reynolds Tobacco Co. ranked third with gross network TV time expenditures of $129,945; P. Lorillard Co. was fourth with $186,907 and Anchor-Hocking Glass Corp. fifth with $164,348. Table I shows the first 10 TV network advertisers.

Food Group at Top

Foods & Food Products comprised the leading class of network TV-advertised merchandise during October. Smoking Materials, chiefly cigarettes, ranked second; Toiletries & Toilet Goods were third; Automobiles & Automotive Equipment & Accessories, including tires, were in fourth place and Household Equipment was fifth. For the first 10 months of the year, Smoking Materials ranked first, Foods second, Automotive third, Toiletries fourth and Radios, TV Sets & Musical Instruments fifth. The leading advertised product was...

TABLE I

<table>
<thead>
<tr>
<th>Leading TV Network Advertisers in October 1950</th>
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<tbody>
<tr>
<td>1. Gillette Safety Razor Corp. $218,710</td>
</tr>
<tr>
<td>2. R. J. Reynolds Tobacco Co. $199,485</td>
</tr>
<tr>
<td>3. L. Ormond Ford Co. $145,707</td>
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<tr>
<td>4. Anchor-Mooring</td>
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<tr>
<td>5. Chrysler Motor Corp. $159,277</td>
</tr>
<tr>
<td>7. General Motors Corp. $158,100</td>
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<tr>
<td>8. General Foods Corp. $148,725</td>
</tr>
<tr>
<td>10. American Tobacco Co.</td>
</tr>
</tbody>
</table>

SOURCE: Publishers Information Bureau

NAB-TV MEET PLANS

Two-thirds of the nation's television stations have already indicated that they will participate in the industry-wide TV convention to be held Jan. 19 at the Stevens Hotel, Chicago.

At the weekend NAB headquarters reported 68 of the 106 outlets that accepted invitations. The meeting will consider plans to set up a separate NAB-TV association, operating within the NAB structure on a federal basis.

Nine stations thus far have indicated they will not attend. Another 34 have not yet replied to the invitation of a committee headed by Harold Hough, WABP-TV Fort Worth. Other committee members are Robert D. Sweeney, WDSU-TV New Orleans; Eugene S. Thomas, WOR-TV New York; William A. Pay WHAM-TV Rochester; George Burbach KSD-TV St. Louis.

Industrywide Need

"The need for an industry-wide TV organization is so paramount at this time that much could come from the Chicago meeting," Mr. Hough told BROADCASTING * TELECASTING.

"This is not a merger either with NAB or Television Broadcasters Assoc. or any other trade association, in my opinion. It is to be a television organization for television operators everywhere regardless of membership in other creditable organizations.

NAB Can Supply

"I think NAB can supply us with many services, economically. The fact that they can do so will be helpful to our instantaneous, but through its own governing committee it should and will be set up, I feel, so that it can stand on its own feet and do the things it feels are best for television. That is its only responsibility.

"I am of the opinion this committee should report to the NAB board for this board's information and should purchase services when they are available on an economical basis. I think the committee should be governed by a small board or committee on which the networks should have representation and I presume this committee will be elected in Chicago on an over-all basis and not a geographic one.

"At least, as chairman, these are some of my general ideas which of course will be presented to the organization committee, which in turn will present the entire fund of ideas from industry sources to the assembled group."

 Stations that have told NAB they will be represented at the meeting include:

NAB-TV members—KFI-TV Los Angeles; KING-TV Seattle; KNBH Hollywood; KLTV-DT Dallas; KSTV St. Louis; WAVE-TV Louisville; WABP-TV Fort Worth; WTNW-TV Buffalo; WBNW-TV Columbus; WBTW Charlotte; WMER-TV Providence; WOR-TV New York; WBTX Indianapolis; WFMY-TV Greensboro, N. C.; WPTL-TV Philadelphia; WAGL-TV Lancaster, Pa.; WHAM-TV Rochester; WABR-TV Louisville; WBSY-TV Rock Island, Ill.; WZKO-TV Kansas City, Mo.; WJZ-TV Baltimore; WJZ-TV White Plains; WPGS-TV Portland; WINS-TV New York; WGN-TV Chicago; WJZ-TV Baltimore; WJZ-TV Minneapolis.

TV Stations operated by NAB members—KTVT-OMaha, WATM-TV Birmingham; WAGA-TV Atlanta; WXO-TV Dayton; WJW-TV Cleveland; WRC-TV Washington; WABC-TV New York; WBTW-WYOMING; WSB-TV Chicago; WSB-TV Minneapolis; WXYZ-TV Detroit; WDIV-TV Saginaw; WTVN-TV Columbus; WLOG-TV Lansing; WLS-TV Chicago; WENR-TV Toledo; WYSY-TV Syracuse; WTVI-Bellingham, Ind.

NAB non-members—KICA-TV Hollywood; KGO-TV San Francisco; KTRK-TV Houston; KNX Los Angeles (not definite); WBAL-TV Baltimore; WAUX-TV Detroit; WDKA-TV Baltimore; WJAC-TV Pittsburgh; WDFN-TV Philadelphia; WDAF Kansas City; WENR-TV (Continued on page 60)

Large Attendance Seen

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"This is not a merger either with NAB or Television Broadcasters

All rights reserved.
MORE THAN 300 families witnessed the debut of Zenith's Phonevision tests on New Year's Day in Chicago, while thousands of others wondered what all the hubbub was about—and while many industry representatives speculated that the question, for the present, was entirely academic.

The national emergency and attendant diversion of critical materials and production into military channels has halted all transmissions from the transmitters, making the outcome of the Phonevision tests primarily a matter of future rather than present importance, from a realistic standpoint.

They conceded that present conditions do not prevent FCC from holding hearings—if results of the tests appear justified—to determine whether the pay-as-you-see system of television should be authorized. But, even if authorized, they felt that vital materials shortages and the many other limitations in including the additional load which they felt would be placed on telephone lines—would prevent any real introduction of the system until the situation returns more nearly to normal.

Zenith spokesmen described responses to the initial showings as "terrific," and said no customer complaint was received. Furthermore, each telecast was too high for the motion picture presented. They said calls flooded the switchboard on opening day at such a pace that the two operators on duty were rushed throughout the day and evening. Though traffic died down a bit thereafter, they said orders were still coming in at a rate to fulfill the hopes of Zenith and its president, Comdr. Eugene F. McDonald Jr.

Responses Favorable

Comdr. McDonald characterized responses from test families as unusually favorable.

Zenith had tried for almost a year to lease first-run, top-quality motion pictures from Hollywood and European producers, and three times had to postpone the tests while the search went on. The first day's fare included "April Showers," with Jack Carson and Ann Sothern; "Welcome Stranger," with Bing Crosby and Barry Fitzgerald, and "Homecoming," with Lana Turner and Clark Gable.

The 300 families participating in the test comprise a cross-section of residents in the Lakeview district on the North Side of Chicago. They were chosen as representative of all sections of the general public. On one side of the district, along the Lake, reportedly judged the speed and distortion of the Phonevision transmission, synchronized the speed of a 10-inch electric fan with it, and watched the movie through the fast-turning blades. A Zenith engineer, however, said this was impossible.

Telecasting reporter watched the 7 o'clock performance on the third day of the tests. The film was "Lost Honeycomb," an Eagle-Lion production starring Franchot Tone and Ann Richards.

At 6:50 p.m. there were 30 orders for the 7 o'clock feature, five for the 9 o'clock feature, and four had called for orders for the 9 p.m. feature, "April Showers."

The weather more than matched the latter, as it was generally sleet, rain, snowing and turning colder, a fine night for stay-at-homes.

Three Showings

Each film is telecast a minimum of three days, but at different times, presumably to attract housewives, children and business people.

Spokesmen said public curiosity about the medium was so intense that they had to have a three-number call-in system, leading into the Lakeview office, busy all day and evening. More than 1,000 calls of inquiry were handled opening day, they said.

Although no details of the response will be released by Zenith until the end of the test, it is understood that the largest box-office hits at the theatres are the best draws on Phonevision also. "Welcome Stranger" and "Homecoming," for example, were described as "outstanding" hits during the first few days of the experiment.

Whatever the results of the tests, Zenith may hardly expect to have Phonevision classified as a broadcast service without a fight. Industry opposition is sure to develop based on statements already on record. FCC itself has indicated doubt as to the classification which should be accorded the system, if it is approved.

In the issues for a hearing which the Commission called before it recommended and allowed the tests to be made first, FCC specifically raised the question of whether Phonevision, if approved, should be designated as a "special" or "common" carrier service, or some other kind of service.

Commr. E. M. Webster also is on record for feeling that subscription radio or television represents a "fundamental change" in the American system of radio that might need Congressional sanction and might lead to a revision of broadcasting's non-common carrier status. He expressed his views in a dissent when FCC authorized the tests. He said he was keeping an open mind on the Phonevision question, but that he felt "the first move" toward a change in broadcasting as a "free service to the listener" could not be taken without a public hearing.

President Paul V. Galvin of Motorola, who is chairman of Zenith, said he and his wife were拭ed fitting a test-free watch on a set in his home.

"I think it is an added feature any television set owner would appreciate," he said. "If approved by the FCC, it will be approved by the FCC," he said.

H. Leslie Allen, CBS vice president in charge of the Central Division, which has a test set in his home, took a different stand.

"Phonevision is fine," he said. "I like seeing movies that way, but I don't think it fits our broadcasting sy From Paramount, Warner Bros., and other producers."

"If it approves Phonevision, I don't see why you couldn't charge a fee to have Jack Benny or the "Lu Radio Theatre."

Full Offering Unknown

Complete roster of film fare to be offered during the three-month experiment has not been revealed, but the first two weeks' showings will include the following:


Of the 15 films to be shown during the first two weeks, four each were leased from Paramount, Warner Bros., and Metro-Goldwyn Mayer. Five were from RKO, and one from Eagle Lion.

The Zenith office is organized so that complaints—on equipment failures, for example—are handled promptly, though few are reported. Several Chicago socialites were given Phonevision installations for their homes, Zenith said, and have "Phonevision parties."
PUTTING SALES MESSAGE ON VIDEO FILM

By JOSEPH A. THOMAS
PRESIDENT, TELEFILM INC.
HOLLYWOOD

COST of producing commercials for television can be held down but in doing so extreme care should be exercised in effecting only those savings that will not result in a lowering of quality. This can be accomplished by the intelligent employment of several practices associated with efficient production, all of which not only result in minimum costs but high quality of finished film.

The production of a television commercial is actually the tangible fabrication of an idea. Therefore, the first and most important step is to work over the idea to a point where it can be translated into film continuity most effectively. In short, actual film production should never start until the original idea has been formed into a definite and acceptable format.

Initial planning stage of a TV spot can be likened somewhat to the preliminary procedure in the erection of a building. Here, too, various ideas are considered and discussed until the architect is given definite information with which to begin his plans. And the planning of a film commercial is no way different than the planning of a building in that all interested parties should participate in the first discussions.

In television this is meant to include not only the client and agency but the producer as well. By doing this, many non-essential items that would raise production costs can be eliminated at the start. As an example, the inclusion of expensive casts that should never be used except for a definite reason or purpose and the elimination of costly sets where they are not needed. Thus, many economies can be instituted at the outset and weighed carefully by all concerned as to their effect on the end result.

By using this method of initial preparation of the format, or general plan, considerable savings are incurred since it is obviously cheaper to make mistakes on paper than it is on film. This fact also applies to the second step in spot preparation which corresponds to the second stage in building, namely the engineering of the architect's plan.

Second or final planning procedure should also include everyone connected with the actual production. It is at this point that the idea is actually developed on paper.

For Low Cost and High Quality

1. Proper planning on paper in order to eliminate costly errors on film.
2. Thorough consultation between client, agency and producer with the action of the proposed spot sketched in storyboard form so as to prevent any misunderstanding as to the appearance of the action in the finished film.
3. A definite tailoring of the spot idea to fit the budget.
4. Rejection of complicated picture production when a simple, straightforward message will be more effective and have more impact.
5. Selection of an experienced, well-equipped organization for the actual production work.
6. Employment of efficient production equipment such as synchronous magnetic film that will hold down costs without affecting quality.

The accepted format resulting from the first discussions is now outlined, scene by scene, to form the complete commercial.

Best way to do this is by means of a storyboard which is simply a series of rough sketches depicting action that is to take place in each scene of the film's continuity. The accompanying photographs illustrate the value of this. One is an actual storyboard sketch from the Sunkist series; the other discloses how closely the production setup followed this preliminary planning. And this is important to cost savings for two definite reasons.

First, it is the only method whereby scene by scene action can be visualized and passed on before it is filmed. This permits everyone to be satisfied at the start. When production is undertaken simply from discussion or a written outline, dissatisfaction often results, since no two people will visualize the outcome in the same manner.

Second, production setups can be made rapidly from the storyboard sketches, thus affording a cut in production time and its accompanying costs.

Therefore, sketching and restoryboarding, that is the act of pulling a storyboard until everyone is completely satisfied is one of the most important money-saving methods that can be employed in the production of films for television or any other purpose.

Tailor Idea To Fit Budget

Another important essential to production economy lies in selection and treatment of the original idea. Make certain that they are tailored to fit the budget. In a good many instances where there is a lack of knowledge as to basic production costs, this is not the case. It is surprising to find so many instances where tendency is to say to the producer: "Here's what we want and this is what we can pay for it."

It is hardly necessary to point out the error in such an approach to final production, yet it continues to crop up again and again. So the first thing that should be done is to determine the amount of money that can be spent in making the
(Created on page 72)
**KIDDIES PARTY**

**Hotel Buys KSL-TV Series**

PARENTS in the viewing vicinity of KSL-TV Salt Lake City who find themselves iced out to eat these days can thank their small children and a large hotel. That's one of the results of the Hotel Utah's sponsorship of "Uncle Roscoe's Playtime Party" on KSL-TV each Tuesday and Thursday at 4:30 p.m.

The hotel, billed as the largest in the city, is using television for the first time—and getting results through the kiddies that pay off at the Hotel Utah coffee shop cash register. Series got underway Dec. 19 under a 26-week contract.

"Uncle Roscoe"—Roscoe Grover—chats with young guests and paints talk-chalk pictures, inviting his video audience to work along with him. Mr. Grover formerly was director of radio training at Ned Wayburn Institute, New York, and manager of KSUB Cedar City, Utah. In the 1920's he was featured on WXYZ, as "Uncle Roscoe" stories, and is now airing a similar series on KSL.

The new TV series draws a large response, much of it from the ammonia group; John Stone Production package.

In addition the company has signed Mrs. Stone as its general manager.

Kragan also has signed a contract with NBC granting the network exclusive television rights for the charges over use of the hotel's name and characters in a long term arrangement. Bob Smith, under contract with NBC and previously part owner of Howdy Dooey, will continue to tender exclusive services for NBC and will serve as emcee on the Howdy Dooey television program.

Mr. Stone will be in charge of all Howdy Dooey licensing activities, as well as the supervision of the script and script material on the show. In his capacity as general manager, he also will develop radio and television programs plus supervising other licensing activities in addition to Howdy Dooey.
They "welded" glass and metal for better television!

From this research came a new way to mass-produce kinescopes

No. 13 in a series outlining high points in television history

Drawing and photograph from the RCA collection

RCA scientists and engineers have shortened the glass-and-metal kinescope more than 20%—while keeping the picture big.

Postcard-size pictures, mechanically produced, were standard-size in the 'Twenties, before RCA research had developed today's all-electronic, big-screen receivers.

But so swift was the first growth of television that scientists and engineers at RCA looked for a new way to mass-produce the tubes—and found it.

Their new technique called for a metal shell, into which was sealed a glass faceplate. Between the glass and metal they made a tight "weld," so perfect that it held the high vacuum needed.

Since the metal shell and glass faceplate were easy to produce in volume, RCA's new kinescope helped make lower television prices possible. Glass-and-metal kinescopes are now serving in millions of television homes.

Development of the new tube was only one step for RCA engineers. For more compact home receivers, with bigger screens, they shortened the tube more than 20%. Then Filterglass faceplates—developed through research first investigated by scientists at RCA Laboratories—were added. Result: sharper, clearer pictures.

As so often happens in research, the benefits you enjoy today came only step-by-step. Our present dependable glass-and-metal kinescopes can be said to have grown from a remarkable union—the successful "welding" of glass and metal!

Radio Corporation of America
WORLD LEADER IN RADIO—FIRST IN TELEVISION
THE THREE QUARTERS of all television families in the New York television area watch TV after 11 p.m. at least one night a week. The average number of nights video is viewed after 11 p.m. in "viewing homes" is 4.1. These are among the major findings reported by Adver-Test Research following a study covering late evening televiewing.

Advertesters are staying up later to watch the medium, with Adver-Test reporting two-thirds of the time devoted to late evening televiewing now has come from hours previously spent sleeping. The other third reportedly has come from such activities as reading and radio listening. Half of all television families covered were found to go to bed later now than they did before television.

General satisfaction with the programs presented was expressed by the late evening televiewers. Those who do not watch the 11 p.m. network found to retire before 11 p.m. and it was felt that even with program changes they could not be induced to watch.

Almost half of all television sets in the area were found to be on any night between 11 p.m. and midnight on the average. Almost a quarter of all television sets were reported to be on any night between 11 p.m. and 1 a.m. on the average.

Advertest reports the audience per late evening viewing set is slightly more than two persons, one male and one female. After midnight there is a decrease.

TS TELE QUE SURVEYS

COMMERICAL PREFERENCES

BEST-LIKED television commercial in the San Francisco area was one for Holsum bread, according to a monthly Tele-Que survey just released by Coffin, Cooper & Clay Inc., television research organization. Survey covered 441 TV set owners in the San Francisco viewing area in the period Nov. 27-30. Runners-up for the best-liked category were, in order: Lucky Strike, Goebel beer, Kilpatrick's brand and Taxco commercials.

WEFIL-TV ANOUNCES

RATE CARD No. 8

RATE CARD No. 8 becomes effective Jan. 15 at WEFIL-TV Phila- delphia, according to an announce- ment by Kenneth S. Stowman, television sales manager of the WEFIL stations. In Class A time (10:30 p.m., Mon.-Fri.; 1:30-10:30 p.m. Sat. and Sun.) the new hour rate on a one-time basis becomes $1,000 for live studio and film time. Five minutes in Class A is pegged at $250 while 20-second and one-minute announcements will become $200 on a one-time basis.

New rate for an hour of Class B time (6-7 p.m., Mon.-Fri.; 10:30-11 p.m., Mon.-Sun.) is $750. Announcements will be $150 for 20 seconds or one minute on a one-time basis.

All other times, Class C, are to start at $500 an hour on a one-time basis. Five minutes of Class C time will be $125 and announce- ments start at $100.

Several, special announcement buys also are available on WEFIL- TV. Rate protection is offered for six months. Frequency discounts may be accorded at the rate of 5% for 26 consecutive weeks and 10% for 52 consecutive weeks of tele- casting.

BERLE HOLDS TOP PLACE

IN ARB'S TV RATING

MILTON BERLE'S Texaco Star Theatre was seen in 6.5 million homes and had a rating of 67.6 during the first week in December, according to the latest TV Na- tional of American Research Bu- reau released Dec. 30. Top 10 pro- grams and number of homes reached during Dec. 1-8 period as reported by ARB are as follows:

Weekly Television Summary—January 8, 1951, TELECASTING Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Louisville</td>
<td>WAVS-TV, WHAS-TV</td>
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<td>Memphis</td>
<td>WTVN-TV, WTVH-TV, WMCN-TV</td>
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<td>WATV</td>
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<td>Washington</td>
<td>WTVH-TV, WTNB-TV</td>
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<tr>
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<td>Buffalo</td>
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<td>Cleveland</td>
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<td>Columbus</td>
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<td>Dallas</td>
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<td>Denver</td>
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<td>Detroit</td>
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<tr>
<td>Los Angeles</td>
<td>WTVH-TV, WTNB-TV</td>
<td>1,000</td>
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Markets on Air 63 | Sions on Air 107 | Estimated Total Sets in Use 10,063,000

Values for networks represent estimated sets within televiewing areas. Average number of sets may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.
One of the three San Francisco Bay Area Television Stations...
leads in number of local sponsors
leads in number of national sponsors
leads in total number of sponsors
(as shown by the Rorabaugh report for Nov., 1950)

And another thing:
This same station telecasts more of the once-a-week and multi-weekly programs with largest share of audience than the other two San Francisco stations combined.
(as shown by the Pulse reports for Oct. and Nov., 1950)

This station that's so clearly out in front with both advertisers and TV-viewers is....

And the facts we cite certainly prove that KRON-TV puts more eyes on spots

Represented nationally by FREE & PETERS, INC. . . . New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Building, 5th and Mission Streets, San Francisco
COLOR MATERIALS
NPA Contemplates No Action

ASSURANCE was given last week by NPA Administrator William H. Harrison that his agency "contemplates" no action on a radio-TV industry appliance group recommendation that allocation of critical materials for color TV be prohibited.

In a reply to CBS President Frank Stanton, who had asked that color TV be permitted "to share materials with standard black-and-white television," Gen. Harrison stated that NPA has taken no action and contemplates no such move as advocated by the Radio, Television & Household Appliance Wholesale Industry Advisory Committee [Broadcasting • Telecasting, Jan. 1, Dec. 25, 1950].

Gen. Harrison added that he would be happy to confer with Dr. Stanton at any time in light of the CBS president's request, notwithstanding the fact that NPA is not considering such action. The advisory group had recommended that NPA postpone consideration of any orders which would permit end products or component parts to be used in color TV equipment.

President Stanton felt the proposal was "one more effort to block color television" and expressed belief that it would be possible for color TV "to gain a start during the current emergency."

The NPA official's reply had the effect of underscoring an obvious reluctance of the production authority to take any part in the color TV issue in conferences with industry officials.

Text of Dr. Stanton's earlier letter to Gen. Harrison:
Press reports indicate that the National Production Authority has received from a group of wholesalers a request that use of materials for color television be forbidden. CBS obviously has no desire to suggest anything which will impede the mobilization effort, but we do believe that it is possible for color television to gain a start during the current emergency by being given an opportunity to share materials with standard black-and-white television and other consumer products.

We cannot but feel that the report request to the NPA is one more effort to block color television, in addition to those made before the FCC and the courts which have already failed. If press reports are correct, aid the National Production Authority has the elimination of color television under consideration, we would greatly appreciate an opportunity to discuss the matter with your representatives.

OKLAHOMA BAN
Lawmakers Weigh TV Bid

TELEVISION cameras and cam-
eramen were banned from the Oklahoma legislative chambers last week as lawmakers debated whether to permit daily TV broadcasts of their sessions.

The Oklahoma Senate went into executive session, closing its doors to all spectators, including the press, in order to consider WKY-TV Oklahoma City's offer to telecast one hour of the legislature's proceedings daily from 12 noon-1 p.m. daily.

BACKGROUND PROCESS SHOTS
Telefex Adopts Movie Technique for Video

"THE MOTION picture technique of process shots for both still and moving backgrounds will soon be the established method of providing sets and rapid scene changes for television shows."

That is the opinion of Donna Fargo, owner and general manager of Telefex Inc., Hollywood firm that provides such a service to TV stations and advertising agencies.

With some 20 years of experience in motion pictures as actress, stunt woman and technical assistant, Miss Fargo perfected the old movie technique for TV and formed her own company to sell this service. She firmly believes that the tricks learned in film studios will eventually become standard operating procedure in TV.

Miss Fargo uses both film and glass slides to provide thousands of different types of backgrounds for shows—something it would not be possible to duplicate with stage sets. In the system she has worked out, the special effects in stage setting are obtained by throwing an image on a large screen, the picture blending with stage properties to give illusion of a realistic scene.

"You can do a hundred different things with film that you cannot do with stage sets," she declares.

Technique Outlined

A scene aboard ship, for example, Miss Fargo pointed out, is achieved by having one or two stage props in the foreground with a sharp, black and white picture on the screen. The illusion of the ship's railing and mountainous waves seemingly as far as the eye can see.

The image thrown on the screen is proportionate in size to the rest of the stage setting. This is made possible by the rear projectors located behind the screen, Miss Fargo said. Moving these projectors close to or away from the screen, gives required image size.

Telefex also has developed double slides with two different scenes on one side. These are used in a variety of ways. As an example, it may include a man and woman holding a telephone conversation from widely separated points. The man and woman simply stand in front of the screen to create illusion of being in the room or at place shown on screen.

For street traffic, horse races, moving trains or any other such type of set in which background must have moving objects, regular movie film is used.

Miss Fargo told of a weekly half-hour quiz show, Stop, Look & Listen, sponsored recently on KECA-TV Hollywood, which had more than 400 stations which use the Telefex rear projection images thrown on a theatre-size screen.

"Could any TV show afford that many set changes in a half-hour telecast?" she asked. The answer obviously is no. And that is why she believes the answer to a great variety of backgrounds will be process shots, used just as they are in motion pictures."

Among Hollywood originating TV shows using Telefex process are Teletoon Reporter on KLAC-TV; Life With Linkletter, Chevrolet Triple Feature Theatre, Hollywood Theatre Time and The Ruggles on KECA-TV, the ABC-TV outlet. Telefex system is also being used by ABC-TV on many of its New York and Chicago TV shows.

CMQ-TV DEBUT

Inauguration Set March 12

CMQ-TV Havana, which started operations experimentally on Dec. 5 and has been increasing its hours ever since, will have its official inauguration on March 12, Director General Goar Mestre announced last week.

He said the new CMQ television building, with an area of more than 40,000 square feet and containing four TV studios, is slated for completion by that date. CMQ-TV is on Channel 6.

Because of insistent advertising demand, CMQ-TV went on the air in mid-December, experimentally. The results of the initial operation on Dec. 15 were so encouraging, Mr. Mestre said, that the station carried ball games that same night—and on subsequent days and nights.

Mr. Mestre outlined his TV plans in a telecast, Dec. 8 followed by film shorts, a dramatic show entitled Tension en el Canal 6, which was sponsored by Admiral Corp., and ball games. Since then, the station has carried experimental programs four nights a week and sports on Tuesday, Thursday, and Saturday nights and Sunday afternoons. Starting time has moved from 8:30 to 8 p.m., is slated to go to 7:30 p.m. beginning today (Jan. 8) and to 6 p.m. by the end of January.

Mr. Mestre said he had had reports of reception as far away as Santa Clara, 160 miles distant.

CMQ-TV is Cuba's second television station. Union Radio's CMUR-TV commenced operations last fall.

PACKARD-BELL, Los Angeles, has added a new 17-inch TV console model 2202 to its line of TV sets.
FOR the past month Ernie Kovacs, bright new star of "3 TO GET READY", has been conducting the fastest moving, most complete morning program ever presented on the Philadelphia air-waves. He's a hit!

And Philadelphians are watching and listening to "3 TO GET READY", WPTZ's new early morning television program, seen every day, Monday through Friday, from 7:30 to 9:00 o'clock.

We could dwell at length on the 3,500 letters the program pulled without promotion in its first two weeks on the air; how its initial ratings surprised even the survey specialists; the hundreds of people who have asked to join the show's EEFMS club—"Early eyeball fraternal and marching society"; or the top level advertisers who already have signed for participations on WPTZ's new early morning venture. Instead, let's just say that WPTZ believes that "3 TO GET READY" will be the morning counterpart of what WPTZ's "Hollywood Playhouse" was to afternoon television and "Frontier Playhouse" was to the early evening.

Give us a call here at WPTZ, Philadelphia, or see your NBC Spot Sales Representative, so you can get the full story on "3 TO GET READY"—the program that has the whole town talking.

Philco Television Broadcasting Corporation
1800 Architects Building
Philadelphia 3, Penna.
Telephone LOcust 4-2244
EDUCATION BID
JCET Asks FCC Delay

JOINT COMMITTEE on Educational Television, which has carried the brunt of education's bid for reservation of New VHF and UHF TV channels, last week petitioned FCC to delay at least a week the further proceeding scheduled to commence on the issue Jan. 15 [BROADCASTING • TELECASTING, Dec. 11, 4, 1950].

Late last week the Television Broadcasters Assn. was expected to ask FCC for leave to intervene in the hearing evidence respecting commercial TV's past and current role in education. NAB already has been granted similar permission by the Commission and is having been holding numerous meetings to prepare commercial radio's case.

JCET told FCC a series of meetings has been held and working committees organized since the close of the earlier phase of the hearing, but preparations were seriously hampered by the long recess at educational institutions over Christmas and New Year holidays.

JCET stated it proposes to present a survey of the need for educational TV stations. The survey will be confined to the northeastern section of the U. S., however, because of the limited time, the petition explained, noting this area presents the most difficult allocation problems because of population congestion and poor geographical spacing. Several additional general witnesses also are to be presented, JCET said.

Open Door to Homemakers of Central New York . . . .

LADIES' DAY

Kay Russell

Guiding genius of Ladies’ Day, former Lever Bros. fashion consultant, Mrs. Russell is a successful housewife, the mother of four children. She is a member of the Jordan Community Council, League of Women Voters and is active in Girl Scout and Boy Scout work.

WSYR-TV’s brand-new women’s service show features homemaking, cooking, beauty, child care—a complete VARIETY of women’s interests. A wonderful setting for effective demonstration of your product by Mrs. Russell.

Monday through Friday, 2:45 P.M. Participating

Write, wire or phone for availability . . .

EDUCATION BID

BROADCASTING • TELECASTING

UNFAIR CHARGE

IBEW Files Against CBS

UNFAIR labor practice charges were filed with the National Labor Relations Board against CBS Holly-

Uns

wood last week by the Interna-
tional Brotherhood of Electrical Workers, following replacement of eight of nine stagehands at KTSL (TV) Hollywood by members of International Alliance of Theatrical Stage Employees. Substitution action followed official taking-over of the former Don Lee TV station by CBS after FCC approval of the Don Lee purchases [BROADCASTING • TELECASTING, Jan. 1].

Two of the eight men dismissed were reportedly offered jobs as set-up men at CBS (AM). The one remaining was given no guarantee as to the duration of his position at KTSL, it was said.

Stating that IATSE has no union contract with KTSL, IBEW charges the network with “discriminatory action” according to the Taft-Hartley Act, which provides that where two union shop agreement exists, men of any union should stand an equal chance of being hired.

The network at present has contracts with both unions covering radio and TV employees at its Col-

Jokake

olumbia Square and Vine St. studios. IBEW covers men at Studios B and C, Columbia Square.

***

Tubby’s Trouble, for Metropolitan Life Insurance Co. . . .

Fairbanks also recently made films of TV versions of two Camp-

bell Soup sponsored programs. Half-hour NBC Double or Nothing and half-hourer CBS Club 18 filmed on 35mm. Tape recordings of programs were made with idea of doing both shows simultaneously on radio and TV in future.

Clarence Sliffer named technical supervisor for Vitasecope by Sol Lesser, Hollywood. Mr. Lesser holds rights to French invention which provides photographic “sets” for use in TV and motion picture production. . . . Red Humphreys, still photographer for Los Angeles Times, has replaced Charles Desoria as newsreel cameraman in Korea for KTTV (TV) Hollywood. Mr. Desoria was in accident and returns to Hollywood after three months on Korean fighting front.

WEWS (TV) Cleveland started daily INS news service Jan. 1, becoming second subscriber in that market.

Upcoming

Jan. 7-15: Protestant Radio Commis-
sion Eastern Regional Radio Workshop, Yale U., New Haven, Conn.

Jan. 13-17: Mid-Winter Conference, Ad-

vertising Assn. of the West, Jokake Inn, Phoenix.

Jan. 15: First District Convention, Ad-

vertising Federation of America, Hotel Sheraton, Providence.

Jan. 17: Media Conference, American Professional Baseball Leagues, Columbus.


Jan. 22-26: AABE Winter General Meet-

ing, Hotel Statler, New York.

Jan. 25: Academy of Television Arts and Sciences annual dinner, Ambassador Hotel, Los Angeles.


Jan. 31-Feb. 2: NAB Board Meeting, Bellevue-Biltmore Hotel, Bellevue, Fla.

Feb. 3: Radio Correspondents Assn., Dinner, Statler Hotel, Washington, D. C.

Feb. 16-20: Fifth Annual National Tele-

vision Seminar, WAAM (TV) Balti-

more.


April 15-16: NAB Convention, Hotel Stevens, Chicago.

April 29-31: Southwestern IBEW Con-

ference, Southern Methodist U., Dallas.
SEVENTH-DAY Adventists pioneer in religious TV by arranging for a year's telecasting of Faith for Today, Sunday, 12:30-1 p.m., over ABC-TV. Completing contract are (1 to z) Milton Carlson, vice president, Western Advertising Agency, Los Angeles; Paul Wickman, director of radio and television activities, General Conference of Seventh-Day Adventists, and Slocum Chapin, ABC's eastern television sales manager. The Adventists churches of North America also sponsor Voice of Prophecy on radio over MBS and ABC. The new TV series will beam separate programs to both the East and the West Coasts. The churches have a TV budget of some $300,000, radio expenditure of more than $1 million and an expanding radio coverage of religious and educational programming throughout the world.

**TV ADS**

'Lessons' Reviewed

NATIONAL Better Business Bureau letter, released last week to the industry, describes the recent American Television Dealers and Manufacturers campaign using the theme that children in homes without television are underprivileged as "a setback for advertising." It lists five "lessons" disclosed by the "unprecedented public complaint."

Advertising should not "be used to undermine the child-parent relationship," "to coerce parents into buying by falsely implying that failure to buy constitutes neglect of family responsibility and duty, and contributes to maladjustments"; "make use of inaccurate assumptions regarding psychological problems to instill guilt and inadequacy in the minds of readers"; "make use of themes tending to subvert the stability and unity of American family life by sowing seeds of disunion, disunity or distrust"; "be used irresponsibly as a law unto itself in disregard of public interest," the letter stated.

**SWAYZE HONORED**

Wins First Majestic Award

JOHN CAMERON SWAYZE was named winner of the "Mighty Monarch of the Air" award for January, as the "TV newscaster who contributed the freshest and most informative technique to television news presentation," by the nation's TV editors [CLOSED CIRCUIT, Jan. 11].

Mr. Swayze is the first recipient of the monthly award, sponsored by Majestic Radio, which is bestowed by an awards committee after a poll of television editors coast-to-coast. He received the award from Edward D. Ashbach, president of Majestic Television & Radio Div. of the Wilcox-Gay Corp., at a dinner in New York Jan. 3.

'Universal Homemaking'


NBC-TV's American Forum of the Air has been awarded the title, "The public affairs show of the year 1950," by TV-Guide magazine.

**LIBEL and SLANDER**

Invasion of Privacy

Plagiarism-Copyright-Piracy

INSURANCE

For the wise Broadcaster

OUR UNIQUE POLICY

provides adequate protection.

Surprisingly inexpensive

CARIED NATIONWIDE

For details & quotations write

Employers

Reinsurance Corporation

Insurance Exchange Bldg.,

Kansas City, Missouri

RADIO CORPORATION of AMERICA

ELECTRON TUBES

HARRISON, N.J.

Jan. 8, 1951 • Page 67
ARCHITECT'S drawing of WKH Cleveland's new home, estimated to cost $1 million, which will be unveiled formally next month. Located at 500 Euclid Ave., the new structure will house all WKH studios and administrative offices. Entire project covers over 105,600 square feet with 2,000 feet set aside for television. WKH was formerly located in Terminal Tower, Cleveland.

By Product Classifications

<table>
<thead>
<tr>
<th>Product</th>
<th>Cost (1950)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; Food Products</td>
<td>$10,853,839</td>
</tr>
<tr>
<td>Drugs &amp; Toilet Goods</td>
<td>$7,099,439</td>
</tr>
<tr>
<td>Textiles &amp; Apparels</td>
<td>$1,695,737</td>
</tr>
<tr>
<td>Furniture</td>
<td>$3,945,833</td>
</tr>
<tr>
<td>Religious</td>
<td>$1,326,000</td>
</tr>
<tr>
<td>Books &amp; Bookbinders</td>
<td>$1,236,000</td>
</tr>
<tr>
<td>Beverages</td>
<td>$1,236,000</td>
</tr>
<tr>
<td>Transportation &amp; Travel</td>
<td>$1,236,000</td>
</tr>
<tr>
<td>Lubricants, Petroleum Products &amp; Fuel</td>
<td>$1,236,000</td>
</tr>
<tr>
<td>Hardware</td>
<td>$1,236,000</td>
</tr>
<tr>
<td>Newspapers &amp; Newspapers</td>
<td>$1,236,000</td>
</tr>
<tr>
<td>Furniture &amp; Building</td>
<td>$1,236,000</td>
</tr>
<tr>
<td>Insurances</td>
<td>$1,236,000</td>
</tr>
<tr>
<td>Household Furnishings and Accessories</td>
<td>$1,236,000</td>
</tr>
<tr>
<td>Photography Equipment &amp; Supplies</td>
<td>$1,236,000</td>
</tr>
<tr>
<td>Sporting Goods</td>
<td>$1,236,000</td>
</tr>
<tr>
<td>Total</td>
<td>$35,125,625</td>
</tr>
</tbody>
</table>

TV Gross Billings by Months

<table>
<thead>
<tr>
<th>Month</th>
<th>Billings (1950)</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$285,550</td>
</tr>
<tr>
<td>February</td>
<td>$249,910</td>
</tr>
<tr>
<td>March</td>
<td>$249,910</td>
</tr>
<tr>
<td>April</td>
<td>$249,910</td>
</tr>
<tr>
<td>May</td>
<td>$249,910</td>
</tr>
<tr>
<td>June</td>
<td>$249,910</td>
</tr>
<tr>
<td>Total</td>
<td>$1,391,391</td>
</tr>
</tbody>
</table>

*Estimated

---

**Architect's** drawing of WKH Cleveland's new home, estimated to cost $1 million, which will be unveiled formally next month. Located at 500 Euclid Ave., the new structure will house all WKH studios and administrative offices. Entire project covers over 105,600 square feet with 2,000 feet set aside for television. WKH was formerly located in Terminal Tower, Cleveland.
**TV Product Classifications**

- Automobiles, Trucks & Accessories: $1,285,332
- Food & Food Products: $1,188,053
- Beverages: $844,557
- Radios, Refrigerators, Phonographs & Electrical Appliances: $817,177
- Cigars, Cigarettes & Tobacco: $274,849
- Laundry Soaps & Cleaners: $234,831
- Clothing & Dry Goods: $223,356
- Confections: $223,356
- Jewelry & Accessories: $213,346
- Lubricants, Petroleum Products & Fuel: $196,049
- Drugs & Toilet Goods: $164,517
- Hardware: $153,847
- Household Furnishings & Accessories: $150,630
- Miscellaneous: $127,934
- Publications: $95,750
- Steel: $95,750
- Political: $95,750
- Photographic Equipment: $2,696

**MUTUAL BROADCASTING SYSTEM**

**1950 Gross Billings**

<table>
<thead>
<tr>
<th>Month</th>
<th>Cumulative Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$1,678,889</td>
</tr>
<tr>
<td>February</td>
<td>$1,881,290</td>
</tr>
<tr>
<td>March</td>
<td>$2,039,295</td>
</tr>
<tr>
<td>April</td>
<td>$2,053,407</td>
</tr>
<tr>
<td>May</td>
<td>$1,441,415</td>
</tr>
<tr>
<td>June</td>
<td>$929,467</td>
</tr>
<tr>
<td>July</td>
<td>$943,467</td>
</tr>
<tr>
<td>August</td>
<td>$1,056,638</td>
</tr>
<tr>
<td>September</td>
<td>$1,120,638</td>
</tr>
<tr>
<td>October</td>
<td>$1,354,528</td>
</tr>
<tr>
<td>November</td>
<td>$1,432,828</td>
</tr>
<tr>
<td>December</td>
<td>$1,539,100*</td>
</tr>
</tbody>
</table>

**By Advertisers**

<table>
<thead>
<tr>
<th>Company</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quaker Oats Co.</td>
<td>$1,365,937</td>
</tr>
<tr>
<td>Maris Laboratories Inc.</td>
<td>$1,346,774</td>
</tr>
<tr>
<td>American Federation of Labor</td>
<td>$1,238,373</td>
</tr>
<tr>
<td>Johns-Manville Corp.</td>
<td>$1,238,373</td>
</tr>
<tr>
<td>R. W. Metal Works</td>
<td>$1,257,356</td>
</tr>
<tr>
<td>Ralston Purina Co.</td>
<td>$1,238,373</td>
</tr>
<tr>
<td>U. S. Tobacco Co.</td>
<td>$692,052</td>
</tr>
<tr>
<td>Cudahy Packing Co.</td>
<td>$618,488</td>
</tr>
<tr>
<td>General Foods Corp.</td>
<td>$639,097</td>
</tr>
<tr>
<td>National Biscuit Co.</td>
<td>$566,005</td>
</tr>
<tr>
<td>Williamson Baking Co.</td>
<td>$550,480</td>
</tr>
<tr>
<td>Rhodes Pharmaceutical Co.</td>
<td>$533,200</td>
</tr>
<tr>
<td>Groves Laboratories Inc.</td>
<td>$443,700</td>
</tr>
<tr>
<td>Lutheran Laymen's League</td>
<td>$446,098</td>
</tr>
<tr>
<td>Keel</td>
<td>$383,790</td>
</tr>
<tr>
<td>Gulf Oil Corp.</td>
<td>$652,704</td>
</tr>
<tr>
<td>Reynolds Tobacco Co.</td>
<td>$317,789</td>
</tr>
<tr>
<td>Ford Motor Co.</td>
<td>$1,229,924</td>
</tr>
<tr>
<td>Voice of Prophecy Inc.</td>
<td>$211,516</td>
</tr>
<tr>
<td>Neiman-Marcus</td>
<td>$260,136</td>
</tr>
<tr>
<td>Christian Reformed Church</td>
<td>$236,680</td>
</tr>
<tr>
<td>Gillette Safety Razor Co.</td>
<td>$223,471</td>
</tr>
<tr>
<td>Derby Foods Inc.</td>
<td>$215,873</td>
</tr>
<tr>
<td>Anheuser Busch</td>
<td>$179,700</td>
</tr>
<tr>
<td>R. B. Semler Inc.</td>
<td>$129,676</td>
</tr>
<tr>
<td>Munch Co.</td>
<td>$186,730</td>
</tr>
<tr>
<td>Chamberlain Sales Corp.</td>
<td>$129,763</td>
</tr>
<tr>
<td>Mail Pouch &amp; Carrier</td>
<td>$119,875</td>
</tr>
<tr>
<td>Burris Mill &amp; Carrier</td>
<td>$186,730</td>
</tr>
<tr>
<td>Political</td>
<td>$80,703</td>
</tr>
<tr>
<td>R. J. Reynolds Tobacco Co.</td>
<td>$80,599</td>
</tr>
<tr>
<td>Bellone &amp; Sons</td>
<td>$80,599</td>
</tr>
<tr>
<td>Doubleday &amp; Co.</td>
<td>$80,599</td>
</tr>
<tr>
<td>Benjamin Gruno</td>
<td>$80,599</td>
</tr>
<tr>
<td>Dawn Bible Students Assn.</td>
<td>$28,245</td>
</tr>
<tr>
<td>American Advertising Co.</td>
<td>$57,388</td>
</tr>
<tr>
<td>First Church of Christ Scientist</td>
<td>$48,012</td>
</tr>
<tr>
<td>General Mills Inc.</td>
<td>$48,124</td>
</tr>
<tr>
<td>Delaware, Lackawanna &amp; Western Coal Co.</td>
<td>$44,192</td>
</tr>
</tbody>
</table>

**Total** $16,102,797

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**Revive Channel 1**

A NOVEL approach to television was promised last week by Doubleday & Co., New York publishers. It's a "sa-\-tire novel" by Shepherd Mead, they said, and will be published Jan. 25. FCC and industry technicians are trying desperately to find more spectrum space for TV for it may find not only satire in the novel but irony in its title: "Tessie, the Hound of Channel One," Channel One having long since been deleted.

---

**WHAS-FM**

**Another Pioneer FM Outlet**

WHAS-FM Louisville, has ceased operations because of limited FM audience—plus new problems of manpower and parts incident to the defense mobilization.

In a letter to FCC last week, Victor A. Sholis, vice president and general manager of WHAS radio and television operations, stated WHAS-FM reluctantly left the air Dec. 31 and its transmitter is being put into "moth balls" for the duration.

**WHIS MERGER**

New Officers Announced

FOLLOWING announcement of the ownership merger of three Indiana stations with WHIS Indianapolis, owned by Universal Broadcasting Co. [BROADCASTING * TELECASTING, Jan. 1, 1951], J. P. A. Smith, the new general manager of American Medical Assn., announced that he will be succeeded by Bruce McConnell of Universal appointed manager of WHIS.

For nearly five years manager of WHOT South Bend, Ind., for three and a half years, Mr. Spencer also has been associated with stations in Dayton, Springfield and Toledo, Ohio.

Mr. McConnell also announced appointment of his son, Robert B. McConnell, vice president of Universal Broadcasting Co., as general manager of all stations operated by that company.

Other stations now owned by Universal include WHJE Anderson, Ind., and WJR, Detroit, Mich.

Mr. Sholis' letter stated in part:

The decision to end FM broadcast- ing is not our present intent to dis- mantle our FM transmitter although...
what about color TV? 
what are you doing about it?

Du Mont Announces 
the UNIVERSAL 
COLOR SCANNER

A SIGNAL SOURCE FOR ALL 
TV COLOR SYSTEMS

Operating on the principle of the flying spot scanner, the Du Mont Universal Color Scanner provides for the Broadcaster, Receiver Manufacturer, Development Laboratory – tri-color signals from any 35 mm. 2 x 2" color transparency. Available as outputs are an FCC approved field sequential video color signal and three simultaneous video color signals which may be fed to any external sampling equipment for experimental work with line or dot sequential systems. Horizontal line frequencies may be set at 15.75 or 29.16 kc and vertical field rates at 60 or 144 fields per second (intermediate values may be specified as desired). This assures a flexible equipment embracing both present black and white standards as well as FCC approved color standards and adaptable for use with any of the other presently proposed color systems.

SEND FOR 
DETAILED 
TECHNICAL 
LITERATURE

ALLEN R. DU MONT 
LABORATORIES, INC. • TELEVISION TRANSMITTER DIVISION, CLIFTON, N. J.

Television Experimental Laboratory, Inc.
HITS FOR AUDIENCE ★ ★

KVOB Alexandria, La., Dick's Disc Shop, Sat., 1-3 p.m., Dick Biondi heads disc show that replaces football broadcasts. To get as many listeners as possible for first broadcast Mr. Biondi wrote letters to some 50 radio and recording stores asking them to record welcoming address directed toward local listeners. Response brought such names as Tommy Dorsey, Perry Como, Frankie Laine and many others. Show features best songs of week, band of novelty songs and other features. No actual audience count has been made but station reports good response from calls of congratulation.

TEEN TALENT SHOW ★ ★ ★

WWDC Washington, Student Assembly, started Sat., Jan. 6, 7:15 p.m. Program written and produced by high school students in Washington area. Performers do not appear on permanent basis and are chosen from local high school talent. Rehearsals are conducted during week before show. Program was on WASH (FM) Washington for last year and half and will continue to broadcast while WWDC carries AM.

DUAL PROMOTION ★ ★ ★

WEBR Buffalo has combined public service and audience promotion with campaign based on New York State 1961 license regulations. Tap Taplin, morning disc jockey, reads "lucky license numbers" every quarter hour. Motorists are urged to get plates early because only new registrations are given. Car owner whose license is read must call station within 10 minutes and receive cash jackpot which starts at $10 and builds $1 with every number read. City officials have placed posters in license bureau explaining promotion.

CASH AWARDS ★ ★ ★

KDET Center, Tex., will make cash and other awards to rural listeners in 1961. Station will give $100 to rural resident who makes most outstanding achievement during coming year. $50 award will be made to outstanding rural housewife for her community and family. Another award of $50 will be made to outstanding rural boy or girl 18 years or younger. Contest placing second will receive wrist watches appropriately inscribed. Contest is open to persons living in six counties in Texas and three parishes in Louisiana that station covers.

HELPS DEFICIT ★ ★ ★

KRSC Seattle, Start the Music, 5 p.m., Dec. 29, effort to overcome large deficit in subscriptions for Seattle Symphony. 24 hour marathon broadcast was staged in two large department stores and department stores. Disc jockeys who handled show had their guests appearing with them in the windows during the show. Advertising and sales club sold time at premium rates with receipts going to Symphony and no commission to agencies.

AIRS INVESTIGATION ★ ★ ★

WFLA Tampa, Fla., carried nearly 10 hours of recorded and live broadcasts of Kefauver Senate Crime Investigating Committee's two-day hearings in Tampa. Live broadcasts were conducted from court library and transcribed parts were from courtroom. All witnesses testimony was recorded and re-broadcast at intervals.

ROSS TURNS D. J. ★ ★ ★

WDAS Philadelphia, Great American Orchestra, 3-4 p.m., started Jan. 7. Max Leon WDAS owner presents recorded top symphony orchestras along with comments on selections.

VETERANS' PROBLEMS ★ ★ ★

KPI-TV Los Angeles, Vet's TV Center. Show resulted in over 300 letters from interested watchers in area, station reports. Current half-hour program, only 15 minutes long at time of first telecast, also drew phone calls from as far as Santa Barbara, San Diego, including Laguna Beach, Monrovia. Program devotes itself to veterans' problems.

PLUGS SCIENCE SHOW ★ ★ ★

WAAM (TV) Baltimore sending advertisements and trick with full page ad about Johns Hopkins Science Review. Black and gold cover is headed "Baltimore's only regularly scheduled program originating for NEW YORK broadcast." Inside contains tear sheets from national magazines and newspapers praising program and its services to TV audience. It goes on to explain how show originated on network from station.

(Continued from page 58)

In A Fog

(Author's note: The text continues with a story about a station trying to maintain good radio contact with the Williamsburg enabling reporters to get regular reports on which to base stories, and with the Norfolk marine operator, through whom the stories were filed with their Washington offices.

This reporter got off four broadcasts in all for NBC, two of them on New Year's eve from Griffin and Gasis's general store and postoffice at Colton's Point, Md.—the quietest and most dismal spot, for sure, of any New Year's Eve broadcast in the nation.

January 8, 1951 • Page 71
Putting Sales Message (Continued from page 59)

commercial and then plan it in such a way that the most production will be obtained for the number of dollars to be expended. This is important.

When confronted with budget limitations, it is a great deal smarter from both an advertising and production standpoint to convey the sales message in a simple, straightforward manner than it is to attempt highly-complicated production without the proper amount of money. When an attempt is made to do the latter, the resultant corner-cutting that is necessary in order to stretch the small budget inevitably winds up with a very noticeable reduction in the quality of finished films. And since the TV commercial is definitely a point-of-sale medium, immeasurable inevitably corner-cutting of the word.

of the word.

of commercial sale medium, immeasurable inevitably corner-cutting of the word.

of straightforward important.

The Making of the Spot

WE BUTTERFLY CAN'T SOARING ALL INSTANCES PESTA COMBINED!

Making of a filmed television commercial is, after all, the making of a motion picture in every sense of the word. It requires the same type of equipment and same skilled craftsmanship that are necessary to produce a short subject or a feature-length picture.

As a result, one of the greatest aids in holding down costs is the elimination of confusion once actual filming of the spot has begun. This is accomplished by means of the storyboard as we have shown previously. However, the effective-

ness of this visual planning can be instantly destroyed unless it is rigidly observed. Let us suppose, for instance, that production has started on a one-minute spot. The storyboard, which has been designed for a specific budget and approved by both client and agency, calls for three inexpensive sets portraying sections of a counter in three departments of a store. The action calls for conversations between the customer and clerk in each department. The sets have been assembled and action laid out to provide the maximum production for the set budget.

The scene has been shot but suddenly the client or agency representative decides that the sets do not give an effective background for the merchandise that is being featured. The scripts are changed to provide footage actually taken in the client's store. What happens? The spot changes from an "on stage" production to a location job. In the original production, a channel suddenly resolves into a location recording involving a sound truck and increased crew.

Higher Costs

The original budget, of course, is a dead duck—replaced by a new cost vastly higher than the client originally intended. And why? For a simple reason: that at all of the discussions and planning, the development of the storyboard and the production planned to conform to the script gets written and puts it into effect without ever considering the additional cost involved. This illustration is rather extreme, but the same thing, in varying degrees of last minute changes, happens too many times.

Failure to adhere to a studied and accepted script in the middle of production is an extremely dangerous practice from a standpoint of production economy. Resultant confusion as well as the change in production requirements will add materially to final cost of the film.

Another mistake commonly associated with newcomers to television is the failure to properly judge their spot needs for maximum effectiveness. Instead of appreciating a sufficient amount of time that will be indispensable for their three sound costs for TV commercials as well as all other types of motion pictures. This recently perfected system permits instantaneous playback of the sound for each scene after shooting has been completed. Irreparable of this will the motion picture, once recognized by anyone familiar with the old method.

In the past it was necessary to wait from 4 to 12 hours for the sound track to be developed before acceptability of each sound "take" could be determined. Since casts and crews could not be kept "standing by" for this length of time, it was often necessary to call them back on a subsequent day for reshooting when both "takes" were finally discovered. Costs, of course, mounted in proportion to the amount of reshooting that was necessary.

It might be well to again point out that the making of a television commercial is the making of a motion picture. As such, there are definite basic costs that cannot be eliminated without affecting quality. For purpose of economy, therefore, any savings that are incurred must come from other factors, roughly shown in the accompanying list.

These are important items that should be watched by anyone using the new television medium for sales purposes. There are, of course, many other things that combine to lower cost in proportion to value returned. They, however, include such important factors as knowledge of the product, selection of proper presentation and effective market analysis. As such, they come strictly within the realm of the advertising agency or company sales executive.

The producer, however, acting in an advisory capacity, can combine his picture experience with their knowledge in order to produce a product that will take full advantage of the greatest sales medium the world has ever known.

BAB'S 'THE THING'

LEADING radio-TV executives were reported up in arms about the inconvenient size of BAB's miniature circulation book. A vice president of one mid-western station referred to it as "The Thing." In a confidential letter to Hugh M. P. Higgins, BAB director, the vice president asked: "What in blazes do I do with the monstrously," referring to the physical bulk of the giant tome. He added: Wouldn't it make sense to get out any future analysis of this type in a little more practical—and perhaps economical form?" Others queried similar opinions.

BABEND'S 'THE THING'

EXCLUSIVE!

To introduce a fine new product, Borden chose KJR and the Ann Sterling program for their only radio in Western Washington.

BROADCASTING • TELECASTING

Page 72 • January 8, 1951

LOUISVILLE'S WAVE

BBC AFFILIATE • 5000 WATTS • 970 KSI

National Representatives

G. K. & Peters, Inc.

REPRESENTED NATIONALY BY AVERY-KNOELL, INC.

New York • Chicago • Las Angeles • San Francisco • Atlanta
Falls City Story

EDITORS: The Dec. 25 issue of Broadcast-
ing • Telecasting has been for-
warded to . . . Falls City Brewing Co., Louisi-
ana. I know they will be
extremely pleased with the article [Simple Business] which that
issue carries . . .

Graham Blea
Radio Director
Prater Adv. Agency Inc.
St. Louis

'Really Gets Around'

EDITORS: . . . It occurs to me that you
might like to know that Broad-
casting • Telecasting really gets
around here . . .

First I smuggle it to lunch with me and then pass it along to
the gang in Armed Forces Radio in
MacArthur's Headquarters—
they are supposed to bring it back.

Now I am sending as many copies as I can over to Korea so
that the gang over there can keep
up with what's going on in the
radio world back home . . .

George Thomas Foter
FEC GHQ P10, APO 500
c/o Postmaster
San Francisco

Ham Bands Measure

EDITOR: In several station areas no doubt
the various audience measuring de-
vice and services are needed.

Out here, where we sit along
with our primary signal, I've found
a simple method of determination of
popularity of various of our
local and net programs.

The "radiation" from the
common AC-DC type receivers can be heard
in both the 160 and 80 meter
"ham" bands, on sets which are
tuned to us. Since many of these
receivers use antennas with their
loops to hear other signals which are
relatively weak in here, they also
"radiate" quite well and I hear
the radiations of those from one-
half to two miles from my home on
my communication receiver. A big
string of "howls" indicates many
BOLOs.

Two of my ham friends who live in
the country, one 10 and other
20 miles from here, tell me, they
can hear the "howls" from their
more distant-neighbor's sets in the
ham bands, too.

Thus, between us, we get fairly
good cross-section of listening
habits on our programs.

May other simple-station-areas, use
this method, to . . .

Bud Crawford
President
KCNI Broken Bow, Neb.

CANADA SETS

Ontario Buying Heaviest

CANADIANS in the first nine
months of 1960 bought 14,890 te-
levision receivers, according to a re-
port of the Dominion Bureau of
Statistics, Ottawa. Of these, 14,765
were bought by residents of On-
tario at a cost of almost $6 mil-
lion. In Quebec province 36 sets
were sold in the same period, and
in British Columbia 88 sets. One
purveyor in Alberta bought a
$470 receiver and his report is shown in
the report, although the nearest TV
transmitter is in Salt Lake City,
over 1,000 miles distant! The On-
tario sets were bought by residents
of the Lake Ontario and Lake Erie
border area.

In the nine months, the report
states, $16,865 AM and FM receiv-
ers were sold in all Canada at a cost
of $43,471,577, an increase over
the 460,649 sets sold in the
same period in 1949.

KPRO's Field

WHIRRING blades and muf-
flled cries of "the air mail
must go through" are heard
thrice daily at KPRO Rivers-
side, Calif. The station leases
an adjacent plot of ground to
Los Angeles Airways Co. for
use as a helicopter landing
field at the bargain rate of
$1 per year. The helicopters
bring in Riverside's air mail
from Los Angeles, 60 miles
away.

KEMP'S Field

In a field in the Covina area, not
far from where the radio masts
are, the voice of "KEMP's Field"
is heard. This is the voice of the
local firemen when they are
putting out a fire. The signal is not
very loud, but it is enough to let
the firemen know the area
they are in and that the air
traffic service is on the job.

WATTS Field

In a field in the Watts area, not
far from where the radio masts
are, the voice of "WATTS's Field"
is heard. This is the voice of the
local firemen when they are
putting out a fire. The signal is not
very loud, but it is enough to let
the firemen know the area
they are in and that the air
traffic service is on the job.

Mr. Chris Carrino
Sherman and Marquette
Chicago, Ill.

Dean Chris

INDEX CHS Charlestown h "raise money for h. Salvation"

Mr. Chris Carrino

INDEX CHS Charlestown raise money for h. Salvation

Mr. Chris Carrino

INDEX CHS Charlestown raise money for h. Salvation

Mr. Chris Carrino

INDEX CHS Charlestown raise money for h. Salvation

Mr. Chris Carrino

INDEX CHS Charlestown raise money for h. Salvation
January 2 Decisions. 

BY COMMISSIONERS COY, WALKER, HYDE, WEBSTER

Extension Granted

WIBK Knoxville, Tenn.—Granted extension to March 1, 1956, of 1 kw D provided WIBK makes application for a change in power and authority upon showing that it is proceeding diligently to obtain such change in power and authority as will be authorized by Commission's decision of Apr. 11, 1949, Granting Class B FM station and for license to operate AM station.

Modification Granted

WANS Anderson, S. C.—Granted modification of CP which authorized installation of DA-N and increase of hours of operation from day to unlimited, to slightly increase maximum expected operating output in lieu of the directional pattern proposed.

CORRECTION ISSUED BY FFC

KCSI St. Petersburg, Fla.—Filing application for CP to change facilities from 1280 kc 550 w D only, to 1280 kc 1 kw AM-D, and CP to move transmitter and studio locations from Seminole to Wewoka, Okla.

BY THE SECRETARY

KHJU Borger, Tex.—Granted consent to assignment of license to WLDN, Bros. Best Co. to KWBP Best Co. (Continued on page 79)

KFWB Los Angeles.—Granted consent to assignment of license to WRUN, Warner Bros. Best Co. to KFWB Best Co. (Continued on page 79)

KERG Eustine, Ore.—Granted consent to assignment of license to Guard Pub Co.

WLEA Canisteo Radio Corp., Hornell, N. Y.—Granted extension of date for expiration of license to John S. Booth and Edgar S., Booth, representatives of MCI and others for MCI.

KIRK Red Wing, Minn.—Granted CP to change main studio and translocations and make changes in antenna and ground systems; engineering conditions.

WTTL Mayaguez, P. R.—Granted license new AM station; 1300 kc 1 kw AM-D, contiguous.

WHMP Northampton, Mass.—Granted license to WFTT of AM-D and new FM.

KMAYY Hanger, Me.—Granted license change frequency to 1230 kc.

WKCT Bowling Green, Ky.—Granted license change frequency to 680 kc power to 1 kw-D 500 w-N, trans. location and new main trans.

WGTC Greenville, N. C.—Granted license change frequency to 1580 kc increase in power to 5 kw-D 5 kw-N, install new trans. and change trans. and studio locations.

KULP White Plains, N. Y.—Granted license to change main trans. and install new & old trans. destroyed by fire.

KAMR-TV St. Paul, Minn.—Granted license new TV station and to indicate dedication to broadcast educational programming on University Ave. St. Paul, in lieu of Bedford and KSTP.

WTPS Bloomington, Ind.— Granted license change frequency to 1620 kc and install DA-2, and new trans.

AMBM Whatcom, B. C.—Granted extension of license to cancel license KEED-D and install new DA-2.

Lamar Best Co., Paris, Tex.—Granted request to cancel license KPJ and relocate remote pickup KKA-6355.

KSAH Manhattan, Kan.—Granted CP for new AM-D station and new FM station.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Adams 2414
Member AFCCE*

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg., 1407 Pacific Ave.
Washington, D. C.
Santa Cruz, Cal.
Member AFCCE*

A 48-year background—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
McMifair 3-3000
Laboratories Great Neck, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI.
1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE*

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
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Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
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McIntosh & Inglis
710 14th St., N. W.—Metropolitan 4477
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RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg. Washington, D. C.
Republic 3984
Member AFCCE*

Russell & Carr
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
1728 Ward St. 4742 W. Ruffner
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E. C. PAGE
CONSULTING RADIO ENGINEERS
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MICHIGAN 2261
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KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.
Member AFCCE*

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. Republic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE*

GUY C. HUTCHESON
1100 W. ABRAM ST. AR 4-8721
ARLINGTON, TEXAS

SILLIMAN & BARCLAY
1011 New Hampshire Ave. RE. 6646
Washington, D. C.
2915 Red River 2-5055
Austin, Texas

LYNNE C. SMEBY
"Registered Professional Engineer"
820 12th St., N. W. EX. 8073
WASHINGTON, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1230 Washington 6, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES DESIGN AND CONSTRUCTION
1 Le Veau Lane, New Rochelle, N. Y.
New Rochelle 6-1620

Member AFCCE*

BROADCASTING • Telecasting January 8, 1951 • Page 75
Help Wanted

Managerial

Remote studio manager, sales and announce- ership. Excellent opportunity in large network station. Send resume to Box 405H, BROADCASTING.

Sales manager capable of assuming general management responsibility within reasonable period of time. Should be familiar with all operations of a small station. Write to Box 406H, BROADCASTING.

Station manager for 250 watt station in territory, population 100,000. Must be family man, stable, with strong commer- cial background. Excellent opportunity. Good percentage. Not interested in floaters. Will be considered in good faith. Send complete details, photographs, and resume of experience requirements. Box 405H, BROADCASTING.

Wanted: Top notch manager with first class ticket and some announcing abili- ty. Small 10 kw station, west Alabama. Applicant must be dynamic, aggressive. Salary against a definite percentage. Excellent opportunity for the right man. Box 412H, BROADCASTING.

Salesmen

$100 per week guarantee plus 15 per cent commission and three months opportunity and recognition who may grow into a sales manager. Must be a small town, Midwest, NBC regional in market over 50,000. Experience desired. Confidential. Box 401H, BROADCASTING.

Service, to call on and service accounts. Must be interested in the opportu- nity for sales experience, male or female. Small 10 kw station, west Alabama. Applicant must be dynamic, aggressive. Salary against a definite percentage. Excellent opportunity for the right people. Write to Box 412H, BROADCASTING.

Salesman or saleswoman for full time account in rich agriculture market. Must be familiar with all aspects of local areas. Local prospects. Box 413H, BROADCASTING.

Salesman - commercial. Young, aggressive, experienced in sales and sales management. Experience in farm equipment, automobile or appliance work desired. Box 402H, BROADCASTING.

Wanted: Experienced announcer, single, for busy AM station, large network. Excellent opportunity. Box 404H, BROADCASTING.

Technical

Men with at least 6 years combined experience in radio and television. Must be able to install and maintain custom audio equipment. Must have a complete understanding of the effects of frequency, conversation, and the like. Salary $100 per week. Box 405H, BROADCASTING.

Chief operator, must know directional transmission of both AM and FM. Must be able to install and maintain all equipment. Must have a good knowledge of electronic circuits, and have a background in mechanical operations. Send resume to Box 406H, BROADCASTING.

Audio technician, thoroughly experi- enced in producing high quality recording studios. Prefer men with a background in radio or television. Good salary. Box 407H, BROADCASTING.

Salesman experienced large and small market. Must be interested in sales work and independent. Currently employed major market. Saleable program ideas. Box 408H, BROADCASTING.

Salesmen

Let's face facts: I am in my early thirties. I have 16 years combined experience and have reached the peak of my career here. The salary, age, family status and other factors make this an ideal position for me. Box 409H, BROADCASTING.

University of Missouri advertising graduate, 10 years experience in radio and television sales here in St. Louis. Currently employed by a major network affiliate. I am interested in top sales position with your company. Box 410H, BROADCASTING.

Announcer: Thoroughly trained in all phases of radio and television. Experienced in all fields of advertising. Available on your terms. Box 411H, BROADCASTING.

Baseball man. Available now or spring. Experienced all sports-staff. Box 412H, BROADCASTING.

Production-Programming, others

Traffic clerk. Immediate opening for young lady with radio traffic or clerical background. Excellent working conditions. Starting salary $50 per week. Located in beautiful metropolitan Wash- ington, D.C. area. Box 413H, BROADCASTING.

Top ranking news analyst and an- nouncer-writer sought for station in southwest. Special programs and public relations work. Box 414H, BROADCASTING.

Draftees

Baseball play-play-by-play. Real experience. Box 415H, BROADCASTING.

Situations Wanted

Managerial

Married, Marine veteran, 29, one child. Experience as television sportscaster. Excellent references. Box 416H, BROADCASTING.

Manager, former owner-manager, 41 years experience. Excellent opportu- nity for the right man. Box 417H, BROADCASTING.

Salesman, experienced radio and television sales, interested in sales position with large company. Box 418H, BROADCASTING.

Accounts

ANNOUNCER-SALESMAN, account on announce- ment. Box 419H, BROADCASTING.

Television

Experienced TV broadcasting techni- cians and engineers. Must have knowledge of latest techniques and equipment. Box 420H, BROADCASTING.

Top ranking news analyst and an- nouncer-writer sought for station in southwest. Special programs and public relations work. Box 421H, BROADCASTING.

Draftee veteran seeking announc- ing position. Some experience. Refer- ences. Box 422H, BROADCASTING.

Baseball, play-play-by-play and reconstruc- tion 10 years experience radio and television play-by-play and color commentary. Married, dependable. Draft exempt. Box 423H, BROADCASTING.

Sportscaster, play-play-by-play, sports cere- brity, big name, all seasons, for newspaper, radio, television. Box 424H, BROADCASTING.

Situations Cont'd

By-play, play-play-by-play, sports cereb- rity, big name, all seasons, for newspaper, radio, television. Box 424H, BROADCASTING.

Situations Cont'd

By-play, play-play-by-play, sports cere- brity, big name, all seasons, for newspaper, radio, television. Box 424H, BROADCASTING.

Situations Cont'd

By-play, play-play-by-play, sports cere- brity, big name, all seasons, for newspaper, radio, television. Box 424H, BROADCASTING.

Situations Cont'd

By-play, play-play-by-play, sports cere- brity, big name, all seasons, for newspaper, radio, television. Box 424H, BROADCASTING.
Help Wanted

Television

Announcers

TV EMCEE
Live-wire Master of Ceremonies for TV audience participation show wanted by midwest station. Real opportunity. Send background, picture and disc to Box 232H, BROADCASTING • TELECASTING

Miscellaneous

"THE SILVER DOLLAR MAN"

Now available under projected copyright guaranteed to double Sales of any similar or dainty in thirty days or money refunded.
Write or wire R. A. (Bob) Perrott Bronxville, N.Y.

Employment Service

WANTED: BROADCAST ENG, Bone Head. Guaranteed, Florida. I am placing better men on air stations everywhere everyday.

WANTED: Broadcast Executive. We are seeking qualified applicant for placement as station manager. Commercial manager, program director and other executive capacities. Please write for confidential application form.

Bert Arnold
2206 Roosevelt Rd. Summerfield, Florida

TOSCANINI back

Leads NBC Symphony Again

ARTURO TOSCANINI will resume as conductor of the NBC Symphony Orchestra as of his originally scheduled date. Saturday, 6:30-7:30 p.m., over NBC from Carnegie Hall, New York. The NBC Symphony, now heard Monday at 10 p.m., will be rescheduled to make room for for Toscanini's return next Saturday. First of his concerts will be on Jan. 27. Being a benefit concert, it will begin at 6 p.m., although the five subsequent concerts will begin at 6:30 p.m. The maestro, who has been recovering from a knee injury which kept him from the podium, will need the extra half-hour to conduct Giuseppe Verdi's "Requiem," in commemoration of the 50th anniversary of the composer's death.

Procedes from the concert, for which tickets will be sold, will go to the Casa Verdi, the Milan, Italy, home for aged musicians founded by Verdi. At subsequent broadcasts, Mr. Toscanini has requested that there be no audience.

ABC will carry 45 minutes of a VIP Amateur Hour from Constitution Hall in Washington, D.C., Jan. 26 starting at 3 p.m. Participating guests will include Vice President Barkley, House Speaker Rayburn and others. Show is being arranged by Women's National Press Club for benefit of Associated Services of Armed Forces and will be open to public.

RIDERS RALLY

D. C. Petition Supports TR

PETITION supporting transit radio and television was filed with FCC fortnight ago by Transit Riders Federation, a Washington, D. C., area group. It told FCC that radio and TV buses, streetcars and trains provides a valuable means of defense communication in urban areas, and cited the need of being useful channels of public education and entertainment.

Filed by Mrs. Virginia Eileen Miller, chairman of the group's women's division, the minority interests have been outspoken in opposition to transit radio and hence cited the need for the voice of the majority who favor music-while-you-ride, as evidenced by popular opinion polls. The petition stated none of its group is affiliated with WWDC-FM Washington, D.C., or Capital Transit Co., operator of the public transportation system.

The petition continued that radio should be installed on all public conveyances wherever public advertising support is provided, "with the strict proviso that strict check on programs should be maintained," in order to prevent being devoted to advertising messages and commercials and to keep sound level from being too loud.

The petition further contended that transit radio does not violate the Commission's policies and opposed requests that transit radio be discontinued or the WWDC-FM license revoked.

Also denying that transit radio invades the privacy of riders, the petition noted a Washington judge had ruled in favor of transit radio on this issue in December 1949. The petition from a technical standpoint noted that radio-equipped buses and busses do not cause interference to home TV sets, because of better grounding.

WPTE Albany, sponsoring drive for funds for Albany's only perilsop, had Dave Denny and Anna Marie Thomas, RCA recording artists, present check for $300 from listeners of Mr. Denny's show.
PARKS TO SPEAK

At REC Jan. 11

RADIO, television and press information dissemination by Office of Information, department of the Army, will be discussed by Maj. Gen. Floyd Parks, its chief, at Philadelphia Board of Education present separate course titled, Let's Speak Spanish.

FILM CUTTERS

Union Retracts Wage Scale

WAGE CONCESSIONS made to TV film producers approximately two years ago have been cancelled by Motion Picture Film Editors Local 776, IATSE, Hollywood. The union, effective Dec. 18, restored regular studio feature scales for all cutters working in video.

Rescinding of the agreement is believed to be the first in what might be a general union trend to retrait wage scale and crew concessions now in effect.

The action raises the film cutter rate from $166.66 for a 48-hour week to $305.72 per week on call (unlimited hours) or $222.51 for a 5-hour week plus time-and-a-half for overtime.

Some 100 TV film companies were notified of the wage increase in letters sent out by John Lemmers, union business agent. He also revealed the union shortly will submit bargaining contract on working conditions in the TV field.

SET DECLINE

Bell Sees Summer Shutdown

DEFENSE demands may cause a considerable curtailment of television sets by the summer, according to H. A. Bell, president of Packard-Bell Corp. and spokesman for Southern California's TV industry represented by the Electric League of Los Angeles.

Mr. Bell based his prediction on latest reports from industry representatives in Washington and the estimated amount of defense orders that will be placed with electronic manufacturers. Electronitcs will take up 10% of the announced military appropriation of approximately $2 billion, most of the new TV sets by electronics manufacturers will be called upon to produce $6 billion worth of materials for services, as contrasted with $1,800,000,000 for television sets, he declared.

JACKSON INDUSTRIES, Chicago TV and radio manufacturer, has compiled with government's request for price freeze on commodities by cancelling its plans to up prices on new 1951 line by 10%.

Early Bird Pattern

WHAM-TV Rochester's TV signal now goes on the air at 8 a.m. daily instead of the previous 11 a.m. start to permit service and installation men in the area to start work earlier on receiver adjustments. Rapid growth in TV receiver installation and subsequent increased service calls necessitated the plan by Stromberg-Carlson Co.'s outlet, in cooperation with Electrical Assn., in the city and Rochester TV distributors. Customers being serviced by distributors and retailers with the electrical association handling details.

Southeast Network Station

$95,000.00

Established more than 15 years, this successful fulltime network facility covers a rich market well removed from TV in the growing southeast area. Profits are consistent and business is increasing. The plant is well equipped and sizeable real estate holdings are included in the purchase price. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKWRIGHT-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

ChICAGO

S AN FRANCISCO

J. W. Blackwirtm Ralcy V. Hamilton


Sterling 4341-2 Randolph 6-4556 Excalb 2-5472

Campana on CBS

CAMPANA Sales Co., for Italian Balm, Solitaire Cake Make-up and other products, will assume sponsorship of Bill Shadel and the News over CBS Sat. 11-11:06 a.m., effective Jan. 27. The agency is Wallace-Ferry-Hanley Co., Chicago.
Box Score

SUMMARY TO JANUARY 4

<table>
<thead>
<tr>
<th>Class</th>
<th>AM stations</th>
<th>Condiv. stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>2,216</td>
<td>194</td>
</tr>
<tr>
<td>Licensed</td>
<td>2,201</td>
<td>189</td>
</tr>
<tr>
<td>CP's</td>
<td>119</td>
<td>136</td>
</tr>
<tr>
<td>AM stations</td>
<td>676</td>
<td>11</td>
</tr>
<tr>
<td>TV stations</td>
<td>107</td>
<td>99</td>
</tr>
</tbody>
</table>

On the air.

TRANSPORT REQUESTS

KVCU, Fort Worth, Texas. - Acquisition of control of East-West Co., license, by James G. Ulmer, through purchase of 564 stock of stock from Johnnie Andrews, M. Ward Bailey, T. C. Christopher, A. B. Cubertson, John C. Griffin, B. A. Lay and Nestor Cuesta for about $42,600. Mr. Ulmer was previously owner KOKI/Tyler. Tex. KOKI is assigned 5 kw day, 1 kw night, directional, on 1540 kc. Filed Jan. 2.

KHPB, Hillsboro, Texas. - Assignment of license of W. B. Calvert, W. N. Jo and Ross Bohannon 676 as talk station, to Ross Bohannon. Mr. Calvert has been assigned to the Supreme Court of Tex., and Mr. Furey is desirous of disposing his interest. Mr. Bohannon will assume all debts, taxes and obligations of the station. KHPB is assigned 250 kw day on 1560 kc. Filed Jan. 2.

KTBS, Shreveport, La. - Transfer of 1% stock of Radio Station KTBS Inc., licensee from E. D. Thrush, to P. E. Furlow, George D. Wray Sr., and E. N. Lamb. Transferees are previous stockholders. KTBS is assigned 10 kw 5 kw night, directional. Filed Jan. 1.

WOF-FM, AM/FM Nashua, N. H. - Acquisition of control of Nashua Station Co., to Arthur Newcomb through purchase of 5% stock from Arthur Wingate. Mr. Wingate sells for $100. Mr. Newcomb is president and general manager WOFW. WOFW is assigned 1 kw day on 960 kc. Filed Jan. 3.

FCC Actions

Applications Cont.

(SCSA-770 kc)


January 4 Applications

AM APPLICATIONS

Wheatland, Wyo. - William C. Grove, 800 kc, 1 kw day, 3 kw night, construction cost $19,600. Mr. Grove has radio interests in the past.

KBO El Paso, Tex. - KWFT-AM-FM Wichita Falls, Tex. - Grant of assignment of control in KWFT-AM Inc. to licensees by E. H. Rowley, Agnes D. Rowley, Mr. H. K. Rowley and Mr. H. B. Rowley. A new family group will own 85% of the stock in the new corporation.

WPAG-AM-FM Ann Arbor, Mich. - Grant of assignment of control in WPAG-AM Inc. to licensees Edward F. Baugh and Paul G. Greene for $26,600. This constitutes a corporate reorganization of the corporation.

AM APPLICATIONS

Cincinnati, Ohio. - Buckeye Co., new commercial AM station, 2 (24-25 kc), ERP 1 kw day, 7.5 kw aur., 360 ft. Estimated construction cost $74,000. Reorganization of station.

December Box Score

STATUS of broadcast station authorizations and applications as of December 31 follows:

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total authorized</td>
<td>4,818</td>
</tr>
<tr>
<td>Total on the air</td>
<td>1,202</td>
</tr>
<tr>
<td>Licensed (的变化 on air)</td>
<td>1,202</td>
</tr>
<tr>
<td>Construction permits</td>
<td>155</td>
</tr>
<tr>
<td>Conditional transfer</td>
<td>1</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>982</td>
</tr>
<tr>
<td>Requests for new stations</td>
<td>256</td>
</tr>
<tr>
<td>Requests to change existing facilities</td>
<td>288</td>
</tr>
<tr>
<td>Deletion of licensed stations in December</td>
<td>7</td>
</tr>
</tbody>
</table>

Major League Baseball

Midwest

Wanted: Top-flight play-by-play announcer to telecast 1951 season. Major league experience preferred. Rush details of radio-TV experience, personal data, contact position, salary requirements and photo to Box 432 H, BROADCASTING.

In Review

(Continued from page 18)
in the immediate future, means will be found, I think, to accommodate television to the budgetary problems of college athletics, but the accommodation must take into account that athletic income supports many other student activities.

Curtailment of athletic income, by television or any other means, will hit not only major sport events but also other activities organized by and in the interests of students. The problem may be more difficult here where we have only one television outlet, relatively few receivers and thus, at least temporarily limited television revenue possibilities.

Broadcasting and television hold great promise for adult education. It is only since World War II, actually, that we have even scratched the surface of effective visual instruction.

Notre Dame has been a leading exponent of game telecasts for three years. Vast audiences have seen its home games via DuMont network pickups.

“The effect of the telecasts has been beneficial on the whole,” Father Hesburgh told BROADCASTING • TELECASTING. “We have enjoyed our relations with the television people.”

DuMont network gave an “educational approach” before every game, Father Hesburgh reminded, taking viewers through tours of both schools and bringing interviews with presidents of the institutions.

Programs ‘Advantageous’

“The programs have been very advantageous to Notre Dame in a public relations sense,” he said. “They show educational as well as athletic programs to millions. We feel the telecasts have been helpful to both schools. The presidents of universities on the Notre Dame schedule also have commented favorably.”

Father Hesburgh conceded the TV problem at Notre Dame is different from that faced by so many other universities in view of the fact that at other institutions on its schedule was a sell-out. He said Notre Dame recognized that many institutions want to forbid telecasts and he felt all sides of the problem should be carefully considered.

Mr. Hamilton, as U. of Pittsburgh athletic director and chairman of the NCAA TV Committee, told BROADCASTING • TELECASTING the committee has been trying to round up all available facts before its meeting early next week. He said he is not anti-television, nor is the committee.

“Our committee will study the NCAA report and other facts before reporting to the NCAA,” he said. “There are too many opinions and not enough facts. All of our meetings have been friendly and constructive. We’re working for over a year on a very tough problem. I don’t know if we can offer a solution but we will try to analyze the facts and not rely on superstition or prejudiced statements.”

Mr. Hamilton said he didn’t know why he had targeted anti-TV unless it grew out of a letter he had written to Notre Dame three years ago. In this letter he had asked that university “if it had considered its friends in signing a television contract.”

“I’m not opposed to TV at all,” he explained. “It’s a powerful, earth-shaking new medium requiring intelligent control and development. It can have disadvantages, too, and affect college sports adversely.”

Mr. Hamilton recalled that he had appeared last fall in the pre-game telecast the afternoon Pitt played Notre Dame. On the program with him was Father Cavanaugh, Notre Dame president. “We had a good reaction at the university,” Mr. Hamilton said.

Ralph Furry, Columbia U. athletic director and chairman of the Eastern Collegiate Athletic Conference’s TV Committee, told BROADCASTING • TELECASTING he had written to the Pac-10 to round up figures before its meeting on the telecasting problem.

He has been widely quoted as a rabid foe of game telecasts and an Associated Press story June 28 prompted him as calling live TV “a threat to the institution of intercollegiate athletics.”

Mr. Furry made this statement to BROADCASTING • TELECASTING:

“I do feel that measurement of the impact of television requires a lot of study and consideration. It is new, different from anything known before, such as radio or publications. And it is big. It appears to bring both benefits and liabilities to college sports.

As of now (Jan. 4) I personally have not come to any definite conclusion as to what should be done.

Representing NBC during the Dallas meeting will be Hugh Beville, director of research. He has been main network representative in contacts with NCAA.

On the research side it is known that NORC was asked to evaluate attendance studies by Jerry Jordan, who has conducted a series of extensive analyses. His findings have been published by Radio-Telecasting, Mfrs. Ann. and have been widely utilized by those who have studied the whole matter of sports telecasting.

Many of the Jordan findings show that such factors as weather, calibre of team, economic trends and length of TV set ownership have been important elements where attendance has fallen down during the period in which games were telecast.

Georgia Tech Signs

At Georgia Tech, Assistant Athletic Director Manage Thompson announcing signing of a three-year TV pact with WSB-TV for basketball, said:

Television, like radio 25 years ago, will create fan interest in any sport and will make more fans as a result. Along with that, I believe there will be a period of several years during which sports promotion will suffer because of live-televising sports events.

Telecasts provide a medium that allows fans who are prevented from viewing these games to see the games on WSB-TV. Secondly they will create fan interest in basketball so that when the Alexander Memorial arena becomes available the public will be so educated in the game that they will have that strong desire to view the games first-hand.

J. Leonard Reinsch, managing director of the Cox radio-TV enterprises, said the three-year association with Tech in live telecasting has shown both parties “that the good-will in the present and increased interest in the future of Tech athletic teams far outweighs any momentary apparent loss in attendance figures.” WSB-TV has telecast football, basketball, wrestling, gymnastics and swimming programs from the Georgia Tech campus.

Present at the contract signing were Messrs. Mundorf and Reinsch; John M. Outler Jr., WSB general manager; Julian N. Trivett, Cox Enterprises, Inc. advertising director, and Walter Gibbs, sales promotion manager of General Electric Supply Corp. Davison will sponsor basketball games in cooperation with GE Supply.

Georgia Tech thus joins Miami U. in encouraging sports telecasting. Col. Mitchell Wolfson, president of WTVJ (TV), Miami, told the Orange Bowl Advisory Committee a fortnight ago that TV is a definite aid to football attendance and should not be blamed for slumps in gate receipts [BROADCASTING • TELECASTING, Jan. 1].

Telecasting of games outside the region in which they originate was proposed by Arch Ward, sports editor of Chicago Tribune, in his Jan. 2 column. He conceded the plan “is not 100% satisfactory, but it is a positive approach to a disturbing problem. You can’t meet complications of this basis by negative action.”

Plan Outlined

Mr. Ward outlined details of his idea as follows:

Let’s say that three networks carried college games on Saturday afternoons. One might televise the Michigan-Minnesota contest, another the quarte in the East, and another the Midwest.

The Yale-Dartmouth contest on the same afternoon could be carried over another network to the Midwest, Southwest and other sections, but not in the East. The Southern Methodist-Texas game could be aired by the third network in all territory outside the Southwest. The system might satisfy hundreds of thousands who enjoy football, but not because of affiliation with a school or loyalty, but for the sport itself.

The games to be televised should be chosen by a committee not actually connected with that portion of the Big Ten or any other conference. They should be telecast in the various conference or independent schools, but by men in fair position to pick the events of widest appeal.

Another Chicago sports writer, Jack Clarke, of the Sun-Times, accompanying a group of coaches and athletic officials on route from the Rose Bowl game to Dallas, wrote that the Big Ten will support any action to limit television. He said it was not because of dissatisfaction with conference, which prohibited live television, suffered a smaller decrease in football attendance last fall than any other section. He
said the Pacific Coast conference would endorse the Big Ten’s stand.

The Washington, D.C., baseball team of the American League may allow only 21 home games to be telecast next year, according to President Clark Griffith. The club had a 70,000 attendance decline in 1950 but is understood to have received well over $100,000 for radio-TV and park display rights. Sponsor was Chesterfield cigarettes.

John Meck, television set manufacturer, issued a statement Wednesday:

Are you a failure?
Did your boy friend give you the what?
Is your business going downhill?
Blame television. Go ahead. It’s becoming the national habit to use TV as the “big excuse.” Football team that couldn’t draw a crowd if smoke signals were the only form of communication have had a grand fingerpointing and pointing season. Baseball, too.

Hollywood has been crying in its champagne so long that it can’t see the handwriting on the wall, or the box office figures for such days and High-priced nightclubs and restaurants chorus the wall against television, insisting on tax boosts that damper the urge to dine and dance. Now a bus company wants to hike its fares, declaring petulantly that “people are staying home.” Thus they will penalize their current passengers who will no doubt be thrilled at this re-word for their patronage. So go ahead... if you’ve made a mistake in your business judgment or have a big glaring fault you want to cover up-blame television. It won’t phase the lustiest baby ever to be graced to America’s bosom.

RENEWAL CASE

Oral Argument Sought

DOCUMENTS awaiting FCC action in connection with the hearing on the news policies of G. A. (Dick) Richards mounted the higher last week: Counsel for the station owner asked for oral argument on an earlier petition, and the FCC general counsel filed his reply to another request of the Richards attorneys.

Attorneys Hugh Fulton and Joseph W. Burns asked the Commission to hear oral argument on their request that FCC reconsider and grant regular license renewals for Mr. Richards’ stations—KMPC Los Angeles, WGAR Cleveland, and WJR Detroit—or that, alternatively, renewals be issued on the basis of performance in the last license period.

FCC General Counsel Benedict P. Cottone, answering another petition, questioned Mr. Richards’ “good faith” in filing applications seeking to transfer control of the three stations to a trusteehip. Mr. Cottone raised the question in answer to a petition requesting dismissal of Mr. Richards from the trusteehip applications “without prejudice.”

The general counsel did not oppose the request for dismissal of the trusteehip plan, but insisted that this should not prevent him from “raising the question of applicants’ good faith” later in the renewal proceedings or in connection with “any future applications of a similar nature.”

WDEF SALE

Engel Sells Majority Stock

SALE of majority interest in WDEF Chattanooga by Joe Engel for $200,000 to other stockholders was reported last week in transfer papers filed with FCC for approval.

Mr. Engel is retiring from radio to devote fulltime to his duties as head of Chattanooga American League, baseball club, a Clark Griffith (Washington Senators) interest.

Mr. Engel has resigned as president of WDEF Broadcasting Co., licensee of the ABC Affiliate, which is assigned 5 kW day, 1 kW night directional, on 1370 kc. He held 688 shares in the station, 50.4% of the total 1,360 shares outstanding, which will be retired as treasury stock and thereby increase the respective interests of the other stockholders proportionately.

WDEF Broadcasting is to pay Mr. Engel $10,000 cash with notes to cover the remaining $100,000 over a 20-year period.

Carter Parham, who has newly acquired an 18.4% interest in WDEF, for $25,000 from former stockholder Kartter Lupton, has been elected president of the station and plans to devote further time to the operation under Commission consent to the Engel sale. Mr. Parham for 18 years prior to 1947 was commercial manager and assistant to the president of WODD there. He is resigning his present post as territorial sales manager for Radio Sales Corp., Philco appliance manufacturer.

Remaining stockholders and their interests (with holdings after transfer to be approximately doubled) include: Edward Finlay Jr., 2.2%; Thomas A. McCoy, 7.4%; John P. Gaither, 3.7%; Mary S. Abernathy, 1.8%; Elizabeth H. Abernathy, 1.8%; Raymond B. Witt Jr., 1.5%; Mr. Parham, 18.4%; Mary Louise Finlay, trustee for Edward Finlay, deceased, 12.9%.


DEFENSE

President’s Message Awaited

ATOMIC AGE civil defense last week received a set of legislative teeth and was assured of a communications “nerve system”—but the doctor bill hung in the balance awaiting the President’s annual budget message.

In rapid-fire order, both chambers of Congress adopted, on February 8, an amendment to the 1951 National Defense Act which sent to the White House a compromise version of a $3.1 billion proposal giving the Federal Civil Defense agency unlimited powers upon proclamation of a “Civil Defense Emergency” (BROADCASTING • TELECASTING, January). While $22 million has been tentatively set aside to provide for “necessary civil defense communications and for dissemination of warnings of enemy attacks to the civilian population,” it will remain for the 82d Congress to approve overall funds to implement the project. FCCA has been operating with temporary emergency funds handed down by the President.

The Administrator also would be empowered, upon declaration of a civil defense emergency, to requisition property needed for vital operations areas, and direct other government agencies to join in civil defense operations.

Measures related to civil defense relief were spelled out to cover an attack and to include:

1. “Enforcement of passive defense regulations prescribed by duly established military or civil authorities.”

2. “The control and use of lighting and civil communications.”

3. Control of traffic and panic, and evacuation of personnel to shelter areas.

Senate and House approval of the bill was almost unanimous, though use of the atomic bomb in debate was prohibited by Sen. Pat McCarran (D-Nev.) who declared that the bill is “one of the most drastic—the most dangerous—even put on the statute books of America. He protested a provision which would suspend the Administrative Procedures Act during an actual emergency.

In its final form, the law will give the Administrator those far-reaching powers upon a finding that an attack has occurred or is “anticipated,” though a civil defense emergency could be declared in limited areas without declaration of such findings.

Armed with legislative authority, the Federal Civil Defense Administration plans to add personnel and issue shortly a communications manual for guidance of state and city CD planning groups. The technical guide is under preparation.

Additionally, the organization last week moved into new quarters at the Cafritz Bldg., 1625 11th St., N.W., Washington.
PEARSON, ALLEN PROTEST FCC'S WBAL RULING

Exceptions to FCC's 4-to-2 proposed decision favoring license renewal of Hearst Radio's WBAL Baltimore [Broadcasting • Telecasting, Dec. 11, 1950]. Both transactions subject to FCC approval, and WLOK sale also contingent on approval of WSAI transfer. WLOK net quick assets (less cash) expected to amount to about $15,000.

Sale of its Lima AM and FM stations clears way for Fort Industry to acquire WSAI-AM-FM without conflict with FCC's policy limiting multiple ownership to seven stations in AM field, six in FM. Application for consent to purchase of WSAI-AM-FM—from Marshall Field Enterprises for $955,600 plus net quick assets—was filed with FCC Friday by Washington law firm of Dow, Lohnes & Albertson, which also is preparing WLOK application. Contract in these permits buyer or seller to cancel if FCC has not acted within six months after application is filed.

Pixley's Inc. is owned by Lloyd A. Pixley, his wife Martha, and his mother, Grace M. Pixley. WLOK, founded in 1936, is NBC affiliate on 1240 kc with 250 w. Pixleys' WCOL, established in 1922, is ABC outlet on 1230 kc with 250 w. WSAI was formed in 1925, is affiliated with ABC, operating with 5 kc on 1360.

ABC NAMES ENSIGN

William H. Ensign, ABC sales department executive, promoted to manager of eastern radio sales. Mr. Ensign, who was sales manager for DuMont Network in 1947 was first director of radio sales for J. Walter Thompson Co., also associated with sales staff of CBS and, more recently, served as eastern sales manager in New York for Transit Radio.

GETS NEW ACCOUNT


PHONEVISION STUDY

Extent of motion picture interest in Phonevision, Zenith's method of telecasting feature motion pictures and other programs to paying viewers, indicated by Paramount Pictures' retention of A. E. Sindingler to observe and analyze public reaction to test telecast of Phonevision now under way in Chicago (early story page 68).

WABD INCREASES RATES

Class A rate increased to $2,200 per hour by WABD (TV) New York, key station of DuMont Network, effective Feb. 1. Reason for increase, station says, was 71% increase in set ownership in Greater New York since current rate of $2,000 per hour became effective last April 1. When new rate goes into effect Jan. 1, station estimates total sets in area will be 2,100,000 as compared to 1,225,000 last April.
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and Only The KMBC-KFRM Team
Covers It Effectively and Economically!

Conlan's 1950 coincidental survey of 146,000 calls in the Kansas City Primary Trade Territory reveals The KMBC-KFRM Team in the lead by a wide margin over all other broadcasters.

In addition, the September-October Hooper report for Metropolitan Kansas City shows KMBC in first place in morning, afternoon and nighttime periods!

The KMBC-KFRM Team provides advertisers with complete, effective and economical coverage of Kansas City's Primary Trade area—without waste circulation. For full information on your best buy in the Heart of America, call KMBC-KFRM, or any Free & Peters "Colonel."
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