what is a one-way street?

WOR is a one-way street.

For a station, that offers completely effective service to its sponsors, must be a master of many techniques in the increasingly vital field of radio advertising...

...but, above all, point one-way, to greater sales at less cost to more people.

Perhaps that is why WOR, as a sales-maker, sells more for more people to more people at less cost than any other station in the United States.

wor

— at 40th Street and Broadway, in New York
FOR RINGING UP SALES IN RICHMOND

If you want to make friends and influence sales in Richmond, you'll do well to consider the Havens & Martin stations — Virginia's oldest radio and television institution. Steeped in the traditions of the Old Dominion Capital, WMBG, WTVR and WCOD have long ago achieved the basic ingredients so important to successful selling — public confidence and listener loyalty. It all adds up to mounting sales results for your national product. The nearest Blair man will gladly tell you more.

Havens & Martin Stations are the only complete broadcasting institution in Richmond.

WMBG AM
WTVR TV
WCOD FM
FIRST STATIONS OF VIRGINIA

Pioneer NBC outlets for Virginia's first market. Represented nationally by John Blair & Company
HOOPER-SCHMOOPER

—it's his empathy we're wild about!

Some like Arthur for his ratings. We at Leo Burnett find no flies on that, either. But that's not the big reason why this Chicago agency is in the Godfrey camp in such an important way.

If there hadn't been an Arthur Godfrey, we would have tried to invent one.

For we believe that the "empathy" Time Magazine says Godfrey has, is what advertising is all about. It consists of getting with the prospect instead of talking at him.

And how do you do that, Mr. Godfrey?

By taking the hokum out of selling. And the phoniness out of advertising.

By talking to people as people. Not dopes.

By telling them the truth. Because, by telling people the truth, you make friends. And friends are people who believe what you have to say.

And isn't that, we repeat, what advertising is all about? If the work this agency is doing for its clients seems to have some of that same quality of believability, Arthur — it has not been unintentional.

LEO BURNETT COMPANY, Inc.
Chicago
Currently handling 20 network radio and television programs
Closed Circuit


telecasting

BUSINESS BRIEFLY

NATIONAL ASSOCIATION OF!!. TV COMMITTEE

NCAA CONVENTION ADOPS TV COMMITTEE REPORT

NCAA convention at Dallas late Friday adopted TV Committee resolution calling for a partial and controlled moratorium on live televising of football games next season (see early story page 53). Vote was 161 for and 7 against adoption of resolution. In experimental program as outlined in report of Tom Hamilton, U. of Pittsburgh athletic director. Report also approves setting up of eight man committee composed of one member from each of eight NCAA geographic districts to guide experiment.

SOLE VIGOROUS OPPOSITION TO BAN ON LIVE TV...


telecasting

COMMITTEE ASSIGNMENTS MADE IN SENATE, HOUSE

SIX Republican Senators named to Senate Interstate & Foreign Commerce Committee Friday. Seven Democrats, named Wednesday. [Broadcasting • Telecasting, Jan. 8]. GOP members are Tobey (N. H.), Brewester (Me.), Capehart (Ind.), Bricker (Ohio), Williams (Del.), Kem (Ga.). Democratic members of House Interstate & Foreign Commerce Committee also named Friday. They are Crossen (Ohio) chairmain, Beck worth (Texas), Priest (Tenn), Harris (Ark.), Roemer (Calif.), Katz (N. J.), and Moongs (Fla.). Sullivan (Mo.), Granahan (Pa.), McGuire (Conn.), Underwood (Ky.), Carlyle (N. C.), Williams (Miss.), Mack (III.), Thornberry (Tex.), Heller (N. Y.), Roberts (Ala.).
Greater Kansas City’s ONLY

50,000 WATT STATION

810 kc.
10,000 WATTS
Night

KCMO

National Representative
THE KATZ AGENCY
MORE TOP-RATED or 2ND PLACE quarter hours between 6 A.M. and 8 P.M. than any other BALTIMORE RADIO STATION*

Again and again we've proved it—WFBR is Baltimore's Best Buy for sales-minded advertisers! The headline tells its own story. For amplification, explanation and demonstration, ask your John Blair man—or in Baltimore, call for a WFBR salesman!

Naturally, WFBR-built shows like Club 1300, Morning in Maryland, It's Fun to Cook, Nelson Baker Show and others have a lot to do with that ARB report. Ask about them, too!

*Monday thru Friday, Oct.-Nov. 1950 ARB Report

MARYLAND'S PIONEER BROADCAST STATION!

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD. REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
WSOC Now Reaches 91,000 Radio Homes In 21 Counties

Adjustment of BMB's Study No. 2, using an actual count of radio homes in the WSOC coverage area, shows that the aggressive NBC affiliate in Charlotte now offers advertisers a total weekly audience of 91,384 radio homes. This adjustment has been made on the basis of the 1950 U. S. Census count of dwelling units in the 21-county area served by the Charlotte station.

11% Increase

The result is that WSOC enjoys an 11% increase in number of radio homes over those registered during the last Broadcast Measurement Bureau study. Its figures at that time gave the Charlotte station 81,630 homes in its coverage area.

21-County Coverage

Although WSOC radiates a power of 250 watts, its vast 21-county coverage area is comparable (and in many cases superior) to that reached by kilowatt and five-kilowatt stations in the Carolinas. Besides WSOC's saturation coverage of Charlotte and the Mecklenburg County region, its influence also penetrates deeply into 15 other counties in North Carolina and five in South Carolina.

Heart Of The Rich Charlotte Market, Viewed From The Air

Five-Point Merchandising Plan Clicks With Advertisers

Station WSOC offers its advertisers strong promotion and merchandising help in five effective ways. The station undertakes a consistent schedule of local newspaper advertising to call attention to its important line-up of daily programs, and to supplement program listings in both of Charlotte's daily papers. WSOC also employs local display space for the promotion of its programs, as well as cooperation with the fullest in assisting advertisers with their own promotional display activities.

Outdoor Display

An outdoor display case is maintained by WSOC for the purpose of promoting its programs to motorists. More than 14,000 vehicles daily pass this strategically located outdoor display. In direct mail, the Charlotte station sends regular monthly newsletters to the retail trade throughout its coverage area. Besides this, WSOC will provide additional special mailings to merchandise announcements and program time purchased by its sponsors. Courtesy announcements, product interviews and general merchandising via audience participation shows are all available to WSOC advertisers. No charge is made for any of these varied merchandising and promotion services.

Rich Charlotte Market To Be Sold Across Country By H-R Representatives

Effective February 2, WSOC, the 17-year old NBC affiliate in the fast-growing Charlotte, N. C. market, will be represented nationally by H-R Representatives, Inc. Executives of both organizations have expressed great enthusiasm over this new association which will help carry the impressive WSOC-Charlotte story to timebuyers and radio advertisers from coast to coast.

Tremendous Growth

According to Dun & Bradstreet's "Ten Years' Growth" chart released last November and covering 100 major city markets of the United States, Charlotte is 16th in percentage of increased retail sales during the period of 1939 to 1949. The WSOC city market went up 240.8%! No single factor, but instead a well diversified and balanced growth contributed to this startling increase. At the end of the 10-year period, effective buying power per family had reached $6,822. Today, Mecklenburg County (in which Charlotte is located) has become one of the six fastest growing counties in America.

Latest facts on the WSOC-Charlotte market BMB figures, Hoopertings, and other useful information about WSOC will be available at all times through H-R Representatives, Inc.

WSOC Gives Bonus

A survey, compiled in May 1949 by Ernst & Ernst, New York City public accountants, revealed that some 38,780 FM receivers are today operating in the WSOC-FM coverage area. These FM homes are delivered to the WSOC advertisers as a bonus over and above the radio home figures shown by BMB Study No. 2, and represent only families where FM sets are regularly in use.

Executives At Work...

The firm of H-R Representatives, Inc., is a fast-growing sales organization with New York, Chicago and San Francisco offices. Additional offices are being opened within the next few weeks in Los Angeles and Atlanta. Executive officers include Frank Headley, president and treasurer; Dwight Reed, executive vice president; and Paul R. Weeks, vice president. Frank Pellegrin is vice president and secretary in the New York office; Carl French is vice president in the firm's Chicago office.

The slogan of H-R Representatives, Inc., is "Executives at Work," declares President Headley, who points out that all five of the company's owners are active salesmen, backed up by a competent group of other radio sales specialists. "While this arrangement may not be completely new to radio representation," Headley said, "we have been the largest and most aggressive firm of owner-salesmen in the field. We believe that, with such a central policy, we have begun to build one of the hardest selling companies of its kind in the nation.

January 15, 1951 • Page 7
Al Rogers? Why, everybody within tuning radius of WMPS! Those who can't push through the crowds that storm WMPS' Auditorium Studio each day to see the handsome "Folk Balladier" keep their radios set at 68 for the High Noon Roundup on which he stars.

Al Rogers sings hillbilly-western in a smooth balladier style which won acclaim on the Grand Ole Opry, CBS' Plantation Party and NBC's Southern Shindig, and also caught the fancy of MGM Recordings. Among his top MGM platters, "It Wouldn't Be The Same Without You" was spotted by Billboard as the hit tune for a record of three consecutive weeks.

In addition to his spot on the High Noon Roundup, Rogers does a Western disc jockey show daily from 3:05 to 4:00 p.m., that is sweeping the Mid-South into a Western spin that parallels the revival of the Square dance!

FOR PARTICIPATION DETAILS
Contact
RADIO REPRESENTATIVES, INC.

WMPS
68 ON YOUR RADIO
Memphis, Tennessee
AMERICAN BROADCASTING COMPANY

DANCER-FITZGERALD-SAMPLE, N. Y., appoints three new vice presidents in recognition of long records of service and accomplishment. They are: ROBERT R. ETIENNE, with agency since 1938; DEXTER E. GLUNZ, associated with D-F-S since 1945, and WILLIAM A. IRWIN, who has been associated with the firm since 1942.

ROBERT WEST, head of art department Sullivan, Stauffer, Colwell & Bayles, N. Y., elected vice president. Has been with firm since 1946, shortly after it was founded.

JOSEPH LEOPOLD, vice president, director and copy chief Federal

THE DISTINCTION of appearing in the only flop George M. Cohan ever suffered wasn't exactly what drove Bob Light to seek refuge in radio and subsequently television.

The present radio and television director of Abbott Kimball Co. of Calif., Los Angeles, had already been in radio off and on for eight years before "Fulton of Oak Falls" fell on Broadway in 1937.

In fact a total of about 21 Light years can be ascribed to various phases of radio activity. He has written, acted and produced radio plays as well as taught in all three fields. In television, too, Bob has been a pioneer. In 1938 when NBC was carefully allotting $1 million a year experimenting in television, he appeared in the network's first half-hour (TV) show.

Between times he has appeared in various Broadway shows — some of them successes—fulfilled a Warner Bros. motion picture contract, helped win the second war to end wars on the side of the U. S. Signal Corps and Armed Forces Radio Service, and, not ignoring the personal side, acquired a wife.

Going still further back, to a year he prefers to have unlisted, he was born Robert Merwin Light in Denver, Colo. Following high school graduation there he attended for two months Hamilton Institute, New York, an offshoot of the Theater Guild school. In 1928 he made his first entrance into the dramatic field carrying a spear in "Marco Millions."

The next year he entered both the radio and motion picture fields, the former as freelance actor and announcer; the latter appearing in Warner Bros short subjects.

Continuing along both paths, he was rewarded in 1934 with a year's contract by Warner Bros, which took him to Hollywood where he appeared in several feature movies. During the next few years he continued freelance radio and television writing in both New York and Hollywood.

In 1942 he was handed another career, one with the Army Signal Corps as a private. He emerged in 1946 as Lt. Col. Light in AFRS, where he was transferred in 1943, having subsequently served as public relations officer in Services of Supply, in England, acting officer in charge of AFRS European Theatre Branch, and ultimately as

(Continued on page 75)
Adv., N. Y., to Sullivan, Stauher, Colwell & Bayles, N. Y., as vice president in charge of copy.

CARELLA ALDEN, theatrical director and producer, to Anderson & Caflins, N. Y., as production assistant to VICTOR SEYDEL, director of radio and TV. She will work on New Edgewood Shoe Co.'s Going Places with Betty Bets on ABC-TV.

RALPH SADLER, vice president and copy chief John Mather Lupton Co., N. Y., appointed director of agency. He has been with firm five years.

BRICE METCALFE appointed copy director Strauchen & McKim Adv., Cincinnati. Was with Poole, Cone & Belding, Chicago, and General Electric Supply Corp., N. Y.

W. H. LONG Co., York, Pa., to move to larger quarters at 28 N. Queen St., York, effective Jan. 29.

GRAY & ROGERS Adv., Philadelphia announces appointment of five new partners. Those appointed: SAMUEL CHEW, new business director; WILLIAM B. EDWARDS Jr. and ATHERTON SEELEY, contract department; WILLIAM S. HARVEY, copy department, and EDMOND G. THOMAS, head of agency's special department handling pharmaceutical accounts.

DAVID B. ROGERS to Henri, Hurst & McDonald, Chicago, as assistant to radio-TV director, SCOTTY KECK. Mr. Rogers was with RCA Thesaurus in Chicago.

WILLIAM C. BRENNAN, contact and copy department William Esty Co., N. Y. to Lennen & Mitchell Inc., N. Y., as copywriter.

RICHARD D. WARD to Cox Adv. Agency, Columbus, O. C. Was with WMSC same city as sales representative. LILLIAN LAAKSO OVERTON, promotion department CBS, to agency as art director.

A. W. LEWIN CO. and WILLIAMS & SAYLOR, N. Y. agencies, consolidate as LEWIN, WILLIAMS & SAYLOR. Merged staffs will be located at 40 E. 49th St. RALPH W. WILLIAMS is chairman of board and A. W. LEWIN, president. Other officers include SIDNEY MATHEW E. WEISS, executive vice president and treasurer, and MAX GREEN, ALTER T. POLLOCK, RICHARD N. GULICK, DONALD N. WATERBURY, LESLIE M. KAY and LEONARD NEWSTEDER, corporate vice presidents. ROBERT BRENNER is radio-TV director. Agency will operate branch in Newark.


PAT BROUWER to Young & Rubicam, Chicago, as timebuyer, working with Chief Timebuyer MARION REUTER, from radio and TV department Grant Advertising, same city. Miss Brouwer replaces MARGARET ALGAR, who is to be married Jan. 20 to Richard Hill.
An acknowledgment of appreciation to all time buyers and sponsors who have helped make 1950 the greatest year in KGNC's history.

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**new business**

**KELLOGG** Co., Battle Creek, Mich., launches 1951 All-Bran campaign with a heavy spot schedule to promote use of All-Bran muffins with jams, jellies and other spreads. Spots will be used on 98 radio stations starting in mid-January. Agency: Kenyon & Eckhardt, N. Y.

**WAVERLY FABRICS DIVISION, F. SCHUMACHER & Co., N. Y.,** plans to use women's participation radio programs in 19 cities covering major markets from coast-to-coast, starting Feb. 12. Contracts are for eight weeks. Agency: Lawrence Boles Hicks Inc., N. Y.

**LEIGH FOODS Inc.** (Flamingo Frozen Orange Juice & Grape Juice) launched first television spot announcement campaign Jan. 8 in N. Y., Philadelphia and Atlanta. Radio advertising instituted in fall of 1950 to be continued with additional spots and participations planned. Business was placed direct.

**HYGRADE FOOD PRODUCTS Corp., Detroit,** appoints Brooke, Smith, French & Dorrance, Detroit, to direct advertising. Agency will complete plans on program for local area, then expand it to other markets.

**CHUNK-E-NUT PRODUCTS Co.** (peanut butter and other nut specialties), Philadelphia, names C. J. LaRoche & Co., N. Y., to handle advertising. Firm is currently using TV spots and participations on three Philadelphia stations: WPEN-TV, WCAU-TV, and WPTZ-TV.

**GOSHEN LABS., Goshen, N. Y.,** manufacturer and wholesaler of veterinary medicines, appoints Gray & Rogers, Philadelphia, advertising agency.


**Network Accounts**

**KAISER FRAZER SALES Corp.** and THE AMERICAN FEDERATION OF LABOR have renewed Washington Report (Mon.-Wed.-Fri., quarter-hour news program) and Frank Edwards (Mon.-Fri. 15 min. commentary) respectively over the full Liberal-Labor Network. Network consists of WPDR New York, WCIM Washington, WVUN Chattanooga, KFMV Los Angeles, WDET Detroit, and WCUO Cleveland, all FM stations. Agency for Kaiser Frazer is William Weintraub, N. Y.; A. F. of L. was renewed through Purman-Feiner Adv., N. Y.


**STERLING DRUG** renews *Okay Mother* with Dennis James, Mon.-Fri., 1-1:30 p.m., on eastern DuMont network. Agency: Dancer-Fitzgerald-Sample, N. Y.

**SWIFT & CO., Chicago** (Peter Pan Peanut Butter), sponsoring *The Magic Slate*, children's stories over NBC-TV Sun., 5:30-6 p.m., beginning Jan. 21. Program will alternate with *Watch the World*, currently being heard at that time.


**U. S. ARMY** and U. S. AIR FORCE sponsoring new music show, *Ralph Flammagnon's Band*, which will originate from Army camps throughout the country, over ABC, Mon. 10-10:30 p.m., beginning Jan. 22. Agency: Grant Adv., N. Y.

**B. T. BABBITT Co.** (for Bab-O and Glim), sponsoring five five-minute

(Continued on page 76)
A MARKET STUDY FOR SLIDE-RULES IN SIOUX FALLS (MINNEHAHA COUNTY)*

\[ \sqrt{17\% \text{ of retail sales in S. Dak.}} \]
\[ \sqrt{16\% \text{ of total income in S. Dak.}} \]
\[ \sqrt{30\% \text{ of taxable payrolls in S. Dak.}} \]

THE ONE STATION THAT DOES THE JOB IN SIOUX FALLS-AND-THE COMMUNITIES OF MINNEHAHA COUNTY

*THE ONLY COUNTY IN NORTH AND SOUTH DAKOTA WITH RETAIL TRADE IN EXCESS OF ONE HUNDRED MILLION DOLLARS PER YEAR. (SALES MANAGEMENT)

IN KELO .5 MV. AREA

\[ \sqrt{48\% \text{ of retail sales in S. Dak.}} \]
\[ \sqrt{8\% \text{ of retail sales in Iowa}} \]
\[ \sqrt{5\% \text{ of retail sales in Minnesota}} \]
\[ \sqrt{3\% \text{ of retail sales in Nebraska}} \]

THE ONE STATION THAT DOES THE JOB IN THE RICH SIOUX FALLS MARKET

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.
### EXCLUSIVE NATIONAL REPRESENTATIVES

#### EAST, SOUTHEAST
- Boston-Springfield: WBZ-WBZA
- Buffalo: WGR
- New York: WMCA
- Philadelphia: KYW
- Pittsburgh: KDKA
- Syracuse: WFBL
- Charleston, S. C.: WCSC
- Columbia, S. C.: WIS
- Norfolk: WGH
- Raleigh: WPTF
- Roanoke: WDBJ

#### MIDWEST, SOUTHWEST
- Des Moines: WHO
- Davenport: WOC
- Decatur: WDL
- Duluth-Superior: WDSN
- Fargo: WDAY
- Fort Wayne: WWO
- Indianapolis: WISH
- Kansas City: KMBC-KFRC
- Louisville: WAVE
- Minneapolis-St. Paul: WTCN
- Omaha: KFAB
- Peoria: WMBD
- St. Louis: KSD
- Beaumont: KFDM
- Brownsville: KVAL
- Corpus Christi: KRIS
- Ft. Worth-Dallas: WBAP
- Houston: KXYZ
- San Antonio: KTXA

#### MOUNTAIN AND WEST
- Albuquerque: KOB
- Boise: KDSH
- Denver: KVOD
- Honolulu-Hilo: KGMB-KHBC
- Portland, Ore.: KEX
- Seattle: KIRO

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This Eye-Opening
Study Will Give You NEWS IDEAS!

Seven-Market Audience Survey.
Made by Pulse, Inc. for Free & Peters.
Proves Amazing Facts on Radio News

If you are now using radio news programs, this authoritative study will convince you how right you are!

If you have never used radio news, it will open your eyes to the spectacular possibilities of this proven medium.

The Pulse Survey was made in seven representative markets — in both urban and surrounding communities of each — in markets with and without television outlets. It proves that radio is the top news source — that TV-receiver ownership does not materially reduce radio news listening — that radio news has unusually high sponsor identification — that radio news does sell merchandise.

Write or telephone us now for your copy of "Radio News is Bigger Than You Think". You'll agree that by producing this study, Free & Peters has rendered a very distinct service to you and to the radio advertising industry as a whole.

Free & Peters, Inc.
Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK       CHICAGO
ATLANTA         DETROIT         FT. WORTH         HOLLYWOOD         SAN FRANCISCO
WRC audience surveys mean something more than passive listeners. Daily and Sunday “circulation” is also measured in terms of results over the counter for advertisers.

Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits ... a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.

Sgt. Jennings receives award from (l to r) Announcer Mel Linkous, Mr. Schneider and “Jug” Culley.

PUBLIC service and commercial sponsorship often go together. WSLS Roanoke, Va., and Sponsor LeRoy Schneider have proved that.

A policeman was shot in the back in Roanoke several years ago after a thief he had apprehended managed to get his police revolver away from him in a scuffle. The policeman, Sgt. Joe Jennings, has been paralyzed from the waist down from that time on, confined to Lewis Gale Hospital in Roanoke.

Roanoke remembered him when the Police Dept., WSLS and the Roanoke Times-World News named him the first “Cop of the Year,” last month.

Each month, a “Cop of the Month” has been chosen from Roanoke’s force for service beyond the call of duty. This award was instigated by the SOC (Serve Our Community) Club, a Roanoke boys’ club started by LeRoy Schneider, owner of Schneider Oil Co., Roanoke Sunoco distributor and sponsor of Devoted to Sports, a fifteen-minute weekday program on WSLS.

When the “Cop of the Month” is (Continued on page 16)

WHAT makes for “acceptance” of a man by the industry is exemplified by George H. Frey, NBC director of TV sales and newly elected vice president, as much as by anyone in the business. Yet if young men aspiring to follow him should take such a statement literally, a look at him might give them pause.

For one thing, not many men 44 years old are as slender and fit, or as direct in a friendly way, as he is. Nor are they amateur golf champions (in playing trim). Nor have they started with only a high school and night school education and moved up persistently for 26 years in the same company. Nor have they served as one of the midwives at the birth of an industry, and then helped to rear it.

Mr. Frey has done all these things, and is as described. In fact, after five minutes with him, it is (Continued on page 16)
WGN reaches 37 cities with more than 50,000 population . . . *

WGN reaches 62 cities with populations between 15,000 and 50,000 . . . *

WGN reaches more homes one or more times a week than any other Chicago station*

. . . Obviously, your best buy in Chicago is WGN

*1949 BMB
strictly business

(Continued from page 14)

Doublful if even Mr. Scrooge would
mumble, "humbug." His infor-
mality and down-to-earthness seem
habitual.
Born Nov. 8, 1906, at Fort Lee,
N. J., he was one of nine children,
a fact which made it pretty hard
for his father, a tinsmith, to pro-
vide much more than necessities.
Graduating from high school in
Roselle Park, N. J., he became a
bookkeeper for Parker Robinson
Co., a small New York bond house.
A friend in the engineering depart-
ment of WEAF New York (then
owned by AT&T) advised him
against a Wall Street career and
said, in effect: "Come over here."
Eighteen-year-old Mr. Frey did
"come over," taking a stock clerk
job and attending engineering
courses nights at RCA and Colum-
bia U. Later he was assigned to
the engineering duty of looking
after home radio sets belonging to
top AT&T officials. These duties
continued after RCA bought WEAF
(now WNBC) in 1926 and came to
extend to the radio set of Merlin H.
Aylesworth, then president of the
newly-formed NBC.
In 1929, Mr. Frey was invited to
shift to the sales department as
junior salesman, and there he
started up the ladder: Salesman in
1933, network salesman in 1938,
sales service manager in 1940,
western sales manager in 1946, and
director of network sales in 1947.
In 1949, when NBC-TV sales split
off from radio sales, he chose to
become TV sales director.

Easier Selling

Television in its present infancy
is much easier to sell than was
radio at the same stage, Mr. Frey
believes. "Back in the '30s, we
were selling blue sky. Advertisers
didn't know what they were get-
ting. Now, TV salesmen are
backed up by research, and spon-
sors know roughly what they can
count on.
"In fact," he continues, "I don't
know of any other media that can
be more predictable for an adver-
tiser than television. Many TV
programs are predictable and
steady in their appeal, week after
week. The advertiser can have a
pretty good idea of what he's get-
ting for his money, both in terms
of audience and results.
"The advertiser's problems
sooner or later become our prob-
lems," he points out. "Rising costs
are a factor now, but many of our
research studies indicate that in
increasing sales, TV actually
creates new wealth. As more sales
are created, more production is
required. As more production is
required, more money goes into
payrolls. As payrolls increase,
purchasing power and sales in-
crease. And increased sales war-
rant greater advertising expendi-
tures. Fantastic as it might seem,
television could—under normal
economic conditions—literally lift
the economy of the country up by
its bootstraps. As a matter of
fact, it almost has to do that to
justify its existence."

Mr. Frey married Ellen Piant in
September 1928. They have a son,
Robert, 20, who is at Princeton, and
a daughter, Sara Ellen, 14. "The
tire of youngsters these days," Mr.
Frey says admiringly of his
dradient. "When I was in a big
meeting the other day, she came up
and asked to see me; and then
when she was inside, insisted on
meeting everyone." The axiom
suggested by such confident friend-
liness is "like father, like daugh-
ter."

Dig in for Increased Sales

with WIBW

This is the time of year when Kansas farmers
are using power-driven post hole diggers like
these to strengthen their fences and protect
their 1951 profits.

Strengthen your sales fences in this rich
agricultural market by hiring WIBW to tell
the 1,515,728 Kansas farm folks about your
products or services.
You'll be digging extra deep into this ready-
to-buy market because for 14 years, impartial
door to door surveys* show WIBW consisten-
tly first in listening preference among the
people of Kansas. This means that you're hiring
the strongest single selling force in Kansas.

*Kansas Radio Audience 1937-50

Feature

(Continued from page 14)

chosen each month, he is inter-
viewed on Devoted to Sports, con-
ducted by Jennings "Jug" Culley,
and presented with a savings bond.
His story and picture also are run
in the Times-World News, and
WSLS posts three large outdoor
boards around the city with the
current "Cop's" picture displayed.

After the December "Cop of the
Month" was chosen, Mr. Schneider
decided it would be a good gesture
to award a "Cop of the Year"
citation. And thus, after much
consideration, the Roanoke Police
Dept. asked that the honor be
awarded to Sgt. Jennings, who per-
formed his service "beyond the
call of duty" many years before the
award was thought of, but who was
still paying for it.

Award Is Surprise

A radio program was written
around Sgt. Jennings' activities at
the time he was wounded and
presented on the Dec. 21 Devoted
to Sports remote broadcast from
Lewis Gale Hospital. All "Cops
of the Month" and the chief of
police as well as friends and neigh-
bors of the sergeant, were present
for the show. Completely sur-
prised by the award and the broad-
cast proceedings, Sgt. Jennings
cheerfully greeted his friends and
listened to the WSLS salute which
was followed by a presentation of
several gifts from the sponsor.

WSLS and a public-spirited
sponsor helped to remind their city
of the debt it owes to men who
risk their safety for the public
welfare. This is a public-service
feature which might well be copied
welfare.
Success in spot radio is simple . . .

if you get a formula and stick to it!

These advertisers chose local newscasts for their formula. They are among the nation’s most successful advertisers. They recognize that, of all media, radio alone gives people news up-to-the minute. They realize that every important news story of the past quarter-century has broken first on radio. They know people seek out local newscasts and patronize advertisers who make this important service available to them. They have found a formula . . . and they have stuck to it. How long?

<table>
<thead>
<tr>
<th>Company</th>
<th>Years</th>
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<tbody>
<tr>
<td>Esso Standard Oil Co.</td>
<td>15</td>
</tr>
<tr>
<td>Peter Paul</td>
<td>13</td>
</tr>
<tr>
<td>Studebaker</td>
<td>12</td>
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<tr>
<td>Mennen Co.</td>
<td>7</td>
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<tr>
<td>Mueller Macaroni</td>
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<tr>
<td>Standard Oil Co. of Ohio</td>
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<tr>
<td>Standard Oil Co. of Indiana</td>
<td>6</td>
</tr>
<tr>
<td>Metropolitan Life Insurance Co.</td>
<td>4</td>
</tr>
<tr>
<td>Shell Oil Co.</td>
<td>4</td>
</tr>
</tbody>
</table>

Local radio newscasts represent one of the best formulas you can choose for your client. You’ll find choice news periods available on all of the nation’s leading radio stations listed below. Why not call in your NBC Spot Salesman and start your client on the road to spot radio success? Why not select local newscasts as your formula?
More North Carolinians Listen To WPTF Than To Any Other Station.

North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.
SALES UPSURGE

AN UPSURGE of new business on the four major radio networks in recent weeks has accounted for sales of 15 hours and 35 minutes per week of regular schedules as well as 10¼ hours of short-term "saturation" campaigns in January and early February.

These figures do not reflect the addition of three sponsors to NBC's "Operation Tandem," the array of five programs per week in which a number of advertisers buy participation.

Nor do they include the numerous renewals of existing schedules that have been recorded in the past few weeks.

The spurt in new business created a new air of optimism among the radio networks, which toward the end of 1949 were not in a particularly rosy frame of mind. Except for CBS, which increased its gross radio billings, the major networks suffered declines in 1950 below the levels of 1949.

It also seemed to contradict a belief existing in some quarters a month ago that advertisers intended to ignore network radio as long as present rates prevailed.

Proof of Radio Power

In announcing nine new sales, John K. Herbert, vice president and general sales manager of NBC's radio network, said the increase in business was "concrete proof that alert advertisers are cognizant of radio's unequalled circulation during changing conditions as well as normal times."

"The importance of taking out a franchise on radio time is clear to them," Mr. Herbert said, "and I'm sure that radio's effectiveness today will draw even more advertisers than ever before."

A survey of spot radio business activity by Broadcasting • Telecasting last week showed that advertisers were active in that element of the industry, too. Station representatives reported spring spot campaigns were emerging from the planning stage and sales were at a high level.

It generally was agreed that unless an unforeseen slackening of sales in both network and spot radio developed, the question of radio rate cuts was destined to lie dormant.

Seven news programs were included in the recent network sales, including a record-setting schedule of five five-minute newscasts, five days a week bought by B. T. Babbit Inc. on Mutual.

The sponsor interest in news programs was considered a natural consequence of the growing public interest in such shows since the outbreak of the Korean War. As long as the international crisis continues unabated, network executives believe, news programs are bound to hold large audiences.

By networks the new time sales within the past month were:

ABC: Mars Inc. (candy) through Leo Burnett, Chicago—Inner Sanctum, Monday, 8:30 p.m.; Can You Top This, Tuesday, 8:30 p.m.; and Bob Barber, American Agent, Wednesday, 8:30 p.m.; Buick Division of General Motors Corp., through Kudner Agency—!

MBS: P. Lorillard (Old Gold), five-a-week quarter hour; Kraft Foods, twice-a-week quarter-hour and twice-a-week five-minute; U. S. Army, weekly half-hour; Brewing Corp. of America, weekly quarter-hour; Kellogg Co., three-a-week five minutes and three a-week 25-minutes; Pearson Pharmacal Co., weekly quarter-hour; B. T. Babbitt, five-minutes, five times a day, five times a week; Hadacol, half-hour one-shot; Benjamin Moore Paint Co., weekly quarter-hour; Dicotograph Products Inc., ¾ hours in January-February.

NBC: Pepsi-Cola, weekly 25-minutes; Liggett & Myers, Operation Tandem (spot sponsorship of five-a-week programs); U. S. Army and Air Force, Operation Tandem; Buick Div. of General Motors, Operation Tandem for one week; American Tracking Assn., weekly half-hour; Mutual Benefit Health and Accident Assn., weekly quarter-hour; Doubleday & Co., weekly quarter-hour; Norwich Pharmaceutical, 2½ minutes; TWA—Trans World Airlines, weekly half-hour; E. R. Squibb, weekly hour.

\[continued on page 77\]

NOT 5, BUT 7 ¹⁄₂ PERCENTER Shows Up

By DAVID BERLYN

THE HIGH cost of living and of government has affected even the so-called Washington "percenter," who is upping his ante to 7½%.

On unimpeachable authority, Broadcasting • Telecasting has learned of a "seven and a half percenters," who has been doing some side-stepping in the electronics equipment field. Obviously, identities can not be revealed. But the story, as related by the firm immediately involved, is of paramount importance to electronics and other manufacturers who seek government contracts.

It started in a northeast section of the U. S. where an electronics equipment manufacturer, who has been doing business for nearly 30 years, submitted a bid for a U. S. Navy contract. Within the past fortnight, the firm sent a representative to Washington to be present at the opening of bids submitted.

At that time, he learned his company's bid was the lowest submitted. However, a "Mr. X," as we shall refer to him, informed the representative that another firm, located in a large city, had bid, appropriately sealed, in the mails. "Mr. X" claimed it was lower than that of the electronics equipment firm.

"Deal" Outlined

But, "Mr. X" declared, the large city firm's contract could be "retracted" if the original low bidder would acquiesce to give him "seven and one-half percent of the contract price" and appoint him and his associate, located in New York, as "agents" for the firm. "Mr. X" brief included offers of (1) arranging the contract so that a higher price could be asked from the government and (2) obtaining advance information on contracts to be offered in the future.

The manufacturer's representative lifted eyebrows at the mention of "retracting" a bid to be submitted to the government for a contract. He contacted his home office and got an indignant reaction with the orders that all the firm wanted was to keep the contract, not play with it or any self-styled agent.

Meanwhile, the firm did some checking of its own. It found (1) the "percenter," who showed credentials placing him as an agent for certain other firms both now and during World War II, actually did have some apparent "contacts," and (2) the firm alleged to have a lower bid, and whose bid would be withdrawn, actually was asking a figure three times that of the man.
NEW TWA SHOW
Announce 'Blandings' Plans

PROGRAM Mr. and Mrs. Blandings, first coast-to-coast network show sponsored by a major airline, TWA, begins Sunday, Jan. 21, at 5:30 p.m. [BROADCASTING • TELECASTING, Dec. 25, 1950]. Stars are to be Cary Grant and his wife, Betsy Drake.

"As the first airline to offer a nationwide radio program, TWA is happy to join Mr. Grant, an established and popular star of motion pictures, in his regular show," said Ralph S. Damon, president of TWA. Mr. and Mrs. Blandings is based on the character created by Eric Hodgins in his best-selling books, Mr. Blandings Builds His Dream House and Blandings' Way.

TWA announced that, though the show will follow the spirit of the Hodgins books, it will be originally created for the radio performances, relating the frustrations of the Blandings as they try to settle into their dream house in the country. The program will originate from NBC's Hollywood Radio City, with Don Sharp and Ralph Wolfe as director and Homer Canfield as supervisor of the series. It is understood that the show carries a half-million dollar budget. Agency is BBDO, New York.

PARX CAMPAIGN
Started for New Product

NATIONAL advertising campaign in miniature was started Sunday in Washington by Parx Products Corp., New York and Washington, headed by Herbert L. Petrey, Loew's Inc. consultant and broadcaster. The test campaign will provide the basis for extended advertising. The product is a vinyl plastic fingernail cover with adhesive backing. It may be placed on nails quickly and used repeatedly.

Opening campaign, with budget of $6,000 for four weeks, includes TV and radio participating announcements, transit and newspaper ads, with the radio-TV segment well over half the total. Agency is Henry J. Kaufman & Associates, Washington.

FTC CASES
Three Hearings Held

HEARINGS on three cases—one involving a television correspondence school, the other two dealing with firms which have advertised on radio—were held by the Federal Trade Commission last week on different fronts.

Three sessions involved:
American Television Labs., Chicago (in Washington, D. C. Wednesday), charged with misrepresentation of correspondence courses in radio and television; Nation's Premier Hearing Aid Co., Chicago (in Chicago, Tuesday), alleged unlawful sale of hearing aids; and Hearing Aid Co., New York (in New York, Tuesday), charged with false and misleading advertising of Dolich, a medical preparation.

ABCDE ELECTS
Three New VP's

CASPER H. BILLIPP, Edward Mead and Richard D. Wyllie were elected vice presidents of Benton & Bowles, New York.

Mr. Billipp, copywriter for the agency since 1944, also becomes copy supervisor; Mr. Mead becomes head of the TV commercial department, and M. J. Wyllie, who joined the agency last October as copy group head, becomes copy supervisor.

KVRN APPOINTS
Taylor Co. Representative

KVRN, new outlet in Lexington, Neb., has appointed O. L. Taylor Co. as its representative. Station goes on the air Jan. 20 with 25 kw daytime on 1010 kc. direction.

KVRN is owned by the Nebraska Rural Radio Assn., comprised of 3,800 farm families and 255 farm organizations. The latter range in size from 25 to 15,000 membership groups. The association is incorporated as a non-profit corporation. Max Brown is general manager of the station.

CONKLING NAMEI
Columbia Records President

JAMES B. CONKLING has been appointed president of Columbia Records Inc. effective Feb. 1, announced last week by Frank Stanton, CBS president.

Edward Wallerstein, Columbia Records president and a member of the board of directors of CBS, parent firm, has resigned effective that date, Mr. Stanton stated. Mr. Wallerstein, however, will continue as consultant to CBS, he said.

Mr. Conkling has been vice president of Capitol Records Inc. since 1944 and has been chief executive officer of the company since the time.

SMITH CHOSEN
For Watts' Duties

T. A. (Ted) Smith, assistant general manager of RCA-Victor's Engineering Products Dept., has been named acting general manager to take the duties of Walter W. Watts, department vice president, who recently resigned.

Up to Jan. 1 Mr. Smith had served as general sales manager of the Engineering Products Dept. He then was promoted to assistant general manager.

CSL RADIO STORES

SALES CENSUS
Radio Stores Increase

FINAL Census of Business figures for 1948, released Saturday by the Census Bureau, Department of Commerce, reveal that radio store sales rose to $384 million in that year, 68% increase over $49 million in 1939, year of the previous Census of Business.

The number of radio stores increased from 2,911 in 1939 to 7,231 in 1948. This does not include household appliance stores which also sell small television sets.

Radio stores reported 14,589 paid employees for the November 15, 1948 workweek. An annual payroll of $33 million was reported.

Page 20 • January 15, 1951
THE GOVERNMENT was marshalling plans on many fronts last week to prepare radio, television, and radio communications in general for the "nerve system of civil defense"—for their roles in any emergency.

While many developments and projects were classified for national security reasons, it was known that:

- The pressure for creation of a 1951 counterpart of 1940-41's Defense Communications Board was mounting.
- President Truman's Temporary Communications Policy Board, working on a recommendation for establishment of a permanent, high-level agency, suddenly put a tight lid on information about its activities, which inevitably would have to coordinate with other planning affecting radio-TV broadcasting and communications.
- FCC was making plans for a meeting with industry representatives to discuss the role of radio-TV in national defense activities, including the part they would play in time of actual or imminent enemy attack.
- Continental Air Command and the FCC were considering a plan for radio-TV operations under enemy attack; the Broadcast Advisory Council conferred with key Washington officials and the Defense Dept. for Presidential "control" of all electromagnetic radiations in time of stress was being prepared for re-submission to Congress (stories on pages 22, 23).

Meanwhile there was continuing circulation of reports that CBS Board Chairman William S. Paley had accepted a strategic defense mobilization assignment, planned to conduct a survey of critical metal shortages, though there was also speculation that he might enter the psychological warfare field, perhaps for President Truman.

According to reports that FCC Chairman Wayne Coy had been offered a new defense post also gained currency—but were denied.

Chairman Coy is slated to leave shortly for an extended vacation which was recommended by his doctor several weeks ago for general fatigue.

Contributing to the increased speculation that Mr. Paley may be called into government service, at least on a short-term basis, was the fact that he visited President Truman last week. The Board was then on conference at the National Security Resources Board Chairman Stuart Symington.

Unconfirmed reports said Secretary of State Dean Acheson also was present during the conference. Mr. Paley served as a colonel under Gen. Dwight D. Eisenhower in psychological warfare during World War II.

His selection for a metals survey, it was felt, would stem from a desire to have the project conducted by a man of recognized ability but not closely identified with the field under survey.

Mr. Paley, he was seeking residential quarters in Washington late last week.

Although there has been no strong outward movement for re-establishment of a defense communications agency, largely because of the close liaison which has been maintained between FCC and the War Department, plans have begun to pile up and it appears probable that the question will go to President Truman for decision.

The Budget Bureau, which already has put the proposal on foot, has scheduled a meeting for tomorrow (Jan. 16) to discuss the subject with appropriate government agency representatives, including FCC Chairman Coy.

To consider radio-TV's role in emergencies, the FCC meanwhile has held one meeting with a limited number of industry representatives, largely engineers, and planning another to which a much larger number—perhaps encompassing all stations—may be invited. Date for this session, it was reported, has not been set.

President Truman's Temporary Communications Board, headed by former FCC Comr. Irving Stewart, now head of the U. of West Virginia, meanwhile met for two days last week—Monday and Tuesday—in sessions presumably devoted to a great extent to plans for establishment of a permanent Communications Policy Board.

The Board declined to comment on its work. It has scheduled additional sessions Jan. 26-27 and Feb. 12-13, before submitting its report to President Truman on Feb. 17.

The effect which postwar changes in the military department setup might make upon the communications-structure of a re-established Defense Communications Board—if one is decided upon—could not be foretold, aside from the nature of other changes which might be considered desirable.

The old Defense Communications Board was created by Executive Order on Sept. 24, 1940, and its name was changed to Board of War Communications on June 15, 1942.

It was a five-man board composed of the chairman of the FCC; the Signal Officer of the Army; the director of Naval Communications; the Assistant Secretary of State in charge of the Division of International Communications; and the Assistant Secretary of the Treasury in charge of Treasury Enforcement Activities.

As FCC chairman, James Law rence Fly headed the board, which


**NEW president of Radio-Television Mfrs. Assn. serving on a fulltime salaried basis, is to be elected Feb. 15 when the RTMA board meets at conclusion of the manufacturers' midwinter conference at the Hotel St. Moritz, New York.

Prominently mentioned for the presidency is Glen McDaniel, RCA vice president [CLOSED CIRCUIT, Jan. 5]. It was learned that a number of leading manufacturers already had endorsed Mr. Mc Daniel for the post. Another candidate, according to RTMA members, is Rep. Lowell Stockman (E-Ore.).

Mr. McDaniel, chairman of the RTMA Reorganization Committee, headed by RTMA reorganization committee, is executive Max F. Balcom, Sylvania Electric Products, will meet during the Chicago conference to discuss names of candidates. This committee will report to the RTMA board, which will make the final selection.

Robert C. Sprague, president of Sprague Electric Co. and now serving without salary as RTMA president, is anxious to devote fulltime to his business as result of mounting defense orders. Mr. Sprague has attracted wide attention for his aggressive RTMA leadership during the difficult mobilization days. James D. Secret, RTMA general manager and secretary, has been in active charge of the Washington headquarters operation under President Sprague.

**Re-elected McDaniel drew industry acclaim last autumn for his part in preparing the RTMA appearances at Congressional hearings on the Excess Profits Tax Act of 1930. He worked closely with President Sprague and General Manager Secret during the hearings.

Though just 38, Mr. McDaniel has made rapid progress in the RCA organization. A law graduate of Columbia U. in 1936 after getting an A.B. at Southern Methodist U., he joined the New York firm of Sullivan & Cromwell. Joining RCA, he became vice president and general attorney of RCA Communications in 1946. Two years later he was elected RCA vice president.

During the war Mr. McDaniel served in the Naval Reserve, moving from a Junior grade lieutenant to commander. In 1945-46 he was chairman of the Navy Board of Contract Appeals. He is a member of the New York City Bar Association and is a member of the Rockefeller Center Luncheon Club.

RTMA decided early in 1950 to elect a fulltime paid president when annual meeting held in Washington, the president, decided to retire after 22 years at the association's helm. After a long list of candidates had been scouted, the post was offered to Mr. McDaniel. He accepted and was prevailed upon to direct RTMA's leadership on a part-time basis.


January 15, 1951 • Page 21

**RTMA PRESIDENCY

Glen McDaniel Possible
RADIO CIRCULATION

RADIO audiences vastly larger than combined circulation of eight leading magazines are available to advertisers according to typical studies based on the magazine data sent to stations by Broadcast Advertising Bureau.

- Startling results are obtained by comparing radio circulation, through references to Broadcast Measurement Bureau figures, and the circulation of leading monthly and weekly magazines - Hugo P. Higgins, BAB director asserted. The magazine figures were distributed to BAB's station membership in December to give broadcasters a new sales weapon in magazine competition. [Broadcasting • Telecasting, Dec. 18, 1950]

Commenting on magazines, Mr. Higgins said: "It should be remembered that these magazine circulation figures represent once-a-week or even once-a-month impressions. Radio, as you know, can make multiple impressions within a single day which gives a new and greater dimension to radio advertising."

Four weekly and four monthly magazines are covered in BAB's detailed presentation of circulation data by counties and cities. Weeklies are Life, Look, Colliers and Saturday Evening Post. Monthly magazines are American, Country Gentleman, Ladies Home Journal and Women's Home Companion.

Comparison Made

Following Mr. Higgins' suggestion, Broadcasting • Telecasting decided to make some comparisons and see how radio and magazine circulations added up in a number of cities. Starting with the largest, New York, it was found that in 1949 (when the latest BMB surveys were made) the city contained 2,258,470 radio families. The combined circulations of the eight magazines analyzed by BAB totaled only half that number — 1,086,729.

Obviously, total radio families versus total number of subscribers to the eight magazines is not a very satisfactory basis for comparing radio and magazine public.

There are more than eight magazines, even some with large circulation, which should be considered an overall comparison. On the other hand, some families subscribe to several magazines and other families to none, so that the duplicating factor of magazine distribution should be considered if a fair comparison is to be made between radio homes and magazine homes.

Perhaps a fairer method would be to compare individual stations with individual magazines. Suppose we take the total number of radio families in the city (although all of them have access to any broadcast of any station just as all families receiving a magazine have access to any of its stories, articles and advertisements), but the number of families which listen to the local station tuning in to each station once a week or more. A comparison of the total weekly audiences of New York's four network outlets with the four weekly and four monthly magazine circulation figures for New York looks like this:

**NEW YORK**

<table>
<thead>
<tr>
<th>Network</th>
<th>Total Weekly Radio Families</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Network</td>
</tr>
<tr>
<td>A</td>
<td>1,850,720</td>
</tr>
<tr>
<td>B</td>
<td>1,724,720</td>
</tr>
<tr>
<td>C</td>
<td>1,716,350</td>
</tr>
<tr>
<td>Average</td>
<td>1,718,505</td>
</tr>
</tbody>
</table>

*Weekly Magazine Circulation* | *Monthly Magazine Circulation* |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Colliers</td>
<td>89,159</td>
</tr>
<tr>
<td>Life</td>
<td>363,706</td>
</tr>
<tr>
<td>Look</td>
<td>152,600</td>
</tr>
<tr>
<td>S.E.P.</td>
<td>115,300</td>
</tr>
</tbody>
</table>
| Average                       | 183,393                       | 89,029

The total number of families hearing any of the New York network stations once a week or more is thirty times the total circulation in that city of any of the eight magazines, with the average hearing the stations at night nearly 10 times the average circulation of the weekly magazines and nearly 20 times the average circulation of the monthlies.

But it may be argued that these radio figures include families who listen only once or twice a week and so are not fair comparisons with families who spend several hours reading a magazine. Ignoring the counter-argument that magazines frequently go unread, let's take the smallest BMB measurement — families listening to each station six or seven days (or nights) a week.

**BAC FUTURE**

AFTER two Washington meetings the Broadcast Advisory Council faces an uncertain future. The council must decide what it wants to do, and how to do it. Then it must act on suggestions that the meeting has not represented all industry segments.

Second meeting was held last Monday, with BAC members again conferring with governmental and defense leaders on the role broadcasters can take in the emergency. First session was held Dec. 14 [Broadcasting • Telecasting, Dec. 18, 1950].

Justin Miller, NAB president and BAC chairman, is to confer at the White House on council activities. The White House is known to be concerned over charges that council membership inadequately represents NAB non-members. Judge Miller is expected to contact the White House following the meeting of TV stations in Chicago Friday.

Budget Restrictions

Confronting BAC at this point is the fact that many U.S. emergency agencies are operating on a skeleton basis, with small budgets and major policies undecided. Proposals to set up some form of OWI (Office of War Information) as the last war was done is called by the council. Object was raised that the OWI's activities were more extensive than many persons realized, covering allocation of media facilities to official agencies and a diversified, less-publicized functions.

The council directed Judge Miller to report in person to the White House on BAC activities. It is to obtain details of all regional defense broadcast organizations and make them available to state associations of broadcasters and the rest of the industry. Plans to set up a nationwide alerting system were discussed.

As to membership, the council decided that such requests should be granted until it can be determined if a more definite chart of BAC function.

Monday's all-day meeting opened with FCC where BAC members were received by Chairman Wayne Coy and Commissioners Paul A. Walker, Rosel H. Hyde, Edward M. Webster, George E. Sterling and Frieda Hennock. Discussion centered on program content in relation to the emergency and control of radio frequencies.

Chairman Coy said FCC cannot act in the programming area, suggesting BAC must work out arrangements with individual federal agencies. He said FCC cannot control flow of critical materials but will advise with National Production Authority as to allocations when the need arises.

As to frequency control, Chairman Coy said FCC has done much work with the Civil Defense Administration; Robert R. Burton, CDA communications director; John DeChant, CDA public relations director; Governor F. L. Ankenbrandt, director of communications, USAF; Col. Barnett W. Beers, assistant for civil defense, Office of the Secretary of Defense; Curtis Plummer, FCC chief engineer; Clem Randau of CDA.

Gen. Ankenbrandt said the Defense Dept. thinking on the electromagnetic radiation bill was similar to that of FCC. He added that the bill was designed to protect the nation against possible use of any or all radiation as homing devices for enemy aircraft or guided missiles.

Gov. Caldwell said CDA is eager to use services made available by broadcasters.

**Uncertain After 2 D. C. Meetings**

Attend Meeting

Attending the Monday meeting were Judge Miller; Robert C. Sprague, Radio-Television Mfrs. Assn. Jack R. Popple, Television Broadcasters Assn.; Seymour N. Siegel, National Assn. of Educational Broadcasters; Frank White, NBC; Frank M. Darr, ABC; Robert H. Hinckley, ABC; Earl H. Hammons, CBS; Walter Compton, DuMont TV Network; Clair R. McCollough, WGAL Lancaster, Pa.; J. R. Lounsberry, WGR Buffalo; Roger W. Clipp, WFIL Philadelphia; David Leek, WABC New York; KWK Miami Beach, Fla.; M. W. Watters, WCPO-TV Cincinnati; Arthur B. Church, KMBC Kansas City; William A. Fay, WHAM Rochester; J. Howard Lane, Field Enterprises; Gilmore N. Nunn, WLAP-Lexington; Walter B. White, Jr., Richard Shaff, WOS Columbus, S. D. Kirkpatrick, WPTF, N.C.; W. H. Hill, BAB secretary; William B. Ryan and Oscar Elder, NAB.

Page 22 • January 15, 1951

BROADCASTING • Telecasting
JAMES H. S. ELLIS, president of Kudner Agency, charged Friday that TV networks are approaching 'control of the editorial content of the air through growing domination over time, talent and production.'

In an address before the Detroit Adcraft Club, Mr. Ellis put much of the blame on TV networks for talent turnover. "We have found a point where networkized talent is flowing out of TV and into another medium, and we don't know how much," Mr. Ellis said.

Mr. Ellis scored what he called a snowballing trend in which networks put together package shows and sell them to sponsors at skyrocketing prices. He said at least 70% of CBS commercial shows and 50% of NBC's are network-controlled, whereas a considerable majority of all shows on the air a year ago were produced by independent packagers or agencies.

Mr. Ellis' agency itself pioneered in development of many top TV shows. Its 1960 billings amounted to $1.5 million for radio and $4 million for television.

"The Kudner executive stressed that television produces spectacular results when all factors are right. In consequence, that networks are entitled to some control over talent and production. But the trend now, asserted, is the direction of "complete and monopolistic" control by networks."

"Three years ago," he said, "the top TV show on the air cost about $10,000 a week for an hour program—$2,000 being for time and $8,000 for entertainment."

Cost Mounts

"Now, and in only three years," he continued, "the cost of a show of similar size has mounted to $100,000. Time has gone up to $36,000 and entertainment to $80,000 or more."

"This means that to put on a good show on a yearly basis an advertiser must think in terms of a $4 million annual budget—and this, of course, is for TV alone without taking other advertising media into consideration."

He said inter-network competition has reached a point of outright "audience stealing, with networks bidding fabulous prices which few sponsors can justify."

"With individual stars getting as much as $40,000 for a single performance, a lot of harm has been done."

Mr. Ellis feared present trends mean "we soon can arrive at the time when the networks provide all the entertainment." This, he said, "would be contrary to the challenge of free competition, and the inherent dangers in it are obvious."

No 'Straitjacket'

He called upon "the people responsible for the destiny of television" to "stop, look, and listen."

"They already have a monopoly of the air waves, which is unavoidable," he said. "Television may prove to be the most powerful selling machine we have ever seen, but monopolizing TV entertainment is hard to justify as serving anyone's best interests. We don't want to be put into a straitjacket when it comes to entertainment."

SHADEL NAMED

Radio Correspondents Head

WILLARD (Bill) SHADEL, CBS Washington commentator, was elected president of the Radio Correspondents Asso. for 1961 at a meeting held in Washington last Wednesday. He succeeds William R. McCandless, general manager of NBC Washington operations (WRC-AM-FM, WJPN-AM, WNBW-TV), who becomes ex-officio member of the organization.

Other officers named were Hollis Seavey, WBS, vice president; John Edwards, ABC, secretary, and Raymond Gram Swing, WOL Washington and Liberty Broadcasting System, treasurer. Ann M. Corr- rick, Transradio Press Service; Rudolph Block, representative for West Coast stations, and Robert McCormick, NBC-TV-Washington, were named recording secretary.

Mr. Shadel, who also assumes the post of chairman of the Radio Correspondents Asso.'s executive committee, and other officers are expected to be installed at the correspondents annual dinner for the President at the Statler Hotel, Washington, Feb. 3. Mr. Seavey, who succeeds Mr. Shadel, is with Associated Press, Inc., vice president, also will serve as vice chairman of the executive committee.

Mr. Shadel started his radio career at WKZO Kalamazoo, Mich., in 1932, later becoming public relations director of the National Rifle Assn. From 1943 to 1944 he served as assistant correspondent for CBS in Italy and at other battlefronts. In 1945 he was assigned to the staff of WTOP Washington, then CBS owned-and-operated station. He joined the correspondents association that same year.

By Networks Charged by Ellis

BOB HOPE isn't kidding as he puts his name to an exclusive long-term radio and television contract with NBC. John K. West, vice president in charge of NBC Western network, supervised the signing (Broadcasting • Telecasting, Jan. 8).

Asserting that "the customer should have some rights," he said that "at least we can call a halt and give the independent sources a chance to find if there isn't some way to keep talent costs from going out of the reach of everyone—and thereby hurting TV, talent, TV owners, and the industry as a whole."

JOURNAL CASE

APPEAL to the U. S. Supreme Court by the Justice Dept. as well as the Lorain (Ohio) Journal loomed as a prospect last week following U. S. District Judge Emerich B. Freed's decision against the Journal, first newspaper found guilty of anti-trust practices against a radio station (Broadcasting • Telecasting, Jan. 8).

Counsel for the Journal filed notice of appeal last Monday, three days after Judge Freed issued his decision in Cleveland. Justice Dept. officials also were understood to be considering an appeal, on the ground that the terms of the decree are inadequate.

Judge Freed refused, after hearing argument on Monday, a Journal request that effectiveness of the decree be stayed pending a Supreme Court decision. It therefore became effective today (Jan. 15). The Justice Dept. had submitted exhibits claiming the Journal did not abide by the substance of Judge Freed's decision in the case pending issuance of his decree.

The Journal, its owners and two other principal executives were found guilty of anti-trust violations of refusing to accept the advertising of local merchants who also bought time on WEOL-AM-FM. Elyria-Lorain (Broadcasting • Telecasting, Sept. 4, Oct. 2, Nov. 13).

The Justice Dept. had proposed sweeping terms for inclusion in the final judgment, while counsel for the Journal contended the newspaper should merely be forbidden to reject advertising solely because the advertiser also uses WEOL-AM-FM.

Judge Freed incorporated some of the Justice Dept.'s proposed terms into his decree, but omitted others.

The judgment restrains the Journal from refusing to accept advertising, and from making discrimination "whether the reason for such refusal or discrimination is, in whole or in part, express or implied, that the [advertiser] has advertised, advertised, has proposed or proposes to advertise in or through any other advertising medium."

Forbidden Practices

The forbidden discriminations apply to "price, space, arrangement, location, commencement or period of insertion or any other terms or conditions of publication of advertisement or advertisements."

Similarly, the newspaper is restrained from "cancelling, terminating, refusing to renew or in any manner impairing" any advertising contract for the reason "in whole or in part," that the advertiser has used, or proposes to use any other medium.

The decree also forbids the Journal to accept any advertising on the condition (express or implied) that the advertiser shall not use any other advertising medium or shall use only the Journal.

Once a week for 25 weeks, the judgment continues, the Journal must publish a "notice which shall fairly and fully apprise the readers thereof of the substantive terms of this judgment."

The notice must be "placed in a conspicuous location."

In addition, the decree requires that the Journal and the individual defendants must keep for five years "all books and records, which shall include all correspondence, memoranda, reports and other writings, relating to the subject matter of this judgment."

Within 10 days, the Journal must give written notification of the terms of the decree to "any officers, agents, employees, and any other persons acting for, through or under defendants or any of them," and must advise them "that each and every such person is subject to the provisions of this judgment."

Such persons must also be told that copies of the decree are "readily available to them."

On reasonable written notice from top Justice Dept. officials, the Journal must give Justice Dept. representatives access (during office hours) to records relating to the anti-trust case in order to as-
AD COUNCIL

MEMBERS of the Advertising Council, representing all branches of the advertising industry, were brought up to date on national and world developments at the Seventh White House Conference held Thursday in Washington. Facing the possibility of greatly expanded need for advertising services as a means of mustering public opinion behind the nation's needs, the council heard government officials explain the military, defense, diplomatic and domestic situations.

With Dr. John R. Steelman, Assistant to the President, presiding, the council opened its session at the Pentagon. Speaking on the military situation were George C. Marshall, Secretary of Defense; Frank Pace Jr., Secretary of the Army; Maj. Gen. Stanley L. Scott, Joint Chiefs of Staff; Anna M. Rosenberg, Assistant Secretary of Defense; John D. Small, chairman, Munitions Board; Brig. Gen. A. Robert Ginsburgh, Office of the Secretary of Defense; Clayton Fritchey, director of public information, Dept. of Defense.

At a Statler Hotel luncheon Charles E. Wilson, director, Office of Defense Mobilization, reviewed the defense production crisis.

State Dept. officials went into the diplomatic situation during the afternoon. Discussing diplomacy were Dean G. Acheson, Secretary of State; Robert G. Barnes, chief of policy reports, Dept. of State; George W. Perkins, George C. Marshall, Assistant Secretary of State, and Edward W. Barrett, Assistant Secretaries of State.

Workshop Expanded

ONE of approximately 1,000 two-layer birthday cakes distributed to advertisers and agency men in Cleveland, New York, Chicago, Detroit, and Los Angeles by WAGA Cleveland to mark its 20th anniversary, was seen by George Backus Jr., Edward Petry & Co., and Dick Glass, Wm. Esty Co., both N.Y.

CONGRATULATIONS are offered by CBS Vice President and KCBS San Francisco General Manager Arthur Hull Hayes (1) to Bill Niefield, new director of news, special events and public affairs at KCBS.

PALMA SHARD, attractive nightly newscaster for KFI-TV Los Angeles, "slants" some wire service copy so that General Manager George Whitney can read it. Nightly news show is sponsored by GallenKemp Shoes through McNeill & McCellery Inc.

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NRDGA AWARDS

WINNERS in the annual contest of the National Retail Dry Goods Assn. for retail radio programs were announced Thursday at the close of the NRDGA annual convention, Jan. 8-11, at the Statler Hotel, New York, by Howard F. Pomeroy, secretary of the association's sales promotion division.

"This year's contest showed conclusively that retailers are using radio advertising as a direct sales promotion tool instead of a purely institutional tool," Mr. Pomeroy said. "In every case the entries were documented by a complete statement of results obtained from the radio programs submitted."

Hugh M. P. Higgins, director of Barnstorm Broadcasting Bureau, which co-sponsored the contest, presented the top awards at the banquet promotion session Thursday afternoon. "You have helped radio stations everywhere," he told the award recipients, "to give you more effective and better service."

Mr. Pomeroy said that, in a departure from past procedure, "the judges decided to make additional awards to stores for special achievements of the coordination of radio with other store promotion devices and for the comprehensive use of radio."

Program Information

Information concerning the winning programs, Mr. Pomeroy said, will be saved for a library available to other stores for use in guiding their own radio activities. A book containing formats, scripts, promotion tie-ins, and results of winning programs is planned jointly by NRDGA and BAB for release this spring, he said.

An illuminating dissection of the program which won the grand award for programs beam to a group of George Wyman Inc., South Bend, Ind., was given at the sales promotion sessions, director, Paul C. Robinson. (George Wyman & Co. programs won four additional awards.)

As to the success of George Wyman radio activities, Mr. Robinson said, "one conclusion stands out above all others: we started with confidence in the ability of radio to do a selling job. Then we applied all the old tried-and-true selling formulas."

Out of three radio stations in South Bend, he said, they chose (Continued on page 66)

NRDGA AWARDS for Best Programs of 1950

Stores Winning Awards for Coordinated Use of Radio With Other Media

Small Stores: George Wyman Inc., South Bend, Ind.

Comprehensive Use of Radio:

Large Stores: Joe's of Texas, San Antonio.
Small Stores: George Wyman Inc., South Bend, Ind.

Programs Beamed to General Audience:

2nd prize: Luckey Platt Co., Poughkeepsie, N. Y., for Luckey Star Time (WCKP).
3rd prize: John Gerber Co., Memphis, for Memphis Mid-South Today and Tomorrow (WMC).
Honorable Mention: Norris Sachs Inc., Chicago, for its Amateur Hour (WNER and WNR-TV).

Special Award for service in the public interest: McCurdy & Co., Rochester, N. Y., for Little Symphony (WAMH).

Small Stores:
1st prize: Phillip's Department Store, Omaha, for Good Morning from Philips (KOL).
2nd Prize: A. Steiger & Co., Holyoke, Mass., for Steiger's Breakfast Hour (WYHN).
3rd prize: Pomeroy's Inc., Pottsville, Pa., for Pomeroy Family Hour (WPCR).

Programs Beamed to a Woman's Audience:

Large Stores:
Grand Award: Sibley, Lindsey & Orr, Rochester, N. Y., for Tower Clock Time (WHAM).
Small Stores:
Grand Award: George Wyman Co., South Bend, Ind., for The Time, The Place, The Tune (WSBT).
First Prize: C. K. Whitner Co., Inc., Reading, Pa., for The Wiss Heezeak Show (WEEU).
Second Prize: Nelson's of James-town, N. Y., for From My House to Yours (WJTN).
Third Prize: Linn and Scruge Co., Decatur, Ill., for Something to Talk About (WDZ).

Honorable Mention: Pomeroy's Inc., Pottsville, Pa., for Pomeroy's Sunshine Farm (WPCR). Special award: for something to talk about (WZD).

Programs Beamed to Teen Ager:

First Prize: George Wyman & Co., South Bend, Ind., for Teen Time (WSBT).
Honorable Mention: J. L. Brandes & Sons, Omaha, for Campus Cardinal Football Roundtable (KFAB).

Kirven Co., Columbus, Ga., for Hi Times (WRBL).
Programs Beamed to Children:

First Prize: (two awards): Pomeroy's Inc., Pottsville, Pa., for Sipper Wilson Show (WPAM); and Sage-Alien Co. of Hartford, Conn., for Kiddie Corner (WCCC).
Second Prize: Benjamins of Salisbury, Md., for Benjamin's Pigtail Club (WBOC).
Third Prize: Lowenstein's, Memphis, for Junior Theatre of the Air (WXIP).

For Saturation Spot Campaigns:

Grand Prize: Joe's of Texas, San Antonio.
First Prize: George Wyman & Co., South Bend, Ind.
Third Prize: Wolf and Desseran Inc., Fort Wayne, Ind.

New prize for the manufacturer or producer of the most popular and the most for retail sales during the year.

Hollywood Cassady Enterprises.

DIRECT SELLING TACTICS CITED

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POPULATION Ad Groups Set Standard Breakdowns

RECOMMENDATIONS of American Assn. of Advertising Agencies, American Marketing Assn. and Assn. of National Advertisers for "standard breakdowns for population data in media and market survey reports" were issued last Thursday in a four-page folder released jointly by the three organizations.

Noting that the recommended breakdowns "will meet the needs of most studies involving population statistics," the three organizations in a joint foreword state that "all organizations which conduct market and media research are encouraged to adopt these standard breakdowns in order that their surveys may be compared with census data and with each other, and thus be of greater value to all users."

Recommended breakdowns cover six ways of analyzing the population:

Age groups—to be divided into five-year groups ranging from under 5, 5-9, 9-14, etc. to a general lumping of oldsters into an "over 65" category.

2. (A) Income — to be broken down by $1,000 units from Under $1,000, $1,000-1,999, etc. to $10,000 and over. (B) Retail—to be graded as follows: Under $200, $200-299, $300-399, $400-499, $500-749, $750-999, $100-149,999, $150 and over.

(C) Value of owner-occupied homes — divided into: Under $5,000, $5,001-9,999, $9,500-14,999, $15,000 and over.

3. Education — no school years completed, less than five years of grammar school completed, 5-8 years of grammar school completed, 1-3 years of high school completed, four years of high school completed, 1-3 years of college completed, four or more years of college completed.

4. Occupation — divided into professional and technical workers, non-farm managers, officials, proprietors; farmers and farm managers, laborers and foremen; clerical and kindred workers, sales workers; craftsmen, foremen and kindred workers, operatives and non-supervisory laborers; service workers, including private household; unemployed, housewives, students, retired, others not in labor force.

5. Community size — divided into: Rural farm rural non-farm; places 2,500-9,999; 10,000-24,999; 25,000-49,999; 50,000-99,999; 100,000-249,999; 250,000-499,999; 500,000-999,999; 1,000,000 and over.


After Walter Barber of Compton Advertising Inc. pointed out the "pressing need" for standard breakdowns of population data in an address at the AAAA Eastern Annual conference two years ago the AAAA Committee on Research appointed Richard L. Edsall of the James Thomas Chirurg Co., Boston, as a sub-committee of one to investigate the matter. The AMA Committee on Marketing Research Techniques, headed by Dr. Hans Zeisel of The Tea Bureau, and the ANA Research Committee, headed by Richard H. Moulton of General Foods, also lent assistance and last fall the standard breakdowns were approved by the boards of AAAA, AMA and ANA.

In developing the standards, NAA and other media associations were consulted, as well as many individual research authorities.
FCC and the Continental Air Command are currently evolving a plan whereby broadcasting stations would be permitted to remain on the air in the event of imminent or actual air attack, and yet not lend themselves as "homing" devices for enemy bombers.

In April, the Federal Civil Defense Administration, armed with legislative authority but still lacking funds, has delayed issuance of its proposals pending an answer to two vital questions:

1. Will such a plan, when it finally materializes, resolve the perplexing problem of "radio silence"?
2. What frequencies will be assigned in the amateur radio band for participation of "hams" in civil defense operations?

Some light was thrown last week on both of these questions now under study by the FCC, Dept. of Defense and Civil Defense Administration as military authorities prepared to resubmit, to the 89th Congress, the President's proposal to empower the President to "control" radio-TV signals and other "electro-magnetic radiations" [BROADCASTING & TELECASTING, Jan. 5, Dec. 25, 1960].

New Proposal Seen

A Defense Dept. attorney said military officials will send to Capitol Hill another proposal along similarly stringent lines. Technically, the military's proposed bill died with the 81st Congress.

The recommendation, if enacted into law, would extend Sec. 606 of the Communications Act, which gives the President in times of proclaimed emergency, the power to silence or take over, or to suspend or amend the rules applicable to, existing radio communications facilities.

Under the Defense Dept. proposal, the President could exercise such control, not only in times of actual war and proclaimed emergency, but also "during strained international relations."

In view of confusion and controversy surrounding the plan, the department official last week was asked by BROADCASTING & TELECASTING to clarify the military's position with answers to a set of queries. Since officials declined to be quoted, a paraphrase of the exchange follows:

Q—What is the present status of civil defense communications planning? How far along are you in getting out a technical manual?

A—The recommendation, if enacted into law, would extend Sec. 606 of the Communications Act, which gives the President in times of proclaimed emergency, the power to silence or take over, or to suspend or amend the rules applicable to, existing radio communications facilities. Under the Defense Dept. proposal, the President could exercise such control, not only in times of actual war and proclaimed emergency, but also "during strained international relations."

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Q—Will such a plan, when it finally materializes, resolve the perplexing problem of "radio silence"?

A—The department has such power, but radio only on the orders of the President. It is trying to get legal authority to control all radio programs which might lend themselves as "homing" devices for the enemy, and to issue regulations on a standby basis. We need formal authority.

Q—Do you feel that the bill is far-reaching in that it would extend to periods of "strained international relations"? Would that not include the present period?

A—The bill is intended for use only in more severe times, and the language is tightened up to serve its purpose. It could be applied to the present situation, but probably wouldn't be.

Q—Do you see any conflict between the military's position that radio-TV signals should be curtailed in certain times and the position of Civil Defense authorities that communications is the nerve system of defense?

A—No more conflict than is inherent present when two agencies try to achieve different aims and purposes. It's a question of liaison of working something out between the Pentagon and civil defense officials. The plan is doubtless being worked out now.

Q—Has Mr. Lev (Marx Lev, Assistant Secretary of Defense) indicated that the military would support the proposal?

A—Yes, and he hasn't. In that connection, certain newspaper editorials have all been off base when they claim that the military wants to take over radio-TV broadcasting, or that plan is directed at the more powerful stations, or that it would be used for propaganda. The bill is designed to cover all stations with radiations prescribed within the bill.

Q—Assuming the bill were enacted in present form, how would the chain of command work? Would you tell stations to go off the air if necessary?

A—We would tell them—that is, we would tell the FCC which in turn would tell the military whether or not they can buy appropriate equipment. Obviously, they can't now for fear that frequencies will change.

Q—What is the latest status at present of civil defense communications planning? How far along are you in getting out a technical manual?

A—We have delayed the manual until we get the answer to two big problems: What to do with broadcasting stations and what the exact role of radio in the event of war is. The last war the 21/2 mc amateur band was reactivated with the title, War Emergency Radio Service, comprising amateur units. On broadcast stations, the Continental Air Command and FCC have been working on a plan that the station's power may be reduced if the station's air and not serve as homing devices. The plan was tested in New York this (last) week. Similar tests were held last month.

Q—What about the amateur frequencies?

A—There have been a series of meetings in recent months with the military, FCC and Civil Defense officials. FCC is expected to announce a tentative agreement shortly which would assign an undetermined portion of the amateur band to civil defense, and let the amateurs know how much they can buy appropriate equipment. Obviously, they can't now for fear that frequencies will change.

Q—What is the military's position with respect to the Dept. of Defense participation on the defense radio control bill? Is there a conflict?

A—Not necessarily. Although the bill would only give the military power it already has. The bill was unsigned by the President. The President has the power to control, or designate the agency which would control, radio-TV signals, which presumably would be FCC. The military have repeatedly stressed, incidentally, that as far as civil defense communications goes, it wants no part of it and that it should be run by civilians.

Q—Under the CD bill the President could delegate certain powers to the CD administrator upon declaration of a civil defense emergency. Who else could do that?

A—The governors of the states, in lieu of action taken by local civil defense authorities.

Q—Exactly what role will broadcast stations play in the civil defense picture?

A—We would like to see stations.

(Continued on page 79)
You get a lot for a little*

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

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY
KDAL has always included on our radio lists in the past as it assured us of effective coverage of Duluth-Superior, northern Wisconsin, and the important Iron Range area; also, of course, because of the excellent showing it has made in listening surveys.

Now that the new BMB shows KDAL with even greater penetration in all these areas than ever before, we believe KDAL represents an even better buy today.

More for Your Money on KDAL
DULUTH-SUPERIOR
5000 WATTS ON 610

Page 28 • January 15, 1951

NPA Receives Plan from Task Group

A PROGRAM to conserve the supply of materials for maintenance and repair of radio and television sets and household electrical appliances was recommended to the National Production Authority Tuesday by the Television Group of the Radio, Television Advisory Committee.

The task group, under Civilian Chairman James H. Simon, President of the Simon Distributing Company of Washington and Baltimore, unanimously recommended the program as a means of assuring continuation of radio and TV sets and other appliance maintenance and repair during defense preparations.

The resolution, adopted at a Chicago meeting of the task group, asks that any wholesale or retail distributor of maintenance and repair parts be prohibited from ordering new parts if his inventory of those parts is, or would become, more than necessary for him to operate at his usual rate for the next 120 days.

In ordering parts, wholesale and retail distributors would be required to deliver parts that would not push their inventories above the prescribed ceiling; that the parts would be used only for necessary repairs and replacements of existing sets and appliances; and that replaced parts will be delivered for reuse or salvage.

The plan, known as "NPA," is similar to the NPA plan for conserving television sets and parts, except that it covers both radio and TV parts.

The National Production Authority has already approved the NPA plan for radio and TV sets and is now considering the proposed program for maintenance and repair parts.

Civilian Chairman Simon said that the light of past experience, the Task Group felt continued repair services "is easily one of the most important considerations at this time."

He expressed hope that the recommended program would "be put into effect as soon as possible so as to assure a minimum of difficulties and complications in the all-important matter of servicing such items in consumer hands."
...because an APS salesman helped the station SELL

Here's still another example of how personalized Associated Program Service gives subscribers a “Library that Pays for Itself”! The case of WONW, Defiance, Ohio, is typical. APS Field Representative Walter Bates recently visited Defiance, to work with WONW's sales staff in selling one of the top APS programs, The Stars Sing, featuring radio's greatest singing talent.

With the WONW salesmen, be called on local prospects, backing up the station's own efforts. Together, they signed the Huenefeld Furniture Company of Bryan and Defiance—not only for The Stars Sing but also a series of spots to promote the series.

(In addition to this profitable sale, the WONW-APS sales team also found a sponsor for a set of pre-Christmas jingles selected from the wide assortment of special material in the extensive APS library. Total revenue: $2,800—or more than enough to pay WONW's subscription to the Associated Library for the entire year.)

The greatest proof of any library service's value is whether it pays for itself. And the APS Library does...again and again, all over the country. Under the APS service plan, APS field representatives visit your station when you first subscribe, working as aggressively with your sales staff as they did with WONW's. Six months later, there's another call to offer further assistance — and, after that, you can count on regular visits at least once a year.

Associated Program Service is giving stations what they want!

And that's SALES SERVICE...sincere on-the-spot sales help...transcribed money-making sales meetings each month...regional sales and programming clinics (watch for the schedule of dates soon)...monthly bulletins, memos, newsletters...harder-selling sales presentations.

It's all yours—if you're an APS subscriber. And a few more stations still can be. Send in the coupon and find out how little it costs for so much.

APS
Associated Program Service
151 West 46th Street, New York 19, N. Y.

"the library that pays for itself"
Radio Market Data for Oakland, California

1. How many people?
There are 3 million people in the coverage area of KLX, the top station in Oakland ratings. KLX claims only 600,000 as steady listeners.

2. How rich are they?
Oakland area radio listeners spend $100 million for drugs, 1 billion for food, 1/2 billion for general merchandise, 1/4 of a billion for radios, TV and furniture.

3. What does Hooper say?
KLX leads all independent San Francisco and Oakland radio stations in the Oakland Hooper... and often leads in all six periods!

4. Do San Francisco Independents cover Oakland?
No, these stations reach only 15% to 35% of the Oakland audience that KLX covers. You can check this by adding the Hooper share of audience figures for all six periods.

5. What about KLX results and promotion?
Just send for success stories on your field. Also, KLX has won 7 national awards for sound promotion.

TAX 'HURTS'

HIGHER excise taxes on radio and television receivers at the manufacturing level were being blamed by administration and Congressional officials as the government worked in high gear last week to map out a new revenue road to offset its spending program.

The higher radio-TV set excise rate would be part of a masterplan to map out the levies on a host of durable goods, according to current plans. However, other methods of raising revenue are also being considered, among them a general sales tax on the manufacturing level which would not penalize any special product.

It also is possible that the proposed excise tax would be combined with a higher excise. In that case, television sets will have been taxed two times successively within the past six months. Early last fall, Congress voted a 10% excise levy on sets.

Theme in Washington was a probable taxing of Americans 'until it hurts.' Chairman Robert Doughton (D.-N.C.), of the House Ways & Means Committee, who included President Truman's expression in surveying the situation, set his sights on Feb. 1 for his committee to begin its tax work.

Harsh Income Tax
From individual to corporation, the tax picture looks harsh for the income. Corporations already are paying higher tax on income and are confronted with a new excess profits levy. There is every indication that the expected $60-$80 billion budget for government operation in the next fiscal year, starting July 1, will bring government requests for (1) a tighter excess profits' law, (2) higher corporation and individual income rates, and (3) increased excises and possibly the sales tax.

The government has been standing pat on its thinking in regard to the volume of institutional advertising as a capital expenditure under the excess profits tax law. But reports persist that Congressional sentiment may force a re-examination of the issue.

While the law permits institutional ad [printing, providing it is within the framework of the volume placed during the base taxable years, the Secretary of the Treasury prescribes policy.]

If the revenue pinch becomes painful enough, Congress may take to the rostrum or to law making in order to tighten this particular aspect of excess profits regulation, it was understood.

In the radio-TV industry, the Defense Profits Tax Committee, formed by Radio-Television Mfrs. Assn. to study the impact of excess profits taxes, has released its report to members.

Committee Review
The committee, under chairman-ship of Glen McDaniel, RCA vice president, reviewed Congressional action from the profits bill's introduction up to its final passage in the waning days of the 81st Congress. [BROADCASTING * TELECASTING, Jan. 8, 1.]

Mr. McDaniel recalled: "While still urging its 1949-50 income test, the industry was able to compromise, matter, to obtain certain modifications of these provisions [on growth companies] which resulted in providing benefits for approximately two-thirds of the companies representing 86% of the volume of the reporting companies."

From its computations, the committee concluded that the 41 members of the industry, who supplied data to RTMA and who qualify for relief, would receive a total annual tax savings of $14,099,000. Some 19 companies, qualifying under the House bill, would save $2,380,000 because of Senate relief, the report stated.

Apparently doomed, at least for the foreseeable future, are bills introduced in the House (HR 1011, Rep. John D. Dingell, Michigan Democrat) and in the Senate (S 136, Sen. William Langer, North Dakota Republican) to remove excess taxes on communications facilities including radio and television.

They were referred to the House Ways & Means and Senate Finance committees, respectively.

UNION DISPUTE

NLRB Asked to Arbitrate

JURISDICTIONAL struggle over CBS white-collar employees in New York—between Local H-63, Home Office Employees Union of International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators, and the Distributive, Processing and Office Worker of America—appeared to be shaping up last week.

DPOWA, a new union formed by the merging of United Office and Professional Workers of America and the Food, Tobacco and Agricultural Workers, both of which were expelled from the CIO as pro-Communist, is understood to be taking over for the UOPWA, whose present contract with CBS for white-collar employees expires Jan. 31.

CBS, in an office communication to its employees a fortnight ago, announced that it had questioned DPOWA's right to represent them and had asked the National Labor Relations Board to settle the question.

Handbills Passed

Last week, although a CBS official said that no claim to representation had been received by the network from Local H-63 of IATSE, the latter passed out handbills inviting CBS employees to join. Possibly as soon as H-63 has acquired pledges to join in sufficient number to comply with NLRB rules, it will file as intervenor in the CBS-DPOWA dispute now before NLRB and formally claim the right to bargain for CBS employees.

Local H-63 was organized in 1945 to represent home-office employees. Starting with the theatre, it subsequently expanded to the New York Offices of Hollywood picture companies and film exchanges. It has clashed on numerous previous occasions with UOPWA.

FCC Annual Report

FCC's annual report for fiscal 1950 [BROADCASTING * TELECASTING, Jan. 8], is now available for 40c per copy from Superintendent of Documents, Government Printing Office, Washington 25, D. C., the Commission announced last week. FCC said it does not make public distribution of the report.
AMERICAN COAL NEEDED FOR EUROPEAN REARMAMENT.

A London dispatch reports that the state-controlled mines of Britain and Germany cannot produce enough coal to carry out Western Europe's rearmament. Although Britain has begun a belated 15-year plan of modernization and mechanization, there is still not enough coal. Many miners are quitting, dissatisfied with the unrealized benefits of socialism, and production also lags because prohibitive taxes on wages encourage absenteeism. America's mines, however, are ready and able to meet the coal needs of Western Europe in addition to America's demands.

MODERN COAL-BURNING LOCOMOTIVES DOING FINE JOB FOR N & W RY.

The Norfolk & Western Railway is described in a recent Business Week article as one of the nation's most profitable railroads. Stating that the N & W uses coal-burning locomotives exclusively, the article says that Robert H. Smith, the road's president, is not impressed with so-called Diesel "savings"—figures usually arrived at by comparing modern Diesel operations with those of twenty-five-year-old steam equipment. Modern, efficient coal-burners are doing a fine job on a railroad that has made money consistently since 1929.

COAL'S POWER DRAMATICALLY DEMONSTRATED.

The power of coal is being dramatically demonstrated on the General Electric exhibit train showing 1950's industrial wonders. Visitors to the exhibit try to turn a hand generator fast enough to generate 40 watts of current. They quickly find that it's impossible for any man to maintain for an hour the effort required to produce one kilowatt-hour of electric current—a feat done easily by a three-quarter pound lump of coal. Thirty years ago it took over two pounds of coal to do the same job. This improved efficiency is the result of continuous coal research, better preparation, and vastly improved combustion equipment.

NEW FUTURE FOR COAL IN SYNTHETIC FUELS!

Front-page news was the recent AP story covering the successful production of gasoline from coal. This may presage a new synthetic fuel industry for America which will produce not only gasoline and oil, but also such things as jet fuel, chemicals such as antifreeze, wood preservatives, and paint solvents—all made from coal.
PEABODY

RECOMMENDATIONS of the New York Listening Post for 1950 General and Sweepstakes Awards were released last week by Mrs. Harold V. Milligan, chairman. Recommendations of similar listening posts scattered throughout the country are considered by the awards committee in determining the awards.

The winners in various categories as proposed by the New York post were:

**RADIO**

No. 1-Regional Station
1-WOR-For the holy year
Citation: WMCA-For the Barry Gray Show
No. 2-Local Station
1-WSYR-For the unlimited hours devoted to broadcasting from the UN
No. 3-News
1-Martin Agronsky (ABC)
2-Reporters Round-up (Mutual)
3-Ernie Davis (CBS) (for maintaining the high standards that have won them previous awards)

HILL DEBATES

Radio-TV Coverage Urged

Radio-TV coverage of important sessions of the U. S. House of Representatives was proposed Friday by Rep. J. K. Javits (R-Lib-N. Y.). To implement his suggestion, the Congressmen introduced a resolution in the House which would amend the lower chamber’s rules.

Rep. Javits said the broadcasts and teletcasts could follow the pattern of the “extremely successful” telecasting coverage of the debates of the Security Council and General Assembly of the United Nations at their current sessions.

Noting he discussed the project with “the leading television broadcasters in the East,” Rep. Javits said they agreed that coverage would be given to “principal debates in the House if permitted to do so.”

TV Coverage

The Congressman pointed to current coverage of TV stations in the major cities of the U. S., the 10 million TV sets now in use and to the 240,000 per month rate of new set sales. “To this network should be added the over 3,000 AM and FM broadcasting stations reaching practically every one of the 46 million American families,” he said.

Rep. Javits added: “Members of Congress are constantly faced with the problem of keeping their constituents informed as to the position they are taking on important issues and of being sure that this information is accurate. Through the medium of television and radio, designed to supplement the Capitol’s extensive and excellent press coverage, every member has an opportunity to reach in a direct and effective way his own home constituency.”

Problem of radio-TV origination from the House would be eased considerably at the newly re-modeled chamber because of the new completed installation of full facilities [BROADCASTING • TELECASTING, Jan. 1].

New York Post Makes Recommendations

Radio Roundup

FOR the first time in its history the San Antonio Advertising Club has an all-radio slate of officers for 1951. Elected were Bob Roth, KONO assistant manager, president; John W. Fraser Jr., of the KABC sales department, vice president, and Ruth Burleson, KCOR, secretary-treasurer. All stations are in San Antonio.

IBEW PROTEST

WBBM ‘Profanity’ Firing

INTERNATIONAL Brotherhood of Electrical Workers last week protested in Chicago against the firing of three engineers along with three announcers from WBBM-CBS Chicago after inadvertent broadcast of profanity New Year’s Day [BROADCASTING • TELECASTING, Jan. 8]. A spokesman from IBEW, terming the action “completely unjustified,” said the union will complain “loud and long.”

IBEW notified CBS Central Division Vice President H. Leslie Atlass that it seeks arbitration in the matter. In a letter of acknowledgment of the notice, Mr. Atlass reportedly enclosed a copy of a letter dated Jan. 10 by Frank Falknor, vice president in charge of operations for the network, to the IBEW international office.

Mr. Falknor’s stand reportedly hinged on the fact that the firing was justifiable in the light of lengthy examinations and investigations by the network and station as to causes of the engineering and announcing slip-up, which permitted an estimated five seconds of profanity to go out over the air. CBS does not consider arbitration “necessary,” but will cooperate in such a move, Mr. Falknor reportedly wrote the union.

Final OK on a petition for arbitration is expected by the Chicago local from the international office which is the union’s defense for the engineers is they were working from a “blind, standby studio” into which no engineer could see. The warning light which flashed on as the microphone live was understood to have been behind the announcer as he talked with another member of the staff.

Charles Dewey Named

APPOINTMENT of Charles E. Dewey Jr., consulting radio engineer and former manager of WKJF Pittsburgh, to the post of director of Missouri civil defense communications, has been announced by Ralph W. Hammond, director of civil defense for the state of Missouri. Mr. Dewey is a native of Jefferson City, Mo., and has been responsible for the design and construction of WQFP Kalamazoo, Mich.; WBBK Battle Creek, Mich.; WYDK Cumberland, Md., and WJER Dover, Ohio. During the war, Mr. Dewey was a radar engineer for Raytheon Mfg. Co., Waltham, Mass.
WHEN NEW YORK'S STATION WFDR went on the air last summer, they were faced with a major recording assignment: "taping" a Kaiser-Frazer sponsored news program with Joseph C. Harsch and Marquis Childs which was sent over-the-line from Washington. Not only did this show have to be recorded for delayed broadcast on WFDR, but the station was responsible for sending copies of the program, with specially dubbed commercials, to its sister stations in Detroit, Cleveland, Chattanooga and Los Angeles the same night.

Within half an hour of the time the show is recorded, commercials are added, additional copies are recorded and the tapes rushed to airport and railroad station for immediate shipment across the country. Additional flexibility and fast operation is provided by the coupling of four PRESTO SR-950's with a remote control system, allowing the operator to completely control the machines from his chair at the console.

More than 1,000 reels of tape have been used since WFDR installed its new PRESTOS. "The speed of such an operation and the need for dependable, high quality equipment were reasons for our selecting the PRESTO SR-950's," says Chief Engineer Bud Arnow. "After several months of rigorous use, we find the selection completely justified."

WFDR's unique use of PRESTO equipment is further evidence that wherever fine recording is done... it's PRESTO two to one.

wherever you go... there's PRESTO!
More Stringent Censorship Clamped on News

KOREAN GAG

STRINGENT censorship of all radio and press dispatches out of the Far Eastern theatre of operations—Tokyo and Korea—was ordered last week by the U. S. 8th Army, which usurped complete authority over the flow of all military information.

The newly-imposed regulations supersede directives previously laid down as a guide by the 8th Army for dispatches flown from Korea alone and designed merely to "screen" stories from radio newsmen and press correspondents [BROADCASTING • TELECASTING, Dec. 25, 18, 1950] without recourse to reprimanding measures.

New dispatch in the censorship battle, which portended drastic penalties for correspondents violating security and curtailment of on-the-spot Tokyo radio coverage, were these:

Gen. Douglas MacArthur's Tokyo Command turned over complete responsibility for military censorship to 8th Army Headquarters, ceasing to issue news communications and censor copy involving UN Korea ground forces.

A "fact-finding" committee was formed by the foreign correspondents corps in Tokyo to secure a clarification of the ruling and to make concrete recommendations to military authorities.

Sen. Wayne Morse (R-Ore.) asked the Dept. of Defense for a copy of the censorship directive, which he questioned as being possibly unconstitutional.

Maj. Gen. Floyd L. Parks, Army Chief of Information, denied published reports that Gen. MacArthur had been "gagged" by the Pentagon.

Sen. Morse said he had been apprised of the order by Sherman Washburne, commentator at KEX Portland, Ore., and stated he would present it to the Senate Armed Services Committee, looking toward a possible probe.

NINE POINTS

The new code, amounting to virtual wartime censorship, listed nine points in the following categories, carrying with it stiff penalties—suspension of all privileges or possible court martial.

The violator may be subject to disciplinary action because of an intentional violation of these and other regulations, either in letter or in spirit, and in extreme cases of defiance, where investigation proves the circumstances warrant the correspondent may be placed in arrest to await deportation or trial by court martial," the announcement said.

In announcing that the 8th Army had taken complete control over information channels, Col. M. P. Echols, Gen. MacArthur's public relations officer, said its main purpose is to eliminate "inconsistency in censorship" and to give the 8th Army direct control over field operations.

Parks told the Radio Executives Club in New York that censorship is "an effort to buy time . . . not a permanent action to con- ceal mistakes," and felt the rules may be modified.

At the same time, similar direct authority was extended to U. S. Air Force and Navy commands representing those forces in Korea action.

The code forbids, unless authorized:

- Mention of identity of organizations in the combat and communications zones; quoting officers; revealing that any sector in Korea is occupied by American troops until confirmed by the enemy as fact; stating that any newsmen occupied unless "essential to a news story"; mention of any base fort, communications center; ship or rail movements; discussion of allied air power; mention of number of troops; effect of enemy fire or bombardment; mention of enemy strength, efficiency, morale or organization of armed forces . . .

The field correspondents, who set up the fact-finding group, promised to cooperate with Army authorities but, at the same time, questioned whether political correspondents might not also be imposed.

Many favored only partial or field censorship, pointing out that communications by unfriendly powers are not likewise subject to security curbs in Tokyo now involved against radio and press.

Some correspondents have complained the past fortnight that some portions of news from reaching Tokyo have been severely cut. Others questioned a ban on use of the word "retreat" contrasted to the more euphemistic word "withdrawal."

Under the new order field censors will analyze all news copy and notify any correspondent of a security breach permitting him to change the story or hold it until security is no longer involved. Normally news stories are held for a minimum delay of one hour.

JOHN C. BELL

WBRC Founder Dead

JOHN C. BELL, 48, founder of WBRC Birmingham, Ala., died at his home in Birmingham, Jan. 5 after a long illness.

Born in Chattanooga, Tenn., Mr. Bell moved to Birmingham and in 1926 organized the Bell Broadcasting Corp., founded WBRC and started broadcasting with equipment he and his early workers built themselves.

In 1945, Mr. Bell sold his interest in WBRC and bought WFOY St. Augustine, Fla., which he continued to live in Birmingham. Mr. Bell was also a former director of the NAB and a leading radio engineering consultant.

Survivors are his widow, Mrs. Mary Clayton Bell; a daughter, Mrs. W. T. Mars and his parents, Mr. and Mrs. John H. Bell.

SONGSTRESS FRIEDA

For Old Gold VIP Show

COMR. FRIEDA B. HENNOCK of the FCC is slated to turn radio and television talent to help put over a benefit in behalf of Ted Mack and his Original Amateur Hour later this month when the program becomes the VIP Amateur Hour.

Comr. Hennock who is scheduled as a vocal soloist, is one of more than a hundred government officials and congressmen who will devote their time and talent to the benefit show. The program, to be broadcast for 45 minutes over ABC, beginning at 9 p.m., Jan. 25, and 10-11 a.m. over NBC-TV, is designed to help raise funds for the Associated Services for the Armed Forces. Helping in the support of the program is the Women's National Press Club of Washington, D. C.

Last year, the Ted Mack show put on a benefit performance for the American Heart Association campaign, which also featured Washington VIPs [FEATURE OF THE WEEK, Jan. 30, 1950]. This year again the broadcast will originate from Constitution Hall in Washington and the telecast from International Theatre, New York. Old Gold cigarettes (P. Lorillard Co.), the Amateur Hour sponsor, is donating the time. VIPs will include Vice President Alben P. Barkley, House Speaker Sam Rayburn (D-Tenn.), and cabinet members, ambassadors, and other ranking officers of the armed services.

HEAR LIBEL SUIT

Howser vs. Drew Pearson

LIBEL suit against Drew Pearson, radio-newspaper commentator, will go to trial today (Monday) in U. S. District Court, D. C., with Fred N. Howser, ex-attorney general of California as plaintiff. Judge Alexander M. Holtzoff will preside.

Mr. Howser charges that the commentator libeled him Sept. 12, 1948, on an ABC network broadcast by charging he had accepted a $1,300 bribe from a well-known gambler. At that time Mr. Howser was district attorney for Los Angeles County.

The commentator is charged with saying that he had an affidavit that 12 $100 bills had been accepted by Mr. Howser as "protection money." Retracting Mr. Howser are Herbert M. Bincham and Roger Robb. Mr. Pearson's attorney is William P. Rogers.

Tele-Tone To Relocate

TELE-TONE Radio Corp. is moving its entire New York City operations to Bayway Terminal, Elizabeth, N. J., effective Jan. 31, to a spacious new headquarters, and to get out of a crowded metropolitan target area, Sol W. Gross, president, announced last week.
MANPOWER PROBLEM

INITIAL study by Congress and the government of the nation's manpower picture got underway publicly last week against a backdrop of accepted arming and imminent man power stabilization.

Authorities agreed that while Congressional hearings on selective service requirements and other manpower problems—and government sessions on wage stabilization—would be held at top-level, the ramifications potentially would be felt down the line of electronics, broadcast and other industries.

The impact of revision of the selective service system and policy on reserves in the electronics-producing industries is one area that is expected to yield authority over manpower problems.

Earlier, in addition to announcing plans and procedures to be followed in establishment and operation of 13 regional committees to study labor shortages, the Labor Dept. also proposed local inter-agency defense manpower committees, with a view to coordination and cooperation among claimant agencies and overall government mobilization planning. They will work with the area labor-management groups.

Upwining Anticipated

Prospect for a surge in electronics employment also was outlined by Robert C. Goodwin, director of the Labor Dept's Office of Defense Manpower—just prior to creation of the Office of Defense Mobilization, which is expected to wield authority over manpower problems.

Electronic equipment and producers of their component parts "will experience a particularly rapid expansion in production and employment," according to Mr. Goodwin. Additionally, civil defense activities will take up substantial personnel employed by the government, he added. At the same time local employment offices have received a guide containing techniques for improving in-plant use of manpower.

To this end, Mr. Goodwin said, federal agencies will, insofar as possible, consider the adequacy of labor supplies in specific localities in scheduling electronics and communications production.

"Meeting the manpower requirements of defense-connected establishments will draw workers not only from outside the labor force but also from civilian industry jobs," Mr. Goodwin declared. "In coming months at least two million additional workers may be expected to shift from civilian to defense production . . . "

WSBT FOR A BILLION DOLLAR BONUS

In reaching the South Bend-Mishawaka trading area nothing equals WSBT. This station is a great buy on any schedule, delivering a half-billion dollar market all by itself. BEYOND THIS, WSBT is the outstanding station throughout its primary area, adding another billion dollars to the WSBT market. Check it for yourself—from Sales Management figures and Hooperratings. (Every CBS show on WSBT enjoys a higher Hooper than the network average.) For a tremendous bonus buy, buy WSBT.

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

BROADCASTING • Telecasting

January 15, 1951 • Page 35
World's most powerful communication system, built with the support of advertising, provides the U. S. with a devastating weapon possessed by no other nation, Marion Harper Jr., president of McCann-Erickson, told the Washington Ad Club last Tuesday.

Radio, TV and other media should be used to mobilize minds, he said, recalling that in World War II 85 million people bought small war bonds as media donated $350 million in time and space.

Emphasizing the power of electronic media, he said 74% of the people listen one or more times a day to 2,231 radio stations, with 97% of all homes having sets that are used 23 hours a week in summer and 33 hours a week in winter. He said TV sets are used 26 hours a week in summer, 36 in winter.

"The nation's radio bill is less than the budget of the Bureau of Public Roads," Mr. Harper declared. He recalled that a very minor TV campaign on WRGB (TV) Schenectady, N. Y., sponsored by Beverwyck beer at slight cost, "had induced 102,000 people to draw faces on bodies."

"There are fewer advertising specialists in the United States than employees at Macy's," he said. "They represent a precious commodity as professional mobilizers of opinion. Advertising media provide a proved reserve of power to mobilize opinion and support for what lies ahead."

WLW Capital Series

TWICE weekly series of interviews with government officials last Tuesday marked the opening of new WLW Cincinnati studios in Washington's Wardman Park Hotel. Program, titled Washington Speaks and featuring Gil King, WLW capital correspondent, is aired by direct line to Cincinnati listeners and also to WINS New York, Crosley outlet. WLW contracted with WWDc Washington for engineering services to build the Washington origination point. WWDc also is supplying technical assistance for programs.

Election Probe

Huber, Macy Contest Seats

Two defeated Congressmen—one active in framing legislation touching on station ownership, the other associated indirectly with radio interests—are among those currently being disputed in post-election action.

The House Campaign Investigating Committee revealed a fortnight ago that Rep. Walter Huber (D-Ohio), author of a bill (HR 9865) to prohibit future newspaper ownership of broadcast stations, and Rep. W. Kingsland Macy (R-N. Y.) would contest their seats. An investigation of their complaints will be handled by the House Administration Committee of the 82d Congress.


In the case of Congressman Huber, the campaign committee reported that printing of ballots and rotation of names on voting machines in the 14th District did not conform to the state's constitution.

WFCI Transfer Sought

Transfer of WFCI Providence, R. I., to Attorney General J. Howard McGrath as executor of the estate of Frank F. Crook, former business associate, was sought in an application filed Jan. 5 with FCC. Mr. Crook, 70% owner of WFCI, was killed in an automobile accident Dec. 1.

"A Craftsman Is Only Benjamin Franklin
PHILCO SALES
Show $335 Million in '50

PHILCO CORP. has just completed the biggest year in its history, with total sales of approximately $335 million. William Balderston, president, announced to company distributors at a meeting last week in Chicago. Television showed the most substantial increase of all Philco products with 1950 production and sales 300% as great as in 1949.

After allowing for federal income and excise profit taxes, earnings of Philco Corp. in 1950 were approximately $4.80 per share on the company's common stock, which was split two-for-one in December.

"The prospect for 1951 is a gradual tapering-off of civilian business and a substantial increase in production for the government in our electronic and appliance division," Mr. Balderston stated.

"The President has asked for a four-fold increase in electronic production for defense by the end of 1951. We propose to give the government even more than that," he declared:

"While the government is developing its defense program and placing orders with manufacturers, it is vital that civilian production be kept going so that the facilities and experienced organization in every industry will be there when needed to carry out their defense assignment. At the peak of the defense program, as it now appears, the overall output of the electronics industry will substantially exceed the 1950 peacetime total of about $2 billion."

KoolPhoenix has sent 75 pounds of promotional reports and scrapbooks to CBS this year as evidence of station's promotional activity.


HIDDEN under "The Thing" is an innocent doorprize which Gilbert A. Starr (I), account executive with Chambers & Wiswell, Boston agency, received from Boston Radio Executives Club President Harold Fellows, WEEI Boston, at last month's Christmas Frolic. In spite of "The Thing's" horrid appearance, the doorprize turned out to be very pleasant for Mr. Starr—a handsome hamper of assorted liqueurs.

Defense Orders

ORDERS for electronics and other equipment totaling $74,447,284 were let by the Dept. of Defense for the week ended Dec. 28, the Dept. of Commerce's Chicago field office has revealed. Largest contract was awarded to Hoffman Radio Corp., Los Angeles, which drew $2,761,725 for radio equipment. Another $1 million order was issued to General Communications Co., Boston, for items described as "test sets."

As Good As His Tools!

YOU will find the best in recording apparatus comes from the Reeves Soundcraft Laboratories. Magnetic tape with ten distinct features that contribute to its higher efficiency and fidelity; an assortment of recording discs to answer every requirement—a sensational line backed by the greater integrity and experience of the Reeves name, for twenty years a foremost manufacturer of recording and electronics accessories.

REEVES—"20 YEARS WITH SOUND RECORDING MEDIA"

Export—Reeves Equipment Corp., 10 East 52nd St., New York 22, N. Y.

SPORTS CLINIC
To Convene Feb. 26-28

TIPS on live and re-created sports broadcasts and telecasts, with sport announcers expounding views on successful formulas, will command the attention of Florida and other southeastern radio personnel who are slated to convene in Gainesville, Fla., Feb. 26-28 for a clinic sponsored by the state's General Extension Division in cooperation with the Florida Assn. of Broadcasters.

Headlining the list of speakers will be Walter (Red) Barber, CBS sports director and announcer; Al Hefler, MBS sportscaster who handles Mutual's Game of the Day; and "Rosey" Roswell, Pittsburgh baseball announcer. Burt Shotton, former Brooklyn Dodgers manager, also will speak.

Football also will be emphasized in talks and demonstrations, with Jack Cummins, sports director of WTVJ (TV) Miami, covering the sport from the re-creation angle. Mr. Hefler will discuss the live broadcast, detailing use of spotting boards and other mechanical devices used in football coverage. Techniques of general TV sports broadcasts will be explored by George Walsh, WFIL-TV Philadelphia.


BROADCASTING * Telecasting

January 25, 1951 * Page 37
Prosecution Planned

FRIENDS are making up all kinds of nicknames for Joe L. Smith Jr. these days. The sprightly, well-statured president of WJLS Beckley, WKNA Charleston, WAKW Wheeling, all W. Va. stepped out of his car a month ago, slipped on the West Virginia ice of his driveway and proceeded to break one of his ribs. "Mighty Mite" and "Jolting Joe" to some of the folks that know him. Instead of calling for help, he climbed back into the car and drove to a local hospital where he had the leg put in a cast and then drove home again, where he dutifully went to bed for four weeks convalescence.

NAB was deterred by what was described as a lack of industry interest as well as danger of damage suits.

In other media, the recognition bureaus keep in close touch with advertising agencies, much as retail bureaus operate, and collect data on the number of agency sales for the benefit of subscribers.

Speaking for the quarter-century-old WORZ New York, the Cincinnati automobile agency, located in the First National Bank Bldg., Mr. Koons said he had never heard of an agency by that name in New York.

Deeries Lack of Standards

"I've never had a P. I. account in my life," Mr. Emmett Brooks, president of WEBJ Brewton, Ala., broadcast the entire story of the station's experience with Midland Adv. Agency, New York, frankly telling listeners they had given them faith and apologizing for inconvenience and disappointment that resulted.

Since the station did not keep a list of orders forwarded to New York, it invited listeners to write WEBJ and promised to send a check, adding the station has "as much confidence in the honesty of our listeners as we want them to have in us." WEBJ said it plans to join with other stations and newspapers "which were victims of this scheme in attempting to see that criminal prosecution is started against those who carried it out."

In a complaint on per inquiry advertising James S. Rivers, president of Southeastern Broadcast System and WMJM Cordele, Ga., said Southeastern had never endorsed a deal offered by Gateway Sales Inc., Atlanta [Broadcasting • Telecasting, Jan. 1]. J. B. Brannon of Gateway, in a letter to this station, wrote that Southeastern outlets had carried the account.

Rivers' Answer

"There are three stations that belong to Southeastern Broadcast System," Mr. Rivers said, "at no time have I given Gateway Sales or any other company permission to use our name." Mr. Rivers stated flatly that Southeastern has not handled such business.

"I do not take or believe in P. I. deals," he said.

NAB's Legal Dept. is conducting an investigation of mail-order accounts.

Assignments Listed

LIST of assignments in the bands below 27,500 kc, especially those 2000-3500 kc (including broadcast remote pickup services) and which are to be recommended for international registration has been reported by PCC. Registration is made with the International Telecommunication Union. Respecting the remote pickup proposals, list included comments of NBC-RCA critical frequency separations as inadequate and opposing limitations on hours of usage.
To Utilize Injunctive Power
In Food and Drug Cases

DECLARATION of policy calling for greater use of its injunctive power in cases involving alleged false advertising by food and drug firms—habitually among the top product types in radio-TV network gross sales—was announced by the Federal Trade Commission last Thursday.

The commission promised to seek injunctive relief "not only when health is seriously endangered but also when the public is threatened with "irreparable and substantial financial injury" and where it appears "that the public interest requires such action." Foods, drugs, therapeutic devices and cosmetics fall under the new policy.

FTC has been armed with injunctive power since passage of the 1938 Wheeler-Lee amendment to the Trade Commission Act, but used it sparingly at first and not at all since 1943.

Declaration of policy, it was understood, is directed largely at newer drug firms, some of whose advertisements reportedly were "extravagant" in tenor, and on the basis of complaints from more established companies who protested such copy placed them in an unfair competitive position. Most of the questionable ads, authorities pointed out, were published spreads, though the commission's announced policy would, of course, apply equally to deceptive broadcast copy, said to be in the minority.

FTC's Planned Action

FTC served notice last week that it would seek a "temporary injunction or restraining order" prohibiting continued use of alleged false advertising pending its final disposition of the case (formal complaint). FTC would appeal to the U.S. District Court in that area in which the company is located or transacts business.

One factor behind the commission's new policy is a recent report by the FTC's Business Committee which scored FTC for delay in handling cases involving deceptive advertising and not using its injunctive power sufficiently. The report, issued by Chairman Wright Patman (D-Tex.), was especially critical of FTC for lack of policing of drug advertisements.

Greater use of injunctive powers is designed to stifle firms who may be wont to continue their advertising practices after FTC has issued a complaint and while the case is being processed, it was said. Many of FTC's cases have dragged through ordinary channels over a period of years.

Another factor in new FTC policy, authorities explained, is that at least three of the present five commissioners—Chairman James Mead and Comrs. Stephen Spingarn and John Carson—are comparatively new and therefore less familiar with the background of cases which have spread out over a long period of time.

On the basis of copy set aside monthly by FTC's Radio and Periodical Division as being possibly objectionable and thereby requiring further study, radio continuities have consistently attained a cleaner bill of health than most other competing media, especially newspaper copy. Last October, for example, radio claimed the best mark with 2%, while newspapers and magazines trailed with 5% and 6 1/4%, respectively. On the other hand, 7 1/4% of all TV continuities were set aside during the month [BROADCASTING • TELECASTING, Nov. 27, 1950].

High Billings

Last year, food and drug categories ranked high in radio-TV network gross sales. In television, Food & Food Products grossed $4,184,644 over a 10-month period (January-October), giving it second ranking in product groups. Drugs & Remedies accounted for $244,415 [BROADCASTING • TELECASTING, Jan. 8].

In radio network sales, Food & Food Products ranked first for a similar period with $37,086,443, while Drugs & Remedies notch third place with $29,063,449 [BROADCASTING • TELECASTING, Jan. 1].

Partial text of FTC's new policy:

In cases where it appears to the Commission that the public interest requires such action, it is the policy of the Commission to apply to the courts for injunctive relief pursuant to the provisions of Sec. 13 of the Federal Trade Commission Act, when it has reason to believe that:

1. The advertising of a product is false in a material respect and there is reasonable probability that the use of the product may cause serious injury to health.

2. A product is falsely represented in advertisements as being necessary for treatment of conditions in which the failure to administer adequate treatment by a physician may seriously imperil health;

3. A product is false in a material respect and there is reasonable probability that its misrepresentation will result in irreparable and substantial financial injury to the public.

Spingarn Sworn In

STEPHEN J. SPINGARN, formerly administrative assistant to the President, was sworn in as a member of Federal Trade Commission Jan. 4. Mr. Spingarn, who has been serving under recess appointment as a commissioner since last October, fills the unexpired term of the late Erwin L. Davis, ending Sept. 26, 1953. The oath was administered by Robert H. Jackson, associate justice of the U.S. Supreme Court, amid ceremonies attended by members of Congress, White House and government associates and messengers of FTC. Mr. Spingarn joined the White House staff in February 1949 after service with the Treasury Dept. as assistant general counsel.

To a Sunset Boulevard Time Buyer who commutes on the Super-Chief

If you think of Iowa only as a place to pass thru or by or over on the way East, please consider this: The Super-Chief doesn't disclose it, but no town in Iowa is more than 12.8 miles from a railroad; only 3 states have more railway mileage. Thru highways don't show it, but there's a surfaced road to every incorporated town in Iowa. In per cent of farms with autos, Iowa leads the nation. The means exist for Iowans to reach markets—and Iowa's $4 billion annual income constitutes a market worth reaching.

Contrary to Hollywood gag-writers, all Iowans are not in California. Furthermore, those who stay home take off their shoes before going to sleep. Their little women order furniture moved around, make scenes about cigarette ashes, buy mink coats, chew gum, and read books. Iowans also display their normality by listening to the radio, with 97.1% of the families owning one or more radios.

Besides transcontinental airplanes, Iowa air contains WMT's strong signal. In WMTland 600 kc means music hall, stage, and news. Information and entertainment pour up WMT's masts and come out in the minds of more than a million listeners.

When you buy time on WMT, your client's advertising reaches responsive customers to whom the station is an important part of normal living.

The Katz Agency man will provide full data upon request.

5000 WATTS, 600 KC

DAY AND NIGHT

BASIC COLUMBIA NETWORK

January 15, 1951 • Page 39
Industrial Cited was work Pittsburgh Ketchum, Assn. of Commerce, made prizewinners; prize; for stations 500 w or less — WMGW Meddeville, first prize; WACB Kittanning, second prize; WVPO Stroudsburg, third prize.

The Governor of Pennsylvania presented certificates to award winners last Monday. Awards were made jointly by the state's Dept. of Commerce, the Pennsylvania Assn. of Broadcasters and Ketchum, MacLeod & Grove Inc., Pittsburgh advertising agency.

Cited was work done by the individual station in promoting Pennsylvania Week and in fostering industrial development, the purpose of the (Oct. 16-22) campaign.

With the awards, the committee of judges cited stations which "used a great deal of originality in presentation of Pennsylvania Week programs." The committee said: "Pennsylvania can be proud of its radio stations for the energy, ingenuity and initiative displayed."

SPECIALTY STORES

Only 18% Use Radio, BAB Say

ALTHOUGH more than 60% of all department stores with annual volumes of $1 million or more use radio, only 18% of specialty stores dealing in women's apparel and accessories sell the air, according to a BAB retail service bulletin covering this field.

"Newspapers are getting 18 times more advertising revenue from department and specialty stores than radio is receiving," BAB states. "Radio is getting 3 cents out of every publicity dollar, while newspapers are getting 54 cents, up one cent over 1948." Bulletin concluded with a list of suggestions to help stations "set the stage for more retail appliance business."

'BIG SHOW'
Collier's Praises NBC

CONGRATULATIONS to NBC and its The Big Show are extended by Collier's magazine in a lengthy editorial headed by a colorful picture of Mistress-of-Ceremonies Talulah Bankhead.

Collier's recalls those that said "television would send sound broadcasting over the hill to join the dinosaur, the dodo and the nickel beer." It continues: "NBC apparently didn't believe any prognoses of imminent "decease" and went on to spend money generously for top talent and "a fine team of writers."

"It seems to us," Collier's concludes, "that this show proves again that no entertainment medium is going to be killed by something new unless that something new is also something better."

So we're decidedly more encouraged about the future existence of sound-without-sight entertainment since The Big Show came along. From here it looks like the invalid is going to pull through."

WLIZ BID
To Expand Facilities

BID for improved facilities—change from 1 kw daytime to 5 kw fulltime with directional antenna day and night—was filed with FCC last week by WLIZ Bridgeport, Conn. Station operates on 1300 kc.

Using a transmitter site on city-owned Fisherweather Island in Long Island Sound, WLIZ claims it will cover practically the entire coast of Connecticut and the eastern half of Long Island. According to Philip Merryman, WLIZ president, the station's expanded program plans include an evening University of the Air series in conjunction with the U. of Bridgeport. Regular college credit would be given.

Plans also have been made for an early morning farm program, coverage of Greater Bridgeport night life and increased coverage of local sports, plus program origins from surrounding cities, WLIZ stated.

FCC was told estimated cost of the improvement would total $33,329, with first year operating costs set at $125,000 and revenue estimated $193,000. Staff additions would include three engineers, two announcers, two salesmen, one part-time farm director and one newsman.

Stations Appoint H-R

H-R Representatives Inc., New York, has announced its appointment as exclusive representative for the following stations: WHUM Reading, Pa., CBS affiliate, effective Feb. 1; WSOOC Charlotte, N. C., NBC affiliate, effective Feb. 2; WIKK Erie, Pa., ABC affiliate, effective Feb. 2, and WNNC Asheville, N. C., CBS affiliate, effective Feb. 3.

RCA has established service package for Antenex TV system. Service includes preliminary survey and layout of installation to follow-up maintenance. Has been established to meet demand by hospitals and apartment houses for the multi-outlet TV antenna installation.
ZIV captures the greatest stars ever teamed on a dramatic half-hour radio show!....

YOU capture the greatest show ever offered for local and regional sponsorship!....
ALONE . . . HE'D BE SENSATIONAL!

Bogart

Together they're super-sensational!

Transcribed for local and regional...

The Greatest Stars Ever Teamed in

"BOLD VE

Ziv's new thrill-filled half-hour

All-star cast ★ Brilliant story

Music under direction

Bogart and Bacall playing the
roles in this terrific half-hour

Headed for a sellout... quick
— get the details TODAY!
ALONE . . . SHE'D BE TERRIFIC!

BACALL

directional, super-terrific!

PONSORSHIP!

Half-Hour Radio Show!

TURE"

-hour adventure series!

RIPTS ★ THRILLING DIRECTION

of DAVID ROSE

LEADING

PROGRAM!

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK

HOLLYWOOD
Eyes and Ears of War

HOW CAN radio and TV best assist government in the present crisis? That’s on the mind of every licensee. It spawned the Broadcast Advisory Coordinating Council. At the moment, those responsible for the nation’s radio and TV operations are doing their part by keeping the public informed. They are striving to commercial and efficient operation of their facilities. They are screening personnel and they are protecting their properties against sabotage.

First things come first. Broadcasters have demonstrated a high degree of awareness of conditions. But they have found that the emergency defense establishment is not yet geared to utilize the services of organized groups, such as the BAC, which boasted into action under NAB auspices. There are events, even at this date, which cannot be emblazoned in headlines. Planning goes forward, and in responsible quarters there is no thought of arbitrarily silencing a single radio or TV station.

There have been differences of opinion on revival of a Defense Communications Board. In some quarters it has been claimed that the organization isn’t necessary because requirements are being met through informal consultation. Despite that, it’s no secret that a study is being made looking toward a DCB. We think the time is here for a DCB. In 1940, when the original DCB was a five-man board, FCC, Army, Navy, Treasury and State were represented.

Since 1940, the military establishment has been fused and there have been other organizational changes in the Cabinet. Thus, a change in DCB is indicated. Civil, rather than military, direction is desirable, just as Congress saw fit to give to the merged Defense Department civil, rather than military control.

Using this pattern, the DCB should be headed by the chairman of the FCC, whose obligation it is to maintain private communications as well as those of government. Army, Navy and Air Force should be represented by the secretaries—all civilians, but with policy responsibility for the Department—should be represented by the Under Secretary responsible for telecommunications. And perhaps the President’s Communications Policy Board, a temporary agency which seems to have aspirations for permanency, should be represented. This would make the emergency board a seven-man agency.

What about programming? The DCB would have nothing to do with it. Nor should the FCC or the President’s temporary Communications Policy Board. There is no legislation planned. There has been rampant confusion.

The Advertising Council, which was the War Advertising Council of World War II, has never ceased operation. It is geared toward the emergency. It will direct new campaigns. It is set up to do the job.

The War Bond Board is maintaining direct liaison with both radio and TV. The BAC was created because of that latent interest. But it’s premature.

As we see it, the best means of accomplishing the desired result would be for the President to appoint an assistant or a secretary to handle radio-TV coordination. An expert would know who to contact, and when. He would name committees, if necessary. They should be, on a stand-by basis, a direct liaison which would give the Commander-in-Chief immediate access to the nation via radio and TV.

ALMOST too late, organized radio and TV will seek to balance the record on the demands of organized educators who would have Uncle Sam reserve at least 20% of available TV spectrum for pre-school and ungraded education. When hearings resume before the FCC Jan. 22, station and network spokesmen will offer testimony that should give to the FCC both sides. To date it has all been one way.

Presumably, witnesses for the NAB and TBA; for certain networks and for selected stations, will cite factual experiences of education via radio and TV. For the official record they can reiterate their willingness to file the time for educators resourceful enough to develop effective visual education.

Until quite recently, there were no comers from the commercial side of TV. Most of them felt they couldn’t oppose education any more than if it’s were to violate their rights. But isn’t a case of opposition, but of briefing the FCC to enable it to reach an equitable decision. Otherwise the educators, without regard to the wishes of the public, would have an open sesame to TV facilities. The yardstick is the larger and more effective use of available facilities, not abstract theory as to what educators may believe the public should have.

The NAB, of course, belongs to the teachers. Seven colleges are doing it, via established commercial facilities. U. of Michigan is pioneering in it with WWJ-TV Detroit. WFIL Philadelphia has initiated a TV service to two groups and a college in its area. Johns Hopkins has made great progress with its science service over DuMont.

To practice teaching profession it isn’t essential for teachers to own plant and facilities as the television companies do, but there are 100 TV facilities. There are over 300 TV facilities. There are many universities are hard put to meet current overhead. The heavy investments necessary entails for TV is another fundamental issue that has not been met.

Spearheading the educators’ demands for reservation of both VHF and UHF facilities has been the Emergency Committee on Educational Television, flanked by the National Assn. of Educational Broadcasters. They retained Gen. Telford Taylor, former FCC general counsel. Originally a solicitation of $25,000 was made. On Dec. 28, the group asked for an additional $30,000.

“This may be the last opportunity open to the public to save the services from complete exploitation by the commercial interests which dominate radio,” said the Dec. 28 letter. We hope that the top echelon of radio and TV will recognize the importance of the FCC proceedings. Men whose names are synonymous with the development of the broadcast arts—men like Gen. David Sarnoff, Mr. Frank Stanton, Mr. Allen du Mont and Robert D. Swezy, should testify.

It must not be a case of too little too late.

PRO BASKETBALL is no more in the nation’s capital. And TV is to blame. Here’s how: The Washington Caps came to Washington in 1914, full of fire and dash. They were on TV from the start. They won the hearts of the fans and all but one home game. They went like champs through ‘17 and ‘18, with all home game on TV. Then the games from interconnected cities telecast. In 1919 TV was dropped, because the owner figured he could get more ‘pate‘ without it. Also, TV was out of season. The season was distal, gate-wise and in the winter when they wanted TV, the time wasn’t available. The Caps disbanded last week. And TV was to blame.

Page 44 • January 15, 1951

TV I.Q.

ROBERT HENRY SWINTZ

FUNNY papers are a good old American institution, and Robert Henry Swintz, general manager, WSBT South Bend, Ind., would be the first to praise them. Adapting a well-known comic strip, "Dan Dunn," for radio production in 1932 proved to be Mr. Swintz’ entree into the radio art, a medium in which he has been outstandingly successful.

His reputation for dramatic and writing ability started in the South Bend high school where he wrote an original one-act play, played several leading roles, and authored many contributions to student publications.

When the South Bend Tribune, owner of WSBT South Bend, decided that one of its comic strips would be good on radio, Bob Swintz was picked to do the job. He wrote and produced the Monday-Friday Dan Dunn show, acting the part of Dan Dunn himself.

A local bakery was sold on the idea of sponsoring Dan Dunn and the Swintz success story was born. Within two years, the bakery built a new plant, more than doubling its production capacity. By September 1934, WSBT was very well impressed with Bob Swintz and offered him a full-time job as local advertising salesman.

Mr. Swintz accepted the offer and in 1938 was named general manager, the position he held until 1946 when he became general manager of WSBT.

Born in South Bend on May 29, 1896 Bob Swintz was then only five blocks away from his present office. After graduating from South Bend High School, he entered DePauw, U., Greencastle, Ind., where he immediately plunged into creative work, being admitted to the honorary dramatic and creative writing groups, Orson Welles and HisBalfalas. He also joined Phi Kappa Psi fraternity while at DePauw.

World War I marked the end of Bob Swintz’s formal education. But it did not put a stop to his creative activity. After graduating from the first Officers Training Camp, he was assigned to a command in the 801st Pioneer Infantry, which was transferred to the Port of Brest in France.

In searching for a way to make the days pass a little easier, Mr. Swintz hit upon the idea of forming a minstrel show, as colored troops made up the body of the 801st. The minstrels were a tremendous success among the troops at Brest and proved so popular that the Army assigned Mr. Swintz and his troupe to the overseas entertainment circuit with they toured until returning to the U.S. in (Continued on page 46)
In Washington...

WTOP broadcasts the 10 most-listened-to daytime programs...

9 of the 10 most-listened-to evening programs...

9 of the 10 most-listened-to weekend programs...

More people listen to WTOP than to any other radio or television station in Washington!*

* Pulse Inc. report for Washington, D.C., October-November, 1950
Respects

(Continued from page 44)

June 1919.

Back from Europe, Bob Swintz got his first business experience with the St. Joseph Loan & Trust Co. in South Bend. He organized the bond department of that company, which found other types of selling more to his liking. He served for a while as advertising manager for the Robertson Department Stores.

When Mr. Swintz began to devote all his time to radio in 1934 (after putting in two years of highly successful “extracurriculum” activity with the Box Duo wireless adaptation), the department store experience along with the knowledge he acquired while working as advertising consultant to the Shidler Furniture Co. and the Winsmutes Finance & Thrift Co., proved of great value.

During Mr. Swintz’s association with the station, WSBT has grown from a few-braced part-time outlet to a 5 kw CBS affiliate. WSBT is currently engaged in a complete remodeling and enlargement project with Schmidt Construction, Inc. When the new quarters are complete, the station will have twice as much room as before, with accommodations for future expansion into TV.

Importance of Programming

Mr. Swintz has a practical radio philosophy which has paid dividends for both station and community. He believes that a radio station can be successful if it gives its audience the type of programs they want, with programming allotted to the various listener groups in proportion to their number.

“Programming should be weighted to the percentage of audience that enjoys the different kinds of programs.”

In summing up his attitude toward programming, Mr. Swintz pointed out that the only thing you have to sell is audience and that you cater to the preferences of the audience in your community you may not have enough listeners to interest advertisers.

Mr. Swintz is active in South Bend civic affairs. He belongs to the South Bend Rotary Club, of which he is a past president. He is a Scottish Rite Mason and is active in the American Legion. He also belongs to the South Bend Knife and Fork Club.

Although World War II forced Mr. Swintz to leave DePauw U. without a diploma, he did manage to get the vice president’s daughter, Jessie Gobin, for his bride. They were married in 1918 and have two daughters, Mrs. Richard B. Mills (Julia) of Wagren, Ohio, and Martha, a freshman at DePauw U. Daughter Julia, herself a DePauw graduate, has two children, making Mr. Swintz the very proud grandfather of Sally, 5, and Johnny, 2.

In addition to all his business and social activities, Mr. Swintz has had time to develop a very rewarding hobby—oil landscape painting, in which he has shown more than average proficiency. Two of his paintings have been accepted by juried regional exhibits and he is now chairman of the board of the Northern Indiana Artists Inc.

HARRY MAIZLISH (r), president and general manager, KFWB Los An-
geles, is congratulated by R. L. Bertrand, French Consul, upon the letter’s presentation to him of the French award, Medaille de la Recon-
naissance. Mr. Maizlish was one of three Los Angeles men upon whom the honor was conferred.

NEW OWI SOON?

Hinted by Mobilizer Wilson

HOW imminent is a new Office of War Information—and will it be patterned after the World War II organization headed by News Com-
mentator Elmer Davis? These questions were raised anew when Charles E. Wilson, director of the powerful Office of Defense Mobilization, dropped a hint at a recent news conference that such a pro-
aposal is being formulated.

Mr. Wilson said that plans are underway for the setup of such an office to channel public information on mobilization to the public.

Close associates of the former General Electric Co. executive said later, however, that an indefinite plan has been under study the past year and is not “imminent.” Be-
yond that, they declined comment at this time save to point out that ODIM has just begun to organize.

Discussion of a new OWI—It probably will be called the Office of Defense Information—has been broached periodically by the Na-
tional Security Resources Board as part of its overall mobilization planning. But any future recom-
mander and programming, hear a report on the Canadian music copyright situation, report on activities of CAB, and learn details of the Canadian audience “circulation measurement system devised by CAB sales division.

Also on the agenda will be a dis-
cussion on financing, administra-
tion and programming of a new market station by Ralph Sneigrove, CKBB Barrie, Ont.; a presentation on organization and routine by Lyman Potts, CKOC Hamilton, Ont.; election of officers and two directors for the CAB. Malcolm Neil, CFBN Fredericton, will be chairman of the meeting.

A Nutty Vacation

“WHAT a lovely bunch of co-
conuts!” W. Kenneth Pat-
terson, president of the Pekin Broadcast Co., Pekin, Ill. (WSIV), must have ex-
claimed when he got back from a vacation at Sarasota, Fla., and found an un-
expected telegram waiting for him which said: “Congratulations! You’ve won 20 coco-
nut nuts. Please dispose of them.”

Regard. The wire was signed by Col. J. O. Harris, Sleepy Lagoon Resort, Sar-
asota, Fla.

CARDS

CARDS . . . Big eye-catching post-
ers publicizing WIBG programs—with sponsor credit—appear regularly throughout the year on street cars covering the city.

BILLBOARDS

Billboards . . . Over the entire area of the Philadelphia Market, hard-hitting, colorful 24-Sheet Posters pro-
mite WIBG features.

DIRECT MAIL

Direct Mail . . . Attractive, well-de-
digned broadsides go out regularly to selected dealer lists, spotlighting a specific sponsor’s campaign and urg-
ing effective store cooperation.

WIBG AM FM

DIAL 290

10,000 WATTS

PHILADELPHIA’S

MOST POWERFUL

INDEPENDENT

REPRESENTED

BY

Radio Representatives, Inc.

Page 46 • January 15, 1951

BROADCASTING • Telecasting
RALPH TAYLOR, for seven years director of sales promotion KNX Hollywood and CBS Pacific Network, to KTSL (TV) Los Angeles in similar position effective Feb. 15. TONY MOE, sales promotion manager WCCO Minneapolis since June 1948, takes over Mr. Taylor's former post. Both appointments announced last week by MERLE S. JONES, general manager KNX, CBS Pacific Network and KTSL (TV). Prior to joining WCCO, Mr. Moe for 18 months was sales promotion manager of KELO Sioux Falls. He started in radio as announcer on KTRI Sioux City, Iowa, in 1939.

BRIG. GEN. (Ret.) EDWARD LYMAN MUNSON, former director of NBC films department and executive in motion picture industry, appointed director of TV operations for NBC, reporting to EDWARD D. MADDEN, vice president in charge of TV sales and operations. Prior to joining NBC in Aug. 1950, Gen. Munson had been executive assistant for Twentieth Century Fox, and later became head of production for film company in Great Britain.

MORRIS T. LONGO, sales manager WXGI Richmond, appointed assistant general manager.

ROBERT SCHROEDER, account executive WDVT (TV) Pittsburgh, to CBS-TV network sales, New York.

IAN A. ELLIOT, assistant manager and technical director KLIX Twin Falls, Ida., to KRJF Miles City, Mont., as station manager.

STOVER MORRIS, sales representative WDVA Danville, Va., appointed commercial manager.

L. D. HOTCHKISS, editor, Los Angeles Times; HARRY W. BOWERS, treasurer, Times Mirror, and HARRISON M. DUNHAM, general manager KTTV (TV) Hollywood, appointed to KTTV board of directors. HARRISON CHANDLER appointed executive vice president of station; IMAR JOHNSON vice president and secretary, and RICHARD G. ADAMS, Times resident counsel, will act as secretary of board.

RONALD W. WHEELER Jr., formerly general manager KTAT Frederick, Okla., now on active duty with U. S. Navy as lieutenant commander.

JAMES P. HENSLEY, new to radio, named CBS Pacific Network sales representative.

HOWARD WILLIAMS, Reuben H. Donnelley Corp. (adv. representative) Washington, to WWDC same city as account executive. DARWIN R. SHOPOFF, WWDC account executive, and JAMES ROBERTSON, copy editor in commercial department, have entered Armed Forces.

MATIN S. POLLINS, account executive WNJR Newark, to sales staff WAAT and WATV (TV) Newark.

JAMES T. AUBREY, account executive Columbia Pacific Network, to KTSL(TV) Hollywood sales staff effective Feb. 5. ROLAND KAY, manager KNX Hollywood Housewives Protective League merchandising, replaces Mr. Aubrey.

WVMI Biloxi, Miss., appoints National Time Sales, N. Y., as national representative.

CLYDE GRAY, manager and part-owner KWEM West Memphis, Ark., named general manager Western Radio Sales, L. A., and ROBERT POUTZ head of S. F. office. Concurrently name of radio representative firm changed to West Coast Radio Sales, under which name it goes in San Francisco. BENJAMIN A. PASCHALL, head of firm who formerly acted as L. A. manager, will devote all his time to Liberty Broadcasting System of which he is vice president in charge of western division operations.

JOHN ADAMS KNEAUF, vice president J. Walter Thompson Co., Chicago, appointed director of public relations Philco Corp., Phila. He will also serve as member of Management Operation Committee.


JOHN S. PHILLIPS, general manager WCAW Charleston, W. Va., returns to his office after month's absence occasioned by illness.

THE BRANHAM Co., Chicago, announces following appointments: L. S. GREENBERG, Chicago, as vice president and treasurer; H. L. RALLS, Atlanta, as vice president, and ZORA HARRIS, Chicago, as secretary.

THOMAS Y. GORMAN, Videomatic Co., Inc., N. Y., and L. ARTHUR DAWSON, sales manager E. J. Rinaud Co. (food brokers), appointed account executives for WOR New York. CHARLES PRATT, sales promotion director, WAAF Chicago, appointed account executive for WOR-TV.

STUART MacHARRIE, former sales manager WDK Cleveland and N. Y. office of WLB Cincinnati, to Everett-McKinney, radio station representative, as account executive in firm's N. Y. office.

H-R REPRESENTATIVES Inc., N. Y., appoints Dorrance-Waddell Inc., same city (formerly O'Brien & Dorrance) to handle advertising. Trade papers and direct mail will be used. Dick Dorrance is account executive.

KELLEY E. GRIFFITH and PERRY S. PATTERTOIN appointed resident partners in Washington law offices of Kirkland, Fleming, Green, Martin & Ellis, Chicago.

C. EDWIN SMITH, sales staff KANS Wichita, Kan., to KCSJ Pueblo, Col., in same capacity.

(Continued on page 71)

**STAY ON TOP**

With KFSD

The most listened to station in America's most responsive market. San Diego, California

Get a bigger sales share of San Diego's 62 million dollar agricultural payroll...duck soup with "stay-on-top" KFSD!

The ONLY 5000 watt Day and Night Station in San Diego...Dial 600

Represented Nationally by PAUL H. RAYMER CO.

BOSTON • CHICAGO • DETROIT • LOS ANGELES • NEW YORK • SAN FRANCISCO

January 15, 1951 • Page 47
ANNIE D. MINAHAN, radio personality known as Lady of Fantasy on WLAW Lawrence, Mass., assumes duties as commentator on new program WLAW's Shopping News, Mon.-Sat. 8:30 a.m.

JOSEPH CARBONARO, noted musician, appointed director of music and chief arranger for WLAW Lawrence, Mass.

FRANK ATWOOD, farm program director WTIC Hartford, Conn., cited in resolution passed at annual meeting of Connecticut Pompological Society, for services rendered to agriculture in general.

DON COLE, partner in Chartoc-Cole Productions, Chicago TV package firm, to NBC network sales promotion, same city.

BOB CROSBY, m.c. of CBS Club 15, signed for role in KKO "Two Tickets to Broadway."


Herman Vossburgh, new to radio, to KTAT Frederick, Okla., announcing staff.

Leon Solomon and David Schwartz, writers on CBS-TV Alvin Young Show, to speak Feb. 10 to U. of Southern Calif. TV writing class "The Future for Television Writers."

Tom Harvey, WVCH Chester, to announcing staff WIBG Philadelphia.

Gene Graves, announcer KYW Philadelphia, father of girl.

Bob Hopkins, comedian, signed to three-year radio and TV contract by KNX Hollywood.

Ed Johnson, program director KFBS Joplin, Mo., cited by Missouri Oil Industry Information Committee for "excellent cooperation" in promotion of joint meeting of Springfield and Joplin oil men.

Noel Blankinship, announcer WKLY Blackstone, Va., appointed chairman of March of Dimes annual drive for city.

Dick Thomas, announcer-disc jockey WOND Pantyville, N. J., to Armed Forces.

John F. Meyers, Music Corp. of America to CBS Hollywood network program department as assistant, business affairs.

Mel Bailey, program manager KEX Portland, Ore., appointed member of Associate Board of Portland Symphony Society.

Hal Searls to announcing staff WDGY Minneapolis after working as sales manager for stock company.

Sheelah Graham, commentator, starts Sheelah Graham in Hollywood on KNBH (TV) Hollywood. In addition, Sheelah's news Marie Graham will conduct interviews with film notables and present filmed scenes from motion pictures currently being made.

Clint Johnston, freelance movie writer, and formerly with NBC and CBS New York, named producer for five weekly half-hour Progressive Broadcasting System Mel Tormé Shows.

Bud Lesser assigned writer for Commodore Productions of weekly half hour Tornas on Don Lee Broadcasting System. Lewis Food Co., L. A. (Dr. Ross' dog, cat food), is sponsor.

Gregg Donovan, NBC Chicago announcer, and Dorothy Richards announce their marriage.

Frank V. Martin, creator and author of Don Winslow of the Navy, comic strip which appears on 46 TV stations, discussed "Chicago's Plan for Protection in the Atomic Age" Jan. 11 before Chicago Headline Club. He is chairman of plant protection for Chicago Delegation Committee.

Frankie Armentrout, continuity editor Foxe, Cone & Belding, Chicago, to NBC Chicago as assistant to Narragansett writer, Charlie Andrews.

BILLY SCOTT, folk singer WLWC (TV) Columbus, to WHAS Louisville as program director.

Jane Lambert, NBC Chicago continuity acceptance department, is author of "Who's Who In Christmas," a song published by Dave Dreger and recorded by Songsters Quartet for Supertone. Original vocalists are Bob Morten, member of NBC Chicago music staff.

Jim Kithcart appointed announcer-writer KCOW Alliance, Neb.

John Pavis, WBKB (TV), Chicago, to ABC Chicago as publicity writer.

Al Burton, teen-age m.c. of four ABC Radio shows presented first award given by L. A. Tuberculosis & Health Assn. in recognition of outstanding help given L. A. County Chest X-Ray Survey during recent X-Ray drive.

Alice Rotherwell appointed receptionist WDRC Hartford, Conn. She has been with several stations in New England.

Kathy Ross, appointed to publicity staff WDTV (TV) Pittsburgh. She also heads music department temporarily.

Hugh Wank, emcee for Record Reuse Drive in Philadelphia, signed to morning show Wake Up Baltimore. Lee Case replaces him on night show.

Eddie Metcalfe, vocalist with Woody Herman and Orchestra, to Los Angeles sales service department.

RON T. SMITH, announcer KKO Boise, Idaho, to KEIO Pocatello, Idaho, as news director.

STEVE DAVIS, formerly with WGLN and WWSC Glens Falls, N. Y.,to creative staff WFDR (FM) New York in public relations and special events departments.

JERRY JACOBS, news staff WMTR New York, N. Y., first of station's members to be inducted into Army under new draft order, was to leave Jan.

Bob Delaney, news and sports director WJNO West Palm Beach, Fla., to WTAL-WSPF (FM) Tallahassee as news and sports editor and director.

Bob Hart appointed sports director KATL Houston. Was with WTXE Lufkin, Tex.; KFLC Lake Charles, La., and KALB Alexandria, La.

James Terrell, news staff KARK Little Rock, Ark., to news bureau WKY Oklahoma City. He replaces Martin Haun, who resigned to become city manager for newly-elected governor of state.

Albert Charles appointed to KEX Portland, Ore., news staff. He was KEX and KCAL television news director and was associated with military government in Far East.

William N. Paxton, sports and news announcer KCOJ Ft. Collins, Colo., to KCSJ Pueblo as sports director.

Ian Ross and Louise MacFarlane joined staff WBMD Baltimore. They were formerly with WCAM-FM and KBCW with WBaltimore.

Bruce Davies, new to radio, appointed associated agriculture and market reporter KECM Kansas City, Mo.
"The battle between children's programs on the tele webs reached a new peak yesterday when Pulse showed the same conclusion formerly indicated by Videodex...that Captain Video is pulling larger audiences than all other children's programs in practically every city where it is shown."

Radio Daily-Television Daily
Dec. 1950
**KTLA**

**THE BEST ADVERTISING BUY IN LOS ANGELES**

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**HOOPER TELEVISION AUDIENCE INDEX**

**NOVEMBER—DECEMBER 1950**

**SHARE OF TELEVISION AUDIENCE**

<table>
<thead>
<tr>
<th>TIME</th>
<th>TV SETS IN USE</th>
<th>TV Station “A”</th>
<th>TV Station “B”</th>
<th>TV Station “C”</th>
<th>TV Station “D”</th>
<th>KTLA</th>
<th>TV Station “E”</th>
<th>TV Station “F”</th>
<th>OTHER TV</th>
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<td><strong>SUNDAY AFTERNOON</strong></td>
<td>27.0</td>
<td>6.7</td>
<td>9.6</td>
<td>14.9</td>
<td>30.0</td>
<td>32.0</td>
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<td>6.7</td>
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<td>12:00 NOON-6:00 P.M.</td>
<td>16.6</td>
<td>3.5</td>
<td>6.2</td>
<td>6.7</td>
<td>1.5</td>
<td>41.6</td>
<td>-</td>
<td>39.0</td>
<td>1.5</td>
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<td><strong>SATURDAY DAYTIME</strong></td>
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<td>8:00 A.M.-6:00 P.M.</td>
<td>49.6</td>
<td>16.6</td>
<td>5.7</td>
<td>9.1</td>
<td>15.5</td>
<td>33.1</td>
<td>7.9</td>
<td>12.0</td>
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850,000 TV Receivers in Los Angeles area, December 1, 1950

KTLA Studios · 5451 Marathon St., Los Angeles 38 · Hollywood 9-6363
Eastern Sales Office · 1501 Broadway, New York 18 · BRyant 9-8700

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

Paul H. Reymer Company, Inc., National Representatives
Is Aim at NAB-TV Meet

Mr. DORSO Mr. BLINI

Mr. KING

Mr. DORSO

Mr. BLINI

FILM SERVICE

Petry, Standard, Century Form

United already has signed a contract with Bing Crosby Enterprises to distribute that company’s Fireside Theatre, Night Editor and a 13-week comedy series as yet untitled. Fireside Theatre is available through United for first-run performance in all markets where Procter & Gamble Co. doesn’t sponsor the show and for second run showings everywhere.

"It is the aim of United," Mr. King said, "to stabilize distribution by providing for the mutual benefit of producers and buyers the experience and integrity which have been the bulwarks of our present respective business operations. Until now there has been no single organization possessing the necessary connections and experience which can cope with the chaos enveloping the industry. Everyone, producer, sponsor, advertising counsel and station operator, has been forced to work devoid of any awareness of the needs of the others."

Mr. King asserted that the presence of United will mean an increase in film production because producers will now produce secure in the knowledge that a market and a proper return awaits their product. He predicted also that the new firm would encourage banked investment in TV film production now that a definite return is assured.

THREE major radio and television firms have combined to establish a nationwide television film program distributing service to be known as United Television Programs Inc. The three companies, radio and television pioneers, are the Edward Petry Co., radio and television representative, Standard Radio Transcription Services Inc., program library company, and Century Artists, a talent and package program agency.

United will provide television package and program producers with complete coverage on all levels of program selling and will furnish sponsors, advertising agencies and stations with a stabilized source of program supply.

The Edward Petry Co. will act as exclusive sales agents for United programs in the national TV spot field, while Standard will represent the firm’s product for sales to local stations and sponsors. Century Artists will function in the national network area.

Officers of the newly formed organization are: Jerry King, of Standard, as president; Richard J. Dorsa, of Century, as executive vice president, and Milt Blink, of Standard, as secretary and treasurer. Main offices of the company, which begins operations with a staff of more than 200 persons, are located at 360 North Michigan Ave., Chicago; 488 Madison Ave., New York, and 8619 Sunset Blvd., Los Angeles. Other offices are located in Detroit, St. Louis, Atlanta, San Francisco and Oklahoma City.

Ad Switch

TELEVISION is not only included in “all the news that’s fit to print” but also is being used as a promotion pitch for would-be printed media. Advertisers in highly competitive New York. The New York Times pulled a switch on media relations by urging advertisers to “put audience insurance into your next TV budget” by buying space in its columns. A spread claims that ads placed in the Times “boosts your chances of having [the show] appear in more homes” and is read by “thousands of good responsive, influential TV families.” And also claims that “audience” promotion is more effective “when your TV station supplements it with newspaper advertising of its own!”

Move to bring television stations and networks into a single trade association under NAB auspices will culminate Friday in Chicago when member and non-member stations, plus network representatives, will meet at Hotel Stevens, Chicago.

Out of this meeting may come a unified NAB and NAB-TV proposal, with video stations having autonomy in running their own trade associations in shaping TV policy matters affecting both aural and visual segments of the profession.

Harold Hough, WBAP-TV Fort Worth, will preside Friday as chairman of a special NAB-NAB-TV organization committee. Serving with him are Robert D. Swesey, WDSU-TV New Orleans; Eugene S. Thomas, WOR-TV New York; William A. Fay, WHAM-TV Rochester; George Burbach, KSDK-TV St. Louis.

On Mr. Hough will fall the main job of outlining the basic association plan to the delegates. At least 85 of the 107 operating TV stations will be represented at the Friday meeting, judging by advance registrations. The advance registrations were just short of the 80 mark at the weekend.

Out of the all-day session is expected to come a new committee which will report Jan. 31-Feb. 2 to the NAB board. Should the NAB-TV idea meet general approval this committee may become the framework for the NAB-TV board.

No formal agenda has been prepared for the Friday meeting in Chicago. Mr. Hough’s committee will meet Thursday to discuss a general outline for the day. William B. Ryan, NAB general manager and sponsor of the NAB-TV plan, met last week with Jack R. Poppert, WOR-TV New York, president of Television Broadcasters Association, to discuss meeting procedures.

TBA decided at its December meeting to participate in next Friday’s sessions. Formation of an NAB-TV would mean the demise of TBA, which now is representative of both station and manufacturer interests.

Mr. Hough is an advocate of an industrywide TV organization [BROADCASTING • TELECASTING, Jan. 8]. He feels NAB-TV can serve television stations with trade association functions, augmented by the overall operations of NAB itself.

The question of network participation in NAB-TV was being discussed in advance of the Chicago meeting. At present networks can participate in NAB only as associate members. Some network officials feel networks and stations have divergent interests. They argue the networks are staffed to handle Washington problems affecting their operations.

From the overall viewpoint it was contended the networks, as important radio-TV elements, should join in a unified front operating on behalf of all broadcasters and telecasters.

After the Friday meeting the NAB board By-Laws Committee, under the presidency of Robert King, will meet.

Should the committee recommend the NAB-TV plan, it will become the responsibility of the NAB board to consider the proposal and draft revisions ready when it meets Jan. 29.

Other NAB-TV problems will involve dues to be charged TV members. At present NAB-AM members have been assessed practically a low-cost ride for the video memberships. This idea developed two years ago when NAB first started to bring TV stations within its fold. The plan did not draw other video stations into NAB to any extent, however.

Friday’s Chicago meetings will be held in the South Room because the third floor of the Stevens. Luncheon meeting will be held in the North Ballroom. Adjournment is scheduled for 5 p.m.
CBS COLOR

First Midwest Showing Held in Chicago

A SELECT audience of 300 Chicagoans reviewed the first midwest showing of CBS color Tuesday evening in WBMB Chicago's studios. Among the viewers was District Judge Walter La Buy, who dissented from a Federal Court decision, handed down FCC's approval of the CBS color television system but banning its use in commercial telecasts pending a ruling by the U. S. Supreme Court [BROADCASTING • TELECASTING, Dec. 22].

After a 20-minute demonstration, Judge La Buy told BROADCASTING • TELECASTING: "No one can question the beauty of these pictures when viewed in the theater and impressed with the possibilities offered advertisers who utilize color television in the future. Of course, the entertainment value of such brilliant pictures is unquestioned."

CBS President Frank Stanton greeted the guests after a brief introduction by H. Leslie Atlas, Central Division vice president of CBS. He noted that "there is very little one can say about CBS color."

COLOR PROBE

Possible in House IFCC

THE DOOR is still ajar for a possible probe of the color television controversy by the House Interstate & Foreign Commerce Committee, as Chairman Crosser (D-Ohio) indicated to BROADCASTING • TELECASTING last week.

Rep. Crosser qualified his remarks by pointing out that the committee has not yet to decide specifically on the question of color TV. Until then, he said, it would be unwise for the committee to investigate the matter and come to any conclusion which later may make it look "ridiculous."

In Chicago, RCA attorneys, members of the press, and radio buffs, including Green, Martin & Ellis, delayed filing of a lengthy brief to be filed with the U. S. Supreme Court, appealing the decision of the Chicago Federal District Court [BROADCASTING • TELECASTING, Jan. 1, Dec. 25, 1950].

At 7 p.m., after a short program in which additional documents in the case were presented, the demand on Capitol Hill for an inquiry into color came on the evening news broadcast the day when Rep. James I. Dolliver (R-Iowa), a member of the House Commerce group, asked for an industry-public "forum" on the subject. [BROADCASTING • TELECASTING, Jan. 1].

Rep. Crosser said it was impossible for him to judge the temper of the committee since the group has not been organized as yet. There are a number of changes expected in the committee's lineup.

Rep. Dolliver had stated in his letter to Chairman Crosser that a "full and comprehensive hearing" would serve to help clear the misunderstanding and confusion in the minds of the public and of the industry. But, he added, his sole purpose in demanding the inquiry was to satisfy the curious and confused among his constituency.

At the CBS color television showing in Chicago last week were (1 to r) Mr. Stanton, Dr. Goldman and Mr. Atlas.

Joseph H. McConnell (1), NBC president, congratulates Mr. Rose.

Billy Rose Signed

BILLY ROSE, Broadway producer and showman, has been signed by NBC as consultant to the NBC-TV network, headed by Sylvester L. (Patt) Warley Jr., vice president.

Point planning, as well as all phases of TV programming and development, are included in Mr. Rose's duties. Network retains first rights to all radio and TV properties developed by Mr. Rose during the tenure of his contract.

Amazed at Reproduction

Otis Shepherd, art director of William Wrigley Jr. Co., who has misgivings whether the "Doublemint" gum package, which he designed, would register well because of its odd shade of green, "was amazed at the true reproduction."

"In other color reproductive processes, greens, blues and reds have a yellow disk," he observed. "This is not true in CBS color. I was fearful that the Doublemint package would be a sickly green, but it came through true to the original." Mr. Shepherd, who also designed the Juicy Fruit package, believes color TV calls for revolutionary arrangements, patterns and lighting effects in the "staging" of products.

In addition to Judge La Buy, three other well-known Chicago jurists attended the premiere. Judge John Sbarboro of the Superior Court saw "great educational possibilities," adding, "it is fantastic

(Continued on page 64)
CONTROLLED telecasting of college sports events, as recommended by a special TV Committee of the National Collegiate Athletic Assn., was proposed without objection by the NCAA Television Roundtable at a Thursday afternoon meeting held in Dallas during the association's annual convention.

Final action was to be taken late Friday by the full association. The proposal envisions an NCAA steering committee working in cooperation with the TV industry.

Convinced that TV has become one of the most profound influences in the nation's life, the TV Committee, headed by Tom Hamilton, U. of Pittsburgh president, suggested a careful study of the television problem on a controlled basis instead of the flat ban adopted by the Pacific Coast Conference (see story, page 64).

K. L. (Tug) Wilson, commissioner of the Big Ten Conference and NCAA secretary-treasurer, predicted the TV success at Thursday's meeting. Serving with Mr. Hamilton on the TV Committee were Ralph Furey, Columbia U., and Willis Hunter, UCLA.

In his report, Mr. Hamilton suggested that the alternative to live football telecasts is a university network programming designed to keep the public in front of the television screen. They pointed to the advantage of having TV working in the universes of college football through live coverage of games.

NAB continues its activity on behalf of sports broadcasting and telecasting today (Monday) at a special session at Columbus, Ohio, meeting to be held in the office of George Trautman, president of the National Assn. of Professional Baseball Leagues.

James D. Secrest, general manager, and Dan Halpin, RCA-Victor, will attend for Radio-Television Mfrs. Assn., along with Justin Miller, NAB president, and William B. Ryan, general manager of NAB and NAB president-elect.

Presidents of major leagues, Baseball Commissioner A. G. Chandler and other sports leaders will join on an effort to work out a solution satisfactory to the sports promoters and broadcasters-telecasters. This may lead to the formation of a joint body to direct electronic coverage of professional baseball.

Some 350 delegates attended the TV Roundtable at the NCAA Dallas meeting Thursday afternoon. They represented some 200 major colleges.

Appearing for the radio-TV art were Hugh M. Beville Jr., NBC; Sig Mickelson, CBS; Les Arries, DuMont; Mr. Halpin, for RTMA; Robert O'Brien represented Paramount Pictures.

Mr. Beville suggested a report submitted by Paul Sheatsley, of National Opinion Research Center, on behalf of Mr. Hamilton's committee, did not sustain the belief that TV is ruining college football attendance.

The NOBC report to the TV Committee included the tabulated data based on attendance figures from colleges as shown in charts on this page.

"We know there is an effect," Mr. Beville said. "We do not know how much, and what other factors are at work." He listed such economic factors as ticket prices, team performance, weather conditions, local interest and other variables with undetermined effect.

He argued the NCAA has an obligation to foster growing interest in sports as a reason for telecasting of contests.

"TV is reaching the youth, who are vital to all sports," Mr. Beville said. "It is building future fans!"

Mr. Mickelson raised the question of interpretation of statistics in the NOBC report, as well as individual reports from conferences on office decline.

"The figures do look damaging, but there are all kinds of questions left unanswered," he said.

Mr. Ryan is convinced that American sports are a primary factor in building independence and aggressiveness in a character, with strength of individual character paramount in the struggle against Communism.

Mr. Halpin said he believed attendance eventually will grow as a result of game telecasting. "People like to see a game in the flesh, once they are attracted to it," he said. "The slogan 'A Good Game, A Good Gate' still applies" he argued.

Mr. O'Brien, said the seasons "first systematic test" with Big Ten games in two Chicago and Detroit theaters had shown that theatre TV "is attractive." He argued theatre TV offers a means of "controlling" the audience.

Committee chairman Mr. Sheatsley said NORDIN was forced to do an rush job, with figures still coming in up to the last minute. He promised a more detailed analysis in March or April.

Excerpts from Mr. Hamilton's report follow:

"It has been the aim of this committee to attempt to collect and present factual information to the NCAA. We acknowledge with thanks the splendid cooperation of the TV industry, and the NOBC, and many other assistance from various sources. Your committee is perfectly aware of the importance which television has assumed in the American way of life, changing in a short period, the entertainment habits of a large segment of our population. The industry representatives are well aware of this impact, and frankly admit they have no final answer.

One of the offers last year indicated to us that the live telecasting of college football games has an adverse effect on gate receipts. We believe that the adverse effect is proportional to the degree of saturation of TV in an area with present methods of telecasting. It is perhaps to be expected to brand TV as the only culprit.

Other factors such as weather, economic conditions, etc., undoubtedly contributed to some degree to the decline in attendance in certain area of the country.

The industry representatives with whom we have consulted through the past year have assured us that they have no desire to harm the present structure of interstate athletism.

Therefore, we suggest that the NCAA in cooperation with the TV industry set up a program of experimentation during the 1951-1952 academic year, which would include such methods of telecasting as delayed TV, the use of highlights, photochionation, skiatron, theatre television, and any other new methods which might be developed before next football season.

As part of this experimentation study, we visualize that a certain amount of telecasting may be conducted on a strict condition basis to test desired situations. To administer the experimental work, it is recommended that a steering committee with a representative from each of the 8 NCAA districts be appointed to work out the problems in cooperation with the industry.

In our opinion if such a program was properly developed and promoted, it would result in mutual benefits for the industry and for colleges and the public.

We wish to emphasize that the telecasting..."
FCC Postpones Probe

Paramount Vetoes 525 Lines

AT&T Allocation

FCC POSTPONED its investigation of AT&T's allocation of TV coaxial cable and microwave relay time last week for an indefinite period, in order to permit a trial of the time-allocation formula. The trial was proposed by the Bell System, owners of four television networks [BROADCASTING • TELECASTING, Dec. 18, 1960].

The action, which had been expected, postponed "until further order" the hearings which were scheduled to begin today (Jan. 16).

Observers thought it unlikely that the hearings would be scheduled to begin before 1963 and felt the decision then would depend upon the success or failure of the actual operations under the time-allocation formula in the meantime.

Almost simultaneously with the Wednesday order, the National Exhibitors Theatre Television Committee and the Theatre Owners of America released a joint statement telling FCC that the final solution of the time-allocation question must recognize "the need for the use of intercity video transmission facilities for the best possible public service, and that such a pilot project would discriminate against "the small user," would deprive the public of the desired improvement we "would discourage, and perhaps even make impossible," continuing growth and experimentation in theatre TV.

Allocation Formula

The time-allocation formula worked out by the four TV networks—after their earlier failure to agree had led to protests by ABC-TV and DuMont Television networks—has been followed by FCC's investigation—goes into effect for the last three calendar quarters of 1961.

The statement asserted that "it will best conduce to the proper dispatch of [the investigation] to postpone the date for hearings for an indefinite period in order to observe the usage of intercity video transmission facilities of the Bell System Companies resulting from the above-mentioned agreement among the networks." The formula divides AT&T's intercity TV facilities—where there are not enough for each network to have uninterrupted access to one circuit into four "Circuit Groups," and sets up a complex system of priorities to assure that each network will have first call on 25% of the facilities at any one time.

But a network loses half of its priority unless it has program acceptances from a plurality of the stations on each leg of its designated Circuit Group. It loses all priority if it has no acceptances. New allocations are made after each calendar quarter, using the same formula each time.

The formula was worked out by the networks in December, with FCC's encouragement and cooperation along with that of AT&T.

The statement of the National Exhibitors Theatre Television Committee called for "a formula that special frequencies should be allocated for theatre television, but pointed out that FCC itself raised the question of whether a common carrier service cannot meet the needs.

To get that information—which is to be developed in a scheduled public hearing on the TV networks—those who wish to render theatre television service are "completely dependent upon AT&T facilities," the statement continued. Further, it said, network commitments appear to govern the availability of such facilities for theatre TV use.

The statement concluded:

"That the networks relaying time to theatre television is even dimmer now than before in view of the increased amount of network programming, as a result, the amount of time left for theatre television experimentation during periods which are practical in terms of theatre operations is rapidly diminishing.

"The statement said theatre TV today is at about the same point as '62 and that in four years, and that there are now about 16 theatre TV installations in about 10 key areas.

"The statement also pointed out that availability of AT&T allocations included questions as to whether the telephone company had refused to furnish intercity video service to complement comparable services of other companies, thereby, and whether it is discriminating among customers."

INTERCONNECTION Decision Proposed by AT&T, WU

An FCC hearing examiner ruled last week that "it is not necessary or desirable to establish intercity TV transmission facilities for the TV networks of Western Union, present or proposed". The examiner ruled that an initial decision of the Commission on a "statutory test" for television transmission facilities for the Bell System companies and "proposed development of intercity television service" would be "unsatisfactory".

The examiner ruled: "it is not necessary or desirable to establish "the AT&T and Western Union TV network facilities at the same time, but to require the telephone company to interconnect with network facilities of private telecasts until such time as AT&T facilities can support such connection to meet demand."

WU's Channel Service

Miss Smith said that over the route covered by Western Union's present intercity TV facilities—now limited to the Philadelphia-Ames—"AT&T is equipped to supply a total of 18 channels. Western has the full schedule but she failed to show that these aren't enough to meet "satisfaction or reasonably foreseeable requirements of the television broadcasting industry" for service between those cities. She conceded that AT&T network representatives testified they would like to see Western Union engage in furnishing intercity TV transmission facilities for Western's "a better black box" by "none of the network's witnesses... showed any need for Western Union's New York City-Philadelphia channel and none expressed any intention to utilize such facilities if interconnection were ordered."

Western Union's plans for the future, she said, make construction of additional facilities contingent on interconnection, assurance that broadcasters will use the channels, and availability of funds to finance project. Miss Smith continued: "A requirement that the Bell System

THEATRE TV

WEINTRAUB BUYS 2 Hours on ABC-TV

WILLIAM WEINTRAUB Agency, New York, has bought two hours on ABC-TV, 11 a.m. to 1 p.m., for four of its clients effective Jan. 20. Lineup of programs includes the following: A series of Faith Baldwin stories, at 11-11:30 a.m. sponsored by Maidenform Bras; 11:30-12:30 p.m., dramatic program featuring Peggy Ann Garner, sponsored by Bab-O; 12:30-1 p.m., the "Witlin" show, "I Cover The Waterfront" sponsored by Air Wick from Thursday night on the same network to this Saturday period. The "Waterfront" has switched to "I Cover The Waterfront" and grated by the agency with a client; 12-12:30 p.m., dramatic program featuring Peggy Ann Garner, sponsored by Bab-O; 12-12:30 p.m., the "FBI" show, "I Cover The Waterfront" sponsored by Air Wick from Thursday night on the same network to this Saturday period. The "FBI" show, "I Cover The Waterfront" has switched to "I Cover The Waterfront" for 12 hours a day would be about $34 million.

Agency's plan is to follow the program of "I Cover The Waterfront," which will be "Open House," 11-12 midnight on NBC-TV, by buying Class C time, yet obtaining a franchise on potential future valuable, time plus availability in a less competitive period.
Top Hollywood Talent
for Local TV Budgets

Snader Telescriptions

WHAT THEY ARE
Top-quality motion pictures of well-known singing, dancing and musical novelty acts, filmed in Hollywood expressly for television. Each act is complete in itself and runs for approximately 3.5 minutes. Opening and close of each act is designed for easy integration into any length programs, in combination with live announcer or master of ceremonies and smooth interlacing of live or filmed commercials.

HOW THEY ARE USED
In preparing programs, each TELEscription is used as though it were an individual "live" act. They may be programmed in either 5-minute, quarter-hour, half-hour, or one-hour program series. They are available for daily or weekly showings over 13, 26, 39 and 52 week periods.

DOZENS OF BIG-NAME STARS...
MORE BEING ADDED EVERY WEEK!

Patricia Morison
Gale Storm
Toni Arden
June Christy
The Pagans
Cab Calloway & Orch.
Charlie Barnet & Orch.
Lionel Hampton & Orch.
Count Basie & Orch.
Miguelito Valdez
Martha Davis
The Starlighters
Carlos Molinas
Mitchell Choirboys
The Harmonicats
Cass County Boys
Marina Kozhets
Peggy Lee
Mel Torme
Tex Ritter
Carl RavaZza
Arthur Lee Simpkins
Diana Lynn
Wesley Tuttle & The Westerners
Guadalajara Trio
Red Ingle & His Natural Seven
Page Cavanaugh Trio
Nat "King" Cole
Herb Jeffries
Clark Dennis
The Pied Pipers
Merle Travis
Frank Yankovic & Polka Band
Red Nichols & His Pennies
The Skylarks
and numerous
dancing stars

PHILADELPHIA... offered exclusively over WFIL-TV
WASHINGTON... offered exclusively over WGN-TV
MINNEAPOLIS... offered exclusively over WTCN-TV
SAN FRANCISCO... offered exclusively over KRON-TV

Snader Telescriptions Sales

INC.

CHICAGO—59 EAST VAN BUREN
NEW YORK—230 WEST 42ND STREET
BEVERLY HILLS—177 SOUTH BEVERLY DRIVE

AGENCIES, STATIONS, SPONSORS:
WRITE, WIRE OR PHONE OUR CHICAGO OFFICE
FOR COMPLETE DETAILS!

January 15, 1951 • Page 55
"IT TAKES only half an eye to see that television has swept through the department store field like a brush fire," BAB states in a report sent to member stations last week covering the women’s apparel and accessory field.

Noting that "retailers everywhere that are within signal distance of a TV station are either thinking about it seriously or already using the medium," the report points out that larger stores are using TV more extensively than smaller ones, as follows:

Annual Sales $ % of Using TV Hours per Week

$ 1 - 2 million 4% 7
$ 2 - 5 7 6
$ 5 - 10 7 2 0
$ 10 - 20 7 3 0
$ 20 - 50 4 1 12
Over $ 50 6 1 12

Accordingly, the report states, "the problem with women’s wear retailers is not so much one of selling them on the medium, but showing them how to use it profitably." The report concludes with a list of suggestions for TV stations to use in approaching prospects in this field.

** WDSU-TV New Orleans and WPTZ (TV) Philadelphia announced new rates last week, both effective Jan. 1.

The Class A rate (6:11 p.m. daily) became $325 an hour on a one-time basis when Rate Card No. 4 went into effect at WDSU-TV. A one-time hour of Class B time (5-6 p.m., Mon.-Sat.; 12 noon-6 p.m., Sun.) now is set at $242.75. All other time, Class C, starts at $195 for a one-time hour. One-minute announcements, slide or film, start at $65 in Class A time and $39 in Class B time, which, in the case of announcements, covers all other times. Charges for live studio programs and announcements are in addition to the basic rates in all time classifications and apply to all live talent studio productions.

At WPTZ, Rate Card No. 7 sets an hour of Class A time (7-10:30 p.m., Mon.-Fri.; 1-1:30 p.m., Sat. and Sun.) at $1,000 for live studio and film time. Class B time (5:30 p.m., Mon.-Fri.; 10:30-11 p.m., Mon.-Sun.) starts at $750 an hour on a one-time basis. In the remaining Class C rates time starts at $500 an hour. Announcements of 20 seconds or one minute are now $200 in Class A time, $150 in Class B and $100 in Class C on a one-time basis.

** Tele-Que Releases Year-End Report

GREATEST 1950 television audience draw in the Los Angeles area was Hopalong Cassidy, according to a Tele-Que survey released last week by Colby, Cooper & Clay Inc., Los Angeles. Program topped others in the area by 20%. Figures were gathered from a total 12 month survey audience of over 6,000 TV viewers in the Los Angeles and Orange County areas, covering approximately 500 persons per month by diary method.

Taking the next four leading places in the year round survey were Sunday Movies, Spade Cooley, Texaco Star Theatre and Lone Ranger.

Survey also revealed Time for Beauty as the most viewed children’s show for 1950 and the USC-Norte Dame football game as drawing the largest daytime television audience of the year. Over half million people in Los Angeles area reportedly viewed the game.
1. Throckmorton set out on a wizard safari, with more bloody kit than his porters could carry.

2. He was armed for the works, from titmouse to rhino—how he hoped to get gun and game matched, damnit.

3. For they're still busy sortin' out Mr. Throckmorton, who discovered the choice of the right one too thwartin'.

4. Moral: You're loaded right for the Dayton market, when you take aim with Dayton's biggest caliber station—WHIO-TV.

When you're hunting Dayton* sales

The show must go on

WHIO-TV

* It's a happy hunting ground, Dayton—with 366,457 families in our micro-volt contour glued to 160,000 TV sets (and more every day!) That's one of the hottest percentages in the nation! Let National Representative, G. P. Hollingbery give you facts and figures on Dayton and the rich Miami Valley—a market dominated† by Dayton's first and favorite station—WHIO-TV.

† Pulse November report shows WHIO-TV had 13 out of 19 top televised shows!
INVENTORIES of radio and television sets will remain steady during the first quarter of 1951, after which stocks will be affected drastically by production cutbacks brought on by defense requirements and short supplies of materials. This was the concensus of manufacturers, distributors and retailers of radio and television products as they met in Chicago last week for the annual NRDGA (National Retail Dry Goods Assn.) convention.

Anders pointed out that sales of late summer, and the dealer's response to the line introduced by Capehart-Farnsworth in February will be the strongest of the year. As few weeks' supply on the retail level, both agreed that distributors' inventories are "nominal".

Predicts No Shortage

T. J. Newcomb, sales manager for the consumer appliance division of Westinghouse, predicted no shortage of radios or other appliances for "at least three months". He predicted cutbacks after March, however, along with a period of unemployment occasioned by the slack in production between the time consumer production is cut down and defense production begins.

Manufacturers generally seemed to be planning to stress production of replacement parts to keep old sets in operation. Many are complementary parts and will conserve total metals used in set manufacture, with elimination of decorative and non-utility features. Admiral and Capehart, in a conservation plan, have scheduled less production of FM sets, and are incorporating FM into fewer radio-phonograph combinations. Mr. Wil- son and Mr. Cramer endorsed the plan.

Many set makers plan to build smaller and less expensive radio and TV models, relegating volume on the high-priced, elaborate sets to the market. All agreed that the usual January let-down did not arrive this year.

Mr. Newcomb reported "there is little new" in the 1951 market because inventories "are at their low- est point in years" and the outgoing line was "well". Most of the traffic in and out of showrooms at both marts seemed to be caused by radio and TV distributors seeking larger allocations from the manufacturer. Few set-makers were taking orders directly from retailers.

More than 40 firms exhibited their products for an estimated 30,000 buyers from all over the country. Displays centering on radio and television were featured by manufacturers of furniture, appliances and parts, as well as sets.

Among manufacturers introducing new radio and TV lines were General Electric, Admiral, Magnavox, Westinghouse, Capehart-Parnsworth, Bendix, Motorola, Hall- crafte, Spartan and Air King.

Admiral's "Class of '51" series, "most the extensive line it has ever presented," included 21 AM radio models ranging in price from $19.95 to $956. The $956 item is the new Tele-Bar, which Admiral claims "has everything". In addition to a 21-inch-screen TV set, the model has a radio, three-speed phonograph and a built-in bar.

Most of Admiral's TV models have 17 and 21-inch screens. The include three table models and three smallest with a 14-inch screen, and 15 consoles with 17 and 21-inch tubes. Five AM-FM radio-phonograph combinations are supplied with 17 and 21-inch screens. Prices of 1950 have been retained on all models with 14 and 16-inch screens.

Models have been added on the larger models.

GE Line Showa

Thirty-two models appeared in the line of General Electric, which plugged its "black-daylite" video sets. Twelve TV sets included three table models and nine consoles, with prices ranging from $299.95 to $775. Among the radios were seven AM sets, priced from $22.95 to $42.95; seven clock-sets, $29.95 to $39.95, and five radio-phonograph consoles, $189.95 to $279.95. One radio-FM table model appears in the new lineup, retailing for $64.95.

All TV sets in the Magnavox line have 20- and 21-inch rectangular picture tubes. Sixteen and eighteen cabinet styles were introduced, with 11 styles in radio-phonograph combinations. Eight of the latter include the firm's "Add-a-Television" feature. The line includes a record-changer which plays all sizes and speeds of discs.

Westinghouse Offering

Westinghouse previewed seven video sets and nine radios as additions to the 1951 line. The former include two table models, three consoles with 17-inch tubes, plus a console equipped with full-length doors and a 20-inch tube. Prices range from $299.95 to $405. Radio-phonograph combinations as well as sets, two AM-FM table models, two portables and one AM-FM console with three-way record changer, priced from $69.95 to $159.95.

Westinghouse plans to maintain quality in its production, "if necessary, at the sacrifice of volume of price". The new TV sets have single-tube tuning with illuminated control.

Highest-priced item among the models is the Stratton, a console with a 20-inch tube housed in a mahogany veneer cabinet. The price is $495. Other sets and prices are the Dorset, table model, simulated mahogany, 17-inch, two sets, $259.95; Andover, table model, mahogany, 17-inch tube, $279.95, with a companion model, the Fenway, mahogany, $299.95; Crestwood, console, mahogany, 17-inch, $389.95; Shelter, console, 17-inch, mahogany, half-doors, $599.95, and a companion model, the Warwick, $495.95.

Capehart-Parnsworth Sets

Capehart-Farnsworth introduced its first table radio, a clock-radio. It has a Telechron electric clock and sells for $49.95. Hiking the TV lineup was the Berkshire, with a 20-inch rectangular tube, AM-FM radio and record changer operating on all sizes and speeds. Price is $449.95.

Other new models: Spinet, console TV, 17-inch rectangular tube, $339.95 and $359.95 (in bisque); Mommouth, TV console, half-doors, $199.95; Capehart, TV set, 17-inch (in bisque); Chicagoan, TV console, 17-inch, mahogany, $389.95, $409.95 (bisque); Georgetown, 17-inch, con- sole, mahogany, full-length doors, $449.95; New Englander, TV con- sole, full-length doors, 16-inch, French Provincial, $475.95, and Bedford, 16-inch table model TV, $319.95 (bisque).

The Chippendale, AM-FM radio-phonograph, sold for $425. The Futura, also a radio-phonograph combination, sells for $445.

The 1951 line of Bendix includes six sets, two carried over from 1950. Prices range from $299.95 to $479.95. Line includes 17-inch table model, simulated woods; 17-inch table model, mahogany; 17-inch enclosed console, 17-inch Pro- vincial style console and a 20-inch console.

Hallcrafters' Models

Twenty-one models appear in Hallcrafters new line, ranging in price from $249.95 to $600. The latter a mahogany, 20-inch three-way combination model called the Sher-aton. The $249.95 set is a 16-inch table model with a leatherette finish. Its price has gone up $10 since last year. Three sets in the 17- and 20-inch screen class have gone up from $20 to $25. All Hallcrafters' models, embodying their lines were Air King Products, Crosley (division of Avco Manufac- turing), Capehart-Farnsworth, General Electric, General (division of Western Electric), Radio Labs., Admiral, Arvin Indus- tries, Bendix (division of Bendix Aviation), Philco, RCA Victor and Spartron (division of Sparks-With- ington).

Daytime Best

(Also see main NRDGA story page 25)


Noting that "light-time TV pro- grams are unavailable for most retailers, Mr. Stolzoff declared that the old idea that women would not halt their household chores to watch television has been com- pletely exploded as daytime program ratings and sales of goods advertised on these shows prove that women do watch. Daytime TV has sold stocking caps, cook books, tables, shoes and stockings, he noted, adding that this disproves another strongly held belief that television was good only for advertising things that could be demonstrated.

Own Experiences

Reporting on the experience of his agency with daytime TV shop- pers shows for a number of de- cades, Mr. Stolzoff pointed out that another misconception that TV is good only for selling hard goods is rapidly vanishing in view of the medium's success in selling a broad range of goods. He cited the great importance to retailers who may soon be faced with a shortage of hard goods as restrictions on metals for civilian use go into effect.

Urging stores to investigate day- time television now, while time is still available, Mr. Stolzoff con- cluded his remarks by declaring: "Perhaps the difference between newspapers is making a bid for the department store dollar."

Enders Concurs

This sentiment was endorsed by Mr. Enders, who told the group that "afternoon TV time will be as valuable to retailers as the back page of a newspaper." Daytime is the only part of TV a retailer will be able to stake out as his own and hold onto, he said, pointing out that advertisers are extending their agency's daytime programs into new cities his major problem is not finding sponsors but locating sta- tion time.

ATV President David Hale Hal- penny closed the meeting with a plea for advertisers, agencies, broadcasters and retailers alike to remember their dual responsibility of selling democracy and the American way of life as well as merchandise, noting that profits will mean very little if a foreign ideology is allowed to capture the minds and hearts of the public.
**ERIE CHARGES**

**WICU's Owner Answers**

DISPUTE involving WICU (TV) Erie, Pa., continued last week as Edward Lamb, Erie Dispatch publisher and owner of WICU and WTVN (TV) Columbus, Ohio, replied to charges made by publishers of the Erie Times [Broadcasting *Telecasting*, Jan. 8].

Times co-publishers, John J. Mead Jr. and George J. Mead, have criticized WICU's operating and advertising practices.

In a telegram to *Broadcasting* - *Telecasting*, Mr. Lamb declared that "we are even suggest that we have anything about forced or voluntary, between WICU and the Erie Dispatch is the foulest type of journalism."

Mr. Lamb stated also that "ever since I refused to sell a share of stock in WICU to my newspaper competitor in Erie, there has been a terrific campaign of abuse . . ." Previously, the Times publishers pointed to Mr. Lamb's complaints as an attempt to discredit them in their application on behalf of Erie Television Corp. for Channel 3 (60-66 mc) in Erie and as a propaganda weapon with advertising agencies.

Sees Set Slash

TELEVISION manufacturing industry, which turned out nearly 7,500,000 TV sets in 1950, will "under present conditions" produce only about 3 million video receivers during 1951, F. M. Sloan, manager of the Television-Radio Div. of Westinghouse Electric Corp., predicted Friday in a talk to a meeting of eastern Westinghouse distributors at New York's Barbiion Plaza Hotel.

TV GUIDE-New England Inc., newly formed subsidiary of TV Guide Inc., N. Y., announces purchase of TV Forecast, Boston publication, which will also be known as TV Guide.

**FACILITIES for telecasting of Georgia Tech's basketball games by WSB-TV Atlanta are pointed out by Roy Mundorf (r), assistant athletic director, to Julian N. Trivers (l), publicity director of Davidson's department store, sponsor, and J. Leonard Reinsch, managing director, Cox Radio-Television Operations. WSB-TV telecast Tech home games for past two years.**

**WESTERN UNION**

L.L.L.257 PD=DWX TDL HOLLYWOOD CALIF 3 625=

WILLIAMS PRODUCTIONS=

9169 SUNSET BLVD LOSA (BH)=

DELIGHTED OUR DEAL COMPLETED FOR KTLA EXHIBITION OF TWENTY-TWO OF YOUR ENGLISH FEATURE PICTURES WHICH WE BELIEVE WILL MEAN MUCH TO KEEP TOP AUDIENCES ON KTLA, HOPE WE CAN CONTINUE WORKING TOGETHER ON FUTURE PACKAGES=

-KLAUS LANDSBERG-**

**AVAILABLE FOR IMMEDIATE BOOKING**

**Telecasting • Broadcasting**

January 15, 1951 • Page 59

**FCC Correction**

FCC SPOKESMEN said Friday that a Dec. 27 release on Secretary's actions inadvertently showed the issuance of a license to WBTB (TV) Charlotte to change its transmitter location. Actually, they said, the license was issued to cover construction permit and included a change in the description of the transmitter location—not a change in the location itself. WBTB officials said they'd received calls from viewers fearful that a change was being made which would deprive them of TV service.
TV STABILIZING AMPLIFIER—Does a Better Job than any other stabilizing amplifier on the market. Some of its notable advantages are: automatic correction of sync and blanking, adjustable sync percentage, improved LF characteristics, automatic clipping of white spikes.

UTILITY VIDEO AMPLIFIER ASSEMBLY—Improved Band Width and Adjustable High Gain. Provides accurate output monitoring even when feeding telephone lines. Maintenance is low because negative feedback eliminates peaking coils and permits wider tolerance in tubes and components.

VIDEO PATCHING EQUIPMENT—Quick and Convenient Adjustment of video distribution circuits are provided by these complete G-E units. Common grounds are avoided by isolation between jacks and shields. Dual control plugs are self-aligning. Easily installed. Exceptionally high reliability. Oxidation is avoided through the use of gold-plated contacts.

VIDEO SWITCHING RELAY CHASSIS—Saves Space yet permits easy expansion of system inputs or outputs. Each chassis is adaptable to preset control and you get fast transfer through a single transfer relay.

TV ELECTRONIC MIXER—Lap, Fade, and Dissolve at constant, preset rates at the touch of a finger at control panel. Unique bypass feature permits you to release three channels for rehearsal use while carrying program. It's all-electronic—operation is practically automatic.

These General Electric studio rack units are interchangeable with any TV system!
Here's a way to replace obsolete studio rack equipment with new G-E units that meet all existing RMA performance standards.

Study the items shown on these pages. With them you can modernize your sync distribution system ... get better performance, better handling of poor input signals ... more flexibility in video patching ... smoother studio control all around.

All General Electric studio units are designed specifically for easy maintenance—dead front construction, no exposed voltages. Standard video controls are used throughout. Kits are available to accommodate any position of rack mounting angles.

In addition to the equipment shown here, General Electric makes a complete line of studio gear, including camera channels, sync generators, and projectors. The broadcast representative at the G-E office near you will tell you more. Call him or write: General Electric Company, Electronics Park, Syracuse, New York.
**INTEREST MAINTAINED**

**EDITOR:** 
I know that I will have made additional duties now that I am Party Whip, I hope that it will not interfere with my other duties. Certainly my interest in radio and communications matters will not be diminished. I am Lyndon B. Johnson.

**UNITED STATES SENATE COMMITTEE ON ARMED SERVICES**

**WASHINGTON**

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**d-CON ACCOLADE**

**EDITOR:** 
May I take this opportunity of thanking you for the wonderful story about d-Con in the Dec. 11 issue.

I have received numerous comments both by letter and telephone. The article was very well written and from all indications, very well received.

Again may I thank you.

Harry A. Friedenberg
Marfree Adv. Corp.
Chicago

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**PERSONAL INTEREST**

**EDITOR:**
My compliments to you and your staff on the alert way in which you continue to cover the many facets of this mushrooming business and to campaign for what is best for it.

And as you continue to grow with the industry, may you never lose that personal interest which you have always reflected in all of us individuals, big and small, who work in it.

Ralph H. Patt Jr.
Detroit Manager
CBS Research Sales

---

**WIRK OWNERSHIP**

**EDITOR:**
Under your listings of FCC Actions under new applications of summary to Dec. 25, 1950, in your Jan. 1, 1951, issue, you list the Wilmington Broadcasting Service and show Joseph B. Matthews 25% interest in WIRK West Palm Beach.

Please be advised that Mr. Matthews has absolutely no interest in WIRK, having been relieved over a year ago.

Joseph S. Field Jr.
Manager
WIRK West Palm Beach, Fla.

---

**CLOCK-SPOT BATTLE**

**EDITOR:**
Radio Station WLRP New Al-
COLOR COURSE
New York U. Sets Agenda

A NON-TECHNICAL color television course will be offered by the New York U. adult education section, Division of General Education, starting Feb. 6, it was announced last week by Dean Paul A. McGhee. Designed for sponsors, agency personnel and students, and directed toward production problems, the course will be conducted by John H. Battison, freelance TV producer and editor of Tele-Tech magazine.

Guest speakers will include Dr. Peter C. Goldmark, CBS vice president and inventor of its color TV system; Richard Hodgson of Paramount Pictures, and Bud Gamble of Color Television Inc. Topics considered will include history and operation of today's color systems, research and experimentation results, effect on present TV operations of color, production, prop and makeup, programming, color advertising, color and films, and costs.

TV KEEPS PEOPLE HOME
Domm Reports on Greater Milwaukee Survey

By WALTER J. DAMM
VICE PRESIDENT
GENERAL MANAGER OF RADIO TELEVISION, MILWAUKEE

DURING the compilation of The Journal Co.'s 1960 fall co-institutional survey of the viewing habits of Greater Milwaukee television set owners, one of the members of the staff who had worked on past radio surveys called my attention to the considerably higher percentage of completed calls (generally recognized as the "at home") figure than in past surveys. I immediately felt that this was the effect of the increase of TV set ownership by Greater Milwaukee families.

The Journal Co. has for years made periodic co-institutional radio listening surveys based on anywhere from 25,000 to 85,000 homes in a two-week period. The result of comparing the percentage of attempted calls to completed calls arrived at in surveys made prior to Dec. 3, 1947, when WTMJ-TV went on the air, and since that time, show the trend and degree of how television set ownership has changed the stay-at-home habits.

The present survey, based on 28,396 calls, was made to numbers selected at random from the Milwaukee telephone directory. This meant that both set owners and non-set owners were called with the resulting completed calls representing an average of both. As 49.7% of Greater Milwaukee families now own television sets, it is obvious that the figure is an average of those who stay at home more because they own a television set and those staying home as in the past because of non-TV ownership.

A similar survey made in January 1960 was based on 37,970 calls. At that time 23.4% of all the families owned a television set. In 1942, before there was any television in Greater Milwaukee, a similar survey involving 85,446 calls was made. A comparison of the three surveys is shown in the accompanying table.

I believe these are the first figures of their kind ever compiled. It is true that before 1942 and 1950, there may have been other factors contributing to the generally greater "at home" figure. However, in the absence of specific surveys on the subject other than those based on a limited number of questionnaires or interviews involving a varied list of questions, we believe that these comparisons can be taken to show a definite trend.

* * *
Your 1951 Broadcasting Yearbook —

... is being printed. It will be mailed to BROADCASTING subscribers within the next few weeks.

You'll refer to this 3¼ lb. radio-tv source book throughout the year for vital business information, available from no other source.

For instance—How much do advertisers spend for spot, network, regional and local campaigns? Who handles the account?

You'll find the answers—and many, many more hard-to-get facts—in the 1951 BROADCASTING Yearbook. It has a complete directory of radio-tv stations, including top personnel, network affiliate, national representative, services—plus some 50 directories covering the wingspread of radio, television and related businesses.

Yearbooks will be sent to regular BROADCASTING subscribers immediately upon completion.

If you're not a subscriber, there's still time to get in on the first mailing. Here's a handy order form:

Please enter my 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

Skiatron Test

EXTENSION of test authority for Skiatron Corp.'s "Subscriber-Vis-
ing" TV technique on WOR-TV Network granted for the 50 days PCC last week. Initial test authority, granted in November, expired Dec. 22 [BROADCASTING • TELE-
CASTING, Nov. 27, 1950]. Unlike Zenith Phonevision which requires telephone wire to carry decoding signals, home of General of declining Skiat-
ron system telecasts whole signal and uses special key cards in cam-
era and receivers.

CBS Color

(Continued from page 58)

to think of such beautiful pictures coming right into your home." Judge Dennis Normoyle of the Circuit Court of Illinois was "as-
bounded," remarking, "I had no idea the art had progressed so much." Judge Joseph A. Graber of the Superior Court noted a "third di-

mensional" quality in the pictures.

Chicago's daily papers raved about the demonstration. Larry Wolters, veteran radio-television editor of the Tribune, reported that the colors "came through in bright, true tone with amazing detail." Bill Irvin, radio-television column-

ist of the Sun-Times, who previ-

ously had seen CBS color in New York, wrote that there was no diminution in the quality or brilli-

ance of the pictures" despite the fact the transmission was the long-

est distance yet attempted by CBS. Janet Kern of the Herald-America-

n called the performance "a miracle" and Tony Weitzel, Daily News columnist said "it was ter-

rific."

Heavy Demand

By Wednesday afternoon more than 75,000 Chicagoans had ap-
plied for tickets at a booth under the temporary marquee set up in front of the Wrigley Bldg., home of WBBM. The public was per-

mitted to walk through the studio, with special police officers keeping order, during a Wednesday evening showing. The schedule continues daily, except Sunday, through Jan. 19.

Mr. Stanton said more than 300,000 persons had viewed the demonstra-
tion before the Chicago open-

ing. He anticipated spectators in other major cities on the co-

axial cable will follow in the near future.

The CBS president told viewers who chatted with him informally after the performance that the network had commitments from nine major advertisers to sponsor CBS color shows when RCA and some of their plaintiffs obtained a tempo-

rary restraining order against commercial use of the system. He expressed confidence that the U. S. Supreme Court will dissolve the order and advertisers will begin using CBS color by next April.

PCG FAN SLUMP

Blamed For Football Ban

FAN slump was blamed for the surprise decision of Pacific Coast Conference to ban college football games next fall.

Although it was anticipated that some restrictions would be put into effect before the season rolled around, the conclusion made Jan. 5 at the closing sessions of the PCC meeting at Riverside, Calif., came as a bombshell to college football fans.

Delegates further voted that no film telecasts be allowed on Fri-

days, Saturdays and Sundays dur-

ing the remainder of the season. Games may be filmed and shown on TV screens after the game, but not on days or nights when other contests are be-

ing played.

Action followed an extensive sur-

ey of all aspects of the effect of live TV on sports events in the past few years, it was said. Com-

missioner Victor O. Schmidt de-

clared:

While the conference was concerned with the financial aspects of delaying the telecasting of conference games, it was more concerned with the effect upon the athletic program of the individual, including students and faculty, and the promotion of the university and its athletic sports.

Another factor influencing this action was the reported decline in atten-
dance and interest in college football. Junior college and smaller college teams in areas where conference games were televised.

H. Leslie Hoffman, president of Hoffman Radio Corp., Los Angeles, which sponsored 30 PCC games this past season on a gate attend-

ance guarantee basis, said the con-
ference action to ban live TV came as a complete surprise to him.

After the Pacific Coast Con-

ference had voted to ban live football telecasts in the area, Assembly-
member Gordon R. Hahn (R), Los Angeles, wrote Governor Earl Warren in the State Legislature pro-
posing that the U. of California (including UCLA) boycott the PCC if the TV ban is enforced.

The university is state-supported.

Rep. Hahn argued that a large part of the state's population owns TV sets and many are unable to attend football games, with the PCC ban depriving them of the privilege of seeing them on TV.

The resolution went to the Rules Committee.

SMPE TV Program

DR. PETER C. GOLDMARK, CBS vice president and inventor of its color television system, will dem-

onstrate and discuss the system before the Society of Motion Picture and Television Engineers, Atlantic Coast Section, meeting Wednesday afternoon in New York, at 4 p.m. SMPE members and guests will view a color telecast demonstration, and following Dr. Goldmark's discussion, questions from the audience will be consid-

ered.

Controlled Sportscasts

(Continued from page 58)

vision problem is truly a national and requires collective action by the colleges. The history on TV has bee

Of next year practically every se-

tile college have television stations will be involved. Sectional lines cannot be drawn, for the coaxial cable will cover the whole country soon. Only a decision in solving this problem should be to determine what is good-

and right for athletics in our schools and then to stand collectively and un-

dermine our efforts to bring about the proper result. We may be likened to the nations of the world. By standing together we can fight our cause, separated we will be gobbled up one by one.

We firmly believe that our athletic programs have contributed a great deal to the qualities that have made this country great. Today as never before we see the striking need for superb physical fitness in every one of our young men as they shoulder the burden of a nation's fighting responsibilities.

This is no time for us here to drop our flag and cease fighting for more and better physical training, or permit the lessening of one bit of our essential program to produce world leaders. Rather let the dollars of television and many another less essential activ-

ity continue to assist in the must-

tering of our best efforts to produce the strongest, fightingest and most

victorious American we have had.

COOKE FIRM

Splits Radio-TV Groups

DONALD COOKE Inc., radio sta-

tion representative, has announced formation of a separate television department devoted entirely to tele-

ving time video. Mr. Cooke will head the department.

Also announced was the addition of two account executives to the corporation's sales staff. They are Fredrick E. Johnson, for-


sistant advertising manager with B. T. Babbitt & Co.

Page 64 • January 15, 1951

Broadcasting • Telecasting

870 NATIONAL PRESS BLDG.
WASHINGTON 4, D.C.

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

[ ] $7 enclosed [ ] please bill

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Television BROADCASTING

Instruction by top-ranking profession-

als under actual broadcast conditions.

Complete TV Station Equipment Co-Engineering.

Approved for Veterans

Send for free prospectus: "Careers in Television"

SRT- TV (School of Radio Television) 113 WEST 57 STREET, NEW YORK 19, N. Y.
PROSPECTS for presentation of educational broadcasters' views on the subject of educational television mounted appreciably last Wednesday as Television Broadcasters Assn. and CBS secured permission to intervene in the FCC hearing which resumes Jan. 22.

NAB already had been granted authority to take part in the proceeding, in which educational interests are asking the Commission to reserve up to 20% of VHF-UHF television channels for future assignment to educational institutions.

NBC and ABC were known to be studying the issue closely, but have not indicated whether they will seek to intervene or will rely upon the NAB presentation.

JCBET Presentation

Thus far testimony has been presented chiefly by the Joint Committee on Educational Television, representing seven national educational associations and councils. First sessions were held Nov. 27-Dec. 8, 1950.

Entry of CBS, TBA, and NAB into the proceeding made it likely that the windup of the FCC's general allocation proceeding—of which educational TV is the main part still not completed—will take one or two weeks instead of the "two or three" days originally expected.

In addition to the Joint Committee, which is to continue with its presentation this week, the FCC will receive testimony by four witnesses [BROADCASTING • TELECASTING, Jan. 8].

The CBS petition to intervene told FCC that, before passing upon the Joint Committee's proposal, the Commission "should have the benefit of the views and testimony of a commercial broadcaster in order to assure a full and complete record upon which a fully informed judgment can be made."

TBA pointed out that in other presentations it had given illustrative examples which referred to the disparity of certain VHF channels, and "the assurance of educational institutions and/or other purposes and services."

Time-Share Reply

TBA said it now would like to extend the earlier presentations and include testimony on Joint Committee proposals for a type of time-sharing between commercial telecasters and non-commercial educational institutions in some areas, and also on proposals which would require deletion of some VHF commercial stations.

NAB has indicated its witnesses will be Research Director Kenneth H. Baker and also President Justin Miller and/or Government Relations Director Ralph W. Hardy. CBS and TBA had not decided on their respective representatives.

In the meantime the Emergency Committee on Educational Television was making its second solicitation of funds to prosecute its case before FCC and CBS, and to "assure the future usefulness of television in the public interest."

The first appeal, last November, was for $25,000. The new one is for $30,000.

"We need funds immediately to support the cost of engineering surveys, legal counsel and provide for exhibits and witnesses" to answer policy questions posed by FCC members, the emergency committee said in a letter sent out over the signatures of Robert M. Hutchins, U. of Chicago; Chancellor R. G. Gustavson, U. of Nebraska, and President Homer P. Rainey, Stephens College.

"We urge your participation with us in this effort and hope you will respond as quickly and generously as you can," the letter continued. "This may be the last opportunity open to the public to save television from complete exploitation by the commercial interests which dominate radio."

The National Assn. of Educational Broadcasters, headed by Seymour N. Siegel of WNYC New York, is associated with the emergency committee in the public appeal.

PHONEVISION

Change Motinee Time

PHONEVISION's matinee time test has been moved up in the Chicago test from 4 to 2 p.m. "until further notice." Zenith Radio Corp. reported last week. The change was made presumably because (1) a larger audience can be attracted earlier in the afternoon and (2) a long feature starting at 4 p.m. would be at the wrong time for preparation for dinner or eating.

Zenith also completed plans to begin "a few" films at 9:30 p.m. rather than at the scheduled 9 p.m. time because of extra-long films on the preceding 7 o'clock show. "The Hunchback of Notre Dame," for instance, runs 127 minutes, carrying it from a 7 o'clock start to a 9:07 finish. The only showing currently scheduled for a later start is Jan. 19.

NRDGA Awards

(Continued from page 25)

WSBT because it had the highest 

Hoopdes and it paid off biggest," 

ten per cent of the budget was assigned to 

after experience with institutional 

advertising, they concluded that a 

store with a limited budget could not 

afford it; that every dollar into 

advertising had to result in sales, 

he said.

"Every ad," he continued, "had to be 

honest, well merchandise, sell 

Wyman's and be in good taste.

We held our commercial announce-

ments to 85-40 words; longer an-

nouncements irritated the listener, 

possibly irritate him, and sell less.

Thanks were due to Joske's of 

Texas and to the NAB, he said, 

for help received from the Joske 

report.

Every effort was made to iden-

tify Wyman's in all its programs 

with civic activities and civic pro-

motions, added Mr. Robinson. He 

then paused for the playing of a 

recorded interview with a city of-

ficial on the prize-winning 

program.

A further factor, Mr. Robinson 

pointed out, was the habit of 

WSBT's representative dropping 

around at the store and discussing 

the results of every promotion 

with them. "No threat of cancellation 

was held over the station," Mr. 

Robinson said, "and consequently 

he was free to express his opinions 

completely."

Program Format

While every program of the 

award-winner followed the same 

basic format, each was different. 

Good music, news, fashion tidbits, 

housekeeping, social and civic ac-

tivities made it up, he said.

A description of the promotion 

of a new store opening was given 

by James Hardee, advertising man-

ager for Woodward & Lathrop, 

Washington, D. C. In addition to a 

one-minute campaign in Montgomery 

County, Md., where the new 

W & L store was opened, TV spots 

were used to explain the highways 

and byways to drivers reaching the 

store.

Judges for NRDGA awards were 

Chairman N. Norman Neubert, 

merchandising manager, NBC 

owned-and-operated division; Tay-

lor Henry, director of information, 

National Consumer-Retailer Coun-

cil, Inc., Norman R. Glenn, pub-

lisher and editor of Sponsor; Oscar 

Katz, CBS director of research; and 

George Kern, director of radio and 

television, Benton & Bowles Inc., 

New York.

"Color television is a natural for 

retail selling and community serv-

ice," CBS President Frank Stan-

ton told the retailers at a Thursday 

morning convention session. "Look-

ing back down the long path," he 

said, "we don't want to see leader-

ship in American retailing fail to 

convert this new medium to more 

services--as some degree retailing failed to 

make the most of radio."

Color Costs

Noting that the costs of telecast-

ing in color will be no more than 

those of today's monochrome TV, 

Mr. Stanton pointed out that the 

"direct, animated, true-color com-

munication . . . to every color-home in your sales area cannot 

help but make new friends, new 

customers, new sales," with a 

growing audience continuously 

bringing down the cost-per-capita.

The "color revolution" that has 

occurred in retail merchandising 

over the past 25 years finds in color 

TV "its ideal medium of animated 

mass display," he said. "Color tele-

vision can become the most vivid 

and truthful national color-cata-

logue in the world, ready to demon-

strate accurately the tools and 

accomplishments of the world's 

best standard of living."

Mr. Stanton gave a three-fold 

answer to the question of the re-

tailer's stake in color TV:

"First, color television will open 

a brand new market of substantial 

volume for your direct merchandis-

ing; the color channel that you 

project better than I. You know 

your retail volume in radio since, 

in the early twenties, radio 

became a fact. You know your vol-

ume in black-and-white television 

since the war, and its rate-of-sale 

today and expectancy tomorrow. 

Now those services have found 

pre-sold color television to the pub-

clic.

"The possible volume should ex-

cute the most serious research into 

its volume-sale possibilities and 

after the barriers are raised. I don't 

recall, since radio and black-

and-white television, any major 

change in a total national habit 

which has not been accompanied 

influence upon the volume sales of 

the retail merchant.

"Second, color television offers 

you self the barriers new strong arm 

of advertising. . . .

"Third, color television promises 

a medium of exploitation for your 

store (as distinct from direct ad-

vertising) which will not be unbe-

lievable. . . .

"A fashion show not only may be 

presented in your auditoriums and 

restaurants as of old, but may 

simultaneously be reproduced not 

only on the screens of all the related 

departments represented in the 

show--but also in every one of your 

branches. . . .

"We are convinced that you can show 

the program right in your show 

windows while it is going on at key traffic 

points within your store.

"American Right

Recalling an NRDGA campaign 

of a few weeks back, based on the 

slogan: "In America yours is the 

right to pick and choose," Mr. Sei-

del declared, "frankly, I don't be-

lieve they'll ever be compatible-

able--they'll always be incompatible."

"We know that they must first be fully developed in the laboratories, tested 

and proved to be satisfactory 

and produced in quantity econom-

ically before they can be put to 

general use. We are all in the same 

boat and government will attempt to 

limit the activity of medical re-

search or attempt to tell our med-

ical people that only one type of 

cancer or arthritis cure will be per-

missible."

"In other words, you can't put 
scientists on a treadmill to race 

against scientific development," he 

declared. Reviewing RCA's pro-

gress in color TV and its develop-

ment of the tri-color tube, which 

he described as "nothing short of a 

modern miracle," Mr. Seidel as-

sured that it is "a step in the right 

direction that we all desire to bring good color to 

the American people and our con-

dence that we have that color and 

to avoid unnecessary expense on 

the part of consumers that we are 

engaged in the present contro-

versy."

Noting that neither the FCC nor 

CBS is a TV set manufacturer, Mr. 

Seidel said that RCA is and, like 

the retailers, "we have a responsi-

bility to the customers who have 

bought our products. That's why 

we have placed so much stress on 

compatibility. . . . We won't will-

ingly kick the customers who built 

our business on the teeth, and as 

good merchants, we know you won't 
either.

"Compatibility Necessary"

"We say that compatibility is a 

fundamental requirement of any 

goal," Seidel said. "We say that we 

have this compatibility is the 

responsibility of the people de-

veloping the broadcasting system 

and not of the people who bought 

the black-and-white sets in good 

faith. We consider it unreasonable 

and unfair that a billion dollars 

of unwarranted expense involved in 

achieving compatibility should 

be loaded on 10 million present set 

owners, your customers and ours."

He concluded by asking: "Shall 

it be a high quality picture or a 
degraded picture, an electronic 

communication with mechanical 
gadgets, a compatible sys-

tem or one that will penalize exist-

ing set owners?"

"All we are saying is let the public 

decide whether they are satisfied 

and our customers--decide. We are 

sure they'll make the right choice 
as they always have."

Film Savings

METHOD of filming shown with-

out incurring heavy expenses of 

production, this technique has been 
developed by C. J. LaRoche Adv.

Agency, New York. Utilizing a 
tape recorder, Leica camera, a 
16mm motion picture camera set 
at stop motion, and a projector, the 
agency reports it recently recorded 
and filmed five episodes from a TV 
series for less than $1,000. Of this, 
under $400 was production costs 
and the rest was actors' salaries.
SPORTS CONTEST

WBNS Columbus, Ohio, High School Huddle, sponsored by Diamond Milk Products, same city. Show featuring weekly contest called the "Pick of the Week." Prizes include 1951 football tickets, basketballs and other awards.

COLUMN PROMOTION

KRC Beaumont, Tex., running column in local newspaper for advertising. Column is written by Bob Tucker, station promotion and publicity director. Column gives news, personal and subjects of public interest. It is plugged on air by staffers and emcees handling personal appearances.

BIBLE PROGRAM

WKLV Blackstone, Va., Your Bible Speaks, Mon.-Sat., 10:15-10:30 a.m. Presents answers from the Bible for today's questions and problems. Conducted by Rev. H. M. Dukes, comments from great preachers are used without regard to denominations.

BASEBALL SHOW

W A V E - T V Louisville, Spring Training, Sat. 6:6-10 p.m., started Jan. 6. Program features Pee Wee Reese, captain of Brooklyn Dodgers, and Ed Doherty, president of Louisville Colonels. Baseball fans direct questions about sport to panel made up of Mr. Reese, Mr. Doherty and guest baseball star. Program to run until season starts and then will be topped off with films taken at Colonels spring training site.

AMSTERDAM CAVALCADE

WCSS Amsterdam, N. Y., produced local tie-in with United Press Cavalcade of 1950 show, drawing all material from station's local files, covering big story of the year from Amsterdam and surrounding area. Show included story of double-murder in which WCSS helped police identify one victim by broadcasting description until parents identified body.

Norfolk Hears Stars

WNOR Norfolk's Disc Jockey Charlie Bentz has started interviewing top stars on local independent radio. Harry von Zell and Jack Webb both appeared on his show and Gary Cooper was interviewed on tape. Three stars were on location at Norfolk Naval Base. Interviews with Dana Andrews, Richard Widmark and Gary Mitchell are planned when they arrive for shooting of "Frog Man," naval demolition picture.

FM COVERAGE

WSGN - AM - FM Birmingham, Ala., sending promotion booklet to trade headlined "The Alabama FM story." Booklet points up station's coverage by counties, its base broadcast and percentages of persons listening to station. Booklet gives interesting facts about FM listening in counties. Promotion piece gathered facts through survey to determine extent of FM listening in state.

Pigskin Contest

WTVJ (TV) Miami Pigskin Parade drew 43,672 ballots in contest to determine most popular player on Miami U. football team. Sponsored by North American Airlines, one-minute contest announcements were aired on six Pigskin Parade programs, only rule being that votes had to be sent to North America's offices. Show regularly featured Andy Gustafson, Miami U. football coach, and Jack Cummins, WTVJ sports director. Most popular player proved to be Sam David, 220-pound senior tackle, who was awarded trophy and other prizes, topped by all-expense air trip to New York.

Prediction show

WSIX Nashville, Tenn., Looking Ahead to '51 presented on last day of 1950. Featured 12 prominent Tennesseans expressing views on what they forecast as appropriate music and comments, interspersed with talks by 12 well-known Southern financiers, businessmen and educators.

Baby Mail Folders

BAB sent out mailing promotion pieces announcing seven new direct mail folders available to stations for local sales use among advertisers. Printed in yellow, BAB announcement gives general description of new series 4 folders, then describes one on its separate page showing small picture of each front cover. Business reply card is attached, offering sets of 700 folders to NAB members for $28.

Prop Man Cooks

WSB-TV Atlanta, Ga., solved dilemma of what to do when Martha Lanning, wife of Come Fly with Me, Kitchen, local cooking show, reported ill, by calling on TV Prop Man Ivey Peterson to substitute. With only one hour's preparation, former Marine cook turned from scene shifter to flour sifter, faced Kleig lights with new dish called "Dinner in a Dish," both prop man and dish reportedly proved very popular with staff and audience.

TV Public Service

WDTV (TV) Pittsburgh, The Pittsburgh Story, started Sun. Jan. 14, 1:30-2 p.m. Discussion program, on sustaining basis, features social and governmental issues in the city of Pittsburgh and surrounding territory. First discussion subject was "Know Your Chamber of Commerce."

Classical Concerts

WJR Detroit, Your Sunday Symphony, inaugurated Jan. 7 at 1:30 p.m. Presents recorded concerts of classical music and interviews with outstanding civic leaders. Detroit's Mayor Albert Cobo appeared on initial broadcast, discussing hopes for increased enthusiasm for classical music in community. Well-known conductor, Valter Poole, selects recordings and comments on each during show.

Request TV Show

KTTV (TV) Hollywood, You Asked for It, 9:30-10 p.m. (PST), presents what viewers request to see in way of action, people, places, etc. Forthcoming programs to include staging of motion picture first flight, showing of Jackie Coogan as "The Kid" and other requests considered unusual and of universal appeal. Art Boker is m.c.; Bob Breckner directs. Programs will be television-recorded for showing in 22 major markets throughout country. Oxaar & Steffner, Hollywood, is package producer.

Cincinnati Review

WCKY Cincinnati, Greater Cincinnati 1950, half-hour program compiled of featured Cincinnati news highlights for 1950 as well as many top songs of that year. Several WCKY newscasters presented highlights, in News and Public Relations Director John Murphy preparing and moderating show.

Prize Program

WHAT Philadelphia, Market Basket, Mon.-Fri. 10:00-11 a.m., sponsored by Ranger Joe Cereal, Quaker City Wholesale Grocery, Southern Star Bonita, Easy Liquid Starch and Serv-Agen Gravy Mix and Cocoa. Directed at housewife, involves studio calls to radio homes, questions about sponsors' products, cash prises for correct answers with cumulative jackpots accruing after incorrect answers.

Brothers Reunited

WMAL-TV Washington, Modern Woman on Television, effected reunion of two long-separated brothers on the set of It's Only Television. Lewis Byles of St. Ann, Jamaica, appeared in behalf of Moral Rearmament Conference which he had come to U.S.A. to attend. His brother, Tillie Byles, living in Washington and out of touch with his brother for seven years, happened to be watching show, recognized his brother on TV screen and rushed to WMAL-TV's studios for excited reunion.

BROADCASTING • Telecasting

Howard J. McColister Company

Purchases with a Hollywood Heritage: Member NAB

January 15, 1951 • Page 67
January 5 Applications . . .

ACCEPTED FOR FILING

Monroe Best, Co., Monroeville, Ala. CP AM station 1250 kHz 250 w. un./FM AM-250 kHz - 1490 kHz

KTOE Makokoda, N. D. CP AM station to change from 1430 kHz 1 kw. un.

KOB Albuquerque, N. M. - Extension of license to Nov. 30 1953 for period to start 3 a.m. March 1.

Modification of License

KDOM Palm Desert, Calif. - Mod. license to change studio location from Palm Desert to Palm Springs and to change from Salinas California Blvd. Salinas.

AM-1250 kHz

Cape Country Radio, Cape Girardeau, Mo. - CP AM station 1250 kHz 250 w. un. AM-250 kHz 250 w. D.

Modification of CP

WRAP Fort Wayne, Ind. - CP AM station to change from DA-N to DA-2 w. for extension of completion date.

License for CP

WRAP Portsmouth, Va. - License for CP to change frequency, power etc.

Licenses for CP to cover changes in FM station: WOL-FM Washington, D. C., WWRF Buffalo.

Modification of CP

WARD-FM Johnstown, Pa. - Mod. CP FM station to be granted for extension of completion date.

License for CP


January 8 Decisions . . .

By Comr. Coy, Walker, Hyde, Webster

WAWZ Zarephath, N. J. - Granted extension of authority for period of 59 days from Jan. 5 to Feb. 3 w. on the basis of low power, 2.5 kw.-D 1 kw-N, power determined by indirect method, and temporary non directional antenna using 510 ft pole, with extension of license and with timing of north tower and substation equipment.

By Comr. Coy, Walker, Hyde, Webster, Jones, Sterling

WVO New York, N. Y. - Granted extension of authority for period of 59 days from Jan. 5 to Feb. 3 w., with reduced power, 2.5 kw.-D 1 kw-N; power determined by indirect method, and temporary non directional antenna using 510 ft pole, with extension of license and extension of timing of north tower and substation equipment.

By the SECRETARY

KFI-TV Los Angeles, Calif. - Granted license for use of tower and auxiliary transmission equipment.

KXNO-FM Omaha, Neb. - Granted license for new commercial TV station.

WBSR-Baton Rouge, La. - Granted license for new commercial TV station, to show ERP to be 36 kw. on tower, 36 kw. w. in lieu of 12 kw. on tower, 12 kw. w. in lieu of 12 kw. on tower.

KHFQ Seattle, Wash. - Granted license for new commercial radio station.

KPRO Portland, Ore. - Granted license for new extension service for auxiliary transmission equipment.

KCTR Buffalo, N. Y. - Granted license to change station identification for auxiliary transmission equipment.

KMTZ Shreveport, La. - Granted mod. CP for extension of completion date to 3-15-51.

KQJX Grantsville, Utah. - Granted CP for extension of completion date to 3-15-51.

Additional CPs for extension of completion dates as shown:

WAFM - Approved by Commission to Dec. 1, 1950.

KPCO Phoenix, Ariz. - to 3-31-51. WAFM Phoenix, Ariz. to 4-1-51.

WLRK Asbury Park, N. J. - Granted license to use old main trans. as aux. trans. at present location of main trans. for auxiliary use, and with power of 56 kw., operating as KPCO during the period of application.

WBU - Approved by Commission to Dec. 1, 1950.

WRAU Eau Claire, Wis. - Granted license to change frequency control equipment.

KPKD Bakersfield, Calif. - Granted license to install old main trans. as aux. trans. at present location of main trans. on 110 kw. 250 w. aux. power.

ACTION ON MOTIONS

By Comr. Paul A. Walker


John R. Tomek, Wausau, Wis. - Granted extension of time to Jan. 24, 1951, in which to file exceptions to intervention in proceeding upon an application and that of Lakeland Broadcasting Co. of Sanford, Fla.


By Comr. George E. Sterling

Christian County Bstie., Co., Taylorville, Ill. - Granted continuance of hearing presently scheduled for Jan. 8, 1951, at March in proceeding upon application; granted petition to accept hearing at Buffalo.

KLOK San Jose, Calif. - Granted continuance of hearing presently scheduled for Jan. 11, 1951, at March in proceeding upon application; granted request that time in which to file proposed findings of fact and conclusions of law in holding in the matter be extended to Mar. 11, 1951, at Washington, D. C. in proceeding upon hearing; continuance of hearing indefinitely pending application for renewal.

By Examiner Leo Renneck

Christian County Bstie., Co.: Taylorville, Ill. - Granted continuance of hearing presently scheduled for Jan. 8, 1951, at March in proceeding upon application; granted petition to accept hearing at Buffalo.

KLOK San Jose, Calif. - Granted extension of time to Jan. 1, 1951, by order of Oct. 15, 1950, in proceeding upon an application (April 1, 1950 to Dec. 15, 1950) in lieu of application for renewal of license granted on Oct. 11, 1950, in proceeding upon an application.

WCLK Buffalo, N. Y. - Granted extension of license for auxiliary transmission equipment.

WCHV Charlottesville, Va. - Granted CP to replace expired permit which authorized operation of 2 kw. at Rose Hill St., Charlottesville, Va., to be operated on 250 kw., presently expiring on Feb. 10, 1951, by order of Jan. 11, 1951, in proceeding upon application.

WALB Detroit, Mich. - Granted CP to install new trans. in place of old one.

WADA Hollywood, Calif. - Granted license to install new auxiliary transmission service for auxiliary trans. on the basis of location of new trans. on 1400 kw. 1 kw. on tower, 1 kw. on tower.

WCHV Charlottesville, Va. - Granted CP to install new aux. trans. in place of old one.

WAWZ Zarephath, N. J. - Granted license for extension of completion date to 3-15-51.

WUNX Portsmouth, Ohio - Granted mod. CP for extension of completion date to 2-15-51.

WNNT Cleveland, Ohio - Granted mod. CP for extension of completion date to 2-3-51.

KFWY Jacksonville, Fla. - Granted license to new remote pickup KA-6281.

The Twin States Bstic., Co., Augusta, Ga. - Granted license to new remote pickup KA-6237.

Peninsular Bstic., Corp., Coral Gable, Fla. - Granted CP new remote pickup KA-6128.

Good Bstic., Co., Inc., Eureka, Calif. - Granted new remote pickup KA-6237.


COMMERCIAL RADIO MONITORING COMPANY - SERVICE REQUIREMENTS

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Radio Engineering Consultant
Executive 5851 1533 M STREET, N. W.
Executive 1230 Washington 6, D. C.

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Riverside, III.

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CONSULTING RADIO ENGINEERS
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DALLAS 3, TEXAS
JUSTIN 6108

Silliman & Barclay
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Austin, Texas

Adler Engineering Co.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
1 Le Fevre Lane, New Rochelle, N. Y.
New Rochelle 6-1630

KFWB Move
Special Shows Planned
KF WB Hollywood on a long term lease has taken second floor space covering 6,500 sq. ft. at 6419 Holly-
wood Blvd. and is completely re-
modelling it to accommodate four studios and executive offices.
Occupancy will be in late Feb-
uary or early March, according to Harry Maizlish, president and general manager. Move to the new
quarters will coincide with the sta-
tion's 26th anniversary. A ma-
mot program is being planned for
the double event with radio,
film and stage name talent par-
ticipating. KFWB has been lo-
cated in its present quarters on
the old Warner Bros. Vitaphone
lot in the heart of Hollywood's "radio row" for approximately 18 years.

January 15, 1951 • Page 69

Broadcasting • Telecasting
at J. Walter
director for
ROBERT TUCKER, 
tracts."

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production planning
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Sciences,

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A. H. GINMAN, president Canadian Marconi Co., Montreal, Que., retires. He will remain member of board. S. M. FINLAYSON, general manager, succeeds him as president.

KTTV (TV) Hollywood appoints Blair TV Inc., N. Y., as national representative. KTTV formerly represented by CBS Radio Sales. Blair TV Inc. formerly handled KTSLS Hollywood national sales. With CBS having acquired KTSLS, Radio Sales takes over national representation of KTSLS.

TRINIDAD BROADCASTING Co., Trinidad, B. W. I., appoints Adam J. Young Jr. Inc., N. Y. as representative.

WILLIAM DOTY EDUARDE resigns as commercial manager KFWB Los Angeles after a half year. HARRY MAFLISH, station owner-general manager, absorbs duties.

RADIO TIME SALES (Quebec) Ltd. announces opening of new offices at 12312 Catherine St., W., Montreal, Que. Telephone, Marquette 4884.

KEN WEBER, formerly sales manager for WHBO Sulphur Springs, Fla., named station manager. GEORGE ZIMMERMAN, formerly of WEBK Tampa, succeeds to sales post at WHBO. Appointments complete realignment begun when HAROLD A. DUNLAP acquired sole ownership and general management of WHBO last August.

MRS. E. S. FARR, Victoria, B. C., to board of governors, CBC, to fill remainder of three-year term which expires November 1951, of Mrs. MARY SUTHERLAND, Parkerville, B. C., who recently resigned to become manager of CHUB Nanaimo, B. C.

PERSONALS

LEE GORMAN Jr., commercial manager WABI Bangor, Me., appointed to educational committee of Maine Broadcasters Assn. THAD M. SANDSTROM, general manager KSEE Pittsburg, Kan., awarded Certificate of Merit by Chamber of Commerce, for services rendered to organization. JACK MILLER, account executive KPOA Honolulu, appointed member of basic planning board of Territory of Hawaii Disaster Relief Agency's information committee.

MILLER McCLINTOCK, former president of Mutual, now chairman and chief executive of recently organized Progressive Broadcasting System, was host to luncheon of Washington radio practitioners at Willard Hotel last Wednesday. He covered scope and planned activity of PBS and analyzed affiliate contract provisions. JOHN COWLES, chairman of the board Cowles Broadcasting Co., will be principal speaker at Chicago Brand Names Dinner at the Blackstone Hotel Jan. 17. FRANK SAMUELS, vice president and general manager in charge of ABC Western Division, in New York for two week's conferences.

THEODORE C. STREIBERT, president WOR-AM-TV New York and chairman of board, MBS, spoke Jan. 11 on "Radio-Present and Future" during Radio and Television Clinic at New York Advertising Club's annual advertising and selling course. CHARLES G. SCULLY, public relation-special events staff WAAT Newark, N. J., appointed director of emergency defense activities for station. FRED KILIAN, program director ABC-TV Chicago, appointed president Chicago Television Council, to fill unexpired term of L. E. (Chick) SHOWERMAN, former NBC Chicago vice president and now head of TV operations for Free & Peters, N. Y.

CONGRESSIONAL TIME

AVERAGE candidate for the U.S. House of Representatives spent $156.89 for radio and television time in the primary and national elections held last year, according to a special House investigating committee.

Tabulation by the House Special Campaign Expenditures Committee in its final report after 81st Congress, showed newspaper and magazine advertising getting an average $395.69 per candidate; billboards and signs, $138.65; salary and expenses of campaign workers, $141.70; candidate's contributions to campaigns, $212.50; miscellaneous, $175.98.

Total average expenditure per candidate was put at $3,776.05 with contributions averaging $1,540.52. However, outlay by each candidate differing higher the report said, indicating that the amount spent on radio-TV time differed substantially in certain sections of the country.

According to the committee's breakdown of total candidate expenditures by states, radio-TV time purchases in the primaries exceeded the outlay for combined newspaper and magazine advertising in Kentucky, Louisiana, Maryland, New Hampshire and Ohio. In the Buckeye State, the radio-TV time purchases totaled $8,489.06, more than double the $4,465.23 spent for newspapers-magazines.

House Members Spend More

In the national elections, House candidates spent more for radio and television than printed media in the states of Indiana, Maryland, Mississippi, Nebraska, and New Mexico.

Greatest radio-TV expenditures during the primaries were recorded for Georgia, Ohio and California in that order. National election spending for the media was highest in Illinois, Michigan and Indiana.

The committee paid special attention to the NAB and to President Justin Miller for the organization's "cooperation‖ in promptly dealing with a complaint sent to NAB by the committee alleging some radio stations were charging higher rates for political advertising than for commercial advertising [Broadcasting • Telecasting, Dec. 4, 1950].

Last December, Rep. Mike Mansfield (D-Mont.), chairman of the committee, publicly commended NAB for prompt action in rerouting the complaint to stations. NAB's board of directors then adopted a resolution of support for the desist of such practices by stations and sent a copy of the resolution along with a statement by Judge Miller to individual broadcasters.

In the Senate, a Senate Rules subcommittee on Privileges and Elections, is compiling a similar report on candidate expenditures under the chairmanship of Sen. Guy Gillette (D-Iowa).

INSTALLMENT DROP

Radio-TV Sets Affected

INSTALLMENT credit used by individuals purchasing television receivers, radio sets and other household goods dropped off in November 1950 from the previous month's figures—the first such decrease in seven years—the government has reported.

The slump in month-to-month figures was attributed to imposition of credit controls—Regulation W—last September when the Federal Reserve Board set larger down payments and lessened the time for payment. According to board figures, installment credit was cut from $13,386,000,000 to $13,310,000,000, with most of the decline laid to a drop in automobile sale credit.

HAZEL MARKEL, director of program services WTOP Washington, awarded certificate of service and commissioned honorary captain by Capital Airlines.

YOURS FREE!

New 1951 catalog of internationally famous Clebar stop watches. Most complete line of stop watches in America ... for every timing purpose. Use by the foremost industrial firms, laboratories, colleges and athletic competitions.

MAIL COUPON TODAY!

Clebar Stop Watch Co.

Dept. Bu 511 Fifth Ave. • N.Y. 17, N.Y.

Please rush me a FREE copy of the new 1951 catalog of the internationally known Clebar Stop Watches.

Name________________________

Address_____________________

City________________________

State______________________

January 15, 1951 • Page 71
Help Wanted (Cont'd)

Announcer


Wanted: Woman over 40 years old as station manager for 500 watt station. Box 402H, BROADCASTING.

New England independent needs sales manager who can handle a汽车 account. Salary and bonus. Complete details and references first letter, reply Box 306H, BROADCASTING.

Wanted: Top-notch manager with first-class experience and a winning personality. Small market, new 1 kw station with good audience, plus extra. A good chance to make a go of it. No salaried interest. Interested parties write W. E. Fante, Andre at P.O. Box or R. E. Reck, Alcoy, Alabama.

Manager for southeast Mutual affiliate companion to Harvey, 110 W. Mesa, El Paso, Texas.

Wanted: Good salesman can earn a good week's pay. Box 487H, BROADCASTING.

Profitable 250 watt network affiliate in Maryland independent, with proven sales and management experience. Salary and bonus. Complete details and references first letter, reply Box 356H, BROADCASTING.

Salesman with technical training, especially equipped for selling tape recording equipment. Call or write to cover southeast contacting area for stations, dealers, colleges, armed services. Box 478H, BROADCASTING.

Salesman wanted for local accounts. "Becky" Sibley 343, Boston, Nebraska, desirable. Arkansas' largest fulltime Mutual station. Write or call KKFA, Helena, Ark.

Sales: Steady, alert, hard worker. Car, WEAQ, Lake Worth, Florida. For position in Palm Beach County.

We have an opening for an aggressive experienced radio salesperson. Our station is growing fast and is the best radio buy in the Tidewater area. You'll meet many good people. We pay 15% commission against a good, drawing account. Send complete information or contact me at Waldorf-Alexandria (848), c/o George B. Janey, January 15-20. Earl Harper, WINR, Northeastern Virginia.


Young progressive Massachusetts 1000 watt independent station needs "think- type." Younger, happy fellow. Commercial manager with tough job in view. Must have ambition, must be ambitious who likes to battle odds — must be a winner! Initial salary of 3000. If you have what it takes, write your qualifications and prospects in long hand to Guidance Center, 13 Western Ave., Room 343, Boston, Mass. Be sure to include your latest photographs.

Help Wanted (Cont'd)

Announce

Wanted: 15 years experience as management and administrative. Excellent opportunities. Box 645H, BROADCASTING.

Announcing

Wanted: Experienced TV broadcast technician. Experienced AM engineer. Box 457H, BROADCASTING.

Situations Wanted (Cont'd)

Announcing

Wanted: Salesman experienced in selling. Proven record of sales and income. Box 450H, BROADCASTING.

Management

Wanted: Two hundred fifty watt station expanding. Two fifty watt stations need first-class manager, AM-FM operation. Let- ters and references requested. Box 311H, BROADCASTING.

We need first-class engineer for trans- mitter duty. Prefer man with direc- tional antennae experience, or work in satellite. First letter give full details including references, photo and military status. Address reply to Chief Engineer, KRMG, Tulsa, Oklahoma.

Wanted at once, licensed operator. Would take combination man if good operator. WJIC, Jamestown, New York.

Manager for Mutual station. Box 453H, BROADCASTING.

Manager, 12 years experience as manage- ment and administration. Interested in leading independents, Com- mission arrangement required. Box 456H, BROADCASTING.

Summary of program director, thoroughly experienced in planning, pro- motion, sales. Good administrative background, will work in college and commercial. Draft exempt, prefer south. High- est paid position with best career for young engineer. Box 454H, BROADCASTING. Interested care of "Man of your choice." Ask for a good manager who knows of this ad. Box 454H, BROADCASTING.

Engineer: who knows radio from A to Z. From bottom to top, I've worked it all in radio. I have knowledge of and experience in the operation of all station operations, also top an- nouncers, technical problems, pulled out of red. If personnel gets his man, has been with same com- pany 10 years. College background plus ten years radio experience. Not afraid of any job. Young, energetic, hard worker. Want job with future and can make a go of it. Box 457H, BROADCASTING. Available thirty days notice to present employer. Draft exempt. Reply Box 454H, BROADCASTING.

Manager-chief engineer, both fully qualified in all phases of station and engineering. TV experience have worked for ABC and CBS. Interested in forming with FCC. Box 459H, BROADCASTING.

Father and son combination as produc- tion manager and combination man- aged combined experience. Will join net- work station. Any offer will be considered on plus percentage basis. Box 515H, BROADCASTING.

Salesmen

Let's face facts! I am in my early thirties and am ready to take on any challenge. I have been in radio for the last 5 years and have been in the top in sales radio. I have been in a National Radio School. Married. I am interested in a position in a man's or commercial man's job. Box 516H, BROADCASTING.

Hard worker looking for future with small station. Salary plus. Box 518H, BROADCASTING.

Salesman-announcer, experienced, employed, two weeks notice, clean record. Box 520H, BROADCASTING.

Television

Announcing

Wanted: Letters and references available January 15th. Experienced in sales, programming, sports and promotion. Full details on request. Box 457H, BROADCASTING.

Manager, former owner successful mutual station, experienced in all phases of station. Excellent references. Box 456H, BROADCASTING.

Manager, presently employed managed small market station looking for opportunity in Ohio market. Thoroughly interested in sales and pro- motion. Married, draft exempt vet- eran. Box 448H, BROADCASTING.

Manager. Presently employed man- aged excellent management record in small market stations. Looking for opportunity in Ohio market. Though- oughly interested in sales and pro- motion. Box 458H, BROADCASTING.

Announcers

Man for job with future and can make a go of it. Box 457H, BROADCASTING. Available thirty days notice to present employer. Draft exempt. Reply Box 454H, BROADCASTING.

Announcing

Wanted: Experienced, mature, desires position where there is opportunity to add to the present management. Good selling voice, capable of all types of work. Box 452H, BROADCASTING. Interested in exclusive using unique name. Yes, please send all references. Box 412H, BROADCASTING.

Situations Wanted (Cont'd)

Manager, experienced, in sales, programming, sports and promotion. Full details on request. Box 459H, BROADCASTING.

Manager, commercial manager, over 10 years newspaper and radio sales and management. Now employed, available reasonable notice. Prefer Midwest or South stations. Write Box 458H, BROADCASTING.

Manager. Presently employed man- aged excellent management record in small market stations looking for opportunity in Ohio market. Thoroughly interested in sales and pro- motion. Married, draft exempt vet- eran. Box 448H, BROADCASTING.

Manager. Presently employed man- aged excellent management record in small market stations looking for opportunity in Ohio market. Thoroughly interested in sales and pro- motion. Married, draft exempt vet- eran. Box 448H, BROADCASTING.

Television

Wanted: Experienced Salesman- Program Director. Box 450H, BROADCASTING. Also looking for an opportunity to do staff, publicity. Good draft status. Box 466H, BROADCASTING.

Situations Wanted (Cont'd)

Situations Wanted (Cont'd)

Top ranking news analyst and an- nouncer wishes to locate in southwest special program producer and public relations. A specialty. Full details on request. Box 455H, BROADCASTING.

New England stations: 6 years playby-play baseball, basketball, football, sports. I have a good voice and am looking for a job. Box 401H, BROADCASTING.

Situations Wanted (Cont'd)

Television

Manager for one of the nation's leading independents. Box 429H, BROADCASTING.

Manager, experienced, mature, desires position where there is opportunity to add to the present management. Good selling voice, capable of all types of work. Box 452H, BROADCASTING. Interested in exclusive using unique name. Yes, please send all references. Box 412H, BROADCASTING.

Announcer-program director, 5 years experience, mature, desires position where there is opportunity to add to the present management. Good selling voice, capable of all types of work. Box 452H, BROADCASTING. Interested in exclusive using unique name. Yes, please send all references. Box 412H, BROADCASTING.

Announcer-program director, 5 years experience, mature, desires position where there is opportunity to add to the present management. Good selling voice, capable of all types of work. Box 452H, BROADCASTING. Interested in exclusive using unique name. Yes, please send all references. Box 412H, BROADCASTING.

Announcer-program director, 5 years experience, mature, desires position where there is opportunity to add to the present management. Good selling voice, capable of all types of work. Box 452H, BROADCASTING. Interested in exclusive using unique name. Yes, please send all references. Box 412H, BROADCASTING.
Situation Wanted (Cont'd)

Baseball broadcaster, major leagues; veteran; 
Assistant sportswriter, freelanced in West, 
Experience. Box 456H, BROADCAST-

ing.

Attention South Dakota and Montana. Three years experience announcer, 
Veteran, single. 8 years play-by-play. Deep voiced, easy go-

Staff announcer, 24, 2 college de-

Month. Will go. Box 489H, BROAD-

ing.

Attention radio and TV centers! Avail-

able March first. 50 kw major 
League Baseball play-by-play. Studio 
Disc, interview, quiz, MC. Being 
Recalled from reserve last 2 years 
for possible network and agency travel. 
Script productions references. Box 392H, BROADCAST-

ing.

Staff announcer, 24, 2 college de-

college and additional information furnished. Box 395H, BROAD-

ing.

If you're in need of an experienced 
announcer for Southwest rapid 
媒體, Prefer metropolitan area. 5 kw to 50 kw. 
News, commercials, continue. 
College education. Disc, photo on request. Box 396H, BROAD-

ing.

Announcer, college graduate. Two years radio announcing and 
experience. Veteran, 27. Single. Will answer with full information, 
deal on all inquiries. Operate in your area. Box 401H, BROADCAST-

ing.

Sports wanted, beginning baseball. AA or Midwest basketball, football 
(college prep) national agency, sponsor stations; majors, minors, 
Children, college, perma-

nent primary. Box 402H, BROAD-

cing.

Notice: I have never been to a radio school, but have 15 years 
Experience working in radio stations. Announcing in 3 phases, looking 
for work. Box 403H, BROADCAST-

ing.

Experienced announcer, Wants upper Midwest, Tape. Information and 
request. Box 404H, BROADCAST-

ing.

Announcer, college graduate. Two years announcing. Veteran, 27. 
Exempt. Will answer at any time. Box 406H, BROAD-

cing.

Announcer-engineer, salesman, Two years in radio, want 3rd. 
All replies addressed to. Box 407H, BROAD-

cing.

Experienced announcer, Specialty news and music. Looking for a permanent 
position ie. good operation. Married, draft exempt. Box 408H, BROAD-

cing.

Sports-announcer, Top-play-by-play 
basketball, football, boxing, 4 years college training. Good newscaster, 
remotes, staff announce-

ment. Box 409H, BROAD-

cing.

Announcer, DJ, Don't miss this one. Shows that sell, 6 years in radio, 
married, vet 30. Better voice now. Box 410H, BROAD-

cing.

Announcer, experienced in all phases of radio and TV wants good job 
station. Box 411H, BROAD-

cing.

Experienced announcer, veteran, 24. Twenty months experience. DJ, 
news, social events and 
reservist. Presently employed as morning man. Desire same position elsewhere. 
Box 412H, BROADCAST-

ing.

Announcer, 7 years experience, 
region and network, independent. Available immediately to 
stations within 250 miles of Chicago. No Home of 
Large family, Will visit stations within 250 miles for audition. Box 413H, BROAD-

cing.

Announcer, veteran, single. Music, 
commercials, will travel. Photo, disc available. Box 414H, BROADCAST-

ing.

Situation Wanted (Cont'd)

Available March first. 50 kw major 
League Baseball play-by-play. Studio 
Disc, interview, quiz, MC. Being 
Recalled from reserve last 2 years 
for possible network and agency travel. 
Script productions references. Box 392H, BROADCAST-

ing.

Staff announcer, 24, 2 college de-

Month. Will go. Box 489H, BROAD-

ing.

Attention radio and TV centers! Avail-

able March first. 50 kw major 
League Baseball play-by-play. Studio 
Disc, interview, quiz, MC. Being 
Recalled from reserve last 2 years 
for possible network and agency travel. 
Script productions references. Box 392H, BROADCAST-

ing.

Chief engineer. 17 years experience all phases, including construction two 
years supervisory. Would like job with reputable organization in southwest. References. 
Box 434H, BROADCASTING.

Situation Wanted (Cont'd)

Ambitious young man desires to learn television production from bottom. Can 
particularly help sports staff with technical-rounded media. Box 450H, BROAD-

casting • TELECASTING.

Situation Wanted (Cont'd)

For Sale

Equipment, etc.

Federal 101-C field intensity meter, used few hours, $100 down, balance 
$500 C. O. D. Box 464H, BROAD-

casting.

Studio transmitter link, REL model, 5 kw, excellent condition. Suit-

able FM or AM. Oct. $750. Nov. $2,000 cash plus shipping costs. Box 465H, BROAD-

casting.

For sale: Complete equipment for 25 watter including antenna, monitors, 
transmitter, KAVH, Havre, 
Montana.

Get on the air immediately! Bids still acceptable for complete equipment, 
1000 kw AM radio station with 
Charger tower and ground support. Shipped FOR Southern Pines, N. C. 
Selling agent WEEI, Southern Pines, N. C.

Have changed facilities and have late model 1 kw installation for sale. WJOC, 
Jamestown, New York.

Have several used guyed Wincherry towers, 60 ft., 100 ft., 
Construction Co., 167 Fourth St, Sioux 
City, Iowa. Phone 5-473.

Wanted to Buy

Stations

 Desire to purchase immediately half 
or whole small market fulltime local radio station. Box 462H, BROAD-

casting.

Obsolete WE type 1LA and similar 
1 kw linear amplifiers in operating condition. Box 467H, BROADCAST-

ing.

STATION MANAGERS!

Need Trained Personnel!

BROADCASTERS! 

Want or Refresher Course? 

BEGINNERS!

WANT TO BE A BROADCASTER?

THE NATIONAL ACADEMY OF BROADCASTING, INC. 

3338 16th Street, N.W. Washington 10, D. C. 

NEW TERM OPENS FEB. 5

NATIONAL ACADEMY OF BROADCASTING, Dept. 111 

Washington 10, D. C.

Please send information concerning: 
Correspondence Residency Courses 
Name. 
Address. 

City. 

Situation Wanted (Cont'd)

Engineer-salesman. Draft exempt, veteran, college degree. Experience 
radio, tape, recorders, etc. Experienced in large market, net 
instrumentation. Close home or Texas. Box 481H, BROADCAST-

ing.

Chief engineer. 17 years experience all phases, including construction two 
years supervisory. Would like job with reputable organization in southwest. References. 
Box 434H, BROADCASTING.

Production-Programming, others

TV production assistant and floor man-

assists in production. Experience large market station, net affiliate. Some directing. 
Desires permanency and opportunity for ad-

vancing career. Box 457H, BROADCASTING • TELECAST-

ing.
Wanted to Buy (Cont'd)

Wanted, commercial FM receiver, good condition, trade RE-400 tape or will buy receiver; sell tape $150.00. Box 512H, BROADCASTING.

Miscellaneous

Attention, commercial managers! Turn that sustaining time into dollars with our accounts! Write Ambassador Advertising Associates, 106 Elmwood, East Gadsden, Alabama.

Help Wanted

P. I. EXPERT

Here's an opportunity for an ambitious man who has had plenty of experience in making deals and selecting salable products. He'll know a lemon at a glance, and he will be well known among the mail order agencies and advertisers. The credit and dependability of P. I. advertisers, both the reliable and fly-by-nights, will be at his fingertips. Our man will work in a large eastern metropolitan center, on a station which enjoys an excellent reputation and is now about to enter the 1, field, if you are that man, give complete background, details of experience and references in first letter.

Box 464H, BROADCASTING

Do you want to seek its “North Carolina radium”—the fastest growing field in the country? Positions now open for program directors, engineers, announcers. Must have previous experience with North Carolina Association of Broadcasters. Drawers 13, 1 S. Female, Wilmington, N. C. Bulbless photograph and references and all full information regarding experience.

Technical

CHIEF ENGINEER

for local network station in Pennsylvania. Excellent opportunity for young man. Employment Service has opening.

BOX 513H, BROADCASTING

Production-Programming, others

WANTED

Promotion-Publicity Manager

Sales promotion manager wanted immediately for 50,000-watt WCCO, Columbia-Owned Station in Minneapolis-St. Paul. Will be given free rein for his creative abilities, and a generous budget. Must know all phases of sales promotion and program promotion, merchandising, exploitation and publicity. Good salary for the right man. Send full details, with samples and references, to General Manager, WCCO, 625 Second Avenue South, Minneapolis.

Help Wanted (Cont'd)

Salesmen

Major network affiliate in one of nation's top markets seeking two experienced radio salesmen. Only applicants with proven records will be considered.

Apply Box 460H, BROADCASTING, enclosing resume of previous industry experience, picture. All applications will be held in strictest confidence.

Situations Wanted

Managerial

Managers, supervisors with excellent records. They are now managing successful stations. Available after reasonable notice to present employers.

Howard S. Frazier, 726 Bond Bldg., Washington, D. C.

For Sale

Equipment, etc.

Used one kilowatt General Electric police transmitter class "B" modulation. Suitable for conversion to broadcast band. First check $1,000.00 F.O.B. Martin Korig, 13 Warren St., Glens Falls, New York.

DIRECT SALES POLICY

KING Screens Advertising Copy, Products

TECHNIQUE for protecting listeners against misrepresentation in mail order advertising on the air (BROADCASTING • TELECASTING, Jan. 1) and for promoting better sales results for legitimate advertisers has been reported to BROADCASTING • TELECASTING by officials of KING Screen. Each advertiser seeking time for direct sales merchandising is required to fill out a form calling for the name of the advertiser, product and agency handling it. Then the station's Product Research Committee, headed by Hugh Feltis, KING manager, examines the proposed commercial copy and the product itself. Product is declared either "acceptable" or "not acceptable," while comments on copy include "acceptable," "misleading" and "lengthy," with provision for recommendations.

Operating Since June

Other members of the committee are Grant Merrill, program directo; Hal Moen, operations director; and Roger Rice, national sales manager. Group has been operating since last June. A similar arrangement exists for potential video advertisers on KING-TV. All time for direct sales merchandising is sold at straight card rates. No per-inquiry deals are accepted.

As to the analysis, the product is examined to determine whether it measures up to copy and whether it represents fair value for the price. Copy may be written to conform with the station's standards, or to fit within prescribed time periods, and the revision is checked with the advertiser for approval. If copy is finally accepted, it bears the tagline: "This product has been approved by the KING Products Research Committee.

The whole procedure not only assures better sales results for the advertiser and protection for the listener against fraudulent claims, according to Mr. Rice, but is believed to be "the solution for radio stations—and advertisers—to many of the problems of the direct sales business." Already it has decreased the number of complaints to an "insignificant percentage," he added.

KFI-AFRA AGREE

Avert Announcer Strike

LAST-MINUTE compromise agreement was reached late Jan. 6 between KFI Los Angeles and the American Federation of Radio Artists, thus avoiding a strike involving 14 staff announcers at the station (BROADCASTING • TELECASTING, Jan. 8). The station signed a one year contract with the union providing for a basic minimum of $110 weekly, constituting a $5 increase from the previous $85 minimum. Further raises also were granted on individual bases according to merit. The union originally had asked for a $120 weekly minimum for the first year, and a $115 minimum for each year thereafter.

KFI still is continuing negotiations with the National Assn. of Broadcast Employees which recently voted to strike against it (BROADCASTING • TELECASTING, Jan. 8). Issues involved are pay increases and the question of establishing a union shop. KFI was to have submitted counter-proposals to the union last week, but no details were available as BROADCASTING • TELECASTING went to press.

ARTHUR (Dutch) BERGMAN sports director WRC-WNBW (TV) Washington, appointed chairman District of Columbia 1951 March of Dimes sports committee. MARGARET J. F O R B E S, promotion department WRC-WNBW recuperating after recent operation.

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn Harold B. Murphy
Washington Bldg. 360 W. Michigan Ave. Randolph 6-4550

WASHINGTON, D. C.
Ray V. Hamilton
225 Stetson Bldg. Elberon 2-5672

SAN FRANCISCO

BROADCASTING • TELECASTING

FLAKO PRODUCTS CORP., New York (cookie, muffin and pastry mixes), Jan. 16 starts Susan Adams Kitchen on DuMont TV network, Tues. and Fri., 2:15 p.m. Agency: Platt Forbes, N. Y.

BONAFILE DILLS, New York (floor coverings, roofing), Jan. 28 moves its TV show from NBC-TV (Fri., 9:30 p.m.) to CBS-TV (Sun., 11:30 a.m.-12 noon). Program is produced by Charles Basch and Frankie Scott, Agency: Gibraltar Adv., N. Y. In moving to Sunday morning period, program’s title will be changed from Bonnie Maid Versatile Varieties to Versatile Varieties Junior Edition and given juvenile appeal.

PROCTER & GALLIBLE Co. (Ivy soap and Duz) and QUAKER OATS Co. (Aunt Jemima pancake flour and other products) have signed as sponsors for CBS-TV Garry Moore Show, Mon.-Fri., 1:30-2:30 p.m. P&G has bought 2-2:15 p.m. segment and Quaker Oats 2:15-2:30 p.m. portion. Agencies for Procter & Gamble and Quaker Oats are Compton Adv., N. Y., and Price, Robinson & Frank, Chicago, respectively.

BRYMAT Inc., N. Y. (Tintair home hair coloring), will sponsor radio version of its TV show, Somerset Maugham Theatre, effective Jan. 20, on CBS, Sat., 11:30-12 noon.

LEVER BROS., Ltd., Toronto (Surf), Jan. 8 for 51 weeks started French-language program Qui aura le Dernier Mot? on five CBC French network stations, Mon.-Fri., 10:15-10:30 a.m. Agency: J. Walter Thompson Co., Toronto.

EDGEOOD SHOE CO. (Division of General Shoe Corp.) to sponsor teen-age series, Going Places With Betty Buzz, over ABC-TV, Tuesday, 7:15-7:30 p.m., beginning in February. Agency: Anderson, Davis & Piatt Inc., N. Y.

Adpeople ... W. A. SWAN appointed general sales manager Pabst Sales Co., Chicago, after working as assistant general sales manager. With company since 1958, when he was hired to create, develop and direct sales training.

PURITY BAKERIES CORP., Chicago, which uses radio spot extensively, appoints DON C. MENDENHALL sales manager of Taystee Bread division, and LARRY J. NIEMAN sales manager of Gremnan Cakes. T. L. BROWN is new assistant merchandising director.

CHARLES SCHAFER, director of public relations Brisacher, Wheeler & Staff, S. F., appointed assistant advertising manager Spray-Chemical Corp., Richmond, Calif.

JAMES J. NANCE, president Hotpoint Inc., Chicago, appointed member of U. S. Treasury’s industrial advisory committee for U. S. Savings Bond program.

On All Account (Continued from page 8)

AFRS program director in Hollywood.

From AFRS he went to AFRA (American Federation of Radio Artists), Hollywood, in 1946 as executive director of the union’s re-fresher course for announcers, actors and singers. While with AFRA he and 20 other former members of AFRS formed Command Radio Productions Inc., radio packaging agency of which he was president. Company dissolved after a few months.

In 1947 Bob accepted the post as executive director of the Ben Bard dramatic school radio course. During his 2 1/2 years there he continued freelance writing and directing.

From there Bob entered an entirely new field when he joined Abbott Kimball in his present capacity in 1950. At present he is most probably a member of the highest rated radio and TV activities for Regal Amber Brewing Co., San Francisco (Regal Pale) in the Southern Calif. area. Familiarly using spots on 25 radio stations in the area, and programs on three of them; plus spot schedule on five television stations.

Bob is pretty solid on television as "head and shoulders" above any other advertising medium. Careful not to "sell radio short," he maintains that radio is still tops for dinner-time and late evening listening.

In the realm of hobbies, gardening at his Sherman Oaks, San Fernando Valley home takes up most of his time. Any remaining energy he puts into golf. When the ballet season hits Los Angeles the Lights never fail. Mrs. Light, the former Margaret Dodgson, was promptly by a member of the Regal Wells ballet troupe. They have one son, Robert Louis, whom they call Robin.

Bob is a member of the Hollywood Advertising Club. And, "just in case," he still maintains his AFRA card.

WDTV (TV) Pittsburgh entertained more than 500 members of Sales Executives Club of Pittsburgh recently in its new studios.

BREAKS RECORD CKLW Highest 4th Quarter

HIGHEST dollar volume for a fourth quarter in its history has been announced by CKLW Windsor, Ont. President J. E. (Ted) Campeau estimated total sales for 1950 would be up approximately 25%. The record sales were made in an area which has three strong TV stations in addition to the normal AM competition.

Mr. Campeau said it was difficult to point out the prime reason for the satisfying increase after a slow summer season, but, he said, "we have signed programs and spots announcing campaigns that advertisers were uncertain about releasing last summer, and as far back as last spring."

As for radio’s effectiveness in competition with other AM stations and TV, Mr. Campeau said, "Radio is still the greatest mass medium, the greatest open forum, still effective and a more economical buy. As a result, advertisers and agencies are projecting selling campaigns combining the best buys in radio and television both." Mr. Campeau continued that he expected "this situation to remain for some time to come."

Most agency and business executives with whom he had conferred seemed to believe, Mr. Campeau said, that while TV was competent, it could not match radio for low-cost mass circulation. They felt the two media should be combined in advertising budgets.

WILM Extends Service

EXPANSION of broadcast service to a 24-hour daily schedule, excepting Sunday, for WILM, Wilmington, Del., effective today (Jan. 15), was announced last week by Ewing B. Hawkins, WILM manager and owner. Extended hours of operation in part has been made a services to national defense plan. WILM explained. Ronnie Evans, formerly with WDEL Wilmington, has been assigned to handle Milkman’s Serenade daily 2:30-6 a.m., while Morrie Sims, previously with WTUX Wilmington, has been named to do Morrie Sims Show midnight-2:30 a.m.

FOR DEPENDABLE SERVICE look to ALLIED for your station supplies

SERVICE EVERYWHERE. Over 600 stations—coast to coast and border to border—look to dependable ALLIED for their station supplies and accessories.

PERSONAL EXPERT HANDLING. You get exactly what you want—when you want it! All station orders, large or small, get preferential speedy handling. Our Broadcast Division is headed by commercially licensed operators who cooperate intelligently with your station running at top efficiency at all times.

WRITE ALLIED RADIO

335 W. JACKSON BLVD., CHICAGO 7
Call: HA-yorket 1-6800

January 15, 1951 • Page 75
BOX SCORE

SUMMARY TO JANUARY 11

Classification of Authorizations, Stations On the Air, Applications

<table>
<thead>
<tr>
<th>Class</th>
<th>AM stations</th>
<th>TV stations</th>
<th>Total</th>
</tr>
</thead>
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<tr>
<td>On Air</td>
<td>2,516</td>
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<tr>
<td>CPs</td>
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<td>119</td>
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Cond. Pending Hearing

AM stations 277, TV stations 17. Total 294.

January 10 Decisions

BY COMMISSION EN BANC

Hearing Designated

R. W. Tewory, luka, Miss. and WSKR Pulaski, Tenn. —Designated for consideration hearing in Washington on Jan. 26, application of Tewory for new station on 1580 kc, 1 kw day and 2 kw night, with application for WSKR to change facilities from 730 kc to 735 kc in accordance with Section 85.82.

WESO, Greenwood, S. C. —Designated for consolidated hearing in Washington on Feb. 8, application of WESO to change facilities from 660 kc 5 kw DW to 910 kc 1 kw uci, DA-2, with application of WOR to change facilities from 1450 kc 250 w unl. to 850 kc 1 kw DA-2, and made WJWL Johnson City, Tenn. party to proceeding.

Order Amended

KOAR Garden City, Kan.; KLIM Lincoln, Nebr.; KDJ Berkshire, Lincoln, Neb.; KJJK Columbus, Neb. —Ordered, as amended by Commission order of Oct. 6, 1950 at amended order of Dec. 27, 1950, to be treated as issue No. 8 following: "5. To determine company part ownership of area served by KFMP including city of Shreveport, La., and areas to be served by XFNF operating as proposed including Lincoln, Neb., for broadcast service and in view of whether present status of this application would be in accordance with Section 307 (b) of the Communications Act of 1934, as amended.

Authority Granted

WOR-TV New York —On request granted 60-day extension of STA for further tests of "Subscriber-Subscription System" over WOR-TV, subject to same conditions as in original order. (Announced Nov. 24, 1950), which extension has a hearing on Jan. 10 and are not received by public.

Pending Application

WJCM Selma, Ala. —Mod. license application for new commercial station on 1430 kc, 50 kw day.

January 10 Applications

ACCESSSED FOR FILING

Modification of License

WJCM Selma, Ala. —Mod. license application for new commercial station on 1430 kc, 50 kw day.

FCC Actions

(Continued from page 68)

Applications Cont.

Neb.: KFQF-FM Portland, Ore.; WFLN-FM Chicago; WKPX-FM Kansas City; WKPX-FM Kingsport, Tenn.; WSIW-FM Des Moines, Ia.; WEMP-FM Milwaukee, Wis.

Modification of CP

KRMJ-FM 850 kc, Mod.-CP. New FM station for extension of completion date.

January 10 Decisions

BY COMMISSION EN BANC

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Modification of License

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Sales Upsurge

(Continued from page 19)

Sunday 5:46-6 p.m.; Ferry-Morse Seed Co., through McManus, John & Adams—Garden City Co., Thursday, 9:45-10 a.m.; General Foods, through Benton & Bowles—Renfro Valley, Sunday, 8:30-9:15 p.m. and Monday-Friday, 8:30-9:35 A.M.; Sterling Drug, through Dancer-Fitzgerald-Sample—Bill Shadlen and The News, Sunday, 5-5:15 p.m.; Colgate-Palmolive—Pete through William Esty (show unselected) Monday-Friday, 3:15-3:30 p.m.; Sonotone Corp., through Lloyd Chester & Dillingham—Gales of Drake, Saturday, 2:30-3:45 p.m.; Wildroot, through BBDO—Charlie Wild, Private Detective, Sunday, 1:60-3:30 p.m.; Plymouth Division of Showco—(program unselected), Erickson, three half-hours in January.

MBS: P. Lorillard Co. (Old Jold), through Lennen & Mitchell—Queen for a Day, Monday, 11:30-11:45: Kraft Foods, through J. Walter Thompson—Queen for a Day, Tuesday and Thursday, 11:45-12 noon, and Bobby Benson, Tuesday-Thursday, 1:55-6 p.m.; U. S. Army and Air Force, through Grant Adv.—The Shadow, Sunday, 5-5:30 p.m.; Brewing Corp. of America (Carlin Red Cap ale), through Benton & Bowles—(program unselected) Saturday, 4:30-4:45 p.m.; Kellogg Co., through Kenyon & Eckhardt—Victor Borge Show, Monday-Wednesday-Friday, 5:55-6 p.m.; Kellogg Co., through Leo Burnett—Clyde Beaty Show, Monday-Wednesday-Friday, 5:30-5:55 p.m.; Pearson Pharmacal Co., through Harry B. Cohen—Gabriel Heatter; Friday, 7:30-7:45 p.m.; B. T. Babbitt Inc., through William H. Weinraub—five minute newscasts per day, Monday-Friday; Benjamin Moore Paint Co., through St. George & Hemenway—Beautiful Saturday, Monday, 11:15 a.m.; Dichtograph Products Inc., through Atherton Adv.—3% hours of MBS programs in January and February; Hadley; Through Majestic Adv., Hollywood Party (one-shot), Jan. 12, 9-9:30 p.m.; NBC: Pepsi-Cola Co., through Biow Co. (but probably one starring Phil Regan), Sunday, 6:35-25 p.m.; Liggert & Myers, through Cunningham & Walsh—Operation Tandem; U. S. Army and Air Force, through Grant Adv.—Operation Tandem; Buick Division of General Motors Corp., through Kudner Agency—Operation Tandem, one week beginning Jan. 14; American Tobacco Assn., through Biow Co. —American Forum of the Air, Sunday, 1:30-2 p.m.; Mutual Benefit Health and Accident Assn., through Bosell & Jacobson—The Line with Bob Considine, Sunday, 2:30-2:45 p.m.; Doubleday & Co., through Huber Hoge & Sons—Edwin C. Hill, Sunday, 11:15-11:30 a.m.; Norwich Pharmacal Co., through Benton & Bowles—Bob Trout and the News, Sunday, 5:25-5:30 p.m.; TWA Trans-World Airline—BBDO—Mr. and Mrs. Blandings, Sunday, 5:30-6 p.m.; E. R. Squibb & Sons, through Cunningham & Walsh—NBC Symphony, Saturday, 6:30-7:30 p.m.

Some of the active spot accounts reported last week were:

American Chicle Co.'s newest product, Crawford cough gum, is considering a radio spot campaign in major cities in the Midwest to start in late January or early February. Dancer-Fitzgerald-Sample, New York, is the agency. Spot details are expected to be ready within a fortnight.

Another product of American Chicle Co., Beeman's chewing gum, which recently switched to a new wrapper, is planning an identification spring spot radio announcement campaign through Badger, Brown & Slevin, New York.

Beech Nut Gum has just renewed its radio spot announcement campaign in January for 52 weeks in 200 radio markets. Kenyon & Eckhardt, New York, is the agency. Leather Bros. Pepsodent tooth paste, through Foote, Cone & Belding, New York, is buying a one minute spot announcement campaign on the entire Keystone Broadcasting System.

Paradise Wine Co., through St. George's & Kayes, New York, is considering radio spot campaign in limited areas.

Procter & Gamble's Crisco, through Compton Adv., New York, is buying five eyes spots weekly through BBDO to go 40 CBS stations to supplement its network show, Young Dr. Malone, in the areas where P&G's Joy has bought six weeks closing commercial on the show. Spots for Crisco start Feb. 5.

Borden's evaporated milk through Young & Rubicam, is preparing a radio campaign using spot announcements, spots and chain breaks.

WSJS 'FARMERS' Conference Slated

AN AGRICULTURE conference next Saturday is to be sponsored by WSJS Winslow-Salem, N. C., in an effort to emphasize the station's service to farmers.

Harold Essex, station vice president and managing director, and Harvie Dinkins, WSJS farm service director, say they hope it will become an annual event.

Governor Kerr Scott will head the list of state agriculture leaders who will appear. Membership of workers' councils of 12 counties have been invited.

JANUARY 15, 1951 • PAGE 77
RICHARDS COUNSEL  

Beclouded Issues,  

FCC is Told  

FCC COUNSEL last week accused two trial attorneys for G. A. (Dick) Richards of making “scandalous and scurrilous charges” in an attempt to distort the “real issues” of the FCC hearing on Mr. Richards’ news policies. FCC General Counsel Benedict P. Cottone and Attorney Frederick W. Ford, who handled the FCC staff’s presentation in the 114-day hearing, made the charge against Defense Attorneys Hugh Fulton and Joseph W. Burns.

It was contained in a brief re- 
plied to a defense motion for a 
grant of license-renewal applica- 
tions for the three Richards sta- 
tions. The FCC staff submitted a decision based on the performance of the stations since their last regular renewals [Broadcasting • Telecasting, Nov. 27, 1950]. The stations are KMPC Los Angeles, WGAR Cleveland, and WJR De- 

troit.

The Cottone-Ford brief said the defense motion should be denied and that “the order of improper con- 
duct” which it makes against FCC staff members should be stricken as “sham and frivolous.”

Counsel for Mr. Richards have accused Mr. Cottone and other staff members of suppressing evi- 
dence, and have charged that the General Counsel exhibited preju-
dice and bias that prevented a fair hearing and that he “abused and threatened not only applicants’ counsel, but the examiner.”

‘Veiled Suggestion’

To what they called “veiled sug-
nestion and innuendo that the Com- 
mision or members of its staff have been motivated [in the Rich-
ards case] by subversive elements,” Messrs. Cottone and Ford asserted that such suggestions “were not even remotely given a shred of basis by any proper evidence sought by the producers. They continued: “If subversion has been in any way apparent, it is the subversion of the processes of the Commission attempted by applicants’ counsel.”

The...the assertions made by Messrs. Fulton and Burns in their instant brief can have no other purpose than the development of a climate of mis-

formed public opinion through which it is hoped the issues of the proceeding may be sterilized away from ultimate decision on the merits..."It has become amply clear that the allegations of subversion are part of the pattern followed by them throughout these proceedings to use every conceivable technique of misrepresenting personal at-
tacks upon different personalities, in- 
cluding the Commission, members of its staff, and witnesses called by the Commission.

The record will lay bare before the

LOBBY EXEMPTION

Urged for Radio-TV on Hill

SPECIAL group investigating lobbying on Capitol Hill urges elimination of exemption of radio and television broadcasting stations from the lobby registration act to put them on equal footing with newspaper which already are exempted.

The proposal was put forward two weeks ago in a comprehensive report (H Rep. 3269) summarizing the activities of the House Select Committee during the second session of the 81st Congress.

The Congressional group, chair-
manned by Rep. Frank Buchanan (D-Fla.), put forward the reasoning from both GOP and Democratic critics on its conduct in holding hearings.

In his personal summation, Rep. Buchanan said lobbyists and press 

sure groups should be required to operate openly but should not be “regulated.” But he indicated iden-
tification of pressure groups and sources of support would continue.

Another observation by Rep. Buchanan was that most money spent to influence legislation is for advertising and pamphleteering. He urged that special committees be set up to watch dog committees to assure lobbyist act compliance. Also requested was a special probe of lobbying activi-
ties to influence action by executive agencies.

KPAB ORDER

Revocation Upheld

INITIAL decision to affirm an earlier FCC order revoking the li-

ence of KPAB Laredo, Tex., for 

transfer without approval, was 

upheld last week by Comr. Paul A. Walker, presiding officer in the case.

Comr. Walker concluded that owner Mark Perkins “has shown a deliberate disregard” for the Com-
mision rules “and a complete lack of 
candor.” He charged Mr. Per-

kins with lawfully transferred con-
trol of the station without FCC ap-

proval to Allen K. Tish, on which 
grounds FCC initially had revoked the outlet’s license and subse-

quently sought court injunctions to prevent an “illegal operation” by Mr. Tish [Broadcasting • Tele-

casting, Aug. 7, July 17, Jan. 9, 1950].

The decision said Mr. Tish re-

moved KPAB from the air in May 1950 and had so notified FCC.

KPAB is assigned 2650 fulltime on 1490 kc.

Miller To Talk

JUDGE JUSTIN MILLER, Na-

president, has accepted an invita-
tion to discuss radio, TV and polit-

cal highlights in Washington be-

members of the Chicago Tele-

Council on Wednesday, Jan. 25.

First meeting of the year will be a luncheon session at the Tavern

Coun-
'Homing' Problem
(Continued from page 26)
Main signal on the air and have proposed a network of key broadcast stations to back up as secondary links the telephone warning system. Coded or so-called subaudible signals on regular broadcast frequencies, are planned to be picked up from Air Defense control centers to warn key warning points—this being a one-way network.

What are the steps that will be taken in the event of imminent attack—in point of the chain of command?

A—From top to bottom, the chain of steps will include the radar screen and interphone service, both manned by Air Defense; the control centers to be manned by civil defense personnel (after July 1, 1963), and key warning points, also civilian staffed. The warning is fanned out to other CD control centers to be located in all cities. Latter is in itself a two-way network and will have walkie-talkies, transmitters, receivers and own power supply. These control centers are distinct from the other.

Present Warning
Q—What is the present warning system comprised of in the way of signals?
A—The red and yellow alerts. The yellow alert would mean an air raid is possible, and would be reserved for alerting civil defense personnel. The red alert would mean "attack imminent"—or "run for the cellarman." That would be given to the civilian population.

Many people misunderstand this. They wonder why we don’t give civilians immediate warning. The answer is simple: We can’t carry over-on-emergency—our productive capacity. Naturally we would want that to keep operating until the most imminent moment. Otherwise, the enemy could keep us in a constant state of emergency by setting off our coast line with the yellow alert warning to tip off the possibility of possible attack.

Then, too, if the next war proves to be an atomic—short-or-long-circuit war, the enemy probably will concentrate on pinpoint bombing. Bombs are very expensive. We don’t want to waste it. We don’t want to have the enemy stop our production, which would result only if the red alert is sounded. That’s the reason for the two warnings.

Q—Under the federal civil defense plan, $32 million would be set aside for communications. Just what are these communications facilities?
A—That would be the communications equipment in the various Air Defense control centers mentioned before—the two-way network which would alert mobile systems, the police, fire department and others at the community level.

Q—What of the suggestion that civilians be equipped, at federal expense, with portable or battery-operated radio sets?
A—That has been suggested by some broadcasters. Frankly, it may not be feasible. The government would have to break loose just trying to maintain the sets with batteries, etc. We have urged that radio stations set up independent systems to supply power. In fact, some stations are doing so already.

Are FM radio relay networks being contemplated by the government?
A—Not particularly—not any more than the one-way network.

It was also revealed last week that Muzak Corp. has urged civil defense officials to utilize its some 50 or 55 franchises in the U. S. to sound warnings in public buildings in the event broadcast stations are silenced. Muzak wire system claims to be the largest telephone network in the country. To that end, Muzak officials last week called on Civil Defense Administration communications authorities to submit recommendations.

Muzak officials said the firm had a similar arrangement for air-raid warnings, using recorded discs, during World War II. The system was installed in the communications office of the District of Columbia, it was claimed. Officials who sent a letter to District Comr. Russell Young urged a similar arrangement.

Civil Defense authorities are charged with correlating the various systems—such as Muzak, transit or mobile FM, amateurs, taxi-cab radios, police, as well as broadcast—into a cohesive working unit.

Journal’ Case
(Continued from page 25)
Sure compliance, and must permit them to interview officers or employees. The Journal may have counsel present during the interview.

Court costs in the case were charged against the defendants. These, in addition to the Journal, were Fred W. Glueck, William S. Vendeville, Fred W. Glueck, Business Manager D. P. Self, and Editor Frank Maloy. The Horvitzes also own the Mansfield (Ohio) Journal.

One of the stiffest terms proposed by the Justice Dept. and rejected by Judge Freed would have forbidden the defendants to acquire any station or newspaper which competes with either of their present newspapers.

The Horvitz papers at both Mansfield and Lorain have sought radio stations but were denied by FCC on the ground that the owners sought in Mansfield to "suppress competition and achieve an advertising monopoly" [BROADCASTING * TELECASTING, July 19, 1948]. The FCC ruling was subsequently upheld by the U. S. Court of Appeals for the District of Columbia.

KAYL-FM Rings Bell
KAYL-FM Storm Lake, Iowa, rang in the New Year with bells ringing—literally. More than 452 calls were received, when it held an FM-only New Year’s Eve party, featuring request platters. Some calls from FM listeners came as far as 80 miles distant.

R. Benson, production manager says. He concludes: "How about the effectiveness of FM broadcasting? We are convinced now that FM audiences are growing. And for us, it surely was a good way to start the Happy New Year."

Radio Circulation
(Continued from page 28)
the average of all New York stations reported by BMB, which means all New stations whose total weekly audience equaled 10% or more of the city’s radio families. The comparison now is:

<table>
<thead>
<tr>
<th>City</th>
<th>Average Nighttime Families Total</th>
<th>Radio Audiences Average</th>
<th>Magazine Circulation Weekly &amp; Monthly Average</th>
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<tr>
<td>New York</td>
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* All stations are network outlets.

When It's BM
(Continued from page 23)

Another BM "pin Up" Hit—Published by Spiteri
On Records: Mitchell-Miller—Col. 39053; Bob Dewey—Vic. 20-3986; Primo Scala—Lon. 823.
On Transcription: Eddy Howard—World.
WAGA and WAGA-TV Atlanta are responsible for the somewhat unsettling idea that the suburbs of their home city extend to New York's Times Square. Celebrations surging into the Square on New Year's Eve at midnight were joined by a new Douglas Leigh, 4104-bulb sign flashing, "WAGA, Atlanta, the Network of the South!"

An animated cartoon involving a scotty dog, the station's symbol, followed. As a consequence, stories are still reported of bacheanitation "local negotiations," although C. and

...other "local negotiations," although C.

Local negotiations in the New York or...Eve and for the following month, it is reasoned, will surely come to that canny clan's attention.

However, the Times Square sign, a mate to which is busily throwing light on Atlanta from the Avon Hotel roof there, is only a part of the promotion campaign being conducted jointly by WAGA and WAGA-TV, and Leigh Foods, Inc., whose Flamingo orange juice concentrate flashes alternately on both signs. Over 100 American Railway Express truck posters of the four-sheet variety have been contracted for in the Atlanta area. Also, WAGA has ordered over 200 three-sheet poster boards on a broad showing of 24-sheet General Outdoor bulletin boards, plus illuminated posters covering the outside back of a fleet of Yellow Cabs.

WAGA also publishes a weekly tabloid newspaper of news about Atlanta radio and television, pictures of favorite air personalities, and the weekly schedules for WAGA and WAGA-TV. Circulation is reported at 23,000.

RECORDING BAN

BANNING from radio programs of recorded music and bridges, in an attempt to improve the station's image, was high on the agenda of AFM Local 47, Hollywood, in new contract negotiations opened with network stations here Jan. 8.

Outcome of negotiations on this problem will decide the strike question currently pending at NBC Hollywood over replacement of musicians by recorded music on the network's Halle of Ivy program.

The union is planning to call a strike of all NBC musicians over dropping of musicians to save $1,500 weekly on the program. It was agreed, however, to hold off the strike until new contract negotiations started [BROADCASTING • TELECASTING, Jan. 8].

Also being sought are wage increases, improved working conditions and a set scale for arrangers—based on the belief that arrangers, as composers, should receive compensation for creative work produced for individual programs.

SIGNIFICANT MOVES

CONGRESSIONAL study of the government's $190 million twin moving program involving federal agencies and departments—dispersal to outlying districts and decentralization to other cities—may be resumed shortly on Capitol Hill now that committee assignments and other preliminary details are out.

This was indicated last week by the Senate and House Public Works committees, which heard on the controversial measures last month. Sen. Dennis Chavez (D-N. M.) introduced a bill in the upper chamber, and companion legislation is expected in the House. Legislation sponsored by the two bills is expected with the recess of the 81st Congress.

Looking toward concrete Hill action, the government has broadened its planning for dispersal and decentralization to the basis of the recommendations of the Public Building Service to a Budget Bureau committee. Both plans are envisioned to be advanced, with one report setting the moving date as June 1, 1961.

Budget Bureau List

The Budget Bureau has compiled a list of agencies to be dispersed to outlying areas—adjoining Virginia and Maryland—and others to be moved to other cities. While the last is still highly classified, it is known that such agencies as FCC, Civil Defense, and the Dept. of Defense and Commerce would not be dispersed [CLOSED CIRCUIT, Jan. 8]. It is believed the list is pared down, with three departments to be retained within "foot" distance on the basis of their constant liaison. In any event, the list of agencies to be moved or remain in the city was to be ruled out by some authorities. Civil Defense recently moved into new quarters in the District.

While officials of the General Services Administration and the Public Building Service declined during hearings to make any specific recommendations, members of the two committees reportedly suggested as "movable" the Federal Trade Commission, Federal Power Commission and the Securities & Exchange Commission.

The Budget Bureau list of agencies potentially tagged to be moved is due to be completed early this month. The recommendations will be passed on to the National Security Resources Board for its study, and finally to the President.

Disposition of other key agencies—the Defense Production Administration and the Office of Defense Mobilization—was not readily apparent last week.

STUART NOVINS, CBS Hollywood director of public affairs, announced broadcasting chairman of annual Heart Foundation campaign starting in February.
Horserace Shows 
(Continued from page 28)

which contains information concerning horse racing. (This statement may be properly checked even though station occasionally broadcasts, during a general sports or news program, results and other data pertaining to feature or other news-worthy races, and occasional broadcasts of racing contests, of feature races, such as Preakness, Kentucky Derby, etc.) and "(b) Station regularly broadcasts information concerning horseracing.

 FCC indicated stations checking part (a) (do air race shows) must answer all succeeding questions, but stations checking part (a) (do not air race shows) need answer only questions which concern the condition within past two years regularly broadcast information concerning horseracing. If yes, give dates such as amount of broadcasts were discontinued.

Additional Questions

Question III, first of the additional queries which stations airing horserace shows must answer, asks listing of programs or program periods involved, time and days of weekly broadcast. Question III also asked whether any of these programs "to the best of your knowledge and belief" were "sponsored by persons or organizations which own or operate services devoted, in whole or in part, to the dissemination of horseracing information?"

The initial question also included "post positions" of such "persons or organizations" as requested.

Question IV asks stations to check the following specific items of race data broadcast, excluding live TV programs from the track: entries, scratches, probable jockeys, pace changes, jockeys, weights, selections, off time, next post time, current conditions, time of race, mutuels, results of race, results in code, post positions, running account of race. The initial question also included "post positions in code", which was deleted early Friday.

Stations are asked in Question V to "indicate the practice of the station with regard to the time at which individual race results are announced on the program—either by checking the applicable statement below or by writing in the practice in the space to the immediate left of the column(s) of the practice applied.

(a) Result is announced as soon as received.
(b) Result is announced soon after receipt as is possible without interrupting program continuity, (e.g. a recorded transcription). (c) Announcement of result is delayed (fill in) minutes after official off-time."

If stations indicate they delay airing of results, Question VI requires statement "whether the practice is to announce the result before or after the start of the next race at this station?"

Source of station's information on horse racing is asked in Question VII. Wire services of AP, UP and INS are given for checking, plus blank for specifying "other source."

"Approximate date on which the station adopted its present format for the broadcast of horse race information" is solicited in Question VIII.

The last item invites stations to set forth any additional comments in a separate statement "if you feel that the answers to the foregoing questions do not reflect fairly your programming with respect to the broadcast of horse race information."

7½ Percen-
(Continued from page 19)
turfer who bid was read to be lowest by the Navy examiner.

Of particular interest—and of startling interest—to the manufacturer was its discovery that the figures reportedly attributed to "Mr. X" that he could negotiate the low bid price at a higher level.

The manufacturer immediately turned up the request for approval because of his experience during the last war in contracting for the government. He is understood to feel that it's not necessary to turn over the figures for an official representative of the firm, contact government officials.

Such practices as that alleged of "Mr. X" have been published in various facets of the radio and press. It also has stirred comment and investigation on Capitol Hill. On the opening day of Congress, in fact, a bill (HR 490) was introduced by Rep. Kenneth Estes (R-N. Y.) which would require persons obtaining commissions in the defense program to register with Congress and would also set up a clearing house for contract information [BROADCASTING, Jan. 8]. The bill has been referred to the House Judiciary Committee.

The manufacturer does not intend to carry the idea to Congress or to the public because (1) he feels the publicity would hurt the firm's integrity and (2) he does not wish to get involved in a case wherein only hearsay evidence would be entered.

KFI-TV Los Angeles adds two feature films daily to their daily schedule. Total of 24 hours weekly now devoted to telecasting of feature films on station.

'50 WCAU's Best
New Ideas For '51

DURING 1950 WCAU Philadelphia enjoyed the most successful commercial year in its 28-year history.

This announcement was made by Joseph T. Connolly, vice president in charge of radio, who added that in 1951 the station will push commercial development of its frontier time at the beginning and end of each broadcast.

Mr. Connolly said for frontier time development, WCAU has scheduled a musical program from 5:15 to 6 a.m. and an audience participation program at 11:30 p.m. Both programs are booked across-the-board.

Looking ahead to Philadelphia's gearing for defense production, Mr. Connolly commented: "The swing shift may be just around the corner in industrial Philadelphia and we're going to be right in the swing of things when it happens."

Production
(Continued from page 28)

compiling was given autonomous status, with its duties limited to those phases.

In State of the Union message to Congress last Monday, President Truman stressed a two-point defense production program entailing (1) conversion of plants and channeling of materials to defense and (2) increase in the U. S. defense production. The first phase will mean "heavy cuts in the civilian use of copper, aluminum, rubber and other essential military materials in various consumer goods." "The Chief Executive also sought revision and extension of authority covering production which stabilize wages and prices, as well as legislation for training of defense workers and encouragement of the full use of all manpower resources.

"The production drive is more selective than the one we had during World War II, but it is just as urgent and intense. It is a big program and a costly one," he asserted.

Last week the President also formally appointed Gen. William H. Harrison to head up the Defense Production Administration. As ranking official under Charles E. Wilson, the aid of the director of the Defense Mobilization, Gen. Harrison has been given "all the powers over priorities, allocations, requisitioning, loans, purchasing and certifications of accelerated tax amortization," according to Mr. Wilson.

WWNY NAMED
'Tribune' Fund Winner

WWNY Watertown, N. Y., was selected by Niles Trombley, chairman of the board of NBC; Mark Woods, vice chairman of ABC, and Frank White, president of CBS, as the radio station doing the outstanding job of promoting the Fresh Air Fund of the New York Herald Tribune during 1950. The three judges named WWNY Keene, N. H., as second award winner; WVPO Stroudsburg, Pa., third, and WJOY Burlington, Vt., fourth.


In addition to programs and announcements supporting the Fresh Air Fund, WWNY last June broadcast a special Sunday afternoon three-hour program for the fund which produced 33 invitations for children to visit homes in the Watertown area, phoned to the station while the program was still on the air.

EMPLOYEES BENEFIT
Buy WJR Stock Plan

UNDER a stock ownership plan instituted by G. A. Richards, principal owner of WJR Detroit, 55 employees reportedly became station stockholders this month. The plan made stock available to all five-year employees or department heads. Eligible employees reportedly subscribed 100%.

Details of the stock plan worked out by John F. Patt, president, and William G. Siebert, WJR secretary, treasurer and a member of the board of directors, at the request of Mr. Richards.

Page 81

January 15, 1951

WWNY 117-118 W. 46 St.
HERMAN E. GREENFIELD, M. DIRECTOR N.Y.19
COY HEADS POLICY GROUP FOR GENEVA CONFERENCE

FCC CHAIRMAN Wayne Coy named Friday to special three-man ad hoc policy group to recommend basic policy positions for U.S. at International Telecommunications Union's Extraordinary Administrative Radio Conference, which convenes Aug. 16 in Geneva for three months. Other members: Under Secretary of State James E. Webb, Deputy Secretary of Defense Robert A. Lovett.

Policy group designated FCC Comr. E. M. Webster, Director Walter F. of State Dept.'s Office of Transport and Communications Policy, and Maj. Gen. H. M. McClelland, director of Communications-Electronics, Joint Chiefs of Staff, as their alternates to carry out assignment and report to them.

E. K. Jett, former FCC Commissioner, now vice president and TV director of Baltimore Sun papers (WMAR-TV), was chosen as one of group of independent experts to serve as consultants to policy group and alternates. Harmon Pratt, vice president of American Cable & Radio Corp., also designated consultant, with others to be chosen later. Messrs. Jett and Pratt held first meeting with alternates Friday. Mr. Jett expects to devote three days weekly to assignment.

Task includes appraisal of problems relating to frequency uses and requirements, and formulation of principles to govern U.S. assignments in virtually all frequency bands except standard broadcasting, in preparation for Geneva conference, which is next step in implementation of frequency allocation table adopted at Atlantic City in 1947.

DuMONT TV BUILDING

OLD Central Opera House on East 67th St., New York, being remodeled into television studio building by DuMont TV Network, with main studio 180 feet long by 70 feet wide. Network hopes to have conversion completed in time to use building for originating fall programs.

KDB MANAGER NAMED

JACK WAGNER, manager KYKC Yreka, Calif., appointed manager KDB Santa Barbara, Calif., by Lincoln Dellar, who acquired former Don Lee owned station Jan. 1. Mr. Wagner replaces Edward K. Kemple, resigned to join KPI Los Angeles as account executive.

N. J. DEFENSE TEST

NEW JERSEY Civilian Defense Network was to hold special 5-minute test broadcast Jan. 18, 11:55 a.m.-noon. Originating from WATV (TV) Newark, state's only TV outlet, program was fed to network of 23 AM and FM outlets and featured talk by Leonard Dreyfuss, state civilian defense director. Before broadcast WATV aired 10-minute discussion on functions of network.

SLOAN PREDICTS TV CUT

F. M. SLOAN, Westinghouse Television-Radio Division manager, predicts teleset production to be cut from 7.5 million sets in 1950 to 3 million in 1951 because of national emergency.

BAB INC. BOARD TO HOLD FIRST MEETING FRIDAY

FIRST board session of Broadcast Advertising Bureau Inc., successor to NAB's original BAB, to be held Friday in Chicago following all-day meeting of TV station at Stevens Hotel (story page 51).

Present BAB Committee, headed by Chairman Robert D. Swelsey, WDSU-TV New Orleans, will sit to incorporator board of BAB Inc. and chart future of BAB under presidency of William B. Ryan, NAB general manager, on loan to BAB [Broadcasting * Telecasting, Jan. 5]. Other members are Edgar Kobak, WTVA Thomson, Ga.; William B. Quarton, WMT Cedar Rapids, Iowa; Charles C. Caley, WMBD Peoria, Ill.; Allen M. Woodall, WAKX Columbus, Ga.

BAB Inc. directors may decide to increase size of board. Operating and budget problems are to be discussed and possibly dues schedule.

Selection of acting general manager at NAB referred by Mr. Ryan and NAB President Justin Miller to NAB board for action at Florida meeting Jan. 31-Feb. 2. Vacancy expected to be filled by present NAB staff [CLOSED CIRCUIT, Jan. 8].

GODFREY TO EUROPE

ARTHUR GODFREY, star of his own CBS TV and AM shows, taking three weeks leave of absence for European inspection tour with Gen. Dwight D. Eisenhower in late February. Projected trip follows Mr. Godfrey's two-week active duty service, Jan. 18-24, at Pensacola Naval Air Training Base, Florida.

MISS TRUMAN TO SIGN

SINGER Margaret Truman reported Friday to have agreed to sign contract to appear as guest on 12 NBC radio and TV shows between now and June 1953, at $2,000 to $3,000 for each appearance. She was understood to be slated for three appearances by May, and nine others between September 1951 and June 1952.

GULF SHIFTS PROGRAM

GULF OIL Corp. planning to drop its radio version of "We the People on NBC and will sponsor Contractstyle on NBC in same period, Thursday, 9:30-10 p.m. Firm will continue to sponsor We the People on NBC-TV. Young & Rubicam, New York, is agency.

NETWORK-802 MEETING

AFM Local 802 met with networks Friday in New York and scheduled subsequent meeting Tuesday this week. Demands understood to be substantially as previously reported [Broadcasting * Telecasting, Dec. 25, 1950].

Network representatives had no comment.

TEXAS OUTLET OPPOSED

DENIAL of application of James H. Siger for new AM station at Wichita Falls, Tex., on 860 kc with 250 w daytime, proposed Friday in initial decision by Hearing Examiner Basil P. Cooper on ground outlet would not meet Commission standards. Applicant is oil operator.

Closed Circuit

(Continued from page 4)

President James P. Gaines, in charge of owned and operated stations, slated for appointment as general manager of KOA Denver, NBC-owned station. Appointment, expected momentarily, would be to succeed Lloyd Yoder, recently promoted to NBC and NBC operations in San Francisco.

As many as eight new faces may appear in the House Commerce group lineup in 82nd Congress. Two Republican vacancies expected. Committee adding two members, increasing total membership from 28 to 30, splitting 17 Democrats (named Friday) to 13 Republicans.

Watch for return of Armed Forces Hour to television momentarily. Arrangements completed by DuMont TV Network and Dept. of Defense, who will announce series jointly, it's understood. Program had 34-week TV trial run from October 1949 to June 1950.

TEXACO LEADS TV RATINGS COMPILED BY TRENDEX

TEXACO Star Theatre (with Ken Murray substituting for Milton Berle) led network television ratings by Trendex in week of Jan. 2-8, Trendex announced last week. Top ten Trendex TV ratings were:

Star Theatre (with Ken Murray) 43.5 57 NBC
Arthur Godfrey's Talent Scouts 51.0 CBS
Fight of the Week--Joe Louis 40.0 ABC
Fireside Theatre 43.6 NBC
Candy Co. Hour--Bing & Carmen 39.0 NBC
Your Show of Shows 38.1 NBC
TV Playhouse 33.4 NBC
Circle Theatre 34.0 NBC
Godfrey to Friends 33.3 CBS
Your Hit Parade 32.7 NBC

PER PROGRAM MEETING

TERMS of per program license ASCAP plans to offer TV broadcasters may be available for discussion at Thursday afternoon meeting (5:30-6:45 p.m., at Blackstone Hotel) Chicago, called by Dwight Martin, chairman of TV Industry Committee on Per Program Licenses. Announced by ASCAP before Christmas as ready for early issuance, new licenses have not yet appeared. Herman Finkelstein, general attorney of ASCAP, queried Friday by Broadcasting * Telecasting, declined to confirm or deny possibility they may be released by Thursday.

COLGATE, WANDER RENEW

COLGATE - PALMOLIVE-PEET Co. and Wander Co. have renewed their segments of Howdy Doody on NBC-TV, Monday-Friday, 5:30-6 p.m. Colgate sponsors show Monday 5:30-6:45 p.m.; Tuesday, 5:45-6 p.m. and Thursday, 5:45-6 p.m., Wander Co., Friday 5:45-6 p.m. Agencies are Ted Bates & Co., New York, for Colgate and Grant Adv. for Wander.

CONKLING TO COLUMBIA

JAMES B. CONKLING, vice president in charge of repertoire, Capitol Records, named president of Columbia Records succeeding Ed- ward R. Wallerstein, who resigned effective Feb. 1. Mr. Wallerstein, who also is member of board of CBS, will continue as consultant to Columbia.

AFM TV NOTICE

AMERICAN Federation of Musicians Friday telegraphed TV networks and TV stations, putting them on notice of clause in contract under which films for movie houses prohibit telecasting.
IN WLW-LAND...

PRODUCTS GET HERE

Quicker and More Often

WHEN THEY'RE HERE

In WLW-Land... nearly 1/10th of America... WLW reaches more people more often, to sell more products for more advertisers than any other single medium.
Within the 97-county BMB area of KDKA, advertisers are now reaching almost 300,000 more dwelling units than in 1940. That's more than enough homes to house the people of Baltimore!

According to the 1950 Census of Housing, dwelling units in KDKA's daytime area have jumped 288,631 to a total of 2,070,448. In the nighttime area, 294,098 units have been added... bringing the total to 2,082,092.

Obviously, this means more listeners, more prospects, more customers... throughout a bustling tri-state territory. And it's just as obvious, when results are compared, that KDKA is the medium to use for this territory. For details, check KDKA or Free & Peters.