Again in 1950, WLS received well over a million letters from loyal listeners throughout the rich four-state Midwest area. The year's total of 1,298,008 represents one of the largest mail responses in the station's history!

WLS has always proved its audience, and the responsiveness of that audience, by letters from listeners. No extraordinary incentives are used...only the usual program offers. This response, one of our greatest, proves again that the WLS audience is not being led away—that it continues to listen and to act on what it hears over the 50,000 watt voice of WLS.

This listener loyalty—and acceptance—is a treasured part of our daily operation. WLS programs build listener loyalty...advertising results are predicated on listener loyalty.

For case histories on how this responsiveness has produced sales for WLS advertisers over the years, write WLS—or call any John Blair man today!

22 MILLION LETTERS IN 21 YEARS

CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7
Kentuckians, with more than their share of sports winners, take their sports news seriously! "Sportraits" gives Louisville viewers what they want—a rundown of all local and national scores and sports news... film briefs of recent sports events... and interviews with a steady parade of such sports figures as Peewee Reese, Mary Hartwick, Happy Chandler, Strangler Lewis, Shorty Jamerson, Betty Rowland.
IS THE STATION
THAT COVERS ALL
SOUTHERN CALIFORNIA
LIKE A
38-STATION
NETWORK

* It is a fact that you could buy 38 stations
in Southern California and not get
the power, the coverage, or the listening
audience that KMPC alone will give you.

In KMPC's 50,000-watt half millivolt coverage area are
5,472,411 people; 1,538,533 radio homes; 1,187,088 car radios.
50,000 WATTS DAYTIME, 10,000 WATTS NIGHTTIME.

JOHN F. PATT, President, R. O. REYNOLDS, V.P. & Gen. Mgr.
REPRESENTED BY H-R REPRESENTATIVES
AFFILIATE, LIBERTY BROADCASTING SYSTEM
BLUES BOOK for TV now looms on FCC horizon. But this time, unlike handling of radio Blue Book in 1946, it appears stations will get chance to speak their piece beforehand. It's understood FCC currently planning to issue temporary extensions to TV stations coming up for renewal Feb. 1, then invite all TV stations to conference on their public service responsibilities. Plans should be announced within 10 days.

NEW SENATE leadership lineup has no good for those, inside government and out, who would block communications legislation. With Arizona's Eartheen McFarland as majority leader and Texas' Lyndon B. Johnson as majority whip, Senate committees will be tough and knowledgeable brains on radio and regulatory processes. Now Edward Cooper, Senate's communications expert for more than decade, joins Sen. McFarland as chief executive assistant (see story page 26). To insiders that says all.

ON HOUSE side, radio observers are watching closely activities of freshman Rep. Frank T. Bow, Ohio Republican who ran select committee investigation of FCC in 81st Congress. So far Mr. Bow has kept his own counsel as piole Congressmen usually do, but he's boning up on state of radio nation and is watching particularly overall color situation.

LONG-DELAYED Census Bureau estimates of radio and TV sets by four major divisions, expected in December, can't be finished until spring because bureau is swamped with government demands for quick statistics. Preliminary estimates to be based on samples. (Continued on page 90)

## Business Briefly

**MONARCH SEGMENT** • Raid-Murdoch Division of Consolidated Grocers Corp., Chicago (Monarch foods), to sponsor 10-10:15 a.m. segment of *Arthur Godfrey Time* on CBS alternate days, effective Feb. 6, sharing with Toni Co. Agency, Weiss & Geller, Chicago.

**BOLLING IS CONSULTANT IN PLACING MOHAWK SPOTS** MOHAWK CARPETSP Inc., New York, preparing spring spot radio campaign buying three quarter-hours per week on radio stations in 26 non-television markets for program similar to its three-a-week NBC-TV show starring Roberta Quinlan.

Unique aspect of arrangement is that George W. Bolling Co., station representative, is acting as consultant to Mohawk and placing campaign on 15% commission basis. Both advertisement and Bolling company stressed that business was being placed through national representative of stations and on national time rates.

Board of directors of National Assn. of Radiostation Representatives reported to have advised members to ask their client stations not to accept Mohawk business on grounds Bolling company was acting as advertising agency.

Bolling company asserted it was not acting as agency for Mohawk but rather as consultant in setting station list and organizing campaign which will avoid heavy merchandising and promotion efforts.

**ZENITH SOUND SCRAMBLE** ZENITH RADIO Corp., testing Phonervisor in Chicago, announced it will scramble sound part of signal. Only visual signal jittered thus far, with sound receivable on any set.Zenith said to have 11 different ways of scrambling Phonervisor.

## Autonomous NAB-TV Voted at Chicago Meet

FORMATION of "completely autonomous NAB-TV" operating under aegis of NAB, but to act as its own "court of last resort," was unanimously voted late Friday at special meeting of TV licensees at Stevens Hotel, Chicago. Nine television broadcasters were elected to 13-man NAB-TV board created Friday (early story page 23). There were 19 nominations for nine TV broadcaster posts.

New board set Jan. 22 as latest date for formalization of NAB-TV.

There was immediate speculation on selection of general manager for NAB-TV, selected as working title of new organization. There was spontaneous discussion of Leo J. Fitzpatrick, former NAB president, for assignment.

In whirlwind one-day session, nation's telecasters completed consideration of every item on agenda. Under Miller, president of NAB, kicked off proceedings with exposition of its scope and principles and turned gavel over to Chairman Harold Hough, WBAP-TV Fort Worth, who reminded delegates that "our No. 1 responsibility is to the American home. We must be prepared professionally to meet that responsibility."

E. K. Jet, WMAR-TV Baltimore, nominated early in proceedings, asked that his name be withdrawn because of his preoccupation not with TV operations, but also his duties at Pentagon on international allocations matters which entail three days of work week for next 10 weeks [BROADCASTING • TELECASTING, Jan. 15].

The voting took place after various segments of TV industry—indepedent operators, networks and those who have TV stations along with sound broadcasting—had agreed with Paul Raibourn, chairman of TBA committee appointed to study feasibility of single trade association under NAB auspices, that "autonomy cannot exist unless each group under NAB is autonomous." Immediately following formalization of NAB-TV, new autonomous board elected Eugene S. Thomas, WOR-TV New York, as chairman, with Robert D. Swezey, WDSU-TV New Orleans, as vice chairman. Both are members of NAB board and, of virtue of NAB's by-laws, will resign their posts. Successors will be elected, it is indicated, following forthcoming NAB general board meeting in Florida Jan. 31-Feb. 2.

These officers, along with George B. Storer, president, Fort Industry Co., were named coordinating committee to marshal new organization. Board has set as its immediate target such matters as allocations for educational stations, ASCAP problem, banning of telecasts by collegiate football and excess profit taxes relief.

The new three-man steering committee has authority of the board to act and will meet in Miami prior to NAB board sessions.

It is expected that at that time executive or coordinating committee will be selected to bridge gap between two autonomous organizations. This group probably will comprise three NAB-AM directors and equal number of TV directors, with President Miller as seventh member. New board will hold office until April 1952.

Mr. Raibourn told BROADCASTING • TELECASTING that "having achieved the autonomy it desired, TBA will in near future wind up its affairs."

John P. Kennedy, WSAZ-TV Huntington, W. Va., was authorized to continue chairman-ship of TBA's voluntary committee on taxation concerned with hearings on Capitol Hill relating to excess profits.

Elected to board of directors were Mr. Raibourn, of KTLA Los Angeles, and W. D. Rodgers Jr., KEYL San Antonio, representing TV-only stations, and following who are associated with both aural and video operations: (Continued on page 90)
this way to profits

advertisers! timebuyers! eight important new business opportunities. Eight ways to augment your sales staff—effectively, economically, quickly. Each station has an interesting record of sales achievement for both local and national advertisers. Each is outstanding in the particular market it serves. All are ready to sell your product. Write for information and rates.

Represented by

ROBERT MEEKER Associates
NEW YORK LOS ANGELES CHICAGO SAN FRANCISCO

STEINMAN STATIONS
Clair R. McCollough
Gen. Mgr.
Friendship — Four Thousand Miles Apart

Never quite got the hang of how to play chess myself, but I'll say this for the game—it started one of the strongest friendships I know of: between Dad Wilson in our town and a fellow in Sudbury, England.

The two of them have never met or seen each other—but for eight or nine years they've been playing chess by mail together. Dad puzzles over the Englishman's latest letter, takes a couple of days to think it over, and then airmails a chart of his next move.

Dad always thinks best with a mellow glass of beer beside his chessboard. And the fellow in England writes that he does the same. "Almost as if we were in the same room," says Dad contentedly.

From where I sit, you can talk of diplomacy and foreign policy, but it's often little friendly things—like a game of chess or a glass of beer—that make for tolerance and understanding... between people of different nations, or folks here at home.

Joe Marsh
MIGHT THROTTLE A LEOPARD WITH YOUR BARE HANDS—

BUT...

YOU NEED THE FETZER STATIONS TO CAPTURE KALAMAZOO-GRAND RAPIDS!

Whether you use radio or television, there are very few areas in the U. S. where the choice of the best stations is so easy and obvious to make.

WKZO-WJEF, a sure-fire CBS combination, deliver about 57% more listeners than the next-best two-station combination in Kalamazoo and Grand Rapids—yet cost 20% less! In the Grand Rapids area alone, WKZO-WJEF have an unduplicated coverage of more than 60,000 homes! WKZO-WJEF's unduplicated BMB Daytime audience has increased 46.7% over 1946... their Nighttime audience, 52.8%!

WKZO-TV is Channel 3, the official Basic CBS Outlet for Kalamazoo-Grand Rapids. As of November 1, there were more than 90,000 TV receivers within 50 miles of WKZO-TV—and the number is growing rapidly. WKZO-TV, a multiple-market station, reaches five Western Michigan and Northern Indiana markets representing a buying income of more than one and a half billion dollars!

Get all the facts on the job the Fetzer stations can do for you in Western Michigan!

*On a hunting expedition in Africa, Carl E. Axeley killed a full-grown leopard by choking it to death.

WJEF
WKZO-TV
WKZO

Top 4 in Grand Rapids and Kent County
Top 4 in Western Michigan and Northern Indiana
Top 4 in Kalamazoo and Greater Western Michigan

All three owned and operated by

FETZER BROADCASTING COMPANY
AVERY.KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Broadcasting • Telecasting

January 22, 1951 • Page 7
In the field of sales programming, this new and different program offers an unusual time spot backed by a unique personality.

Charley Batters' nightly half hour of disks and easy chatter is drawing a host of listeners... potential buyers of your product. "Batters' Platters" is aired nightly, Monday through Friday from 7:00 to 7:30 PM.

This excellent time availability is supported by a strong promotion campaign... and the programming "plus" of big time adjacencies.

Participation in this excellent new show will reach a solid, loyal audience. Call WRC, or National Spot Sales.

IN THE NATION'S CAPITAL YOUR BEST BUY IS

Mr. NORTH

IT'S news when a newscaster happily admits: "Sure, I've got the worst voice on the air." And it's news when a competing station manager says another station's newscaster is the most outstanding radio personality in his city.

That's Al Sigl, popular, folksy commentator on WHEC Rochester—self-styled "worst voice on the air" and the man cited by William Fay, manager of rival WHAM, as Rochester's outstanding radio personality. Mr. Sigl celebrated his 20th year in radio this month.

Al Sigl has become a habit to Rochester area listeners. His gravel-voiced newscasts at 12:15 p.m. and later in the afternoon reportedly draw a bigger Hooperating the any other afternoon local show and compare favorably, rating-wise, with many of the nighttime network shows.

When he first got into radio, it was definitely against his better judgment, Mr. Sigl says. Recently, when he received a crank note which called him a "lowbrow hillbilly" and demanded that the Rochester Times-Union throw him "off the air," he reacted in his usual unperturbed manner. He read the letter on his program and told his listeners: "You can give me a swell Christmas present by urging our managing editor to do exactly as that letter suggests."

Mr. Sigl's initial apathy toward radio stemmed from a feeling of being in a "goldfish bowl" but, he continues: "Pretty soon I grew amazed at the way people would act on requests I'd made on the air for the unfortunate. It's simply astounding how people will pitch in and take care of others who are in trouble.

Strictly Business

GIVE John North a sales job anywhere—and he'll chalk up a record performance.

For six years prior to World War II, the new vice president of Radio Representatives Inc. dealt in paper. He won the 1940 "Distinguished Salesman Award" of the St. Louis Chamber of Commerce for his work with Butler Paper Co. there. He won a vice presidency that year with Butler in St. Louis.

In his first two weeks as commercial manager of KANS Wichita, after the war, his rapid-fire sale of Wichita's National Semi-Pro Basketball Tourney to a local watersoftening concern was followed closely by his signing of a Chevrolet dealer to sponsor H. V. Kaletborn across-the-board.

This brand of footwork catapulted John North into the big-time of radio sales within a few months of the spring day in 1948 when he hung up his AAP uniform and joined KANS. He was called by the station's national representatives, Taylor-Howe-Snowden, to be account executive in its Chicago office. His move to vice president and Chicago manager of the newly-formed Radio Representatives Inc. followed in September 1948.

A fast-moving individual whose clipped speech is in the military manner, John Eugene North got that way at St. John's Military Academy, Delafield, Wis. Born in St. Louis Sept. 29, 1906, son of the late Dr. Emmett P. North, famous.
Impossible...

...you can't cover California's **Bonanza Beeline** without on-the-spot radio

To sew up the Beeline, make sure you use its own stations—the five BEELINE stations located right in inland California and western Nevada. Because the Beeline is an independent market, well removed from coastal California influence. And Beeliners naturally prefer their own, on-the-spot stations to distant Los Angeles and San Francisco stations.

Use all five BEELINE stations, and you cover the whole Beeline—a market with more buying power than Detroit . . . higher total retail sales than Philadelphia. Choose best availabilities on each station without line costs or clearance problems. Or use the BEELINE stations individually, to blanket a major Beeline trading area. For instance . . .

**KFBK SACRAMENTO**
Delivers solid coverage of the whole 19-county billion-dollar Sacramento market. Recent BMB shows KPEK's 1946-49 audience increase as 50.4% daytime, 49.5% at night, with a 32.5% growth in radio families. Affiliated with inland California's leading paper—The Sacramento Bee. Has lowest cost per listener in its area.

*Salinas Management's 1950 Copyrighted Survey

McClatchy Broadcasting Company

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ANY ADVERTISER CAN AND MOST ADVERTISERS SHOULD ...USE

Spot Radio

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.
JUST HOW BIG IS A PRIZE-WINNING FISH?

That depends on what you're fishing for. Is it Blue-fin Tuna at 927 pounds or Wall-Eyed Pike tipping the scales at a husky 22?

Fish or sales campaign, the prize winner for you is the one that matches your own specifications. And whether your budget is modest or mammoth, whether you sell in one market or all markets, Spot radio shapes itself to give you precisely what you need.

Spot does it best, of course, on front rank stations like these.
MORE THAN CBS!

You get more than CBS and 50 kilowatts when you buy KOMA. You get the results obtainable on a station that maintains HIGH STANDARDS OF LOCAL OPERATION. . . . The KOMA production department contributes the many professional touches of good radio that keeps a high gloss on our local programming. KOMA talent is of network caliber from Production Manager to announcers. . . . An aggressive promotion department keeps KOMA names household in the high-income Oklahoma market. . . . And our merchandising efforts follow through on that 30 kilowatt punch to sell them solid! . . . For airchecks, success stories and other data, call an Avery Knodel man or contact

J. J. Bernard
V.P. and General Manager

JERRY STOLZOFF, vice president in charge of radio-TV Cramer Krasselt Co., Milwaukee, resigns to join Chicago staff of Food Cone & Belding as radio-TV production supervisor. ROGER LeGRAND, associate radio-TV director at Cramer Krasselt, appointed director.

H. KENNETH JONES, member of plans board Brooks Smith, French & Dorrance, Detroit, appointed vice president. C. ALLISON MONROE, account executive in N. Y. office of agency, appointed vice president. ROSA RITA M. HUMES to creative staff.

HERBERT W. COHON, in charge of business development of the Katzinger Co., Chicago, for the past 11 years, appointed vice president.

JAMES S. CAMPBELL and JULIAN FACE, BBDO, N. Y., to Kenyon & Eckhardt, N. Y., in radio and TV commercial department.

MRS. FLORENCE GOLDIN, with Grey Advertising Inc., N. Y., for past 11 years, appointed vice president.

on all accounts

MERLE MYERS, timebuyer at Russel M. Seeds Agency, Chicago, didn't need to lose the eight pounds she dropped during two hectic months of buying $300,000 worth of time for the American Medical Assn.'s recent campaign. Trim and attractive, Merle did, however, need a morale buildup after the AMA siege, so she bought a new coat.

The AMA toll was heavy on her agency assistants, too. One loyal worker struggled to work on crutches for three weeks, after spraining an ankle, because she was in the midst of lining up 1,600 stations for the two-week saturation campaign in October. The department worked 10 hours a day, seven days weekly, for about two months. Now, two months later, two assistants are still working full-time on the account.

Merle has been timebuying in Chicago for about 10 years, the last seven at Seeds. She began there as assistant timebuyer in 1948, and was promoted to buying chief two years ago. She was in the timebuying department at the H. W. Kastor & Sons agency, J. Walter Thompson and Ruthrauff & Ryan.

Her first advertising job, at R & R, was landed through an employment agency. Starting as typist and switchboard operator, Merle was soon promoted into research, and then ventured into media and buying.

The switchboard know-how was picked up casually, when she lived in a dormitory at the U. of Illinois in Urbana, and more purposefully later at the Katzinger Co., Chicago manufacturer of kitchen utensils. "Souvenir" of the Katzinger era is still lurk in the kitchen drawers of her four-room apartment.

The apartment in suburban Park Ridge is a handy 19th hole for Merle's golfing crowd during the balmy months. Inasmuch as "you have to go through Park Ridge to get to any good course on the North or West side," Merle has a steady traffic of golfers in for breakfast each Saturday during the summer. She shoots in the low 90s.

Her parents and brother live in Chicago, where Merle was born and reared. She and her brother, Bill, were graduated from Senn High School, where he was the ace dramatic star and worked in theatrics with Screen Star Hugh Marlowe. Bill was the villain on Jack (Continued on page 44)

BROADCASTING * Telecasting
CARL K. TESTER, JAY KOUPAL and RAY CLINTON acquire Philip J. Meany Co., L. A., from PHILIP J. MEANY, president-founder, who retires. Mr. Tester, vice president and general manager, elected president. Mr. Koupal, vice president and art director, will continue in same capacity. Mr. Clinton, vice president in charge of media and production, becomes secretary-treasurer, along with other duties. Mr. Meany will continue in advisory capacity on certain account.

JAYNE SHANNON, timebuyer J. Walter Thompson, N. Y., is in Monroe County General Hospital, East Stroudsburg, Pa., as result of broken leg suffered in skiing accident Jan. 13.

ROBERT L. INGOLD, Philadelphia office of Albert Frank-Guenther Law Inc., appointed vice president.

REMUS A. HARRIS, account executive Paris & Peart Adv., N. Y., to Doherty, Clifford & Shenfield Inc., N. Y., as account executive in grocery products division.

GENE E. FROMHERZ, former timebuyer Dancer-Fitzgerald-Sample and J. Walter Thompson agencies in Chicago and well known freelance radio writer, appointed media director Aubrey, Moore & Wallace, Chicago. He succeeds the late JOHN H. NORTH.

VERNE LAUSTSEN appointed assistant radio and TV director to GERALD SEAMAN, Bert S. Gittins Agency, Milwaukee.

JOHN M. FLYNN, Huber Hogue & Sons, N. Y., to Federal Adv.; N. Y., as account executive.

ZONABELLE SAMSON, timebuyer Honig-Cooper Co., S. F., appointed manager Forjoe & Co. S. F. office.

C. BURT OLIVER and STEPHEN R. WILHELM, co-managers Foote, Cone & Belding's Houston office, appointed vice presidents.

WARNER MICHEL, TV producer CBS-TV, to Kenyon & Eckhardt, N. Y., production staff in radio and TV department.

JACK MUNHALL, radio-TV director, Huber, Hoge & Sons, N. Y., to Benton & Bowles, N. Y., publicity department.

WILLIAM L. RECH, copy supervisor Federal Adv., N. Y., appointed vice president and director of copy.

JAMES W. BRIDGES, manager and account executive in Dayton offices Guenther, Brown & Berne Inc., appointed vice president in charge of that office.

FREDRIC GRAESER, editor and publisher Montclairion, Oakland neighborhood paper, copy department Guild, Bascom & Bengtigl, S. F.

A. McKIE DONNAN, vice president and copy chief Brisacher, Wheeler & Staff, S. F., to agency's L. A. office in same capacity. LESTER FRIEDMAN appointed copy chief of S. F. office.

ERWIN H. KLAUS, marketing director Buchanan & Co., S. F., resigns. Future plans not announced. Mr. Klaus is Pacific Coast director of National Management Council.

FREDERICK GOLDMAN, Harry Feigenbaum Adv., Phila., to Adrian Bauer Adv., same city, as copy chief. DORIS SCHEUER appointed to agency's copy department in charge of radio. She was with Feigenbaum Agency. Adrian Bauer has taken additional space at 1528 Walnut St. to accommodate copy and TV staff.

RALPH SADLER, vice president and copy chief John Mather Lupton Co., N. Y., appointed director.

O B V I O U S L Y

OUTSTANDING

WMBD Dominates the Rich Peoria Area Market

PEOPLE make a basketball team ... and TEAM-WORK makes a winner. So it is with radio ... and particularly with WMBD. It's the PEOPLE at WMBD, working as a team, that account for its outstanding dominance in a competitive market.

National CBS shows are popular, of course ... but it's skillful local programming with widely popular personalities that's responsible for the lion's share of the warm-hearted welcome WMBD receives in this prosperous market.

The latest Hooper radio audience index (Oct.-Nov., 1950) shows WMBD has a phenomenal share of the audience! Mornings, 52.2; afternoon, 46.5; evenings, 54.6. Obviously, WMBD has a greater share of the audience in these periods than ALL OTHER PEORIA STATIONS COMBINED!
HARRISON PRODUCTS Inc., S. F. (NoDoz Awakeners), appoints Sidney Garfield & Assoc., S. F. for advertising on new Shut-Eye product. Radio will be used; TV, possibly.

MILADY BRASSIERE & CORSET Co., N. Y., (Fruit of the Loom Ladyform Bras and Kling-eez Girdles), names Wextron Co., N. Y., to handle its advertising. Radio will be used.

BELL BROOK DAIRIES Inc., S. F., appoints Botsf ord, Constantine & Gardner, S. F., to handle advertising. Radio and TV will be used.

ERSKIN Mfg. Corp., Erskin, Minn. (snow equipment), appoints Barney Lavin Inc., Fargo N. D., to handle advertising. Radio and other media will be used. Harold Flint and Richard Rosenthal are account executives.


HALE BROS., S. F. department stores, appoints McCann-Erickson Inc., S. F., to handle advertising. Radio and TV will be used. Burton Granicher is account executive.

SHIRRIFF'S Ltd., Toronto (food products), starts transcribed weekly variety show on 20 Canadian stations. Agency: Cockfield Brown & Co., Toronto.

PHILIP MORRIS & Co., N. Y., adds three additional stations to 31 now carrying TV film version of Truth or Consequences. Effective Jan. 30, series starts on KSL-TV Salt Lake City; Feb. 1, KRLD-TV Dallas; Feb. 4, WTVJ-TV Miami. All contracts 13 weeks. Other stations recently signed by sponsor to carry series are WMCT(TV) Memphis, WSPD-TV Toledo, WKY-TV Oklahoma City, WHBF-TV Binghamton, N. Y., KFMB-TV San Diego. Agency: Blow Co. Inc., N. Y.


**Network Accounts**


MUTUAL BENEFIT, HEALTH & ACCIDENT Assn., Omaha, Neb., in addition to its sponsorship of NBC radio program, On the Line with Bob Considine, Jan. 20 started TV version of program using same name, and featuring Bob Considine, NBC commentator and INS columnist, over NBC-TV, Saturday, 5:45-6 p.m. Effective Jan. 21, radio program moved to spot on Sunday, 2:30 p.m. Agency: Botzell & Jacobs Inc., Omaha.

STERLING DRUG Co. Inc., Wheeling, W. Va., renews for third year Okay Mother, featuring Dennis James, over eastern leg of DuMont network, Mon.-Fri., 1-1:30 p.m. Agency: Dancer-Fitzgerald-Sample, N. Y.

DOUBLEDAY & Co. Inc., N. Y., for its Dollar Book Club yesterday (Sunday) started quarter-hour program featuring Hollywood news commentary of Radie Harris Sunday, 8:45-9 p.m. (PST), over ABC Pacific Coast radio network. Agency: Thwing & Altman Inc., N. Y.

U. S. ARMY and AIR FORCE sponsor 9:30-10 p.m. segment of Saturday Night at the Garden, telecasts of Madison Square Garden sport events (Continued on page 75)
A WINNING MARKET!
Mr. Harry D. Sims, Jr., of Chandler & Rudd Company, Cleveland, wins the grand prize in the first CBS-WGAR display contest. Sponsors using WGAR reach another winning market in Northern Ohio. Population up 15.4%, radio homes up 27.8%. And WGAR first with listeners in 29 out of 44 daytime rated quarter-hours...more than all other Cleveland stations combined!

OPERATION SNOWBOUND!
WGAR dug in as Northern Ohio dug out of the greatest snowstorm in years. What PRICE cooperation? Even Georgie Price, noted comedian in town for an engagement, pitched in with WGAR personnel answering 44,550 telephone distress calls in a three-day period. Letters poured in saying "Thanks for your superb public service!"

in Northern Ohio... 

WGAR
the SPOT for SPOT RADIO 

NEWS, MUSIC, SPORTS...
listeners like all sorts. Take your choice. Jack Dooley reports the news nightly at 11:00 P. M. Paul Wilcox scores with sports at 11:10 P. M. And Morgan's Musical Inn opens at 11:15 P. M. Reach a responsive nighttime audience with these wide-awake features.

MR. MERVIN B. FRANCE (left) president of Society for Savings, Cleveland, has served on committees for the American Bankers Association, National Association of Mutual Savings Banks, and Investment Bankers Association. He is trustee of University Hospital and Mount Union College. Dr. Rudolph Ringwall (right), associate conductor of the Cleveland Orchestra, presents Sunday afternoon recorded concerts for Society for Savings.

RADIO...AMERICA'S GREATEST ADVERTISING MEDIUM
WGAR...Cleveland...50,000 watts...CBS...Represented Nationally by Edward Petry & Company
"The Wayne King Serenade" is a fully scripted show, combining the music that has made Wayne King famous and the personality that has attracted millions of loyal customers for advertisers throughout the nation. The program gives THESAURUS subscribers another exclusive musical package—teeming with sponsor-appeal and constantly refreshed through additional THESAURUS releases.
SELL FOR SPONSORS

half-hour show

starring "The Waltz King"
and his Orchestra

featuring
HARRY HALL
GLORIA VAN  JACQUELINE JAMES
THE WAYNE KING CHORUS

another
audience-building
money-making
"NEW ERA"
Thesaurus
feature

SELL TO SPONSORS

... YOUR hard-hitting sponsor-selling brochure
... YOUR complete audience-building promotion kit
... YOUR convincing sales-clinching audition disc

SELL FOR SPONSORS

... YOUR SPONSOR gets product identification at the beginning and end of every program. Wayne King opens and closes each show and introduces featured artists.

... YOUR SPONSOR’s three full-length commercials are more effective because Wayne King introduces the local announcer on each broadcast.

... YOUR SPONSOR’s show and product are promoted with pre-broadcast and "on-the-air" station breaks by Wayne King and featured artists.

THESAURUS SALES DEPT.
RCA Recorded Program Services
120 East 23rd Street, New York 10, N. Y.

Send complete information on THESAURUS—with its basic library of over 5000 selections and 50 selections per month—plus its new sponsor-selling feature, "THE WAYNE KING SERENADE."

NAME..............................................TITLE
STATION OR AGENCY..............................
ADDRESS...........................................

BROADCASTING • Telecasting
January 22, 1951 • Page 17
SHREVEPORT is the second city in Louisiana and KWKH is way ahead of all other competition here. On Weekday Evenings, for example, Hoopers show that KWKH actually gets 89.7% as many listeners as all other Shreveport stations combined!

But Shreveport alone is no true measure of KWKH. The city itself has 33,280 radio families, whereas KWKH’s 1949 BMB Daytime Audience is 303,230 families (and 227,701 of these are “average daily listeners”!)

Let us or The Branham Company give you all the facts about our rich tri-state area and the job that KWKH know-how can do for you.

KWKH

50,000 Watts · CBS

SHREVEPORT · LOUISIANA · Arkansas

The Branham Company Representatives

Henry Clay, General Manager
TIME SALES UP

By RUFUS CRATER & TYLER Nourse

RADIO and television time sales continued their upward march in 1950 to reach an estimated total well over $537.3 million, according to the 1951 Broadcasting & Teletcasting Yearbook, which is slated to be mailed to subscribers starting about Feb. 1.

Radio time sales gained 6.6% while TV advertising revenues were being tripled to lift the combined total 18.6% above 1949's and put it into the $500 million class for the first time, the Yearbook estimates. There were no auditable figures on FM advertising.

The more than $337.3 million radio- TV total compares with less than $452.9 million in 1949. The Yearbook breaks it down as follows:

Radio—$453.6 million, compared with $425.4 million in 1949.

Television—Almost $38.3 million, compared with $27.5 million in 1949.

These figures include commissions paid to agencies, representatives, etc., which broadcasters count as an expense of sale.

Radio's 6.6% increase follows a 1949 gain of 2% plus.

In dollar volume, radio gained more than $28 million while television moved ahead by more than $46 million. Radio's increase compares with an 8.6% million advance in 1949, and, coming in the face of approximately $38.8 million in TV time expenditures, may be regarded as a forceful answer to those who feared TV already was making deep inroads into AM revenues.

Gross Billings Estimate

Radio's gross billings—advertising volume at the one-time rate—are estimated at nearly $676.5 million, against $629 million in 1949.

Net revenues according to class of business—network, national and regional non-network (spot), and local—are shown for radio in Table I, and for television in Table II.

The Yearbook figures show that local advertising strengthened its position as radio's chief source of revenues, while spot business drew almost even with national network time sales.

Local and spot advertising registered strong gains both percentagewise and dollarwise. Local business was up $25.5 million, or 12.9%, bringing the total to $208.6 million.

1950 Total of Over $537 Million Estimated

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<th>Class of Business</th>
<th>1949 Total</th>
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* Includes miscellaneous network and stations.

Talent Expenditures

Even if revenues from sources other than the sale of time—from talent sales, etc.—no more than equaled the 1949 figures of $33.7 million in radio and over $10.8 million in TV, gross radio-TE revenue would be considerably beyond $866.8 million. Additionally, the Yearbook estimates that about $95 million was spent by radio and TV advertisers for talent and programs on their own account, bringing total 1950 expenditures for radio and television advertising to more than $981.8 million.

The 1950 gains came in a year marked by weak jitters and the uncertainties that come with a national rearmament program.

Other media also showed gains. Newspaper lineage figures supplied by Media Records Inc. for the first 11 months of 1950 indicated a 6.1% increase over the same period of the preceding year. An 11-month report of Publishers Information Bureau indicated an overall 4.5% increase for general magazines, farm magazines, and Sunday supplements.

Five product groups once more contributed three-fourths of the radio networks' gross billings in 1950, according to estimates projected from Publishers Information Bureau 10-month figures. Food & Food Products continued in the No. 1 position with an estimated $445.2 million, representing 24.4% of the total.

Toiletries remained in second place with almost $25.5 million (14.5%), while the Drugs & Remedies group moved from fourth to third by virtue of $32.2 million in increase which brought its total to $24.3 million (13.5%). Smoking Materials took fourth place with almost $22.7 million (12.5%), and Soaps, Cleansers & Polishes were fifth with $20.5 million (11.2%).

Other Features

The Yearbook also presents a product-group breakdown of estimated gross expenditures ($322,705,800) for time on ABC-TV, CBS-TV, and NBC-TV. Comparable figures were not available for Dumont Television Network. Even on a three-network basis, the table shows reduced expenditures for only two product groups, and in most instances substantial increases over 1949 four-network totals were recorded.

The business analysis is only one of many features of the 1951 Yearbook, whose approximately 580 pages make it the largest ever published.

Many of the directories and compilations have been greatly expanded.

The up-to-date state directory of AM, FM, and TV stations and their key officials, for instance, has been extended to show the names of up to nine representatives of each station, including the news, sports, women's, and farm editors wherever possible.

The directories of network, regional and spot radio and TV advertisers are the largest ever published. The station representatives'-and advertising agencies' directories have been extended by the ad

(Continued on page 84)

January 22, 1951 • Page 19
**KELLOGG BILLINGS UP**

KELLOGG Co., Battle Creek, Mich., heavy radio advertiser for the past two decades, has tripled its billing in the past three months in radio and television. Firm is currently spending approximately $8 million in both media, marking the largest broadcasting advertising outlay in the history of the company. In radio, Kellogg is sponsoring a full hour, three times weekly on MBS, divided into three programs, Mark Trail, 5-5:30 p.m., through Kenyon & Eckhardt; Clyde Beauty, 5:30-5:55 p.m., through Leo Burnett & Co., and Victor Borge Time, 5:55-6 p.m., also through K & E. In addition, Leo Burnett has placed a radio spot campaign for the company.

In television, the Kellogg firm, in the past month, has doubled the number of stations carrying its Space Cadet show on ABC-TV and is currently clearing additional stations. On Feb. 8 the television version of the Victor Borge Show will start on NBC-TV Saturdays, 7-7:30 p.m., through K & E.

**PEPSI SERIES**

**Buys Regan Show on NBC**

PEPSI-COLA Co., New York, signed Tuesday in Chicago with Singer Phil Regan for sponsorship of Veterans' Army camp and defense plant broadcast on NBC each Sunday starting March 4. The 39-week contract, placed through the Biow Co., New York, was signed by Pepsi-Cola President Alfred N. Steele and Mr. Regan during a three-day convention of 1,000 bottlers.

The show, a package created by Mr. Regan, will be aired 7-7:25 p.m. (EST) from a different armed forces camp and defense plant each week. Mr. Regan will conduct talent elimination contests at each broadcast location, with the winner appearing on the next show. Three service winners will compete against each other the following week before a defense plant audience, with the grand winner appearing on the broadcast.

Mr. Steele has plans to telecast occasional shows when facilities are available, Mr. Regan said, adding that Class A time will be provided by NBC. Mr. Regan has been sponsored on radio by Robert Burns cigars, Rinso, and Owens-Illinois Glass Co. The first four shows in the Pepsi-Cola series will originate in California.

**Duane Jones Elects**

THREE executives of Duane Jones Co., New York, have been named vice presidents. They are Robert G. Hughes Jr., in charge of the agency's copy department; Lawrence J. Hubbard, director of the research and merchandising department; and Donald G. Gill, contact supervisor.

**It May Come to Jeannie Again, Jimmy**

TRUCULENT as ever, Jimmy Petrillo emerges from his musical cloisters, with his ancient wary cry of “down with canned music.”

With all of his old-time fury, he pontificates that after Jan. 31, when present contracts expire for key network stations in New York, Chicago and Hollywood, they must do all recorded broadcasts except in the early morning hours from midnight to 8 a.m. In other words, it's the death knell for the disc jockey—and the record seller.

The negotiations include television as well as radio. There are the usual exorbitant demands for a 50% boost in the present minimum scale—from the Midas mint of $191.45 for Regan, will be aired 7-7:25 p.m. (EST) from a different armed forces camp and defense plant each week. Mr. Regan will conduct talent elimination contests at each broadcast location, with the winner appearing on the next show. Three service winners will compete against each other the following week before a defense plant audience, with the grand winner appearing on the broadcast.

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AFM DEMANDS STUN NETWORKS

By BRUCE ROBERTSON

LONG-DRAWN negotiations, inevitably leading up to a Jan. 31 when present contracts between the key stations of radio and TV networks and AFM locals in New York, Chicago and Hollywood expire, will be necessary before new contracts can be worked out, network executives agreed last week.

Stunned by the original demands of the musicians union, which they were attempting to get clarified last week, the network negotiators were hopeful that an agreement could be reached by bargaining. They averred, however, that if AFM proposals are considered as flat demands rather than a starting place for negotiations, then a strike is inevitable as "we cannot possibly accede to these terms and remain in business."

Probably the major point of issue between the union and broadcasters will be the elimination of all recorded programs from their schedules from 8 a.m. to midnight, which would result in missing hours from midnight to 8 a.m. for disc jockey shows and all other programs of phonograph records and transcriptions.

Base Scale Boost

Scarce of any noteworthy matter for debate is the AFM demand for a 50% increase in base scale, plus demands for employment quotas both for staff musicians and for those employed on commercial programs which one network executive declared "would add up to about a 200% increase in program costs."

Base minimum scale is $191.45 a week in New York for 25 hours work out of a 40-hour period; $188.70 for a 20-hour work-week out of 40 hours on the job, or $151.80 for a 15-hour week. The former rates would also sustain programs only. The base commercial scale in Chicago is $177.75 for the 25-hour work-week and in Hollywood $125.35.

AFM is trying to maintain present quotas for the employment of staff musicians by the stations. The union is also asking that "minimum instrumentation" be required on programs that might be applied to commercial programs whose musicians are employed by their advertisers or by their agencies. Details of what this would mean is somewhat vague, but it is understood that a minimum number of musicians would be required for each of the various types of programs, somewhat above the current requirement, and that its requirements for the number of pit musicians employed by theatres without the type of theatrical presentation playing at the time.

Another AFM proposal is that staff musicians be employed on an annual basis, with two-week vacations to be provided and other vacations of regular employees and with eight-week notices required for dismissal. For musicians on commercial shows the union is asking "run of show" contracts, said to be an innovation in radio labor negotiations.

The union is also making another demand that the stations contribute to the AFM welfare fund an amount equal to 3% of their total expenditures for musicians' salaries. As CBS president, John H. Bartlett, tells his network executive put it, "it all adds up to one hell of a pill for us to swallow."

Hit Radio and TV

These demands are applied impartially to radio and TV network key stations in the union proposals, which are currently being handled on the AFM and by officials of the union locals in the three cities where most network programs originate. If and when problems of national import arise which cannot be settled on the local level, they will doubtless be referred to AFM President James C. Petrillo and the APWA National Executive Board for discussion with network officials—probably on the top level. For the present, however, is is the responsibility of the stations for all music employed by them for work on either network or local programs. With the AFM demand for the discard of recorded programs during the major part of the broadcast day is believed to be aimed primarily at local programming of the disc jockey variety, it would also, if interpreted literally, bar all musical syndicated transcribed programs and all network musical shows, such as the Bing Crosby program, which are pre-recorded on tape for network broadcast. Recorded musical bridges and introductions used in radio serials would also be prohibited and the ban might also eliminate any musical commercials on radio and TV in which one or more instrumentalists are employed.

In an attempt to clarify the situation, the union and networks are setting up a subcommittee to New York to analyze the employment of musicians at the key stations, to give a factual basis for discussions as to future employment. The committee will include four representatives of AFM Local 802 (New York) and four network representatives, one each from ABC, CBS, NBC and WOR (Middle key station in New York). Presumably WABD (TV), New York station of the DuMont TV Network, whose AFM contract also expires Jan. 31, will be present concurrently with the AFM-WOR-AM and the network organizations which all operate both radio and television networks, would be represented on this committee when TV matters are up for discussion.

Apart from current negotiations, but also certain to arise before they are over, is the question of films made for house-use and subsequently telecast. Television stations a fortnight ago received telegraphic warning from Mr. Petrillo that a section of the contract under which most such films are produced prohibits their being telecast. Due to a "wide-spread misunderstanding" of the contract referred to, Mr. Petrillo's office issues a second announcement last week designed to clarify the situation.

According to this second announcement, a basic agreement with Hollywood motion picture producers of April 1, 1946, specified that as to films "heretofore made or which will be made prior to the expiration of this agreement...any such prior films (made in 1949) on television use would be made or permitted 'during the life of this agreement and thereafter.'" Film Application

"Thus, if a film was produced before April 1, 1946, it is subject to the agreement," the announcement continued, "but also—and this is the point overlooked by many—a film owned or acquired on or after April 1, 1946, by a signatory to the basic agreement, even though produced prior to 1946, is subject to the agreement."

Pull out paragraphs (1) and (2) of the agreement read as follows:

(1) The producer agrees that he will not, without the prior written consent of the federation, license, lease, lend, give, sell, utilize, or in any other way whatsoever authorize the use in whole or in part of the music sound track containing the recorded music made by members of the federation or any scene or any containing pictures of members of the federation performing on musical in-

NETWORK GROSS

Tops $15 Million in Nov.

NOVEMBER 1950 gross time sales totaling $15,904,633 for the four radio networks, evidenced a slight but noteworthy gain over the 1949 level.

P&G Still Top

The long list of programs sponsored by Proctor & Gamble cost the soap company $1,680,669 in gross time and once more placed them atop the top radio advertiser. General Foods ran second by spending $794,803 and Sterling Drug ranked third with expenditures of $692,907. Regular original shows that were levered were Lever Bros. for $632,384, and General Mills for $604,997 worth of

(Continued on page 74)

TABLE I

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Journal: 1,759,273

(Continued on page 74)

BROADCASTING • Telecasting

January 22, 1951 • Page 21
**MAIL ORDER PROBE**

U. S. POSTAL officials last week probed deeper into mail order firms selling holiday and novelty products through radio stations [BROADCASTING • TELECASTING, Jan. 15, 8, 1]

Attention focused around a “Midland Adv. Agency” in New York, alleged to have placed business on a large number of broadcast stations and cited by many stations for purported failure to pay for time. Complaints continued to reach stations from dissatisfied buyers who never got anything for their money.

As evidence of unhappiness among stations and listeners continued to pile up last week, Ira LeSalle of WHK, Birmingham, Ala., supplied typical reaction to the ornament and treasure chest campaigns. Mr. Leslie said:

"We are receiving dozens of packages returned and dozens of letters of complaints on both of these items—and for every one we receive there must be dozens more who are too disgusted to write or phone us. We were even sent a sample of the Treasure Chest—but it was not the same item which was sent to the public for a dollar. Our sample contained many cute little toys—not expensive items, but cute enough to thrall a child, and enough of them to be worth a dollar. These packages which are being returned to us and our listeners contain a poor one-third of the items which were in the sample."

**To Refund Money**

We are listing the names of every complainant and assuring them that their money will be refunded. We have been forced to employ an extra person to write the letters to our listeners.

The ornaments copy states that these ornaments are non-breakable “plastic.” No stretch of the imagination could classify this cardboard as plastic. In the Treasure Chest copy, among other items was “a set of real handcuffs.” I have opened and inspected every returned package and have not yet found one single pair of every toy handcuffs.

WVOK made available a caustic letter from a listener describing the Christmas tree ornaments in detail and claiming they were sprayed paper, badly out of register, and lacking ability to glow in the dark. The listener added, “By what I consider false advertising you have lost a listener and a customer for any other items you may advertise over your stations.”

Newsweek magazine in its Jan. 15 issue extolled sales achievements by Harold Cowan and Ralph Whitmore, “two young veterans in the field of radio advertising and promotion” who are said to have built a $2 million-a-year business “mixing the electronic miracles of radio and TV with the age-old carnival pitchman’s technique.” The magazine said 200 radio stations carried a $1 Christmas tree ornament offer in December, with 250,000 listeners buying. “Next pitch” will be 200 gladiosid bulbs for $1, it was stated.

WDEM Providence, R. L., said about 100 Christmas tree ornaments remain to be filled. With two neighboring stations, Walter Neiman, station manager, said WDEM has not been paid for substantial time charges.

WKD Kingstree, S. C., has not been able to contact the station by Midland, according to John L. McWhorter, manager. Like many other stations it has refunded money to listeners.

**LABOR ISSUE**

Baker Warns of Shortage

ACUTE labor shortages may develop at AM and FM stations, especially among engineering and announcing personnel, should the Korean conflict lead to a global war, according to a study by the NAB Broadcasting Dept., headed by Dr. Kenneth H. Baker.

Analyzing the draft status of male employees, NAB found that only 16.4% of engineering personnel and 37.2% of announcers were in the 17 to 18-year-old age group. Personnel lists were received from 85% of a projectable sampling of the broadcast industry. Over a fifth—21.4%—of radio’s male employees fall in the 17 to 26-year-old draft group and 55.9% are World War II veterans, it was found. Of the veterans, 60% of the engineers are ex-GIs, and about the same percentage of announcers. About 58% of station employees are in the active reserve and 13.4% hold inactive reserve status.

Most vulnerable group, it was indicated, are employees without child dependents who are members of the active or inactive reserve, along with World War II veterans. They comprise a fourth of broadcasting’s male personnel.

Of licensed operators, it was shown, 22.5% fall in the 17-25 bracket. Over half of technical employees holding positions—57.4%—are ex-GIs; 17.4% are in the reserve and 7.9% are reservists with no child dependents.

**MILLARD CAVENDALE**

Senate Confirms for CD

SENATE last Tuesday confirmed the nomination of Millard F. Caldwell Jr. to be Federal Civil Defense Administrator.

Mr. Caldwell will head up the defense organization which is being keyed to the “atomic age.” The 81st Congress had approved a $31 billion program for the administrator virtually unlimited powers upon proclamations of a civil defense emergency, thus giving legislative teeth to the plan.

**BROADCASTING • Telecasting**
THE NAB-SPONSORED television conference in Chicago last Friday noon voted unanimously for establishment of a separate TV trade organization within the NAB structure.

Details were to be worked out in a meeting Friday afternoon (see story page 4; also, earlier NAB board story below).

The vote, by a show of hands, followed a two-hour discussion attended by more than 100 persons, including representatives of NAB and Television Broadcasters Assn. member stations as well as unaffiliated stations.

Working out the mechanics of the TV unit, its position in the NAB framework—and the size and membership of the TV board—loomed as knotty problems to be resolved.

Autonomy Question

The question of preserving auton-
omy of the TV organization was raised in the meeting by Pennsylvania Vice President F. M. Russell suggested that an 11-man TV board, for instance, might find itself outvoted by the 25-man board representing member radio stations.

Robert D. Swezy, WDSU-TV New Orleans, a member of the special NAB TV Committee, offered reassurance that a "two-headed monster" was not contemplated, and that no effort was being made to force the plan upon TV stations.

President Joseph H. McConnell of NBC said his network strongly favors an organization which basically represents stations, and that he liked the idea of an autonomous TV group within the NAB.

Joseph A. Donelson, ABC, which is not an NAB member, expressed the pleasure that the meeting was all-inclusive, and urged that the proposed organization be "subordinated to" the "grandiose NAB-TV" he suggested. He suggested that there might be a "National Assn. of Television Broadcasters" and a "National Assn. of Radio Broadcasters."

Raibourn's Talk

Paul Raibourn of Paramount Television Productions, chairman of the special TBA committee to consider merger with NAB's TV structure, told the conference that it was considering the "one-man step" which should be given careful consideration. He paid tribute to the accumulated experience of all segments of the TV broadcasting art.

At one point Mr. Raibourn asked that his TBA group be allowed to confer privately for a few minutes. The request was not pushed, after sentimen- tality appeared to oppose take discussions off the floor. Irving R. Rosenhaus, WATV (TV) Newark, told the conference that it was composed of mature people and that accordingly all objections and points of view should be heard and discussed openly.

Donald A. Stewart, of Allen B. DuMont Labs' WDTV (TV) Pittsburgh, insisted that stations having no ABC or NABC affiliation should have adequate representation in the organization and direction of the proposed TV unit.

Without committing CBS, which is not a member of NABC, President Lawrence Lowman expressed appreciation at being invited to the conference. He pointed out that CBS is a member of TBA, and today set plans for the main considering the NAB TV project.

Chris J. Witting, of DuMont Television Network, took a similar position.

Hough Presides

Harold Hough, WBAP-TV Fort Worth, presided over the session, which was the outgrowth of NAB board action last November. Mr. Swezy, NAB board member who represents WDSU, was represented by the project in motion, outlined background and reviewed the special NAB committee's suggestions.

Campbell Arnoux, WUTV-Charlotte, offered the motion for creation of an autonomous NAB TV organization. Earlier, the need for such an organization was re-

NAB STRUCTURE

By J. FRANK BEATTY

COMPLETE revamping of NAB into some form of two-fold structure consisting of NAB-Radio and NAB-TV will come before the board of directors at its Jan. 31-Feb. 2 meeting in Bellevue, Fla.

Draastic changes in NAB regulations may develop as the association is rebuilt around the basic aural-station operation and the fast-growing TV industry. The board will be guided to a considerable extent by action taken at the TV convention held Friday in Chicago (see story above).

With Broadcast Advertising Bureau separating from the main NAB structure, NAB members may vote later in the winter on a complete re-writing of the by-laws and charter. Terms of many present board members will expire under NAB convention April.

The board faces a long list of knotty problems at its three-day meeting next week. It must work out formalities for a TV board structure covering non-NAB stations and other newly eligible interests such as networks, representatives and transcription firms. Then it must make plans for convention, which will be a tri-

partite management, engineering and television gathering.

Revamping of the budget to accom-
modate radio and TV segments of the overall NAB will be a main item of business. In its present form, the budget must be redesigned to eliminate BAB's funds, now that BAB faces relative independence starting April 1.

Ryan Successor

Important personnel decisions must be made. Departure of William B. Ryan from the NAB general managership to become BAB president leaves the association without management direction, Mr. Ryan and NAB President Justin Miller agreed that selection of a general manager—acting, interim to be done with board guidance.

Interwoven into that situation, however, is the suggestion that NAB have high-level officers running each of the proposed radio and TV sections. The TV management, for example, might have a president or board chairman, with NAB-Radio and NAB-TV, or whatever names are selected by its own presidents or vice presidents.

One of the tricky questions re-

On Board Agenda

volves around the type of board that will run the top NAB and the two association members.

Top policy matters affecting the member board as well as the NAB would be decided by the joint board.

With sweeping changes contemplated, the board has the corollary job of how to pay NAB—1961 model.

What does station TV pay? Right now practically all of NAB's TV membership, representing more than a third of TV operating stations, pay only nominal dues of $10 a month because they are adjacents of AM member stations. Non-NAB TV stations, however, would be billed $125 a month.

The plan for a NAB-TV, first proposed by the board last November, specified that the NAB-TV board have dues structure and allocate part of the dues to NAB overhead.

That plan will run into the overall NAB budgetary situation. Shifting stations to a lower scale of dues, then the top NAB might feel the video members weren't paying their way. The original dues structure drawn up in 1949 recognized that video stations were operating in

(Continued on page 97)
BARBO'S, New England's largest suburban furniture center, is a multi-million dollar business today, thanks to a lot of hard work—and radio spots.

Leo Barbo, general manager and treasurer, and the eldest of six brothers who own the company, is quick to credit radio with a major share in the phenomenal success story of the firm.

Located about 12 miles from Boston, Barbo's dominates the town of Stoneham, Mass. It is the largest furniture store and factory under a single roof in New England and boasts the largest display of all-modern furniture in the area. It has customers in all parts of the country and ships merchandise to every corner of the globe.

"Radio has made us what we are today," says Mr. Barbo, looking back over the years. "It was responsible for our initial success in the early days when newspapers wouldn't take us at the local rate. Their national rates were prohibitive for us, so we turned to radio. Results were so immediate and so astounding in skyrocketing sales that we've thanked the papers ever since for doing us a big favor."

**Brothers Advance From Errand Boys**

The brothers who speak of their business in million-dollar figures today started as errand boys in a furniture factory in a nearby city. The sons of Italian immigrants who had come to America a few years before, in 1913, the three older brothers, Leo, Charles, and John, were still in their teens. In the years that followed, they learned every phase of the trade until finally, in 1932, finding jobs scarce during the depression, they decided to set up their own business.

With two associates, they raised borrowed capital of $1,400, deposited the money in the bank in February 1933, and opened their own furniture factory in Stoneham. One month later, in March, came the Bank Holiday and with it the freezing of their small capital.

To anyone else this might well have meant calamity. But the Barbo brothers substituted diligence for dollars. They worked long and hard, from early in the morning till late at night, turning out quality furniture for leading New England retailers. For a year and a half each took a salary of $5 a week from the business. Finally, they voted themselves a 100% increase, from $5 to $10 a week!

**Firm Expands To Larger Store**

By 1936 they were able to move to larger quarters, site of the present store, which they managed to purchase two years later. By now, too, three other brothers, Joseph, Salvi, and Albert, and two sisters, Mary and Jennie, had grown up and joined the organization.

Business progressed gradually. They were slowly making headway. And then came the war. Materials became harder and harder to get and the Barbos knew that their only hope for survival lay in purchasing ready-made furniture from other firms, manufacturing as much on their own as conditions allowed, and selling at retail rather than wholesale.

One of the two non-family business associates had already sold his interest and now the second, discouraged by the prospect of war years, severed his connection.

Nothing daunted, the brothers and sisters and even their elderly father pitched in with characteristic courage and fortitude to make a go of the new venture. It was necessary to remodel the building to make some floors available for retail sales.

Armed with hammers and saws, doing all the work themselves, they put in hundreds of hours at hard labor creating display rooms. Jennie set up a small kitchen on the premises so the family could eat three meals a day there and save precious minutes.

This was the setting in 1942 when the Barbos realized that if they were to sell to a vast new retail trade, the public must first know about them. National newspaper rates which they would have had to pay were too costly. So they turned to the Harry M. Frost Agency of Boston for a radio plan.

Since women make most of the family purchases, it was decided to buy time on the program which reach women as a mass audience. A total of eight one-minute announcements weekly was purchased on women's programs on WEEI, WBZ, and WNAC in Boston.

Results were instant and spectacular.

"Business changed the minute we got into radio," Leo Barbo recalls. "There were thousands of new sales. It was quite evident that people were beginning to know about Barbo's through radio. We soon learned something else important, too. We found that our radio customers kept coming back, that once they became a Barbo client they remained one.

"There's another significant point to remember also," Barbo's general manager notes. "It was early in the war and we had gas rationing and other restrictions on automobile use. And yet, people who heard about us on the radio found ways to get here and came from all over." In the years that followed, the furniture company continued to use radio spots as its sole promotion medium, and the sales curve continued to rise.

In 1945, another expansion took place. The Barbo brothers purchased the property adjacent to their building and plans were drawn up for the present new modern store which encompasses more than 130,000 square feet.

Again, all the Barbos pitched in to help with the building, and again they were faced with obstacles. Material and labor shortages, rock ledges, unexpected springs on the land confronted them. They turned architect and painter and carpenter, they planned and constructed, and gradually their dream of a new building of their own became a reality.

**Grand Opening Poses Problems**

In September of 1947 the structure was ready for the grand opening. But the Barbo brothers were frightened. They had put every cent they had, in addition to a large bank loan, into the building. Suppose the public didn't come? Suppose they didn't buy?

They reckoned without radio. Radio spots were still their sole advertising means. They placed considerable faith in them for they
had long ago learned the power of the broadcasting medium. But still, they were using comparatively few announcements and no other form of advertising. Could these spots do the trick? Would they pull the public in?

They needn't have been worried. Even before the doors opened, large throngs had gathered outside. The opening day drew a crowd of 12,000. "The first week hit close to $100,000 in sales," reports Leo Barbo with enthusiasm and gratitude for the job broadcasting had accomplished. "And results were 100% radio," he states emphatically.

Today, the firm uses 14 spots weekly, all on women's programs, and all with the same women who have faithfully interpreted the store to the public since its earliest days. They are Priscilla Fortescue on WEEI, Louise Morgan on WNAC, Mildred Carlson, WBZ, all Boston, and Polly Huse, WLAB Lawrence.

Barbo's has no plans for sponsoring programs. "We've been so successful with our consistent use of spots there's no need to," their executives say. "Women are 95% of our buyers. The girls are close to the women in the home, they reach tremendous numbers of them, and they talk to them every day. The homemakers feel they know them, they're loyal listeners, and they're faithful to the products the girls advertise."

Barbo's itself has been instrumental in bringing about a close three-way liaison between the women broadcasters, the listeners, and the store. To the Barbo brothers, the Misses Fortescue, Carlson, Morgan, and Huse are "the girls."

**A Multi-Million Dollar Monument to the Power of Radio**

The warmth and friendliness and sincerity which the Barbos radiate is reflected in "the girls' reciprocal attitude toward them and is, in turn, expressed in their radio messages to listeners.

Listeners know, too, about the Barbo family's interest in community well-being. They know that when a family was burned out in Stoneham with tragic loss of life, the Barbos gave up their radio time for a campaign to raise money for the survivors and pay funeral expenses.

**Polio Victim Becomes Steady Client**

Typical of the response created among the radio audience is that of the woman who was stricken with polio several years ago and hospitalized in Boston. Day after day, from her hospital bed, she turned in and heard about Barbo's. When she was finally up, on crutches, she travelled the 12-mile distance on streetcar to the store about which she had heard so much. The daughter of a wealthy Icelander family, she not only purchased for her own home, but spread the fame of the store in her homeland when she returned. Today, Barbo's ships regularly to Iceland—and when an Icelander visits in the vicinity of Boston, he invariably pays a call at the store, with a recommendation from the now-famous customer that radio made.

The close relationship that characterizes the Barbo-radio listener association is demonstrated in the get-together party the firm threw last winter. Listeners were invited to come down and meet the radio people in person. At tables decorated with false mikes, "the girls" met their listening audience and passed out roses.

"It was the worst night of the season, an ice storm, and yet the store was mobbed," Leo Barbo relates. "You couldn't find an empty space anywhere. Our sales were certainly killed that night because everyone was so busy saying hello and getting acquainted no one paid any attention to buying or selling." He's quick to add, though: "But you should have seen how our sales shot up in the days that followed!"

Other store events always include the women broadcasters. For example, they were guests of honor when Barbo's opened its new all-modern floor in April of 1960 with a party for the country's leading furniture manufacturers. The female-casters recorded interviews with the manufacturers to acquaint listeners with the latest home-furnishing trends.

Helping to make the affair a long-remembered one was the burning of the mortgage on the new

(Continued on page 78)
COMMUNICATION POSTS

KEY COMMUNICATIONS assignments on Capitol Hill appeared settled last week with a shift underway in the Senate Interstate & Foreign Commerce Committee that will send its veteran communications specialist, Edward Cooper, to the staff of Senate Majority Leader Ernest W. McFarland (D-Ariz.) on Feb. 1.

Nicholas Zapple, a committee counsel, will assume Mr. Cooper’s duties on the Senate committee with full responsibility for communications matters.

The committee itself meanwhile was realigned with the ratio of Democrats to Republicans changed from 8:5 to 7:6, the apportionment in the last Congress, to 7:6. Sen. Ed C. Johnson (D-Col.), Congress’ spur on broadcast activities, continues as committee chairman.

Although the committee is still in the stage of organizing, it is generally understood that Sen. McFarland, who chairmanned the group’s radio subcommittee in the last Congress, would continue in that capacity.

In the House, total membership of the Interstate & Foreign Commerce Committee has been increased from 28 to 30 with the party ratio now set at 17 Democrats to 13 Republicans. Rep. Robert Crosser (D-Ohio) again is chairman.

Significant changes in the House group’s makeup included the switch of Rep. Harris Ellsworth (R-Ore.), who holds part interest in KZNE in Eugene, Ore., to the House Rules Committee and the addition of Rep. Richard W. Hoffman (R-III.), owner of WHFC and WEHS-FM Cicero (Chicago), who was on the House Veterans Committee during the last Congress (Continued in Part, Jan. 15). According to a Capitol source, Rep. Hoffman bid for the committee post because of an interest in electronic media.

The number of Democrats on the Senate committee was reduced when former Sen. Francis J. Myers of Pennsylvania was defeated in his last election and not replaced. However, a Republican, Sen. James P. Kem of Missouri, was added to the committee.

Here are the new lineups of the Senate and House Commerce Committees:

SENATE: Democrats — Johnson, chairman; McFarland, Warren G. Magnuson (Wash.), Brian McMahon (Conn.), Robert E. O’Connor (Mo.), Lyndon B. Johnson (Tex.), Lester C. Hunt (N.Y.), Republicans — Charles Tobey (N.H.), Owen Brewster (Me.), Homer E. Capehart (Ind.), John W. Bricker (Ohio), John J. Williams (Cal.).

HOUSE: Democrats — Repa. Crosser, chairman; Lindley Beckworth (Tex.), J. Percy Priest (Tenn.), Oren Harris (Ark.), Dwight G. Soglien (Fla.), probable chairman of radio subcommittee; Arthur G. Klein (N.Y.), Thomas B. Stoelting (N.D.), John B. Sullivan (Me.), William T. Oramah (Pa.), John A. McGuire (Conn.), Tom E. Underwood (Ky.), F. Eret Carlyle (N.J.), C. Bell Williams (Miss.), Peter P. Mack Jr. (Ill.), Homer Thornberry (Tex.).

Louis B. Heller (N.Y.), Kenneth A. Roberts (Ala.).


Mr. Cooper has been associated with the Commerce committee since 1938 when he joined the professional staff under the then chairman, Burton K. Wheeler of Montana. In his new position, Mr. Cooper, it is understood, will have the formal title of staff director of the Senate Majority Policy Committee.

Communications Expert

A Montanan since childhood, Mr. Cooper was a newspaperman before joining the committee staff. He conducted a two year investigation of the domestic telegraph companies, conducting Capitol hearings and preparing official reports and recommendations for a special Commerce subcommittee.

After that stint and service in the Navy where he worked with communications, Mr. Cooper became a professional staff member, specializing in the broad field of communications, a relation which brought him into direct contact with the programs of the Senate and government regulation affecting radio and television broadcasting activities.

As a legislative expert on communications, Mr. Cooper has been closely associated with Sen. Johnson on the full committee and Sen. McFarland’s work on the radio subcommittee. Sen. McFarland has been active in all phases of communications, including his proposal to reorganize the FCC along procedural lines, while Sen. Johnson is generally regarded as the key senator concerned with radio and TV.

Mr. Zapple was an attorney with the Civil Aeronautics Board before becoming a staff member on the committee. His field with CAB was communications as related to aviation. During the war, Mr. Zapple was District Law Officer and Hearing Officer in the U.S. Coast Guard, touching upon all legal matters. He was an adviser for the various divisions of the Coast Guard, including the Communications Division.

The 35-year-old communications expert gained additional experience with all facets of communications, including radar, television and radio, while on board ship and while at the Coast Guard Academy.

Mr. Zapple already has taken over a number of assignments previously handled by Mr. Cooper, it was understood. Since the time that Sens. Johnson and McFarland have arranged the changeover, both Messrs. Cooper and Zapple have been working very closely on communications affairs.

TAKING time out from discussing national matters at the Seventh White House Conference of the Advertising Council, held in Washington a fortnight ago [Broadcasting * Telecasting, Jan. 15], Conrad Motzinger (Ill.), director of the DuMont Network, enjoys a joke with Frank M. Folsom, president of RCA.

FCC BUDGET

PRESIDENT TRUMAN last week asked Congress for a 3.4% boost in FCC’s overall budget but a corresponding 1.4% decrease in funds earmarked for broadcast activities.

The requested appropriation is for fiscal 1952, totalling $6,850,000.

FCC received $6,650,000 for fiscal 1951, spending $1,077,187 for broadcast activities as against $1,062,688 now recommended by the President.

In his message, the Chief Executive explained that the “estimated reduction in these broadcast activities is based on the assumption that the expanding defense program will reduce workloads.” He included AM-FM-TV in this category.

Referring to applied technical research and frequency allocation for which an increase from $376,566 to $406,473 is indicated, the President’s message pointed out: "Increased demand for assignment of frequencies, occasioned by development of new uses of radio, necessitates more intensive technical research to assure the best possible utilization of the available radio spectrum. The small increase estimated for 1952 is primarily for additional research equipment, and frequency assignment work."

In the budget breakdown, common carrier activities would be increased from $816,377 to $836,445; field engineering and monitoring, from $2,351,952 to $2,534,280; to “provide for continuous 24 hour watch at all monitoring stations”; safety and special radio services from $620,630 to $658,000.

(Continued on page 74)

PROPOSED FCC BUDGET FOR 1951

<table>
<thead>
<tr>
<th>Activity</th>
<th>1951 Actual</th>
<th>1951 Estimate</th>
<th>1952 Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Application examination</td>
<td>$366,970</td>
<td>$360,473</td>
<td>$360,473</td>
</tr>
<tr>
<td>3. Field engineering and monitoring</td>
<td>$2,471,689</td>
<td>$2,361,295</td>
<td>$2,534,280</td>
</tr>
<tr>
<td>4. Safety and special radio services</td>
<td>$646,352</td>
<td>$620,630</td>
<td>$658,000</td>
</tr>
<tr>
<td>5. Broadcast activities</td>
<td>$1,092,522</td>
<td>$1,077,187</td>
<td>$1,065,038</td>
</tr>
<tr>
<td>6. Executive, staff, clerical, etc.</td>
<td>$3,878,725</td>
<td>$4,054,000</td>
<td>$4,138,000</td>
</tr>
</tbody>
</table>

Total: | $6,729,271 | $6,575,000 | $6,650,000 |

Deeply engaged in committee work are Edward Cooper (1), newly appointed assistant to Sen. Ernest W. McFarland, and Nicholas Zapple, who is succeeding Mr. Cooper as communications specialist on the Senate Commerce Committee staff.

CHATTING informatively during the Seventh White House Conference of the Advertising Council are Frank White (t), HBS president, and Brig. Gen. A. Robert Ginsburgh, USAF, Office of the Secretary of Defense.

Page 26 • January 22, 1951
ONE of the reasons why radio is so productive in Iowa is that listening is more than leisure-time entertainment. Our people live with radio. The 1950 Iowa Radio Audience Survey* reveals that except for Sundays, less than half of all Iowa home listening takes place in the living room! Here are all the figures:

<table>
<thead>
<tr>
<th>Room</th>
<th>Weekdays</th>
<th>Saturdays</th>
<th>Sundays</th>
</tr>
</thead>
<tbody>
<tr>
<td>Living Room</td>
<td>45.3%</td>
<td>46.9%</td>
<td>55.1%</td>
</tr>
<tr>
<td>Dining Room</td>
<td>12.7%</td>
<td>11.9%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Kitchen</td>
<td>20.0%</td>
<td>19.4%</td>
<td>18.1%</td>
</tr>
<tr>
<td>Bed Room</td>
<td>3.1%</td>
<td>4.2%</td>
<td>5.5%</td>
</tr>
<tr>
<td>&quot;Move About&quot; or &quot;Other&quot;</td>
<td>18.9%</td>
<td>15.6%</td>
<td>11.9%</td>
</tr>
</tbody>
</table>

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

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

WHO continues to get far and away the greatest share of Iowa listening, thus continues to be one of America's great radio buys. Write for all the facts today, including your free copy of the 1950 Iowa Radio Audience Survey.

*The 1950 Edition of the Iowa Radio Audience Survey is the thirteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with 9,110 families and diary records kept at the time of listening by 930 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms. It is a "must" for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular.

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives
WAGE FREEZE could affect employees of radio and television stations, the Economic Stabilization Agency told Broadcasting & Telecasting last week.

However, ESA qualified its statement by adding, "Whether such authority might in the future be exercised is undetermined and for future consideration of the Administrator, after consultation with the Wage Stabilization Board."

The opinion on the applicability of wage stabilization to radio-TV stations was sought in light of exemption of radio time rates from price control under the Defense Production Act [Broadcasting & Telecasting, Jan. 1]. It had been explained that the exemption still was in effect even though President Truman had declared a national emergency after the act was signed.

It had been learned earlier that both Capitol Hill legal interpretation and an industry legal source had observed that although price and wage controls generally go hand in hand, in certain instances they might be imposed separately.

Wording of the Act does not mention wages although it specifically exempts prices from control for radio and TV.

Full Control Seen

It appeared likely last week that the government was heading toward imposition of full wage and price control. Speculation to the timing of the order centered on Feb. 1, although some observers set sights on a couple of weeks later. This tip-off came from Charles E. Wilson, the defense mobilization chief, in a Philadelphia address before the Poor Richard Club, in which he indicated voluntary economic controls are unworkable.

Instead, Mr. Wilson said they must be replaced soon by wage, price and material controls of a mandatory sort, backed by "the power of the law."

It was indicated by government officials that the price freeze may entail a "rollback" to the Jan. 1 level.

Manpower controls were generally indicated to be in the mill by President Truman at his news conference last Thursday. The President issued a general policy statement on national manpower mobilization in which he said he would ask Congress for legislation whenever such authorization is needed to make the most effective use of manpower resources.

As outlined by the Chief Executive, controls would be invoked to apply to employers, or to workers, or both, with the possibilities: (1) Restrictions on the right of workers to change jobs; (2) limitations on number of persons working for an employer, or on the number of men in certain skills; (3) federal control of hiring; (4) enforcement of standards to obtain full use of women, handicapped workers and minorities.

In other developments: Sen. John J. Sparkman (D-Ala.), chairman of the Senate Small Business Committee, said black market in critically short defense materials were "springing to life fast" throughout the country. His statement was made at a hearing last Thursday by the committee during which Mr. Wilson, Defense Production Administrator William H. Harrison, General Services Administrator Jess Larson and Chairman John D. Small of the Munitions Board, testified.

Mobilization chief Wilson said a "controlled materials plan" which was in effect during World War II may be restored possibly by June. He said he did not think consumer rationing was needed in the near future.

Meanwhile, the Senate Banking Committee approved the appointment of Gen. Harrison to be National Production Administrator. The Senate must confirm the nomination.

SAWYER NAMES

Three to Advisory Group

SECRETARY of Commerce Charles Sawyer last Wednesday announced appointment of additional industry members to his Advertising Advisory Committee, now a year old.

Those named included L. N. Brockway, executive vice president, Young & Rubicam, New York; Edgar Kobak, business consultant and former president of MBS; and J. Harold Ryan, vice president of Fort Industry Co., operator of the George B. Storer radio and TV stations.

In announcing the appointments, Secretary Sawyer stated, "In its first year, the Advertising Advisory Committee has proved by its notable contributions not only that the idea of such a committee was basically sound but also that advertising is increasingly important in the national economy. I foresee a vital role for advertising in the mobilization of business and industry for defense."

During the past year a subcommittee under the leadership of Frederic R. Gamble, president of the American Association of Advertising Agencies, has been making an extensive survey of the services, facilities and publications of the Dept. of Commerce as they relate to the needs of the advertising industry.
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
"RADIO broadcasting continued in 1950 as the nation's number one information and entertainment medium," according to an NBC year-end report released last week in New York. "With the outbreak of the Korean conflict, radio listenership increased sharply, pointing up the fact that only through a combination of radio and television can the government reach virtually all American homes during a state of national emergency," the report said.

Reviewing the year at NBC, President Joseph H. McConnell said: "Our pride in our accomplishments during the past year is tempered by our awareness of the critical days which lie ahead. I know I speak for every single employee and official of NBC when I say that our tremendous facilities, our technical know-how, our skill in communications, the vast experience we gained during World War II in covering world-wide news for the American public—all these are dedicated to the service of our government and the American people in the days to come."

NBC's combined radio and television gross billings in 1950 were 15% greater than in 1949, the report said. Although a breakdown for the full year is not available, Publishers Information Bureau figures show that for the first 11 months (Jan.-Nov.) NBC gross radio billings were $56,445,724 for 1950, as compared to $59,381,653 for Jan.-Nov. 1949; and its gross TV billings were $17,910,935 for Jan.-Nov. 1950, as compared with $15,473,788 for the same period of 1949.

"NBC television again made an unprecedented increase in all... (Continued on page 72)

FLOWERS, frozen foods or furniture, our Red River Valley farmers can afford to buy anything they want, because their Effective Buying Income is far above the national average! WDAY, Fargo, is way above the national average as a radio buy, too. Fargo-Moorhead Hoopers show that for Total Rated Periods (Dec. '49—Apr. '50) WDAY got a 63.5%

Share of Audience, as against only 16.0% for Station B! A 1950 survey by students at North Dakota Agricultural College proves that WDAY is the 17-to-1 favorite among rural families in the 22-county area studied—the 3-to-1 favorite over all other stations combined!

Let us or Free & Peters give you all the dope. It's really something!

WELCOMING Charles C. Bevis Jr. (center) to Denver and new post as general manager of NBC's KOA there are (1 to r) Robert Owen, KOA assistant manager; Mrs. Owen; Mrs. Lloyd E. Yoder, and Mr. Yoder, former KOA chief who becomes general manager of KNBC San Francisco. Mr. Bevis has been executive assistant to James Gaines, NBC vice president in charge of NBC owned-and-operated stations.

"GIMME A DOZEN OF THE BLACK ORCHIDS!"

CALL 2 STRIKES

Walk Out at WJW, WAGA

UNION employees struck last week at two stations—AFRA announcees at WJW Cleveland and NABET engineers at WAGA-AM-TV Atlanta. NABET engineers refused to cross the AFRA picket lines at WJW.

In both cities the stations suffered only brief interruptions in service.

According to WAGA officials, the NABET strike started Sunday while the station was negotiating in good faith with Timothy J. O'Sullivan, NABET representative, and two engineers. Mr. O'Sullivan is said to have interrupted negotiations when a group of technicians entered the conference room saying they were invited to take part.

When Ralph Williams, WAGA attorney, welcomed the technicians to the conference, James E. Bailey, WAGA vice president and general manager, noticed some of the men were supposed to be on duty at the time. Mr. Bailey asked if the stations were on the air and was told they were not.

Mr. Bailey and Rudolph Spivey, AM chief engineer, put the AM and FM stations back on the air in 25 minutes, according to the station. George B. Storer Jr., TV station manager, and Paul B. Cram, TV chief engineer, who also had been taking part in the negotiations, managed to get the TV station operating in three hours despite the fact that old tubes had been substituted and equipment maladjusted, according to Mr. Bailey. Refinements were made later in adjustments of AM, FM and TV equipment.

Full schedules are being maintained at all three stations. Mr. Bailey said. No network time was lost and the men are being replaced.

WJW reported it was back on normal operations Monday after losing about three hours time. AFRA picket lines were set up at WJW's downtown studio and the B. F. Murray transmitter.

AFRA's strike was called by Ted Smoot, Cleveland executive secretary, according to a union announcement. The union charged unfair labor practices, refusal to grant wage increases for two years and refusal to consider contractual fees.

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Detroit's new voice of the night....

'Tween the wee hours of 2 A.M. and 6 A.M. on WWJ, a new feminine disc jockey is riding the crest of popularity in Detroit.

It is the winsome voice of one who signs herself "Lovingly Yours, Laura." With her charming and intimate "mike-side manner" she has captured an admiring audience.

Laura passes the time of night by having chummy chats via phone with news editors and night chefs, waitresses and the weatherman... exchanging friendly notes with truck drivers and cab drivers, late workers and early risers... and giving hourly news reports.

With Detroit's plants scheduled for 'round the clock production of goods for peace and for preparedness in 1951, Laura's listeners will be legion. In her own sweet, soft-spoken way, Laura can do a persuasive selling job for many types of products. Why not let Laura use her feminine wiles to give your product story a firm, but gentle, push in the Detroit market?
CHARGE COTTONE 'BIAS' In Richards Case

COUNSEL for G. A. (Dick) Richards last week accused FCC General Counsel Benedict P. Cottone of "bias" in the hearing on Mr. Richards' news police, and called upon the Commission to say whether it supports Mr. Cottone's "interpretation of the issues.

The charge was made in a reply to the General Counsel's opposition to a petition asking FCC to reconsider and grant the license-renewal applications of the three Richards stations, or, alternatively, to base its decision on their performance since their last renewals [Broadcasting * Telecasting, Jan. 16].

Attorneys Hugh Fulton and Joseph W. Burns, chief trial counsel for Mr. Richards, said in their reply that Mr. Cottone's brief—in which he accused them of making "scandalous and scurrilous charges" designed to becloud the issues of the case—failed "completely" to answer any of their contentions.

"The evidence of bias on the part of General Counsel and his failure to answer the questions raised in applicants' brief indicate strongly the necessity for the Commission reconsidering the order now," Messrs. Fulton and Burns asserted, referring to reconsideration of the FCC order designating the renewal applications for hearing.

Ask for Statement

"The Commission should determine whether a prejudiced report by its staff resulted in its ordering a hearing where one was not justified," they claimed. "It should state whether it supports the interpretation of the issues presented by the General Counsel."

Mr. Richards is principal owner of KMPC Los Angeles, WJR Detroit, and WGAR Cleveland. The hearing involves charges that he ordered newsmen to slant newscasts according to his views.

Counsel for the station owner contended that "the question before the Commission is whether the renewal of the licenses of these three stations is in the public interest." They claimed Mr. Cottone did not contradict testimony that KMPC and WJR "had outstanding records of superiority in public service and programming," and said "the record of WGAR was conceded, as no evidence at all was introduced by General Counsel with respect to that station."

Declaring that FCC "purposes" to act solely in the public interest and that accordingly "the judgment of the public with respect to the programming of these stations is of paramount importance," they continued:

The testimony of the excellent reputations of the stations constitutes a verdict of the people served by these great stations in favor of the stations and their continued existence and the continuation of their splendid services.

Stations that have carried such a splendid reputation in their communities should not be required to engage in a long and death struggle to prove their right to exist. And Mr. Richards, under whose aegis such stations were built from tiny beginnings and under whom they created such an outstanding reputation, should not be required to prove he is a fit character to own stock of radio stations.

Their reply noted that the hearing on KMPC last made from June 14 to Dec, 4, 1950. With the hearing now completed, they expected that preparation of proposed findings would require "several months" and that Examiner James D. Cunningham, who conducted the hearing, would then need "several months" more to prepare an initial decision.

Messrs. Fulton and Burns recalled that they had accused Mr. Cottone of "suppressing evidence favorable to applicants," and said he had never answered the charge except to say that accusations of improper conduct will be shown false at "the appropriate time."

They suggested that "at such time, he should also make an appropriate showing under oath that Sec. 605 of the Communications Act was not violated in his search for evidence against these stations." (Sec. 605 covers unauthorized publication of communications.)

Questions which they said Mr. Cottone's handling of the case had raised, but which his brief did not answer included:

Whether FCC claims the power to control the content of all programs; whether FCC thinks all programs must be "balanced"; whether it feels that broadcasting a program to promote basic Constitutional freedoms requires a station to "broadcast views of those opposing such freedoms"; whether a broadcast by the President requires a station to seek out and present an opposition point of view; whether a station owner "may not decide what type of music will be played," and whether he may not discuss his private political, social, and economic views with his employer; and whether FCC claims the power to determine whether news broadcasts are biased or impartial.

"These are issues which have been presented by General Counsel," Messrs. Fulton and Burns asserted. "If the Commission is not contending it has the authority which General Counsel is contending for, it should state so now without requiring the applicants to incur further expense of litigation."

Sterling Buys News

STERLING Drug Inc., New York (Phillips toothpaste), will sponsor Bill Shadel and the News on NBC, Sundays, 3-3:15 p.m., effective Feb. 4. Dancer-Fitzgerald-Sample, New York, is agency.
MEMO
from: ARTHUR GODFREY
TO: W. S. Paley, P. Stanton

January 18, 1951

Dear Bill and Frank:

This is the most expensive inter-office memo I have ever dispatched, but there has been a lot of confusion lately about my plans.

January 15 marked seventeen years for me with CBS. We've had a lot of laughs and headaches together, sure, but we've made a couple of bucks, together, too. Rinso, Toni, Pillsbury, Nabisco, Chesterfield, Lipton, and all the others have been swell sponsors. Thanks to all—but I'm going to work for a couple of weeks down at Pensacola, Florida for the greatest sponsor of 'em all—Uncle Sam's Navy. He can pick up my option any time.

Why? Well, last September I won the golden wings of a Naval Aviator at Pensacola. I had coveted those wings ever since I first held the controls of a plane in my hands 31 years ago. I was never able to make the grade because I was crippled up pretty badly in an automobile accident back in 1931. But after 21 years of flying my own and everybody else's airplanes, and accumulating something in excess of 4,000 hours of flying time, Vice Admiral John Dale Price, USN (bless his heart!) gave me the chance to earn my wings at the school at Pensacola.

Now, those wings and the 3 full stripes of my Commander's rank, USNR, make a very pretty picture, but that isn't what I got 'em for. Now that I have won them I want to continue to be worthy of them. So, I am going on active duty again for 2 weeks to learn to fly Navy Jets and to take a refresher course in instrument procedure.

After which, be the good Lord willing, I shall return to my programs on the air February 5th, and on week ends you will find me flying with the Naval Air Reserve Weekend Warriors at Floyd Bennett Field.

Until then, the shows are all in capable hands, and I'll be seein' you.

Sincerely,
SIGNAL CONTROLS

Defense Bills Introduced

The plan [BROADCASTING • TELECASTING, Jan. 16, 8, 1, Dec. 25] is advocated by the Dept. of Defense for the greater security and defense of the United States against attack, and for other purposes.

Military men fear that AM, FM and TV signals could be used by an enemy for "homing" aircraft or guided missiles.

The proposed bills clearly would enable the President to impose radio and TV silence as one means of meeting such a threat. Many experts, however, protest that so stringent an approach is both undesirable and unnecessary.

Communications Stressed

They emphasize also the essential nature of the communications facilities in keeping the public informed, bolstering morale, and sounding alarm in time of attack.

On this point FCC and the Continental Air Command are known to be developing a plan designed to permit broadcasting stations to continue in operation during attacks without lending themselves to use by enemy homing devices.

The new bill would grant the President power to apply controls in time of war, national emergency, or whenever he deems it advisable in the interest of national security.

Missing from the bills introduced Wednesday was the wording that controls could be applied in "time of strained international relationships" which stirred up anxiety throughout electronics industries when the Defense Dept. approached Congress in December.

"In answer to a query about the present strained international climate, a Defense Dept. attorney said the proposed legislation could be applied to the present situation, but probably wouldn't be [BROADCASTING • TELECASTING, Jan. 15]."

Rep. Carl Vinson (D-Ga.), chairman of the House Armed Services Committee, also by request, introduced the measure in the House.

The bill (HR 1648) will be either assigned to a subcommittee or there will be hearings before the full Armed Services Committee.

Meanwhile, Sen. Johnson is known to be dubious about giving the military the carte blanche asked. His committee on Friday mailed out the bill with an explanatory letter to all interested government agencies. And, in what was considered an unusual move, the letter requested agencies to "expedite" their replies.

Sen. Johnson is anxious that all interested parties, governmental or civilian, appear at the hearings. Exact date for the hearings has not been set but it is expected to be announced shortly.

In a letter to Sen. Johnson, dated Jan. 16, Marx Leva, Assistant Defense Secretary, requested the further justification for the urgent necessity of this legislation be given to you in secret session."

"Probably, the military would get this opportunity during an executive session of the regular hearings."

CORRESPONDENTS

Radio Group Cancels Dinner

ANNUAL dinner of the Radio Correspondents Assn., scheduled Feb. 3, was cancelled last week following a series of behind-the-scenes maneuvers growing out of cancellation of similar dinners by White House Correspondents Assn. and White House Photographers Assn.

The White House correspondents and photographers dinners were said to have been called off due to cost of booking suitable talent. Official reason given in both cases was based on the national emergency.

The radio announcement stated: "The Radio Correspondents Assn. regretfully announces the cancellation of the Ninth Annual Dinner in honor of the President of the United States, Feb. 3 at the Washington Hilton, since the President now finds he will be unable to attend."

THEODORE COTT, managing director of NBC radio and TV programs, spoke on "Impact of War on Radio and Television" at Advertising and Sales Club of North Jersey, Jan. 18, held in Paterson.
THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE

in the OREGON MARKET

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE

KGW's LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Portland radio station regardless of power. BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

TOTAL BMB FAMILIES
(From 1949 BMB Survey)

<table>
<thead>
<tr>
<th></th>
<th>DAYTIME</th>
<th>NIGHTTIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>KGW</td>
<td>350,030</td>
<td>367,370</td>
</tr>
<tr>
<td>Station B</td>
<td>337,330</td>
<td>350,820</td>
</tr>
<tr>
<td>Station C</td>
<td>295,470</td>
<td>307,970</td>
</tr>
<tr>
<td>Station D</td>
<td>192,630</td>
<td>205,440</td>
</tr>
</tbody>
</table>

Cooperation is the keystone in the success of Mt. Angel's economic history. Five farmer-owned co-operative organizations—a creamery, hop-producing co-op, flax plant, oil co-op and a co-operative warehouse and grain elevator—have strengthened and stabilized the prosperity of this Oregon community. Mt. Angel's cheeses are world-famous...a Mt. Angel dairy cow recently set a world's record for butterfat production. KGW's COMPREHENSIVE COVERAGE of this healthy, growing market was proved by a recent Tour-Test, conducted in cooperation with the Oregon State Motor Association, and witnessed by Mayor Jacob Berchtold of Mt. Angel. KGW delivers Mt. Angel, as it deliver the rest of the nation's fastest-growing market!
CLOSER working relationship between baseball and radio-television stations and networks was set up last week by representatives of NAB, Radio-Television Mfrs. Assn. and National Assn. of Professional Baseball Leagues.

Working in harmony for their mutual benefit, as contrasted with the partial TV ban adopted the week before by the National Collegiate Athletic Assn. [BROADCASTING * TELECASTING, Jan. 16], the professional baseball officials accepted a promotional plan offered by NAB.

Under this plan NAB will prepare a promotional package of ideas and suggestions to be used by minor league clubs in boosting baseball attendance through radio and other means. The package will be distributed to minor league clubs at their seven regional meetings to be held during February, according to George M. Trautman, NAPBL president.

NAB and RTMA spokesmen met last Monday with baseball officials at Mr. Trautman's office. He called the meeting after conferring in December with C. L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia, and his son, Jerry Jordan, who has produced extensive research material on the effect of TV on gate receipts.

Mr. Trautman said Monday he did not concur with extremist views that baseball broadcasts were ruining or entirely to blame for loss in attendance last year.

William B. Ryan, NAB general manager, outlined NAB's promotional plan to promote attendance in minor league areas. He said he was confident stations will cooperate. James D. Secret, RTMA general manager, promised cooperation of the manufacturing industry.

The promotion plan ties into the 1961 Golden Anniversary of the American League and Diamond Jubilee of the National League. NAB and RTMA agreed to consult NAPBL if the latter decides to conduct a research project to find the causes of decline in minor league attendance. Major league spokesmen agreed to maintain more strict supervision of major league game broadcasts in order to eliminate local friction with minor league clubs.

Meeting Participants

Also taking part in the meeting were Ben Halpin, RCA, and Dave Davis, General Electric Co., for RTMA; Justin Miller, NAB president; Charles Segar, National League Service Bureau; Lou Carroll, National League attorney; L. C. McEvoy, American League Broadcasting Dept.; Ben Fiery, American League attorney; Philip Piton, Robert Fuch, of Mr. Trautman's office.

Status of college football telecasts was uncertain last week following the Jan. 12 decision of National Collegiate Athletic Assn. to declare a partial and controlled moratorium on football telecasts.

The NCAA TV Committee, whose recommendation was adopted by the full association, was represented by Tom Hamilton, U. of Pittsburgh, chairman. Other members are Ralph Furey, Columbia U., and Willis Hunter, UCLA.

A TV Steering Committee is to be named.

"We have a splendid base for future relationships with the TV industry," Mr. Hamilton told BROADCASTING * TELECASTING. He voiced surprise that so little opposition to the TV resolution had developed on the convention floor.

During the floor discussion Bernie Moore, of the Southeastern Conference, reminded that Georgia Tech contended its attendance had been affected "very little" by television, with no effect on small colleges or high schools.

Suggestion was heard in many quarters after the convention that some colleges, perhaps many, will be willing or anxious to have their games telecast. The NCAA resolution carries no means of enforcement.

Text of the formal resolution:

WHEREAS, there is positive evidence that live television broadcasts have an adverse effect on attendance at college football games, and

WHEREAS, the future growth and further expansion of the television industry indicates that this adverse effect on attendance will become increasingly greater, and

WHEREAS, television has spread across sectional lines and involves colleges in all parts of the country necessitating collective action and agreement,

AND WHEREAS, loss of football gate receipts from drop in attendance threatens the economic structure of college athletics and the necessary support for essential physical training programs,

It is resolved that the members of the NCAA agree to declare a moratorium on live telecasting of college football games for 1961, and

It is further resolved that members will cooperate with the NCAA and the television industry to experiment with all types of television broadcasting to include such methods as delayed showing of films, use of high school and special features, phone-in, skit, television, special controlled live telecasts, and any other methods which may be developed.

It is further recommended that a committee consisting of one member from each NCAA District be appointed by the Executive Committee to work on and direct this project of the NCAA.
WGY and only WGY with its powerful 50,000 watts serves 53 counties in 5 northeastern states. Included in this tremendous coverage picture are 21 major metropolitan markets each with 25,000 or more people within its retail trading area.

**HOOPER SHOWED IT . . . . BMB PROVED IT HERE THEY ARE**

**NEW YORK**

ALBANY   HUDSON
AMSTERDAM  JOHNSTOWN
GLENS FALLS  KINGSTON
GLOVERSVILLE

**MASSACHUSETTS**

ADAMS  PITTSFIELD
NORTH ADAMS

**VERMONT**

BARRE  RUTLAND
BURLINGTON

. . . add to this the home counties in which these 21 cities are located and you have a richly concentrated market of 2,980,000 people with spendable incomes in excess of 3 billion dollars.

**REGIONALLY**

In the 11 county area recognized by the Commerce Department of the State of New York as "The Capital District", the actual BMB county by county breakdown showing the percentage of radio families comprising a station's weekly nighttime audience is as follows:

<table>
<thead>
<tr>
<th>COUNTY</th>
<th>WGY</th>
<th>STATION A</th>
<th>STATION B</th>
<th>STATION C</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALBANY</td>
<td>96%</td>
<td>87%</td>
<td>63%</td>
<td>67%</td>
</tr>
<tr>
<td>COLUMBIA</td>
<td>84%</td>
<td>79%</td>
<td>75%</td>
<td>35%</td>
</tr>
<tr>
<td>FULTON</td>
<td>87%</td>
<td>72%</td>
<td>14%</td>
<td>22%</td>
</tr>
<tr>
<td>GREENE</td>
<td>87%</td>
<td>19%</td>
<td>29%</td>
<td>36%</td>
</tr>
<tr>
<td>MONTGOMERY</td>
<td>96%</td>
<td>31%</td>
<td>16%</td>
<td>21%</td>
</tr>
<tr>
<td>RENSSELAER</td>
<td>88%</td>
<td>88%</td>
<td>53%</td>
<td>55%</td>
</tr>
<tr>
<td>SARATOGA</td>
<td>96%</td>
<td>57%</td>
<td>45%</td>
<td>45%</td>
</tr>
<tr>
<td>SCHENECTADY</td>
<td>91%</td>
<td>77%</td>
<td>54%</td>
<td>52%</td>
</tr>
<tr>
<td>SCHENECTADY</td>
<td>91%</td>
<td>45%</td>
<td>—</td>
<td>16%</td>
</tr>
<tr>
<td>WARREN</td>
<td>91%</td>
<td>—</td>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>WASHINGTON</td>
<td>93%</td>
<td>32%</td>
<td>30%</td>
<td>29%</td>
</tr>
</tbody>
</table>

With a BMB average of 90% WGY leads its closest competitor by more than 45% for the combined 11 counties of New York State's Capital District. In no instance does any area radio station surpass WGY in the number of nighttime listeners—even in home counties. In daytime listening one station enjoys a slight margin in only one county. Here is the actual station by station comparison:

<table>
<thead>
<tr>
<th>TOTAL WEEKLY AUDIENCE</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>DAY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>STATION WGY (50,000 W)</td>
<td>428,160</td>
<td>451,230</td>
</tr>
<tr>
<td>STATION A (5,000 W)</td>
<td>163,910</td>
<td>171,940</td>
</tr>
<tr>
<td>STATION B (10,000 W)</td>
<td>107,910</td>
<td>113,360</td>
</tr>
<tr>
<td>STATION C (1-5,000 W)</td>
<td>115,510</td>
<td>121,220</td>
</tr>
</tbody>
</table>

So remember, for complete coverage of a vast 53 county area plus concentrated coverage of New York State's 3rd market, the Capital District, your best radio buy is **WGY**.
PROPOSALS for commercial broadcasting and telecasting in England were rejected last week by a government committee which recommended BBC should keep its monopoly of non-commercial radio and TV programs in British homes.

The suggestion was made, however, that commercial organizations should be allowed to produce their own television service for showing in movie theatres. The committee saw immediate danger from commercial stations in Luxembourg, France and Ireland whose programs are beamed into England, provided they avoid "political propaganda and other even less desirable things."

Possibility of an American invasion of the European airwaves also was seen, but the committee assumed the Americans would agree to avoid the same so-called undesirable programming.

The committee, which has held more than 50 meetings since mid-1949, is composed of 12 members with Lord Beveridge, the 71-year old Liberal reformer, as its chairman. The members represent the three political parties and also include a trade union delegate, industrialists and educators.

The committee's 900-page report said BBC should remain a single, independent body under the direction of its governors, but it should progress towards "greater decentralization, devolution and diversification." It proposed the establishment of broadcasting commissions in Scotland, Northern Ireland and Wales to safeguard against "Londonization."

Among the report's 100 recommendations were proposals for: Renewal of the BBC charter indefinitely, with review of its operation every five years; increase in the number of governors from seven to nine, with all serving on part-time basis; development of VHF radio in order to permit all-location of more local stations; greater independence for TV; consideration of large-screen TV for schools; more local news.

Selwyn Lloyd, a Conservative member of the committee who differed with the majority report, objected to the BBC monopoly. Three others felt advertising might be included in the BBC programs.

The majority rejected sponsored shows outright on the grounds this "puts the control of broadcasting ultimately in the hands of people whose interests is not broadcasting but in selling of some other goods or services or the propagation of particular ideas." Similarly, the majority felt commercial TV should not be allowed in the home.

Safeguards Needed

The committee also felt safeguards should be found to prevent the commercial television organizations getting a monopoly right to sports events and other "spectacles" and such rights should be made equally available to BBC.

The Beveridge group, however, indicated it was aware of the dangers of monopoly control by such an organization as BBC. The group said that "when a sense of mission such as animates the BBC is combined with security of office it may grow into a sense of divine right." It was expressed there should be more opportunity for suggestions from outside the BBC.

Governors of BBC and not political parties should have the ultimate responsibility of deciding who should make controversial broadcasts, the committee stated, expressing hope there would be no recurrence of "anything comparable to what happened between the wars when Mr. Winston Churchill, by desire of the party leaders, was denied the opportunity of broadcasting on India."

The committee illustrated the impact of radio by stating three out of every four adults at any given time on a winter's evening are listening to BBC.
again in **1950**, 
Printers’ Ink carried more 
pages of advertising than 
any competing publication

<table>
<thead>
<tr>
<th>Publication</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Printers’ Ink</td>
<td>3390</td>
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<tr>
<td>Advertising Age</td>
<td>2403</td>
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<tr>
<td>Sales Management</td>
<td>2266</td>
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<td>Tide</td>
<td>1570</td>
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<tr>
<td>Advertising Agency</td>
<td>1042</td>
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Printers’ Ink carried:

- 987 or 41.07% more pages than Advertising Age
- 1124 or 49.60% more pages than Sales Management
- 1820 or 115.92% more pages than Tide
- 2348 or 225.34% more pages than Advertising Agency

Printers’ Ink | THE MAGAZINE OF MARKETING FOR ADVERTISERS AND FOR ADVERTISING TO ADVERTISERS in 1951
AWRT MEETING
First Convention April 6-8
AMERICAN Women in Radio & Television, successor to NAB's Assn. of Women Broadcasters, has a nucleus of 50 members who have pledged to pay dues and take active part in the first convention, to be held April 6-8 at the Hotel Astor, New York.

Plans for a national membership campaign have been drawn up by Dorothy Spicer, organizing director, who is temporarily headquartered at NAB's Washington office. Former AWB district chairmen will head the drive in each area.

Doris Corwith, of NBC, New York district chairman, reviewed objectives of the association at a Jan. 11 meeting of organizers. These are: To provide a medium of exchange of ideas which will help women become greater commercial assets to their stations and networks; to encourage greater cooperation between women in radio and television; and those in closely allied fields; to increase women's opportunities to be of service to the broadcasting industry as a whole.

Changes in Requisites
Membership qualifications have been broadened to include as active members professional women broadcasters employed by radio or television stations or networks in executive or creative positions. Active members will pay dues of $12 per year. The two types of associate members are women employed in radio or television by commercial organizations such as advertising and publicity agencies, trade associations, transcription companies and package program producers, who will pay $25 dues; and women employed in radio or television by non-commercial organizations such as government, educational and religious institutions, who will pay $15 dues.

A tea for former AWB members was held Jan. 17 in Washington. A two-day conference for Michigan and Indiana AWB members will be held Feb. 10-11 in Detroit with Bess Wright, WKH New Orleans, Mr. & Mrs. M. G. B. Cuthbert, Chicago, and WWJ-TV Detroit, as chairman. Miss Spicer will address the Feb. 11 luncheon at Detroit.

Eddy verse, WOR New York, is chairman of the April convention committee, with Miss Corwith vice president. Margaret Cuthbert, NBC, heads the nominating committee. Dorothy Kemble, MBS, replaces Linnea Nelson, J. Walter Thompson Co., as code committee chairman.

WSFL Now WJKO
CHANGE of call letters of WSFL to WJKO Springfield, Mass., as of yesterday (Jan. 21) was announced by C. M. Manitss, general manager. He added that WSFL-FM has also changed to WJKO-FM.

Buys Rival's Time
THE GOLDEN Rule seemed to be working in Omaha, Neb., last week as it was announced that WOW-AM-TV Omaha was buying daily rush-hour spots on a competing Omaha station, Transistor Radio outlet KBON-FM, to plug specific nighttime radio and TV shows carried by the WOW outlets.

WJMR's STAND
Replies to Royal Request
WJMR New Orleans last week contended FCC does not have authority to dismiss its application for a change in facilities as requested a fortnight ago by Royal Broadcasting Corp., competitive applicant [Broadcasting * Telecasting, Jan. 15].

WJMR won out over Royal Broadcasting and another applicant, Gretna and Lower Coast Radio and Broadcasting Corp., in a hearing examiner's proposed ruling to grant the station change from 250 w daytime on 990 kc to 250 w fulltime on 1450 kc. Royal Broadcasting charged the WJMR bid should be dismissed on grounds changes in officers and proposed stock transfers disqualify it.

WJMR told the Commission in its reply that a dismissal would have the same effect as denying the application without affording the right to hearing. The station also pointed out it has filed no petition to amend its application. FCC's alternatives, WJMR said, are (1) to proceed to final action upon the record before it, or (2) to set aside the initial ruling, remand it to the hearing examiner, and reopen the record to receive added data on ownership changes.

CANADA RATINGS
U.S. Shows Lead Top 10
ONE CANADIAN show made the first 10 evening shows in December in the national rating report of Elliott Haynes Ltd., Toronto. Leading 10 of 36 evening shows were Charlie McCarthy with rating of 35.4, Amos 'n' Andy 30.7, Radio Theatre 29.7, Our Miss Brooks 27.9, My Friend Irma 21.3, Suspense 20.6, My Favorite Husband 20.5, Twenty Questions 20.4, Boston Blackie 19.7 and Your Host (Canadian show) tied with Aldrich Family 19.2 rating.

Daytime network programs, 20 in all, were led by Ma Perkins 15.9, Big Sister 14.7, Pepper Young's Family 14.6, Right to Happiness 13.6, and Kate Atkin (Canadian show) 12.7.

Of the 26 French-language evening shows, the leading five were Un Homme et Son Peche 34.5, Radio Corinthe 20.1, Metropole 20.1, Le Cercle de Village 20.5, and Ventez Votre Chance 19.2. Daytime there were 16 French-language programs, led by Jeunesse Doree 25.4, Rue Principale 24.2, Grande Soeur 22.9, Maman Jeanne 22.9, and A l'Enseigne des Pins Gourmets 22.4.

Page 40 * January 22, 1951
How to solve your tower problems

Specify Blaw-Knox

You can be sure of maximum radiating efficiency and tower strength when you specify guyed or self-supporting Blaw-Knox towers... for AM, FM or TV.

Blaw-Knox engineers and Graybar are familiar with your tower requirements... whether they are problems presented by extreme wind velocities, heavy ice and snow loads or difficult terrain. They've solved them in hundreds of tower installations—they can solve yours.

Take advantage of

Graybar service

Blaw-Knox towers—in fact, all of your broadcast equipment needs—are available through your near-by Graybar office.

Discuss your requirements with a Graybar Broadcast Equipment Representative. You'll find him well qualified to assist you in every phase of station construction, of transmitter and studio expansion or modernization.

Remember, too, that Graybar distributes everything you need in wiring, ventilating, signaling, and lighting equipment... maintains a nationwide warehouse system to help you get deliveries on schedule. Graybar Electric Co., Inc.: Executive offices: Graybar Building, New York 17, N. Y.

Graybar brings you broadcasting's best...

Amplifiers (1,23)
Antenna Equipment (23)
Antennators (6)
Cabinets (15)
Cables (23)
Cabinets and Accessories (1,2,3,25)
Microwave, Poles and Accessories (1,3,14,16,23,25)
Monitors (12)
 recorders and Accessories (9,19,22)
Speech Input Equipment (23)
Test Equipment (1,8,12,24)
Towers (Vertical Radiators) (3)
Sound Transportation Equipment (7,11)
Transmission Line and Accessories (5)
Transmitters, AM and TV (6,20,23)
Tubes (11,16,23)
Transformers, Reproducers, and Accessories (9,19,23)
Wiring Supplies and Devices (4,10,11,13,18,21,25)

Manufactured by...

1. Alliant Lansing
2. Ampex
3. Graybar
4. Braemar
5. Braemar
6. Continental Electronics
7. Crouse-Hinds
8. Duro
9. Fairchild
10. General Cable
11. General Electric
12. General Radio
13. Hubbell
14. Hughes
15. Kino Metal
16. Macklin
17. Malcolm
18. National Electric Products
19. Presto
20. Standard Electronics
21. Triangle
22. Webster Electric
23. Western Electric
24. Westinghouse
25. Whitney Blake

Graybar's network of more than 100 offices and warehouses in principal cities throughout the nation assures you of convenient service wherever you are. The 19 Graybar Broadcast Equipment Representatives are located in the following key cities:

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hanover, Main 0600

CLEVELAND
W. S. Rockwell, Cherry 1-1360

DALLAS
C. C. Ross, Randolph 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 8-4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
W. G. Pree, Geneva 1621

NEW YORK
J. J. Cannone, Watkins 4-3000

PHILADELPHIA
G. I. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grosset, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenker, Newstead 4700

Distributor of Western Electric products

Graybar's network of more than 100 offices and warehouses in principal cities throughout the nation assures you of convenient service wherever you are. The 19 Graybar Broadcast Equipment Representatives are located in the following key cities:
Strictly Business  (Continued from page 8)

eye surgeon and one-time president of the American Medical Assn., he was raised in fashionable La Due in suburban St. Louis County. He attended St. Louis Country Day School as a boy, and returned to his native state after military school to pursue a pre-medical course at the U. of Missouri. Mr. North had shifted to Arts and Sciences by the time he took his B.A. degree in 1929.

His first contact with the business world was as a bulk plant supervisor for Roxana Petroleum Corp. (now Shell) in St. Louis. He held this position for seven years, joining the big Butler Paper organization in 1936. At the Chamber of Commerce dinner where the distinguished salesman award was announced, Mr. North was cited by Butler as having done "as creditable a job as any salesman we have ever had."

In 1942, when wartime paper allocations went into effect, John North went to Jefferson Barracks and enlisted in the Army Air Force. He spent nine months at training camps in this country, and 32 months overseas as a master sergeant in Ninth Air Force in India. He was warned of problems ever faced by the bronze star. After his discharge, he went to Wichita and KANS.

"I have often regretted that I didn't get into radio 10 years sooner," he says. "The industry has a great future, especially in the national spot field."

Decrees 'Waste'

When John North pulls out all the stops for national spot radio, advertisers usually succumb to his tune. He loudly deplores the waste circulation of network radio "which offers no flexibility, forcing an advertiser to accept a fixed combination of stations and markets."

He played an important part in Radio Representatives most successful invasion of the station representative field two years ago, teaming up with Peggy Stone of New York, also formerly with Taylor-Howe-Snowden, and Tracy Moore, RR's Pacific Coast manager, to put the new company "in the black" within six months. Last fall, RR-Chicago marked its second anniversary by opening enlarged, and resplendent, quarters at 75 East Wacker Drive.

In 1946, Mr. North married Shirley Lord of Kenilworth, Ill., whose father is Carroll J. Lord, prominent Chicago attorney. The Norths live at the Town and Garden Apartments on the outskirts of Chicago's loop. Both are sports-minded—Shirley as a swimmer and equestrienne, John as a deep sea fisherman and duck hunter.

Mr. North is a member of the Chicago Radio Management Club. He is a 32d degree Mason and a member of Moolah Temple of the Shrine, St. Louis. His college fraternity is Sigma Alpha Epialon.


KIXL CHANGES
Elects New Board, Adds Stock

REORGANIZATION of the Va
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Rity Broadcasting Co., owner of

dir
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g

eral Ingenuity, Kansas City, has announced a fortnight ago by Lee Segall, president of the firm, after a meet-
ing of the stockholders. Four new directors were elected and the au-

rized capitalization of the firm

was increased from $125,000 to

$175,000.

New directors elected were Julius Schepps, Julian Bobo, Robert Strauss and Henry Pearlstone. Mr. Segall was re-elected to the board and to the presidency. The new board of directors also elected Ted Strauss, vice president, and Tom Massey, secretary-treasurer.

Stockholders include Actors

Tyrone Power, Robert Taylor and William Holden, among others. Proceeds from sale of the newly authorized stock, upon which present members have an option, will be used in the purchase of the studio building at 1401 South Akard which KIXL has been using since its founding in 1947.

REP. RATLIFF
KDW Owner in Texas House

DOWN in the Lone Star State, David W. Ratliff, owner-manager of KDW Stamford, Tex., was elected to the Texas House of Representatives last year. He was sworn in this Jan. 8 at the opening session.

When the 52d session of the legislature convened, Rep. Ratliff was appointed to the Aeronautics Appropriations, Common Carriers and Labor committees. He also was named vice chairman of the committee on Interstate Cooperation. Appointments were made by House Speaker Reuben Senterfitt, who warned that this session faced some of the hardest problems ever presented to the Texas legislature.

Mr. Ratliff's station took the air in April 1947. He now represents the 115th district in the Texas House, comprising Jones and Shackelford Counties.

KGGF Increases Power

KGGF, ABC affiliate in Coffeyville, Kan., began fulltime operation Jan. 14 with increased power of 10 kw key, 5 kw night. Station formerly operated with 1 kw day, 500 w night. KGGF had been operating with 10 kw nighttime for two months under test authority from FCC but did not expand night power until Jan. 14. Construction and installation work was supervised by J. S. Jaminet, KGGF chief engineer. Robert L. Pratt is station manager.
We are in a state of Emergency. We must build our military strength—and, at the same time, we must keep our economy strong for the long pull. Inflation bleeds both!

6 things that must be done if we want to check inflation

Inflation can wreck our vital defense program. But the threat of this Sixth Column Enemy can be checked if these six things are done:

1. **We must increase production** in order to meet defense needs and, at the same time, provide civilian necessities. Up to now peacetime demands have kept production at full blast. Of course, we've got to reduce civilian demands. Even then, it is only through increased production that we can meet this double need and also help keep prices from rising. Government, business and labor should discourage wage and profit increases which primarily increase prices without increasing production.

2. **We must support increased taxes** to put our government, as nearly as possible, on a "pay-as-you-go" basis. Paying higher taxes is not only cheaper for all of us in the long run but it helps to hold down prices now.

3. **We must insist that our government cut non-military expenditures to the bone.** Every dollar so cut is an added dollar for the defense effort without extra taxes or borrowing.

4. **We must accept curbs on credit.** Credit restrictions help assure the supply of materials needed for defense, and help keep prices down, by reducing competition for these materials.

5. **We must increase our savings.** When we put money into savings or life insurance, we cut the demand for civilian goods and make that money available for investment so businesses and factories can increase production. This helps check inflation. When we lend our savings to the Government, to that degree we make it unnecessary for the Government to borrow from the banks, and that kind of borrowing is inflationary.

6. **We must buy only what we need,** using credit as sparingly as possible. Otherwise we bid against ourselves for scarce goods, and that pushes prices up.

These things won't be easy for any of us to do. But sacrifices are called for from all of us if we are to keep the Sixth Column Enemy—Inflation—from bleeding our economy.

This message is brought to you by the life insurance companies and their agents who believe that to keep America strong is the job of every one of us.

You can help check the Sixth Column Enemy—Inflation—by doing your part and by letting your representatives in Government know that you support action they take along these lines.

Institute of Life Insurance
488 Madison Avenue, New York 22, N. Y.
open mike

The Obsolete Map
EDITOR:
Just took off my glasses this morning and got a better look at a map hanging in the office and saw that it said across the top "CITIES WITH STANDARD RADIO BROADCAST STATIONS AND TELECAST STATIONS IN THE UNITED STATES AND CANADA—1949".

Please send along the latest of these that you have gotten out.

Larry Parke
Director, Radio & TV
Pearson Adv. Agency
New York

'Professional' Coverage
EDITOR:
This is a belated but enthusiastic thanks for the excellent article you published on "Listen It To The Girls" [BROADCASTING • TELECASTING, Dec. 18, 1950]. Much has been written about this popular show, but I believe BROADCASTING • TELECASTING covered the story more professionally than anything to date.

Thayer Ridgway
Exec. Vice President
Brooke, Smith, French & Dorrance
New York

'Well-Reasoned'
EDITOR:
Congratulations on the excellent and constructive article on "Sports Threat!" in the Jan. 8 BROADCASTING • TELECASTING. This was a fine and well-reasoned presentation and I wish that everyone in Dallas had a chance to see it just as it was written.

C. L. Jordan
Executive Vice President
N. W. Ayer & Son
Philadelphia

'Time's' Needles
EDITOR:
Time magazine has developed a neat style of news writing which includes rhyming names, asterisks, italics and phrases in parenthood. Time needle on page 44 of the Dec. 26 issue should have included a footnote totalling the number of radio stations in the Washington area the sailing rear admiral could have turned to when he became disgusted with soap operas.

This would, of course, have given the needle to the admiral for inability to turn the dial instead of to radio which seems to be in competition with Mr. Luce... Frank E. Shaffer General Manager
WJER Dover, Ohio

Program Credits
EDITOR:
I was pleased and flattered by your generous review of my program, You Can Survive an Atomic Attack featuring Dr. Richard Gerstall [BROADCASTING • TELECASTING, Jan. 8]. However, I was disappointed that no reference was made to its producer or the station of its origin. WCFM in Washington, D. C., made the original two-hour recording. I edited it to a half hour, wrote the commentary and presented it over WCFM on my weekly program, Capitol Evening. Please... we live by publicity.

Jean Putnam
Program Director
Cooperative Broadcasting Assn.
WCFM (FM) Washington

Mail Order Case
EDITOR:
Ref: Broadcasting, Jan. 8, '51, page 26, "Mail Order Case."
Add another sucker to the list.
Since "misery loves company," I would like to know how many other stations were "taken." Jett (of Midland Adv. Agency) told me on the phone that the offer was running on over 400 stations.
I should also like very much to know what course of action these stations are taking. Our account with the Midland Advertising Agency was turned over to Dun & Bradstreet, as I imagine several others were, and should we hear anything, naturally we will keep you posted. I assume that the FTC and the Postal Inspector have been notified; at any rate that's what we are doing. Please keep us posted on what's happening in this case.
Thanks to BROADCASTING • TELECASTING for a publication that is not only informative, but protective.

William E. Stamps
General Manager
WHN Gallatin, Tenn.

Awards Made
EDITOR:
On Jan. 14, 1951, at the King and Prince Hotel, St. Simons Island, Ga., the Georgia Junior Chamber of Commerce held its Distinguished Service Awards Banquet at which time we honored Georgia's Five Outstanding Young Men of 1950. At this banquet it was our pleasure to award to manager of Radio Station WCOH Newton, Ga.

The Distinguished Service Award is the highest award of the Junior Chamber of Commerce and the certificate, signed by Richard Kemler, president, United States Junior Chamber of Commerce, read "for outstanding community service during the calendar year of 1960."

While we realize it is common for broadcast people to take the lead in their community life we think this case is interesting in as much as he was recommended for this award by Mr. James Thomas, publisher, News Times-Herald.

Reece Owen
Chairman, Distinguished Service Awards
Georgia Junior Chamber of Commerce
Columbus, Ga.

On All Accounts
(Continued from page 18)
Armstrong for a long stretch.

Merle's main interest in radio and television, however, has been a mathematical one as a buyer of time. Her high school and college training in math, accounting, statistics and commerce courses prepared her for the demanding figure work of a timebuying job.

Her timebuying duties also involve these accounts: Brown & Williamson Tobacco Corp. (Raleigh and Wings cigarettes and Tube Rose Snuff), which sponsors People Are Fun; on NBC-AM and national TV spot; Fitzpatrick Bros. (Kitchen Klenzer), TV and AM spot; W. A. Schaeffer Pen Co., which has used TV spot; PinecO (cough syrup), AM spot and Princeton Farms, popcorn, AM and TV spot.

Merle is a member of the Chicago Radio Management Club and the Chicago Television Council.

Boston U. Conference
CONFERENCE on audio-visual education, on both the public school and college level, was held Friday and Saturday (Jan. 19-20) at Boston U. under sponsorship of its public relations and communications school and the Massachusetts Teaching Aid Society. Friday evening, John E. Marshall, administrator, Massachusetts School Building Commission, described the commission's program and its provisions for radio, television and audio-visual education. Representatives of Massachusetts school systems and 14 New England colleges and state departments of education attended.
Again Zenith lengthens its lead over the FM-AM field—with new and better versions of the Zeniths that were already the industry’s two best sellers. With Zenith’s unrivaled Super-Sensitive FM, they bring in a wealth of entertainment, static-free and real as only genuine FM can be. Truly... radio at its finest!

Their newly designed cabinets are the style highlights of the radio year. Of course, both have Zenith’s famous Long Distance AM, big Zenith-built Alnico speakers and other Zenith advantages.

New Super-Medallion

New Super-Triumph
The same Super-Sensitive FM and Long Distance AM as the Super-Medallion, plus new broad-range tone control—jewel-like on/off indicator—maroon plastic cabinet with “Flexo-Grip” carrying handle—Roman Gold embossed dial.
If you want to catch a Tuna, you must bait with his gastronomical preference—which in one-syllable words adds up to “Give him what he likes!”

And so it is with humans. If you want to capture people, you must use the proper lure.

Lang-Worth’s musical lures are produced by master craftsmen to attract all
A FEW TYPES OF HUMAN FISH FOUND IN THE RADIO SEA

THE TEEN-AGERS:
Very agile and wary—they travel mostly in "schools" and frequently influence the feeding habits of other fish. Lang-Worth Lure No. 4.

THE SOLID PLUS FORTIES:
Biggest and most sought-after fish in the Radio Sea—prized for his rich flesh and the sport of landing. Lang-Worth Lures No. 1 and No. 2.

THE NEWLYWEDS:
Rarely found in open water—prefer secluded coves and shaded inlets—travel in pairs—most prevalent during June. Lang-Worth Lures No. 5 and 8.

THE GLAMOUR GALS:
Colorful and fast—natural prey of the "Solid Plus Forties" but often lead him to his doom. Nocturnal fishing recommended. Lang-Worth Lure No. 11.

Send today for the booklet, "Luring with Lang-Worth." It illustrates the many specialized Lang-Worth lures and tells what bait to use for each type of human fish in the radio sea.

LANG-WORTH
ROGRAMS, Inc.
NEW YORK 19, N. Y.

people, will only
TRIKE on bait they LIKE
types of people... solid plus forties and starry-eyed newlyweds... Mayflower descendants and foreign born... teenagers and glamour gals.
Luce Thinking

FORTUNE, the Tiffany of the Henry Luce publications, in this month's issue publishes this picture in its New Products feature:

To silence radio commercials automatically, R. C. Jones, above, of Polaroid Corp., has invented an attachment that discriminates between speech and music.

It's another Luce slam at commercial radio, probably stemming from competitive anguish and his own frustrations in attempting to buy into network radio (he once owned 25% of the Blue, now ABC).

What the cut-line on Mr. Jones' neat little invention that silences radio commercials does not say is that: "Speech" includes all emergency announcements ... air-raid warnings for instance. Since radio is the only means with which to reach practically everybody at once, Mr. Jones' invention would seem to be a remarkably effective answer to the enemy's prayer.

TV's Talent Traval

JAMES H. S. ELLIS, president of the Kudner Agency, has a point, we think, in criticizing television networks for engaging in such fiscue bidding for stars as to inflate talent prices beyond sensible levels.

There is no doubt, as Mr. Ellis said in his speech a fortnight ago before the Detroit Adcraft Club, that soaring talent costs are bound to price advertisers out of television.

But we must disagree with Mr. Ellis' condemnation of the principle of networks' owning their own shows, which in his view is the source of the rising talent prices. To Mr. Ellis the fact that NBC-TV owns 50% of the programs on its air and CBS-TV owns 70% of its programming constitutes an undesirable trend toward network control of "editorial content of the air."

It seems to us that the more programs a network owns, the more it fulfills its fundamental responsibilities as a licensee of its owned-and-operated stations and as a program source for its affiliates. The responsibility to broadcast the best programs it can devise is one that no network can conscientiously abdicate in favor of an advertising agency or an advertiser.

So the principle is commendable. It is in the practice that Mr. Ellis can find justifiable fault.

A lot of sensible observers questioned the wisdom of the talent raids which began in radio two years ago and which established the undesirable precedent of a network buying a star for a large salary and selling his services to an advertiser at a loss. As Mr. Ellis said, the purpose behind these raids was to improve quantitative audience ratings. The question now comes home to plague the networks. How much is an increase in rating points worth?

Certainly it is not worth the alienation of advertisers. And if Mr. Ellis, who speaks as one of TV's biggest customers, is right, advertisers are beginning to feel that their interests have been ignored.

Mr. Ellis pointed out that these days individual stars are being paid as much as $40,000 for one TV playing appearance. That editorial was that radio needed salesmen—not rate adjustments.

Since then—and without benefit of rate-tampering—the major networks have sold more than 16 hours of regularly scheduled time, plus a multiplicity of short-term campaigns. Moreover the renewal rate has been above normal.

Yet to say that this resurgence, wrecking network sales countenances in smiles, is a result of a sudden burst of hard-sell, would be stretching it. The answer is that the bluff was called. Preferred positions and desirable adjacencies might be lost to advertisers. So advertisers and agencies buttoned up fast. They were mindful also of what happened in the last lamented emergency when both time and space were at a premium.

So obituaries for radio have gone back to the files. But they are the pending files. Radio has a breathing spell. For the nonce, advertisers and agencies have diverted their fire to the high cost of TV, stemming from the crazy bidding among the TV networks for top talent.

And this activity has galvanized the unions into an action which has transpired in radio selling—or the lack of it. Take the airlines case. TWA, which started the Mr. and Mrs. Blandings program on NBC yesterday (Sunday), broke the box and thus opened a new sales vista for the networks.

Mr. Sam J. Henry, director of advertising media of TWA, and an old-hand at radio, tells that story in a letter to this editor:

"Congratulations on the 'sales' editorials you have published on recent issues," he writes. "Recent events more and more bear out the accuracy of your statements."

Mr. Ellis said, "I hate to say this about old friends and associates, but in the five years I have been in this business, I have seen no less responsible for TWA's media advertising than the three or six it should have been selected on, or even written me. Yet in this time TWA has been spending several hundred thousand of dollars in radio and TV. During this same period, salesmen from newspapers and magazines have been knocking on our door with adver-tisers and account executives alike regarding results. What's wrong with radio selling?"

We suggest that, for the duration, those excerpts be placed on the bulletin board of every network and station sales department—and in jumbo type.

In Jumbo Type

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

NOTHING very profound about that quote. It appeared in our Christmas Day issue when the AM "rate adjustment" fervor was at its peak. The thesis of that editorial was that radio needed salesmen—not rate adjustments. Since then—and without benefit of rate-tampering—the major networks have sold more than 16 hours of regularly scheduled time, plus a multiplicity of short-term campaigns. Moreover the renewal rate has been above normal.

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our respects to:

HOWARD PHINEAS ABRAMS

NE of the important requisites of being a good advertising man is to say the right thing at the right time. Howard Phineas Abrams, manager of the Sales Promotion Division of the National Retail Dry Goods Assn., has been doing that for many years. In his present position, he is also advising others how to do it, telling members, stores all over the country how they can best use radio-TV and other media to advantage.

When he worked in the advertising department of such stores as Rothschild Bros., Ithaca, N. Y., and Bloomingdale's, New York, Mr. Abrams occasionally would be confronted by an irate buyer, waving an ad proof in his hand, shouting, not too gently: "It stinks!" Sometimes the buyer would go so far as to say: "I could write a better advertisement myself!"

Howard Abrams had a special technique for such cases. He said the right thing at the right time—in the right way. "Sit down and calm down," he would say in a friendly manner. "Let me tell you about the experience of my father when he was an accountant for a famous circus."

The buyer would usually comply, probably a little surprised at the turn in conversation.

"This circus was going rapidly bankrupt," Mr. Abrams would continue, "when a brilliant idea hit him. If he could collect all the animal manure and sell it for fertilizer, my father thought he could accumulate enough money to put the circus into the profit side of the ledger. And that is exactly what he did, because guess Mr. Buyer, how much money the circus took in in one year from the sale of manure."

At this, the buyer would usually bend forward eagerly with a cautious estimate of the product's value. No matter what the answer, whether it was $10,000 or 25 cents, Mr. Abrams would exclaim: "Right! Right on the nose—which shows that you know more about horse manure than you know about advertising."

Born July 12, 1904, in Yonkers, N. Y., Mr. Abrams got his first advertising experience in 1926 with the Rothschild Bros. Dept. Store in Ithaca, N. Y., one year after graduating from Cornell U. there with a B.S. degree. His title was advertising manager, but his duties included taking up the advertisements on store bulletin boards and taking a frequent turn at filling in for salesmen, floor managers and

(Continued on page 82)

BROADCASTING  •  TELECASTING

Page 48  •  January 22, 1951
Standing as living, functional monuments to the voice of American radio are the thousands of transmitter towers rising above city and plain from one end of our country to the other. Reaching far into the sky, these structural steel giants are working symbols of the power and force of freedom ... for the voice of American radio is the voice of freedom! WJR takes great pride in being a leader in this vast system, for radio, and radio alone, is equipped to carry to a troubled world the message of hope and peace—the message of a free America!

SAM M. FEIGENBAUM, account executive WARM Scranton, Pa., appointed sales manager, succeeding ARTHUR E. MARTIN, appointed general manager in October.

BILL BATES, program director WDAF-TV Kansas City, Mo., appointed station manager. VIC PECK appointed assistant to manager.

MARTIN L. LEICH, operations manager On The Air Inc. (WGBF, WMIL (FM), Evansville, Ind.; WTMV-AM-FM East St. Louis, Ill.; WBOY-AM-FM Terre Haute, Ind.), appointed general manager WGBF and WMIL. He succeeds CLARENCE LEICH, his father, who was secretary-treasurer and director. Elder Mr. Leich will continue as consultant for company.

GEORGE MOONEY, sports director and salesman WHHM Memphis, appointed commercial manager.

ARTHUR CORNWALL, program director WGCD Chester, S. C., named manager. He replaces CHARLES A. THOMAN, who reports for active duty with Air Force.


ABC-TV owned-and-operated TV stations appoint HORACE N. STOVIN Co., Toronto, as Canadian TV sales representative.

JOHN F. CARLSON appointed commercial manager WKLK Longview, Wash. Was with KTPB Tacoma, Wash.

ALFRED LARSON, sales representative WDRC Hartford, recalled to Navy.

WALBERG L. BROWN, music director WTAM-AM-FM Cleveland, to WDOK same city as vice president and general manager.

CHARLES JOHNSON, KVSM San Mateo, to KGO San Francisco sales department.

LAVELLE W. HUGHES, chief FCC Minute Branch, Bureau of Secretary, chosen for Civil Service internship program.

STEPHEN B. LABUNSKI appointed to AM sales staff KCMO Kansas City, Mo. He has acted as Congressional assistant in Washington.

LON KING, KNBC San Francisco salesman, to Free & Peters, S. F., as TV representative for Pacific Coast.

HARVEY STRUTHERS, account executive CBS Radio Sales-TV, New York, appointed assistant general manager WEEI Boston. He replaces WILBUR EDWARDS, who was appointed director KNX Los Angeles and Columbia Pacific Network operations.

WILLIAM B. MURPHY, manager KSUE Susansion, Calif., appointed station manager KULA Honolulu.

Mr. Struthers E. HAROLD KROWN appointed manager WHBS-AM-FM Huntsville, Ala. Was with Dec injections Wiz Co., Oklahoma City, and was manager KRTV Baytown, Tex.

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

DOUGLAS FLEMING, general and commercial manager KCFH Cuero, Tex., to KABC San Antonio as sales promotion and merchandising manager.

WORL Boston appoints The Bolling Co., N. Y., as national representative.

EDVIN C. DERRYBERRY and STUART D. ALLEN to WTVJ (TV) Miami as account executives. Mr. Derryberry was promotion and commercial manager WWPB same city. Mr. Allen was account executive at same station.

PERSONALS . . .

J. H. HUBER, general manager of KTRI Sioux City, Iowa, appointed vice chairman for Brotherhood Week in state. . . KEN CRAIG, executive assistant to H. LESLIE ATLAST, CBS Central Division vice president, being treated for pneumonia at Lutheran Deaconess Hospital, Chicago, JUDITH WALLER, director of education and public affairs KBOO Chico, will discuss “An Evaluation of Present Religious Programs” at Baker U. Religious Radio Workshop in Indianapolis today and tomorrow (Mon.-Tues.).

PAUL J. SUDA, account executive WTMA Charleston, S. C., appointed assistant chief air raid warden for Charleston County. . . R. MAIN MURPHY, assistant manager KLZ Denver, appointed public relations and publicity chairman of Denver Kiwanis Club for 1951. . . WALTER J. DAVY, vice president and general manager WMJT-AM-TV Milwaukee, landed seven-foot sailfish on fishing trip in Florida.


EUGENE WHITLOCK, general manager WRLN Richmond, and GRAEME ZIMMER, vice president WXGI same city, appointed to head-up Red Cross drive in city.
BUILDING BAN
No Radio-TV Affair—NPA

LATEST ban on commercial construction “is not intended” to affect radio and television stations, a National Production Authority spokesman said last week.

NPA has tightened restrictions on commercial building including that for outdoor advertising signs and certain printing establishments. The move was made last Monday to conserve metals, cement and other materials needed for the defense effort. Accesses to the order, no such construction, except “emergency cases,” can be started before Feb. 15.

After that date, builders must get a license from NPA before beginning work on new commercial construction. Small commercial buildings, costing less than $5,000, are not covered by the regulation nor are alterations to existing structures costing less than that figure over a 12-month period.

The new order was seen as a continuation of the NPA stand announced last October which banned new construction for amusement, recreational or entertainment purposes [BROADCASTING • TELECASTING, Oct. 30].

It is apparent that the new order would not affect manufacturing establishments such as electronic manufacturing firms. Under the order, there is doubt as to whether a building has been legally started, a builder may apply for exemption from the regulation as can those builders claiming “unreasonable hardship.”

WEPM Joins Liberty

WEPM Martinsburg, W. Va., has announced that it will become an affiliate of the Liberty Broadcasting System Feb. 1. C. Leslie Golli-day, WEPM general manager, said the station has programmed independently since beginning broadcast operations Oct. 19, 1946, and that acquisition of the LBS affiliation will broaden the variety of programming. WEPM also operates WJON, which duplicates AM programs.

NATIONAL NIЕLSEN-RATINGS* TOP RADIO PROGRAMS
(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
REGULAR WEEK DECEMBER 3-9, 1950

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<td>Rank</td>
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<td>10</td>
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SCRIPT CONTEST

PRC Again Offers Award

PROTESTANT Radio Commission administrators next week will again join in sponsorship of the national script contest of the Assn. for Education by Radio by offering $100 for the best religious radio scripts for Christmas. PRC was a sponsor last year. The contest is being supported for the fourth year by World Book Encyclopedia and Audio Devices Inc. Prizes for winning scripts will exceed $1,000. Students enrolled in radio-TV college classes are eligible. Radio stations and other interested in the contest can enter a promotional method by offering cash prizes in their area should address inquiries to Dr. Sherman P. Lawton, U. of Oklahoma, who is the contest chairman.

WLPO OWNERSHIP

Mrs. RUTH MCCORMICK MILLER, publisher of the Washington, D. C., Times-Herald, relinquishes her part ownership in WLPO LaSalle, Ill., under terms of a divorce granted last week from Peter Miller Jr. on cruelty grounds by Ottawa, Ill., Circuit Judge Louis Zearing.

Mrs. Miller waived alimony under a property settlement in which she gave Mr. Miller all her stock in the LaSalle News-Tribune and LaSalle County Broadcasting Corp., licensee of WLPO. The station is a 250-watt daytimer on 1220 kc. Transfer of the WLPO stock is subject to FCC approval since Mrs. Miller owns 897 of the 1,020 shares outstanding, a majority interest. Mr. Miller holds the remaining 123 shares.

Mr. and Mrs. Miller have been co-publishers of the News-Tribune, Mrs. Miller as president and Mr. Miller as publisher. Mrs. Miller also has been president of WLPO.

Mrs. Miller is the daughter of the late Rep. Ruth Hanna McCormick Sims and the late Sen. Medill McCormick of Illinois. She is the niece of Col. Robert R. McCormick, publisher of the Chicago Tribune (WGN, WGN-B FM) and WGN-TV.

GOOD REASONS!

WHY MORE NATIONAL ADVERTISERS ARE SELLING THE CENTRAL PENNSYLVANIA MARKET THROUGH WVAM IN 1951

| WWWAM, the Altoona area’s only full time 1000 watt station, means greater coverage — more homes reached per dollar. |
| WWWAM’s lineup of top-rated CBS shows means better entertainment. |
| WWWAM—the leader in original local programs produced on a personality basis—means more listeners, day and night. |

ROAD TO WARD...WTVM...JOHNSTOWN...ALTOONA

Represented by Weed and Company

BROADCASTING • TELECASTING

January 22, 1951 • Page 31
WALTER RANEY, staff announcer WMCA New York, to WABD (TV) New York in same capacity.
CLATE HOLM, program director-chief announcer KOVE Lander, Wyo., recalled to active duty with Navy. JACK BREECE, announcer-engineer, to report for duty with Army.
VICTOR B. LINDSEY, KSEP Pittsburg, Kan., to KGFF Coffeyville, Kan., on announcing staff. JEANNE WILSON appointed to continuity staff.
PAT ADAMS, mail clerk KGFF Coffeyville, Kan., and Robert Cole announce marriage.
JIMMY LEWIS, Houston nightclub entertainer, to KNZU Houston as singing disc Jockey, replacing PAUL BERLIN, who enters Air Force. MAXINE DICK, new to radio, appointed station receptionist. GUY GARDNER, KLPR Oklahoma City, to announcing staff. ALMA TAYLOR, Houston Shopping News, appointed assistant accountant.
CARLTON ADAIR, director of programs and public service Mutual Network, appoints him to new position of radio and TV on promotion committee of annual Boy Scouts Circus this spring.
FREDDIE BARThOLOMEW, film star and TV narrator, appointed associate director WPIX (TV) New York.

Robert V. Brown, program manager WBBN (TV) Hollywood; DOM LAURITZEN, president Rockette-Laurnitzen, Los Angeles; ALAN YOUNG, star of CBS-TV Alm Young; chosen as director-at-large for Academy of Television Arts & Sciences.
MICHAEL GRAY to WHBI Newark, N.J., as announcer and director. Was with WDKL and WWK Wheeling, W. Va.
CONNIE RIORDAN, formerly with NBC, to KCBS San Francisco program department.
DAVE BROWN appointed director of Wayne King Show on NBC-TV from Chicago.
WILLIAM V. RAY, production manager KFWB Hollywood, and Loraine Dreisie married.
Marilyn Jean ROHAN, continuity staff KSTL St. Louis, to WIL St. Louis in same capacity.
RODDY McDOWALL starts five-week, quarter-hour Chris Conway, Rocket to broadcasting system.
LLOYD H. PETTIT to announcing staff WMJAM-AM Milwaukee after graduation from Northwestern U.
ALAN COURTNEY, director public relations WBBN (TV) Hollywood, and Edward Ruhmann, education committee, Southern California Broadcasters Assn., named to represent SCBA on "Brotherhood at Home and Abroad" institute being presented March 15 by National Conference of Christians and Jews at U. of Southern Calif., L. A. Mr. Courtney has also been chosen to represent SCBA Education Committee on panel discussion of effect of TV on children Jan. 25 at Mingay School, Burbank, Calif.
Lee Bowman succeeds the late RICHARD HART as star on The Al Jolson Show of Ellery Queen telecast on DuMont. Mr. Hart died Jan. 2 as result of coronary occlusion.
ALBERTA HACKETT, assistant program director KTTV (TV) Hollywood, and PHILIPPE de LACY, station staff director, appointed to newly-created positions of executive directors. Miss Hackett will supervise daytime programs to 5:30 p.m.; Mr. de Lacy evening programs. Full duties involve exercising of budget control, assisting staff directors operationally and creatively, and acting as liaison between directors and clients, program office, sales, etc.
ARCHIE SCOTT, contact producer NBC #6 Question, Halls of Ivy and Dramnet, following forming law firm ever suffering in fall.
EDWARD F. RODEN, program manager WHEN (TV) Syracuse, to KTVV (TV) Hollywood as staff director. Prior to WHEN affiliation he was directed WEAK (TV) Chicago.
RAY O'CONNELL, charge of audience promotion NBC-TV network, appointed to network's station relations department for television.
ART BARTICK, floor manager KECATV Hollywood, and Denna Brown announce marriage.

Jerry Ross, publicist director ABC Western Division, and Mrs. Ross have adopted boy, William Louis.
Tom Jacobson, announcer, signed to do his own weekly program, Musical Clock, on western stations, of Progressive Broadcasting System.
ED REIMERS, staff announcer KTVY (TV) Hollywood, signed for part in forthcoming Filmmakers feature film for Davis stations.
Easy Gwynn, disc jockey WIBC Indianapolis, awarded Coronet magazine's award for "outstanding radio achievement."
Cly Tuma, KYVO Tulsa, to announcing staff KFSTV (TV) same city.
Doug Wilson, announcer WLS Roscoe, Va., father of boy, Jan. 8.

News

W. A. RUHMANN appointed farm editor WBAP-AM-FM Fort Worth, Tex. He has been farm manager for Tarrant County. He replaces I. D. JUBER, who takes position with State Dept.
BOB LEMARY, station manager, and ALICE REIM- NARN, sports director WBCB Worchester, Mass., College of Holy Cross station, to WAAB same city as sportscaster.
DON SHIELDS, newcomer WAVZ New Haven, Conn., to WLCR Torrington, Conn., as news editor.
ELR SMITH, managing news director KMBC Kansas City, Mo., resigns. He will accept position as director of public relations for Order of De-
Dolay, Kansas City.
BILL GRIFFITH, disc jockey WKRT-AMFM Courtland, N. Y., appointed chief announcer and sports editor.
DICK WILLIAMS, WKWY Louisviile, Ky., to WCKY Cincinnati on news staff.
HELEN SHENTON, public service and sales department WTOP-AM-TV Washington, to WMAL same city as assistant to BRISGON RASH, special events director.
EUGENE HANSEN appointed assist-
ant to Farm Director VON ORME, ESL Salt Lake City.
NORMAN SYE to news staff WDGY Minneapolis-St. Paul after graduation from U. of Minnesota.
ALEX DREIER, NBC news commentator, visiting parents in San Francisco SCBA, will originate there during his stay.
BILL NIEFELD, director of news KCBS San Francisco, elected vice president of Northern California chapter of Sigma Delta Chi, national honorary journalism society.
EDWARD ZUSI, San Francisco Chroni-
ticle, to KCBS San Francisco as news writer and night overseas producer for CBS.
VICTOR RIESB, syndicated columnist, starts quarterly-weekly com-
mentary on KFVM (FM) Hollywood and Pacific Regional Network.
BILL STEIN, NBC sports director, chosen "Outstanding Sportscaster of 1969" by Liberty magazine.

The book that simplifies the search for market facts

"I consider CONSUMER MARKETS the most valuable single volume an agency can have," says a Media Director. "We would have to have at least five volumes to give us the information found in just CM. It's terrific."

CONSUMER MARKETS fills the needs of agencies, national advertisers, market analysts, media sales and promotion managers for accurate, up-to-date, detailed market facts on every state, county and city of 5,000 and over in the United States.

Write today for Full Explanation Folder detailing the comprehensive data CONSUMER MARKETS puts at your fingertips.

SPECIAL STATISTICAL SERVICE: The 380,000 items listed in CONSUMER MARKETS are on IBM cards. Machine Tabulations are available at reasonable cost for quick assembly in any statistical combinations you want for special market studies. Write for estimate on your job.
a unique and powerful program – based on stories of the supernatural – is for immediate sale on WOR-tv channel 9.

“trapped!”

holds the eyes of over 300,000 tele-viewers per month.

“Trapped!” brings you these viewers — who are buyers — at $6.33 per thousand — or one-fifth of a cent per commercial impression.

“Trapped!” is one of the greatest buys on tv in New York.

call, write or wire

WOR-tv

at 1440 Broadway, in New York
Why you should use feature films in daytime spot television

Larger audiences
Many daytime feature films deliver audiences larger than nighttime local programming. For example:

- In Philadelphia—WPTZ's Hollywood Playhouse (12:30–1:30 PM Monday–Friday) .......... 16.6*
- In Cleveland—WNBK's Stagecoach Theater (4–5:15 PM Saturday) ............... 15.3*
- In Chicago—WNBQ's Matinee Playhouse (1–2 PM Monday–Friday) ............... 8.9*

*Ratings provided by American Research Bureau Rating

More commercial impact
Scheduling your commercials during a daytime feature film guarantees complete audience attention, unsurpassed impact on viewers.

Increased product identification
Many stations (notably WPTZ, Philadelphia, WNBQ, Chicago and WNBW, Washington) offer in addition to one-minute commercials, product and sponsor identifications in other portions of the feature films...all for the price of a one-minute announcement.

Lowest cost
Participations in daytime feature films are invariably lower (usually half the cost) of nighttime announcements.

Where to buy
The best place to start your television schedule in daytime feature film programs is on one or more of the stations represented by NBC Spot Sales. Call your NBC Spot Salesman today and start reaping the benefits of television's most economical buy...Daytime Feature Films.

- WNBQ Chicago
- KNBH Hollywood
- WPTZ Philadelphia
- WBZ-TV Boston
- WNBK Cleveland
- *WNBW Washington
- *WRGB Schenectady—Albany—Troy

*Participations in Daytime Feature Films not currently available, but your NBC Spot Salesman has many other attractive daytime availabilities.
FORD MOTOR CO. topped the list of TV network advertisers from the standpoint of time purchases during November 1950, according to the BROADCASTING * TELECASTING analysis of gross TV network time sales compiled by Publishers Information Bureau.

Ford's volume of TV network time that month, figured at the one-time rate of $217,693 at gross rates for its 11 p.m.-to midnight Broadway Open House show on NBC, was a feat of network work. R. J. Reynolds Tobacco Co. ranked third with gross time purchases of $30,130 for the Vaughn Monroe Show on CBS-TV and of $35,586 for Man Against Crime on the same network, plus $123,200 for the five-a-week Camel News Caravans on NBC-TV, a total of $188,945.

The top 10 users of TV network time in November and their gross time purchases are listed in Table I.

**Table I**

<table>
<thead>
<tr>
<th>TV Network Advertisers</th>
<th>November 1950</th>
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<tbody>
<tr>
<td>Ford Motor Co.</td>
<td>$217,693</td>
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<tr>
<td>Anchor Hocking Glass Corp.</td>
<td>186,945</td>
</tr>
<tr>
<td>R. J. Reynolds Tobacco Co.</td>
<td>165,180</td>
</tr>
<tr>
<td>General Foods Corp.</td>
<td>154,795</td>
</tr>
<tr>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>150,515</td>
</tr>
<tr>
<td>Phlio Corp.</td>
<td>147,644</td>
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<tr>
<td>Colgate-Palmolive-Peet Co.</td>
<td>138,815</td>
</tr>
</tbody>
</table>

Analysis of TV network time sales by product groups shows Food & Food Products the most highly advertised class on network television and the only class whose gross TV network time purchases exceeded $1 million in November, totaling $1,135,548. Smoking materials—cigarettes, pipe tobaccos and lighters—ranked second with gross time purchases of $812,969; Automotive—cars, tires and equipment—third with $787,879; Toiletries & Toilet Goods fourth with $681,701; Household Equipment & Supplies, including a wide range of products from laundry soaps to electric refrigerators, fifth with $477,934.

For the 11-month January-to-November period, the same five groups were the leaders, but with Smoking Materials in first place and Foods second, the others retaining the same order as in November. For November 1949 the rank order of the first five groups was Automotive, Smoking Materials, Radios & TV Sets & Musical Instruments, Foods and Toiletries.

The five leading product groups for the first 11 months of 1949 were: Radios & TV Sets & Musical Instruments first, Smoking Materials second, followed by Automotive, Foods and Toiletries in that order.

Table II breaks down the product group advertising on network TV for November and January-to-November, 1950. In all cases, figures represent total for the product groups listed, for the time covered, and are not necessarily the same as other published figures.

**Table II**

<table>
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<tr>
<th>Product Group</th>
<th>January-November 1950</th>
<th>January-November 1949</th>
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<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$9,906</td>
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<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>736,946</td>
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<tr>
<td>Automotive Access. &amp; Equipment</td>
<td>1,327,201</td>
<td>1,327,201</td>
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<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>367,946</td>
<td>367,946</td>
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<tr>
<td>Bldg. Matters, Equipment &amp; Supplies</td>
<td>165,180</td>
<td>165,180</td>
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<tr>
<td>Confectionary Soft Drinks</td>
<td>147,644</td>
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<tr>
<td>Consumer Services</td>
<td>316,944</td>
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<tr>
<td>Drugs &amp; Medicinals</td>
<td>186,945</td>
<td>186,945</td>
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<tr>
<td>Food &amp; Food Products</td>
<td>218,945</td>
<td>218,945</td>
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<tr>
<td>Glass, Luminaries &amp; Other Publs</td>
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<td>Horticulture</td>
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<td>Household Furnishings</td>
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<td>Jewelry, Optical Goods &amp; Cameras</td>
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<td>Marriages, Births &amp; Deaths</td>
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<td>Miscellaneous</td>
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<td>Motor Vehicles</td>
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<tr>
<td>Other Miscellaneous</td>
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<td>Real Estate</td>
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<tr>
<td>Religious</td>
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<tr>
<td>Retail Stores</td>
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<tr>
<td>Restaurants and Cafes</td>
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<td>147,644</td>
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<tr>
<td>Shoes, Socks &amp; Underwear</td>
<td>147,644</td>
<td>147,644</td>
</tr>
<tr>
<td>Tobacco Products</td>
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<td>147,644</td>
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<tr>
<td>Toiletries &amp; Toilet Goods</td>
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<td>147,644</td>
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<tr>
<td>Total</td>
<td>$16,498,623</td>
<td>$16,498,623</td>
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January 22, 1951 Page 55

**Table III**

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<tr>
<th>Total</th>
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<td>Difference</td>
<td>$6,737,324</td>
<td>$6,737,324</td>
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</table>

FROZEN STATUS

“I DO HOPE and expect and predict that we will be out of the freeze and granting TV applications before the third anniversary of the freeze is upon us . . . unless the mobilization program is so large by late summer that it will not be possible to utilize raw materials in the building of equipment and the construction necessary to get television stations on the air.”

That is FCC Chairman Wayne Coy’s newest estimate on the TV situation as he related it last Tuesday in Buffalo to the New York State Publishers Assn. He also indicated color TV eventually will become the prevailing system in the U. S., although its beginning may be delayed by defense mobilization.

Chairman Coy based his figuring on lifting of the TV freeze on expected conclusion of the educational phase of the allocation hearing within the next week and about two months more of hearings on specific city-by-city allocation bids. If it is necessary to propose a new allocation table on the basis of revised engineering data, Chairman Coy explained, “the time involved in getting out of the freeze is approximately 60 or 90 days.” He indicated if such a new table were necessary, it would have to be published and comments received.

Further session on the issue of reservation of channels for educational use is expected to resume today (Monday), originally was expected to be completed within a couple of days but commercial broadcasters have been granted leave to participate and the presentations will take additional time [BROADCASTING * TELECASTING, Jan. 15].

**Must Fact Face**

Reminding the publishers that whatever their interest, they must face the fact television is here to stay. Chairman Coy pointed out more than 10 million sets now are in use, most of them sold within the last three years. He noted 107 stations in 64 markets are covering an area containing 55-60% of the nation’s families. These stations during 1950 had a business volume of about $400 million, exclusive of talent, Mr. Coy said, while in the U. S. last year $1½ billion worth of manufactured products was sold, mostly home sets.

“And this is just the beginning,” he said. “It is not unreasonable to expect that a matured competitive television service for this country will have more than 1,000 stations and that the annual volume of business done by these stations will exceed $1 billion, and that we may have many years when the value of the manufacturer’s product will reach $1 billion.”

What the impact of television will be on other media and on various aspects of American life remains to be seen,” Chairman Coy stated. He noted it was a long time before the potentialities of movable type were recognized by the Europeans of that time and there is no record that anyone envisioned the revolutionary changes that this new method of printing was to bring about.

However, “we can see already that television is destined to bring sweeping changes in our social, economic and political life,” Chairman Coy said. He noted a recent “head-on collision” between TV and newspapers as WKY-TV Oklahoma City began telecasts of the state legislature and a preliminary pickup showed a member reading a paper while “another was shown fast asleep.”

At this date “both the legislatures” (Continued on page 68)

January 22, 1951 Page 55
enters the television

The time has come for a stabilizing force that will put the rapidly expanding television film program industry on a sound basis. A new company

UNITED TELEVISION PROGRAMS inc.

has now been formed to achieve this goal.

Stations, agencies and advertisers can now depend on UNITED for top quality films made by reputable producers expressly for television. Films carefully selected and pre-tested for high audience ratings. Offered on a firm and equitable price basis to all. With delivery of the full number of films guaranteed per contract.

The future of top-flight TV programming is in film!
To assure proper selling and distribution service to all levels of program buying, local as well as regional and national, UNITED has created this nation-wide organization employing the established, experienced facilities of THREE MAJOR COMPANIES*

EDWARD PETRY & CO., INC.
America's outstanding radio and television representatives, has been appointed exclusive sales agent for United film programs in the field of national spot TV.

STANDARD RADIO TRANSCRIPTION SERVICES, INC.
One of the country's top organizations in the transcription library field, represents United at local station and local sponsor level.

CENTURY ARTISTS
Leading talent and package program agency, acts as liaison in Hollywood with ace television program producers, and represents United at the network sales level.

The leadership of these three companies in their respective fields is widely recognized. They were pioneer factors in bringing stability into the radio time and program field. They were chosen to represent UNITED because their combined experience, resources and manpower offer TV program buyers a service now unequaled in television—all from one central, dependable source.

For further information on availabilities of "Fireside Theater" and other current offerings, get in touch with

UNITED TELEVISION PROGRAMS, INC.
360 N. Michigan Avenue, Chicago 1, Ill. • 488 Madison Avenue, New York 22, N. Y. • 8619 Sunset Boulevard, Los Angeles 46, Calif.
or call any Petry or Standard Office in Chicago, New York, Detroit, St. Louis, Dallas, Oklahoma City, Los Angeles, San Francisco
WHEN the San Francisco Academy of Television Arts and Sciences held its first annual awards banquet in early 1949 there was stiff and suspenseful competition for all the coveted awards. One of the awards was the so-called “Emmy” for all-around outstanding station achievement. With almost unanimous approval the top award, the “Emmy,” went to KPIX, the silver “Emmy,” for all-around outstanding station achievement.

The well-earned recognition was the payoff for 18 months of fruitful labor by Vice President and General Manager Philip G. Lasky and his small but enthusiastic crew of young staffmen. It also was public acknowledgment by their colleagues and competitors that the boast of their standard station made the silver “Emmy” to KPIX, San Francisco’s pioneer television station” was not an idle boast.

As San Francisco’s first television station, KPIX blazed the costly trail in Northern California, and fought the early costly battles against advertiser and audience misinformation concerning the new medium.

This early pioneering made the path much easier for the stations that followed, and it was recognition of this fact by the entire Northern California television industry that brought KPIX the salute for outstanding achievement. KPIX got its start in 1947 when the FCC issued a construction permit to Associated Broadcasters Inc., licensee of KSFO and KPIX, for Channel 5.

Station officials recognized the need for an educational campaign to correct much public misinformation about the supposed technical problem posed by San Francisco’s many hills. (It soon demonstrated that San Francisco could be better served by TV signals than skyscraper dotted Manhattan Island, and even the hilly country of Los Angeles County.) And they foresaw the long range problem of developing the medium of television itself from a magic word to an integral part of community life.

**KPIX Takes Gamble On New Medium**

But KPIX was willing to gamble that the sooner a station faced these problems in actual operation the sooner the problems would be overcome.

Mr. Lasky once said: “The sooner we start losing money the sooner we start making money.”

The man on whom the decision rested to above the blue chips for ward in the gamble was Wesley I. Dumm, of Pasadena and San Francisco, president of Associated Broadcasters and long a leader in commercial broadcasting.

Mr. Dumm, a native of Columbus, Ohio, and a graduate of Wesleyan U., quickly established himself as a leading West Coast businessman shortly after entering business in California. He had experienced various pioneering phases of the broadcasting industry in earlier years, and he was willing to pioneer again.

For its transmitter site, KPIX chose the top of the Mark Hopkins Hotel on San Francisco’s Nob Hill. And it pushed construction as rapidly as delivery of material and equipment would allow.

During the year of construction the station carried on a concentrated promotion and familiarization campaign; the latter being carried two ways, both to the public and to the station personnel.

Under the able direction of Alfred E. Towne, director of engineering for Associated Broadcasters, an engineering staff was assembled and given heavy doses of specialized TV training; key staffmen were sent to Los Angeles and other established TV centers for operational briefings and observation.

Mr. Lasky, who left KSFO to become vice president of the new TV station, saw his gamble pay off.

**Develops All-Out Promotion Campaign**

To familiarize the potential audience with television, the station conducted public demonstrations with technical equipment and motion pictures. It publicized television and the coming telecasts of the station through news letters, luncheon speeches, newspaper and radio advertising.

Despite the intensive promotion campaign, when KPIX rushed its first test pattern on the air on Dec. 13, 1948, there were about 2,000 television sets in the homes of private individuals. This was the audience the station played to when, foregoing the normal test pattern period, it brought its first....
program to the screens less than two weeks later, on Dec. 26. But in its first week of operation the station got a big sales assist—the annual East-West Shrine football classic on New Year’s Day. Announcement of the East-West football telecast, added to a year-long promotion drive, brought a rush on the television market. An estimated 3,600 sets were in use on the day of the game.

When set sales increased at a slower pace in the next few weeks, KPIX immediately set to work to determine how its city was accepting television as gauged against eastern standards. It discovered that compared with population, and the number of station-months of operation in eight of the east’s leading cities, San Francisco’s set sales were more than holding their own. Determined to maintain or better this record, KPIX did not let up.

Programming continued on a five-day-a-week, 12-hours-weekly basis. By the middle of February the hours were expanded to 17, six-days-a-week. About half of the programming was live. The station had an interim affiliation with NBC, from which it selected the top shows to fill out the remainder of its operational hours.

KPIX used RCA equipment throughout; the station designed an auxiliary equipment such as opalescent projectors, balopticons, and lighting apparatus.

General Manager Lasky drew on his 22-years experience in radio production to draw the most from his staff, which was small, but willing to work at anything and try anything to get an attractive show on the screens. Secretaries with looks and an idea went before the cameras with their own show, and in some cases became TV stars. Music librarians became actresses and once a cameraman, Tony Bomba, left his camera and played a big part in a mystery drama—the first original drama on San Francisco TV, written by Mr. Spillman.

Many Beginners

Now Are TV Stars

But mostly the talent came from "outside" and from the KSFO production staff. Many of these personalities still are among the leading stars of San Francisco television and few of them, notably Bill Baldwin (now announcer on the Charlie McCarthy Show), went to bigger fields in Hollywood.

Ruby Hunter, the first big star of San Francisco television, and still one of the most popular personalities, was cited last year by the San Francisco ATAS as the area’s outstanding TV star.

A list of "firsts" presented to San Francisco viewers includes: First telecasts of the opera; first presentation of the classics (Shakespeare); first afternoon programming; first football; first regularly scheduled sports series, the ice hockey games (attendance figures at the San Francisco ice hockey games doubled as a direct result of the KPIX telecasts); first boxing (the station’s telecasts of the All Navy Boxing Championships also won an award from the San Francisco ATAS); first baseball games (with live commercials produced at the ball park); first five entertainment from a theatre stage; first man-on-the-street interviews on.

Shortly after the Korean war began in June, KPIX scored again by sending Program Director Sandy Spillman to the war front to gather film and color of the fighting for release on the station. Mr. Spillman was among the first TV correspondents in the U.S. to be cleared and accredited by the Defense Dept.

KPIX has relayed religion and education to the screens through its weekly Family Vespers and California Council Table and similar programs, and through remotes at art exhibits and other cultural events.

Aids Police Dept.

On Missing Persons

From the very beginning of its programming the station has presented a five-minute feature, Wanted and Missing Persons, in cooperation with the San Francisco police department. The program is just what the name implies and has been credited by the police with indirectly resulting in the capture of several criminals and the locating of a number of missing persons. The FBI also has credited the program with aiding its investigations on occasion.

One man who did not share the enthusiasm for television and had no direct connection with the operation but who nevertheless deserves mention in any story of the station is Jack Campbell, commercial manager of the sister AM station, KSFO. To Mr. Campbell, KPIX was a cross to bear, a poor relation who drained off the finances as fast as he and his sales staff could bring the money in from sales of AM airtime. But he drove himself to increase AM sales to help support the struggling poor TV relation as long as the pressure lasted.

But two years of operation have brought several pleasant changes and the burden has passed from Jack Campbell. Today the station plays to an audience totalling around more than 140,000 TV sets and the number is growing daily and rapidly.

Programming time today has expanded to more than 70 hours per week, 7 days a week. More than 40% of the program time is live. The remainder is filled with leading shows offered by the CBS and DuMont networks, the Paramount television organization and by feature films.

A total of 83 employees are now counted as KPIX staffers.

In the two years the station has accumulated an impressive number of success stories. One of the earliest and most outstanding concerns a pitch for Dr. Ross Dog Food, one of KPIX’s earliest and (Continued on page 70)
'RUNAWAY' COSTS

HARRY TRENNER, vice president and television director of the William Weintraub Agency, New York, told the January meeting of the Television Assn. of Philadelphia that television will eventually price itself right into government subsidies if runaway costs and mounting time charges are not controlled.

Mr. Trenner, who recently added talent, production and time cost will eliminate competition in television by pricing all but a few of the nation's top advertisers out of the market.

Blaming the networks and "some independent stations" for basing price increases on increased set circulation which does not affect production costs in the industry, he said: "It makes no difference whether you broadcast to 260,000 or a million sets—you still push the same button."

Comparing the circulation increase on one national magazine to an increase in the number of TV sets, Mr. Trenner said publishers have a legitimate basis for increasing rates to cover increased production costs. TV stations, he claimed, get their circulation without cost and base their rate increases on this gift of the medium.

While sponsorship of costly network shows was criticized by Mr. Trenner, who said it is "killing gratitude response." Citing the Jack Benny-Jello show as an example of public appreciation, he said: "many people who are not influenced by the show's commercials, buy the products out of gratitude for the sponsor who brings Jack Benny into their homes." The same gratitude can not be expressed in buying response for three or more sponsors.

At the close of his speech Mr. Trenner made a plea for "someone to do something about the cost of TV before it is priced beyond reach for the average family."

Mr. Trenner was introduced by Frank Roberts, radio and TV division of WOAI-TV.

WOOAI-TV SURVEY

Show Rapid TV Rise in Tex.

RESULTS of a survey by WOAI-TV San Antonio at the end of the first year of operation showed enthusiasm of response to television in the South Texas area.

The survey showed that 79.9% of responding set owners in San Antonio view television every night; 72.5% turn on sets four or more hours each night. Four or more viewers-per-set were reported by 72.8%. A percentage of 85.6 reportedly said they watched WOAI-TV most often. The station, WOAI, and NBC's clear station, the survey showed. Television at home had replaced going out to the movies for 82.5% of set-owning families. Less or no reading of newspapers was indicated by 53.8% of the respondents, and 79.1% said less or no time was spent reading magazines.

TRENNER URGES CONTROL

Music License

"Per Program" Idea Backed

Mr. Trenner urges the licensing of the industry's Per Program Committee, currently negotiating with ASCAP to obtain a "satisfactory per program license" for use of network programs. Stations, he said, would be charged in a manner similar to the one used in the film industry.

The credit for developing the idea goes to Jack Foster, executive vice president; Milton Blink, secretary-treasurer, and members of the firm comprising UTP—Edward Petry, head of Edward Petry & Co., Tom Dawson, manager, TV division, and Ed Yovon, Chicago manager, respectively of the latter firm.

The new firm has signed with three additional TV film producers to handle sales of their programs. They include Jerry Fairbanks Productions, Hollywood, for whom UTP will represent the quarter-hour Paradise Island series five-minute TV Closeups and American Legion wrestling films; Eddie Lewis-Marian Parsonette on the half-hour TV film series Hollywood Affair; and Kirk Douglass, in the sale of 13 series in which he will star, entitled The Bible Speaks. Firm had previously signed with Bing Crosby Enterprises to represent three TV film series.

Call Letters

SIMPLIFICATION of calls of TV stations was proposed in a letter last week to FCC Chairman Wayne Coy by William von Zehle, president of the New York advertising agency bearing his name. Stating that current call letters based on a 1910 regulation, are "outmoded and outdated," Mr. von Zehle proposed that "W" and "K" prefixes and "TV" suffixes be eliminated and channel numbers added. Thus WAAA-TV might become AAA-6. Geographic locators would then be dropped in an effort to prevent confusion with KAAA-TV, it was indicated.
Audience-response to WBZ-TV has been so terrific that we sometimes hesitate to report the facts. They look unbelievable!

But letters like this speak for themselves. According to Mr. John H. Wright, TV director for BBDO, mail count for the First National Bank program exceeded 16,000 pieces. "This is all the more astonishing," he writes, "since Norman Harris merely asked his fans to drop him a card on two telecasts, without any promise of a reward."

For full-scale coverage of the Boston TV area... now one of the top five in the nation... WBZ-TV is obviously your top choice. Availabilities are limited, but the man from WBZ-TV or NBC Spot Sales can help solve your problem.

ASTONISHING!

writes BBDO
(BUT 16,000 REPLIES TO TWO TELECASTS NO LONGER ASTONISH US)
YESTERDAY and TODAY in Central Indiana at WFBM-TV "First in Indiana"

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . . there are 112,000 Sets in use in WFBM-TV's coverage area.

Weekly Television Summary — January 22, 1951, TELECASTING Survey

VYESTERDAY and TODAY in Central Indiana at WFBM-TV "First in Indiana"

AS STATION and network operating hours were extended and the fall season hit its stride in November, the total number of television advertisers gained 7.2% over the previous month for a November total of 4,830. This was a gain of 129.1% over November 1949.

The spot field gained 4.1% in total advertisers bringing the November total to 389. There were 274 more local advertisers reported in November than in October which gave a total for the latter month of 3,723.

These figures are from the November Rorbaugh Report on Television Advertising. Network figures are for the entire month and are supplied by the networks' headquarters. Local and spot figures cover 98 stations for the period Nov. 5-11.

On the four networks 20 new advertisers were added between October and November, bringing the total for the latter month to 156. During the month there were 206 active accounts. (An "account" is the sponsor of any given program. An advertiser sponsoring more than one program is counted once for each program.) CBS-TV was the leader in number of accounts with 73. In close second was NBC-TV which held 72 accounts for the month. ABC-TV was reported with 49 accounts and DuMont had 21.

The largest new account for the month in number of stations carrying the network business, was the Edgar Bergen Show. The one-time program was presented by Coca-Cola on 61 CBS-TV stations for a half hour on November 25. As a regular scheduled advertiser Bulova took top honors in the new business column by starting the Frank Sinatra Show, as a weekly feature on 56 CBS-TV stations.

Largest regular account in number of stations was DeSoto Div. of Chrysler Corp. which presented Why You Bet Your Life on 61 NBC-TV stations. There were 22 accounts active during the month which placed network shows on 80 or more stations.

Methods of advertising were radio, television, and newspapers.

New television spot business for the month was confined mostly to accounts buying only a few stations. Largest new spot account in the number of stations bought was A. C. Gilbert Co. which placed a schedule on 56 stations for its toys. Wilson & Co., for Ideal Dog Food, was shown in second place with a spot schedule covering 21 stations.

In number of stations bought, Bulova was the largest spot advertiser for the month with business on 78 outlets. O'CEDAR Corp. was in second place with 76 stations on (Continued on page 79).

November Advertisers Reported by Rorbaugh (Report 147)

Television & BROADCASTING

Market on Air 63 Stations on Air 107

Estimated Total Sets in Use 10,254,000

Estimated reach of each advertiser is based on the total number of sets within the viewing area. There is no overlap with these sets which may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

Weekly Television Summary — January 22, 1951, TELECASTING Survey

Market on Air 63 Stations on Air 107

Estimated Total Sets in Use 10,254,000

Estimated reach of each advertiser is based on the total number of sets within the viewing area. There is no overlap with these sets which may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.
The exciting adventure of producing the Sunpapets has now continued for over 114 years. Today's new building, pictured above, is for the present staff, the culmination of that adventure, more exciting than any other in which they have participated.

Publication of the Sunpapets in their new home began Christmas Day, 1950. The old Sun Building at Sun Square will continue to be the headquarters of WMAR-TV. The station is proud to be part of this century-old organization.

WMAR-TV
CHANNEL 2 * BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK * DETROIT * KANSAS CITY * SAN FRANCISCO
CHICAGO * ATLANTA * DALLAS * LOS ANGELES * TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
WITH little fanfare, the Senate Select Committee on Small Business has been conducting an investigation into a number of topics, many of them of interest to broadcasters and to manufacturers of electronics equipment.

Last week, the committee released a summary report of its probe activities ranging from color television to procurement. The color TV section of the report contains these significant revelations:

- Although the review covers the color television proceedings before the FCC and subsequent orders and court rulings, the investigation [by the committee] is now in progress.
- While standards for color transmissions have been adopted, "this does not close the chances of a new and improved system being considered."
- Programs, in accordance with black-and-white standards, "are expected to be transmitted for at least several years in view of the present crisis."

The Senate report said it entered the color TV question when, "following the decision on color television in the first of 1952, and the continued interest in the development," it was decided to have a "complete and frank examination of the entire matter." The FCC was directed to "submit a complete and frank examination of the entire matter." The investigation would entail a "thorough study of the entire color television equipment situation in this country up to January 1, 1952."

"It's a good idea to have the FCC give us the exact standards of the proposed color system. The committee is interested in having the broadcasting industry inform it of its present plans."

**RTMA CONFERENCES**

**On Industrial Relations**

DETAILS on inclusion of television set prices by the U. S. Bureau of Labor Statistics in a revised Consumers' Price Index by the Labor Dept., was explained by Ewan Clague, Commissioner of Labor Statistics, at the Radio Television Manufacturers Association, in held at the Hotel Statler, New York.

"Industrial Relations Problems in the Motion Picture Industry" provided the theme for the RTMA meeting, at which John W. Craig, Ace Mfg. Corp., presided, as chairman of the RTMA Industrial Relations Committee.

Speakers included George W. Taylor, Wharton School, U. of Pennsylvania, and William A. Comber, International Ladios Garment Workers Union. A panel on personnel problems of expansion was moderated by Harry Reinhardt, Sylvania Electric Products.


"Small Business Years End" is the theme of the annual meeting of the Small Business Committee, January 18, Hotel Statler, New York.

**Small Defense Plants**

A report of the Small Business Committee, January 18, Hotel Statler, New York, issued, Sen. Sparkman and Rep. Wright Patman (D-Tex.), chairman of the Senate and House Small Business Committees, simultaneously dropped bills in the hopper in both branches of Congress to provide a blueprint of assistance to small business during the mobilization period.

The legislation (S 533 and HR 1000-1-2-3-4-5) would (1) create an independent agency known as the Small Defense Plants Corp.; (2) aid small plants in obtaining a share of government contracts; (3) assure "fair and equitable treatment to small businessmen when competing with prime contractors.

The Senate committee, meanwhile, launched into the question of material shortages and their impact on small business by holding hearings, beginning last Thursday. It heard top officials of the government mobilization agencies. (See separate story.)

**SMALL BUSINESS**

**Senate Group Eyes Color Video**

...
Pacific Coast Time... time for advertisers to sell more people at less-cost-per-sale via KTTV—newest addition to BLAIR-TV’s roster of great outlets. The Los Angeles Times’ KTTV consistently rings the bell with impressive coverage of America’s second largest television market... immensely popular day-and-night programming beamed from atop Mount Wilson for mighty down-to-earth selling. P. C. T. is your cue to put KTTV’s impact behind your client’s product—now! Start by contacting BLAIR-TV today.

KTTV
Los Angeles

represented by

BLAIR
INC.

New York, Chicago, St. Louis, Dallas, Detroit, Los Angeles, San Francisco
CALTTEL PICTURES, Los Angeles, opens offices in California Studios, 8256 Clinton St. President is Edward Lawrence; Russell Day, formerly Telenmount Productions, Los Angeles, is production head in charge of TV spots and film programs. Snader Telescriptions Corp., Los Angeles, has completed 10 telecasts featuring Ike Carpenter’s orchestra.

Dynamic Films, New York, producing all TV film spots in color at no extra cost to clients, although black-and-white prints are available from color originals. TV Ads Inc., Los Angeles, has completed three TV film spots, each for J. W. Robinson (department store), Los Angeles; National Traveler’s Ins. Co.; and four for Southern California Buick Dealers.

Eighteen feature motion picture films have been acquired by KBCA-TV Hollywood from Exgle Lion for use on station’s Monday evening Chevrolet Triple Feature Theatre. Films produced in 1947 include series of Philo Vance mysteries. Program sponsored by 141 Chevrolet Dealers of Southern California. Agency: Campbell-Ewald Adv., Los Angeles. Douglas Jenkins, secretary, named vice president in charge of TV production and administration, Bracken Productions Inc., Hollywood. Mr. Jenkins also was principal in Jenkins-Large Inc., Los Angeles public relations firm, which continues under that name.


TAP (Television Associated Productions) formed in Los Angeles for developing and packaging live and filmed TV shows for sponsors, working directly through advertising agencies. Principals are James Richard, producer-program director, MCA Hollywood, and formerly head of TV network programming and TV coordinator at ABC New York; Wally Sherwin, TV producer-director. Associated with new group are John O’dea, radio producer-director; Martin Ross; Fred G. Williams and Bill Seekler, writers. Les Taufenbach, sales consultant, will head merchandising department and J. R. Hawkins, BBDO’s executive, will have similar position.

Jerry Fairbanks Productions, Hollywood, filming weekly wrestling matches at American Legion stadium in cooperation with Hollywood Post, American Legion. Producers film entire two-hour bout, editing them to hour-long program. Films will be distributed nationally, first program to be telecast Feb. 1. Barry Fitzgerald has signed with Fairbanks for new series of films for Oldsmobile. Murray Smith and Harlow Wilcox, radio announcers, signed by firm to do narration on series.

Charles Michelson Inc., New York, releasing new half-hour, open-end TV film series, Club Celebrity featuring Harry Von Zell and guest stars.

CHICAGO FIRE COVERAGE

CHICAGO radio and TV coverage of a fire which killed four firemen Jan. 12 was broadcast, complete and spontaneous. The $14,672 million blaze, described as firemen’s “6-11 plus three special alarms” (reserved for major disasters), broke out shortly after 2 p.m. in a riverfront warehouse, killing firemen, and a crowd of about 50 watching. By the end of the afternoon, an estimated 10 million persons saw on-the-spot happenings via TV and heard about them on the air. All Chicago video stations—WNBQ (NBC), WGN-TV (ABC), WGN-TV (DuMont) and WBBK (CBS)—covered the disaster, as did their network AM affiliates—WMQ, WBBK, WGN and WBBM—along with several independent stations. In addition, WKBW, owned by the theatre chain Balaban & Katz, piped 20 minutes of television coverage on the side of the Tivoli Theatre for projection on the theatre screen. This was understood to be the first spontaneous telecast of a news event on theatre TV in the city.

Shortly after the fire broke out and the first alarm sounded, cameras from WNBQ-TV, WBBQ and WBBK were focused out of sky scraper windows onto the burning building. WENR-TV, farthest from the scene, started with a camera in a window on the 24th floor of the Daily News Bldg., adding another later from the 44th floor of the Civic Opera Bldg. WNBQ, located at NBC headquarters in the Merchandise Mart, was nearest, only a half block away. Its cameras on the roof at the 19th floor level had what was termed a “lively scene” on WGN-TV. The fire was located several blocks east along the lake, had an obstructed view from windows, so it sent out remote units with a mammoth searchlight for night coverage.

Among the many plaudits received by stations for their coverage was the following letter sent to General Manager Frank P. Schreiber of WGN from Chief Fire Marshall A. J. Mulhany:

The officers and members of the Chicago Fire Dept. and especially the undersigned wish to express our sincere appreciation and gratitude for the wonderful service rendered the department by both your WGN and WGN-TV facilities for the effective and efficient coverage of the fire at 350 N. LaSalle St. on Jan. 12. We are especially appreciative of the use of the high searchlight for illuminating the burning structure which was an important guide in leading us into the building and preventing any further casualties during that serious fire. I am sure Commissioner Corrigan and Mayor Kennelly join me in the above.

ABOUT TV MOVIES

Battison Prepares Guide


For every TV broadcaster, advertiser and agency executive who feels his programs involved in the production or purchase of filmed programs or commercials for telecasting, this slim (376-page) volume is must reading. Mr. Battison, former editor of Tele Magazine, has avoided the technical jargon so often found in books of this type without sacrificing completeness.

His first section, beginning with the principles of movies and of television, goes on to describe moviemaking equipment, film transmission equipment, kinescope recording, lenses, lighting and the like; his second section deals with the various aspects of film programming, from the choices of films to the克服 problems. Volume is handsomely bound, effectively illustrated and adequately indexed.

KMBC Looks Ahead

LOOKING AHEAD to eventual FCC official designation of the frequencies now TV stations. Arthur B. Church, president of KMBC Kansas City, Mo., has recently purchased a DuMont Oak Park, Ill., pictured TV transmitter. The transmitter will be installed in a new building KMBC is erecting under its present expansion program.

Page 66 • January 22, 1951

CHICAGO TELEVISION BROADCASTING

CHICAGO radio and TV coverage of a fire which killed four firemen Jan. 12 was broadcast, complete and spontaneous. The $14,672 million blaze, described as firemen’s “6-11 plus three special alarms” (reserved for major disasters), broke out shortly after 2 p.m. in a riverfront warehouse, killing firemen, and a crowd of about 50 watching. By the end of the afternoon, an estimated 10 million persons saw on-the-spot happenings via TV and heard about them on the air. All Chicago video stations—WNBQ (NBC), WGN-TV (ABC), WGN-TV (DuMont) and WBBK (CBS)—covered the disaster, as did their network AM affiliates—WMQ, WBBK, WGN and WBBM—along with several independent stations. In addition, WKBW, owned by the theatre chain Balaban & Katz, piped 20 minutes of television coverage on the side of the Tivoli Theatre for projection on the theatre screen. This was understood to be the first spontaneous telecast of a news event on theatre TV in the city.

Shortly after the fire broke out and the first alarm sounded, cameras from WNBQ-TV, WBBQ and WBBK were focused out of sky scraper windows onto the burning building. WENR-TV, farthest from the scene, started with a camera in a window on the 24th floor of the Daily News Bldg., adding another later from the 44th floor of the Civic Opera Bldg. WNBQ, located at NBC headquarters in the Merchandise Mart, was nearest, only a half block away. Its cameras on the roof at the 19th floor level had what was termed a “lively scene” on WGN-TV. The fire was located several blocks east along the lake, had an obstructed view from windows, so it sent out remote units with a mammoth searchlight for night coverage.

Among the many plaudits received by stations for their coverage was the following letter sent to General Manager Frank P. Schreiber of WGN from Chief Fire Marshall A. J. Mulhany:

The officers and members of the Chicago Fire Dept. and especially the undersigned wish to express our sincere appreciation and gratitude for the wonderful service rendered the department by both your WGN and WGN-TV facilities for the effective and efficient coverage of the fire at 350 N. LaSalle St. on Jan. 12. We are especially appreciative of the use of the high searchlight for illuminating the burning structure which was an important guide in leading us into the building and preventing any further casualties during that serious fire. I am sure Commissioner Corrigan and Mayor Kennelly join me in the above.

ABOUT TV MOVIES

Battison Prepares Guide


For every TV broadcaster, advertiser and agency executive who feels his programs involved in the production or purchase of filmed programs or commercials for telecasting, this slim (376-page) volume is must reading. Mr. Battison, former editor of Tele Magazine, has avoided the technical jargon so often found in books of this type without sacrificing completeness.

His first section, beginning with the principles of movies and of television, goes on to describe moviemaking equipment, film transmission equipment, kinescope recording, lenses, lighting and the like; his second section deals with the various aspects of film programming, from the choices of films to the克服 problems. Volume is handsomely bound, effectively illustrated and adequately indexed.

KMBC Looks Ahead

LOOKING AHEAD to eventual FCC official designation of the frequencies now TV stations. Arthur B. Church, president of KMBC Kansas City, Mo., has recently purchased a DuMont Oak Park, Ill., pictured TV transmitter. The transmitter will be installed in a new building KMBC is erecting under its present expansion program.
"He still Needs You!"

JOIN THE 1951 MARCH OF DIMES

JANUARY 15th – 31st

AND USE AS MANY OF THE FOLLOWING PROGRAMS AS YOU CAN

**RADIO SHOWS**

15 minute Electrical Transcriptions

**starring**

CURT MASSEY and MARTHA TILTON
STAN KENTON AND HIS ORCHESTRA
NEW YORK PHILHARMONIC SYMPHONY ORCHESTRA
HANK WILLIAMS AND HIS DRIFTING COWBOYS
PAUL WESTON AND HIS ORCHESTRA
DOROTHY MAGUIRE — BASIL O’CONNOR

**plus**

LIVE AND TRANSCRIBED ANNOUNCEMENTS

**TELEVISION PROGRAMS**

16 mm. Sound Films — Various Lengths

**starring**

CAB CALLOWAY AND HIS ORCHESTRA
FRANK FONTAINE — MONOLOGIST
RAY ANTHONY AND HIS ORCHESTRA
PINKY LEE — CAROL RICHARDS — LINDA —
EDDIE DEAN — SMILIN’ ED McCONNELL

**plus**

15-, 25-, 60-SECOND
ANNOUNCEMENTS

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS — 120 BROADWAY — NEW YORK 5 — NEW YORK

FRANKLIN D. ROOSEVELT, Founder

HOWARD J. LONDON, Director — Radio, Television and Motion Pictures

BEEKMAN 3-0500
Freeze Status
(Continued from page 85)

itors and the public are enthusiastic over the telecasts," the Commission chairman said, "but there is no more newspaper reading during the portions of the sessions that are telecast."

Chairman Coy cited a Duane Jones survey in early 1940 which indicated 42.9% of the people who have homes equipped with TV read newspapers less than before they had TV; 68.9% read books less, 45.8% read magazines less, and that families with TV receive an increase of 70% in visits by children and adults.

Although statistics show an overall increase in newspaper circulation for 1950, Chairman Coy indicated the "decrease in readership...poses a real problem for newspaper publishers and editors which I am sure is receiving your attention in geometric proportion to the increase in the number of televisions receiving newspapers."

He also observed TV viewing in some areas "had brought the readership of afternoon papers down to the level of readership of morning papers." [BROADCASTING • TELECASTING • Jan. 1.]

As background to his discussion of the color television situation, Chairman Coy observed that "spite the increase in cost of color advertising over black-and-white advertising in magazines, approximately one-half of all advertising in newspapers is in color." Similarly, in spite of increased costs, color advertising volume in newspapers has increased several-fold, he noted, white in the movie field it is expected that in spite of added cost about one-half of all films made in 1951 will be in color and within the next five years all pictures will be in color.

Color Costs
"Color in television will be available for the presentation of programming and advertising materials at substantially the same cost as black-and-white television is available for the presentation of those materials," the FCC chairman stated. "This young upstart now competing with you so vigorously for the advertiser's dollar to support their medium thus will have an advantage over you with the advent of color television. You sell your color advertising at a premium and be able to advertise without any additional cost over black-and-white."

Explaining FCC rejected the RCA and CTI color systems because "it was not convinced of the potential capacity of either system to develop satisfactory color," Chairman Coy chose that of CBS because, it "produces excellent color, is relatively simple as compared to other proposed systems, and the Commission believed that sets could be produced at prices which would make it possible to have mass distribution of them reaching to most of the homes of this country."

Referring to the "compatibility" issue, Chairman Coy said it should be noted "that any system now known to the public may be rebuilt or converted in order to get color pictures from color transmissions. This is a point which has been obscured in the fuss which has followed the rushed present set in order that they will continue to receive black-and-white pictures from all transmissions, whether those transmissions are in color or in black-and-white."

"The Commission was not interested in just finding another way for people to get a black-and-white television picture," Chairman Coy said.

Regarding demands since the color ruling for public test of all the systems, Chairman Coy stated: "It is interesting to note that all of the witnesses before the Commission on this color television question opposed the idea of multiple standards on the grounds that it would create a chaotic situation and force the public to expend large sums of money without knowing which of the systems would be the one in ultimate use. There was one exception to this general line of testimony. The chairman of the board of (RCA) testified his preference was for a single standard, unless the Commission adopted the CBS system."

Answes Seidel
Citing an RCA representative's talk [Robert A. Seidel, vice president, RCA Victor Div., BROADCASTING • Jan. 15] before the National Retail Dry Goods Assn. on the great development of TV in the U.S., Chairman Coy pointed out this "progress was made upon a single set of standards promulgated by the Commission after a hearing, the same procedure followed by the Commission in the adoption of color television standards!" Chairman Coy likened dual standards to multiple telephone exchanges in the same community, requiring businessmen to subscribe to all of them in order to have access to all subscribers.

Cites Development
As to the RCA representative's alleged indication FCC forced color TV for better or worse, akin to "offering a product before it's fully developed," Chairman Coy said:

"We have not rushed. Color television has been known for more than a decade. Hearings on this matter began almost a year and a half ago and the product which can be offered under the color standards adopted by the Commission is presently as fully developed as was the black-and-white television product which followed the adoption of the color read magazines' standards in 1941.

What the speaker really means to say is that the product of his own company was not fully developed or adequately developed that they did not believe that anyone other than themselves could possibly produce a satisfactory product in this field."

This same fellow says that the Commission is now planting a seeding on scientific development. Of all the bolderdash! Even since the Commission approved the standards, the proponents of the field sequential system have announced the development of a 17-inch tube, thus meeting the criticism that their picture size was limited to 12½ inches.

The speaker conveniently ignores this development. I have no doubt but what there will be larger tube sizes developed to be used with the mechanical reproduction of the color system. And I have no doubt that a three-color tube will be developed for the reproduction of color with this system.

This same speaker makes reference to the "stability" of this color system for use with the RCA system. In fact, he gets a little warish on the subject. He says it is now popularly known as the "Joe DiMaggio."

I think that putting the name of Joe DiMaggio on this tube is somewhat unfortunate because it shows a certain amount of disrespect for DiMaggio's ability. Joe has never refused to play the game, but the tube now bearing his name is side-lined and is inactive, so far as its potential public is
FIFTY salesmen of the RCA Engineer-Ing Products Dept. have been made members of the Sales Leaders Club for exceeding quotas during 1950. A new accomplishment was made by J. C. Elwood, manager of the department's Field Sales Coordination Section, at the end of the annual departmental sales meeting held in Atlanta, Ga. Eight members were named directors of the club for 1951. They are:

A. Josephen, Broadcast Section, New York City; E. F. Rand, Broadcast- ing Section, Atlanta; S. J. Coombs, Communications Section, Hollywood; F. K. Gueler, Communications Section, Kansas City; D. R. Davis, Theatre Products, Kansas City; R. W. Bonsett, Industrial Products, Chicago; M. R. Bougere, Visual Products, New York City, and H. T. Schuyler, who completed the panel of directors.

WBEN-TV Buffalo has dropped the ABC Stop The Magic program "because of its depressing aspects," according to the affiliated Buffalo Evening News. ABC's Pulitzer Prize Play has been substituted.

The show was substituted in a Saturday night feature on the NBC network, and built a series of performers into household names, including Joe Kelly, the Hoosier Hot Shots, Uncle Ezra, Arkie the Arkansas Woodchopper, Lulu Belle and Scotty, Eddie Peabody and Red Foley.

In September 1939, the agency employed Pianist Alex Templeton to play in a kind of program on NBC. A variety show, it featured Mr. Templeton with Pat O'Malley in comedy routines. In June of the following year, the agency introduced an innovation in programming by placing the Quiz Kids as a summer substitute for Mr. Templeton. The show is now aired on both NBC AM and TV networks.

For some time Miles sponsored Lum and Abner, and in March 1941 the company bought News of the World, also on NBC. Walter Wade's faith in radio and television reached its height in realization last year when the agency's principal account, Miles, was listed among the first 10 companies in radio-TV advertising expenditures throughout the country. Mr. Wade was invited on numerous occasions to supervise activities of the WBEN Asn. campaigns, along with other humanitarian enterprises. He held membership in the Chicago Athletic Asn., the Fri. and Twitter Club, Lake Geneva Country Club and the Oak Park Country Club.

Surviving are his wife, Pearl; a son, Albert G. Wade II, vice presi- dent in charge of radio and television at the agency, and a daughter, Mrs. Harry Owen Jr.

BASEBALL RIGHTS

Heurich Signs Senators

CHRISTIAN HEURICH Brewing Co., Washington (Old Georgetown beer), has signed an exclusive two-year contract with the Washington Senators baseball club covering broadcast and telecast rights. Under terms of the agreement, first announced last Wednesday by the brewery, all 156 games of the 1951 season will be broadcast through WWDC (TV) Washington telecasting 21 home contests.

Total sale price was not disclosed, although unofficial estimates placed the deal at more than $200,000 (CLOSED CIRCUIT, Jan. 15).

The new contract also covers billboard rights whereby only Old Georgetown beer signs will come within the scope of video cameras—an arrangement similar to the 1960 contract with Liggett & My- er. However, it was revealed that although the present contract provides for exclusive rights, Heurich is considering co-sponsorship of the games by a non-competitive account.

Regional Network

A regional Senators radio network is again being arranged for 1961 with day games only being fed to communities in Virginia, Maryland, West Virginia and Pennsylvania. When the Senators play at night, another American League contest will be picked up for the regional network.

Alternate announcers for radio and TV will be Arch McDonald and Zeke Clements, who handled the games last year.

Participating in last week's final negotiations were Charles Eccles, vice president and general manager of the team; Edward E. Wade, general sales manager of the firm; R. C. O'Donnell, account executive, Henry J. Kaufman & Assoc.; Calvin Griffith and Edward B. Eynon, vice president and secretary, respectively, of the Senators.

PABST SALES Co. sponsored half hour film condensation of Pro-Bowl football game, played in Los Angeles, on CBS-TX, 4:00-4:30 p.m., Jan. 21.

There's a mineful of money for adver- tisers in the homespun salesmanship of Hardrock Gunter, Zeke Clements and Happy Wilson, hill-billy favorites of Alabama's only live-camera TV station, WAFM-TV.

Hillbilies

Hillbilies Hardrock, Zeke and Happy can help you strike it rich in Alabama. Participations—including choice one-minute spots—are now available. For details, get in touch with your nearest Radio Sales representative or...

There's

Tune in

There's a mineful of money for advertisers in the homespun salesmanship of Hardrock Gunter, Zeke Clements and Happy Wilson, hill-billy favorites of Alabama's only live-camera TV station, WAFM-TV. Gold is what you're getting when you buy Hardrock Gunter. Because Hardrock has won national fame with his recording of "Birmingham Bounce"—and a huge local following on AM and TV.

Hillbilies

Hillbilies Hardrock, Zeke and Happy can help you strike it rich in Alabama. Participations—including choice one-minute spots—are now available. For details, get in touch with your nearest Radio Sales representative or...

These

In motion pictures, on records and "Grand Old Opry," Zeke Clements has established himself as a topflight mountain musician. Part Cherokee Indian, he's already built himself a mighty tribe of WAFM-TV viewers.

These two are joined by Happy Wilson, Alabama's best-known hill-billy. Star of television, his own network AM show and personal appearances, and a hit song-writer, he has an army of faithful TV kith and kin.

Gold

There's a mineful of money for advertisers in the homespun salesmanship of Hardrock Gunter, Zeke Clements and Happy Wilson, hill-billy favorites of Alabama's only live-camera TV station, WAFM-TV. Gold is what you're getting when you buy Hardrock Gunter. Because Hardrock has won national fame with his recording of "Birmingham Bounce"—and a huge local following on AM and TV.

In motion pictures, on records and "Grand Old Opry," Zeke Clements has established himself as a topflight mountain musician. Part Cherokee Indian, he's already built himself a mighty tribe of WAFM-TV viewers.

These two are joined by Happy Wilson, Alabama's best-known hill-billy. Star of television, his own network AM show and personal appearances, and a hit song-writer, he has an army of faithful TV kith and kin.

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These two are joined by Happy Wilson, Alabama's best-known hill-billy. Star of television, his own network AM show and personal appearances, and a hit song-writer, he has an army of faithful TV kith and kin.

Gold
Legislative Telecasts

WKY-TV WSB-TV KSL-TV Start Series

THREE MORE state legislatures have added their names to the developing number of legislative bodies permitting telecasts of their sessions.

In addition, a resolution has been introduced in the U. S. House of Representatives to permit telecasting of that chamber [Broadcasting • Telecasting, Jan. 16].

After some opposition, WKY-TV Oklahoma City began on Jan. 16 twice weekly telecasts of Oklahoma's legislative sessions direct from the state capitol.

When WKY-TV sought permission for regular telecasts, some of the law makers questioned its advisability. A preliminary telecast had shown one legislator asleep, another reading a newspaper.

In Atlanta, WSB-TV Jan. 16 carried Gov. Hermon Talmadge delivering the annual budget message to the combined house and senate. This was the first of a projected series of simulcasts by WSB-AM, TV from the Georgia capital. Future sessions will be handled as their importance to the public dictates.

Opening Session Shown
Stormy opening session of the Utah legislature was televised by KSL-TV Salt Lake City on Jan. 9. Newcomer to the television camera was trained on Gov. J. Bracken Lee as he made his second biennial address.

An attempt is now being made to obtain television set use in Salt Lake City schools and in the U. of Utah, so that scientific students may study government procedures in action.

Although other state legislatures are expected to take advantage of this medium of reaching their constituents, lack of facilities will probably keep most from doing so until FCC lifts its freeze.

The danger of slander suits will be one factor considered by stations and networks. Washington legal observers say the point has not been ruled on as yet but "undoubtedly" the same rules that govern newspapers "fair and accurate" accounts will apply.

Telecasts of legislative functions probably would be included in the educational category subject of heated FCC hearings. FCC would not comment on these telecasts because it has not a set policy brought specifically before the Commission.

Telefile: KPIX
(Continued from page 59)

most consistent sponsors

When sets in the area numbered but 9,000, the station put on six one-minute announcements offering a dog comb for 10 cents and one Dr. Ross label. More than 1,000 replies poured in from 86 cities in 19 counties—this despite the fact that no more than a fourth of the 9,000 TV homes could be expected to own a comb.

The sponsor later reported that a similar offer on 45 network AM stations brought approximately the same return.

More recently, a single announcement on a Friday evening music show, Music Album, brought in more than 2,000 requests for a free harmonica. This program too is sponsored by one of the station's early and consistent advertisers, Sherman, Clay & Co. The locally produced program, though on the air in competition with network programs on the other stations, is credited by the sponsor with producing "outstanding" sales results.

Advertisers, Audience
Continue Growth
As a result of these proven successes, the list of advertisers, like the audience, has grown with increasing rapidity.

Heading the business end is Colin M. Selph, a veteran advertising man, who last year was named KPIX vice president in charge of sales.

Under the direction of Commercial Manager Lou Simon the station has a long roster of program sponsors, spot, local and national advertisers.

Approximately 85% of the total programming time is commercial. And the red ink is giving way to black.

KPIX rates read:
Class A time: 1 hour, $450; 45 minutes, $360; 30 minutes, $270; 15 minutes, $180; 8 minutes, $110; 4 minutes, 15 cents, Class B time: I hour, $340; 45 minutes, $270; 30 minutes, $204; 15 minutes, $136; 5 minutes, $87; 1 minute, $56. Class C time: 1 hour, $225; 45 minutes, $180; 30 minutes, $135; 15 minutes, $90; 5 minutes, $75; 1 minute, $75.00.

Investment in KPIX is estimated in excess of a half million dollars.

KPIX promotion activities today, not a bit lessened from the days of the station's initial telecast, are directed by Kay Mulvihill. Other personnel include Forrester, Mashbir, chief producer-director; George Mathiesen, studio technical director, and Al Kees, assistant to Mr. Towne.

The station's outstanding local shows today include a delightful bit of fantasy for the children, Once Upon a Time, featuring Miss Hunter and her coterie of Dr. Who and William Winter, long an outstanding radio news analyst and foreign correspondent, and his news show; and the popular regional network radio star in Watch and Win; The Del Courtney Show; Hal Shuts, organism and band leader, on Music Album; Sid Crockett, Bay Area artist, explaining problems of interior decoration, on Design for Living; Edna Fisher, popular radio and nightclub pianist, introducing Store in the Making; Faye Stewart, long a well-known home economist on radio, in KPIX Kitchen; Wally King, Bay Area disc jockey, show; and the Jayne juvenile talent on Kids Kapers.

It all seems a long way from that initial show on Dec. 26, 1945. Two programs changed in one year to the sparkling list of stars and shows, the growing roster of sponsors, the pleasant inflow of money to compensate for the necessary heavy outlay, and the ever increasing audience.

New KPIX Studio Seen in 1951
1951 promises completion of a new studio for KPIX. The new plant, specifically designed for television, will be located on Van Ness Ave. at San Francisco's famed "Auto Row."

The modern three-story building will house, in addition to executive offices, three medium studios, three smaller utility studios and an especially designed and built-in television kitchen. The KPIX transmitter the Mark Hopkins Hotel.

And as KPIX proceeds into its third year on the air several important factors have not changed. Most of these are still under the control of the staff and the pioneer enthusiasm still is one of the biggest attractions and biggest assets.

RCA Color Tests
FURTHER extension of special authority was granted by FCC last week to WBKBW-TV (Washington and WNBTV (TV) New York for testing the RCA color TV system. Since last October the Two City have brought change in experiment in off-hours only. Prior to that RCA colorcasts of programs were made during regular hours of operation.

TV Academy Awards
GOV. EARL WARREN of California will be the principal speaker at the forthcoming annual Awards Dinner of the Academy of Television Arts & Sciences of Los Angeles, being held there Jan. 23 at the Ambassador Hotel.

KGO-TV Issues New Rate Card
KGO-TV San Francisco issued Rate Card No. 3 Jan. 1 increasing-base rates an average of 20%. New rates: Class A time, $480 per hour; Class B, $600 per hour; Class C, $240 per hour. Spots jumped to $80 in Class A; $55 Class B, and $40 Class C. Advertisers of record on December 91 were extended six months' rate protection.
The current issue of a well-known trade journal contains a number of articles and features. One of the main features is a comprehensive article on the state of the television industry. The article discusses the current landscape, focusing on the challenges and opportunities facing the industry. It highlights the importance of innovation and adaptation in order to stay competitive.

Another article delves into the world of advertising, exploring the various strategies and techniques used by advertisers to reach their target audience. The piece examines the role of data analytics in shaping advertising campaigns and discusses the emerging trends in this field.

The journal also includes a column on the latest developments in technology, with a focus on the integration of AI and machine learning in various industries. This section discusses the potential impact of these technologies on the future of work and outlines some of the practical applications of AI in everyday life.

In the letters section, there are several comments from readers expressing their opinions on various topics. One letter discusses the recent rise in popularity of streaming services and their impact on traditional cable providers. Another letter criticizes the current state of rural broadband access, calling for more investment in infrastructure to bridge the digital divide.

Overall, the journal provides a wealth of insights and information for professionals in the fields of media, advertising, and technology. It is a valuable resource for anyone looking to stay informed about the latest trends and developments in these industries.
phases of its sales operation,” the report continued, “leading the next two networks combined as far as gross sales were concerned. NBC total sales exceeded that of the next two networks combined. In 1949 NBC-TV had nine hours of open evening time and in 1950 it was completely sold out, with the number of weekly sponsors jumping from 19 to 42 and the number of network advertisers from 32 to 62. NBC-TV led all other networks in the number of sponsored hours with 42, as compared with the second network which had 34.”

"More Stations"

“Another extremely important part of the NBC-TV network operations was the fact that NBC had held more stations per program—25% more than any other network,” the report said. Network TV facilities were expanded, the report continued. Studios 3-A and 3-B in Radio City, New York, were reconditioned, and Studio 8-H was torn down and rebuilt at a cost of $1 million. The Hudson Theatre was purchased, the Center Theatre in Rockefeller Center was rented, and both were fitted out with TV equipment. Space for staging service was secured elsewhere in New York. In Chicago, the Studebaker Theatre was made into a television studio. The program technique of rotating big-name stars such as Eddie Cantor, Martin & Lewis, Fred Allen, Bob Hope, and Bobby Clark was evolved, and applied to the Comedy Hour. Later came a similar program featuring Ed Wynn, Jack Carson, Jimmy Durante, and Danny Thomas.

Organization of NBC into three major divisions of radio, television, and company-owned-and-operated radio and TV stations, was completed.

Victor T. Norton left the presidency of American Home Foods Inc., to become NBC vice president for administration. William F. Brooks was promoted to vice president in charge of public relations, a new post; John K. West was made vice president in charge of the NBC Western Division; Edward D. Madden became vice president in charge of TV sales and operations.

Charles C. Barry was appointed vice president in charge of programs, and John K. Herbert vice president and general sales manager for NBC radio. Harry C. Kogel became vice president in charge of Radio Sales and was transferred to Chicago.

Station relations, both radio and TV, were placed under newly-named Vice President Carleton D. Smith. In Hollywood, Thomas C. McCray became director of radio network operations, and Thomas B. McPadden was made manager of KNBH (TV) Los Angeles.

Lloyd E. Yoder was transferred from KOA Denver to management of KNBC San Francisco.

The National Spot Sales Dept. made new records, the report said. "Total dollar volume in radio surpassed that of every previous year, and television spot sales were multiplied over 1949," the report noted. The department divided its

**Championship Wrestling Bouts**

NOW AVAILABLE ON **WLW-Television!**

Press-acclaimed studio matches led by WLW-D to WLW-T and WLW-C. Now featuring men’s heavyweight championship tournaments year-round at WLW. Televised from 3:00-5:00 P.M.—30 minutes more air time at no increase in price. New, Videodex rating 14.9—three times greater than the average rating in its competition. Has 60.7% of the viewing in all three markets.

**WLW-T** Channel 4 Cincinnati **WLW-D** Channel 5 Dayton **WLW-C** Channel 2 Columbus

**CASTLELY Broadcasting Corporation**

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**CHANNEL ISSUE**

**NCPT Joins Education Drive**

**NATIONAL CONGRESS** of Parents & Teachers joined other educational groups across the nation last week in petitioning the FCC to reserve TV channels for universities, colleges and public schools for education purposes. This was revealed Thursday by Mrs. John E. Hayes, president of the University of Chicago, president of the congress, who said she has filed a statement with the FCC in support of such allocations. Hearings on the matter are still being conducted by the Commission.

The congress, Mrs. Hayes said, "is concerned with any project that may promote the effectiveness of public education. We urge that the Commission take immediate steps toward the allocation of television channels for educational and non-commercial purposes." She continued:

Recognizing the tremendous potential of educational television, we also recognize that available channels for the purpose must be reserved for education and permit the use of commercial broadcasters. Unless the rules and regulations of the FCC are amended to reserve television channels for exclusive use by educational stations, it is our belief that television may never realize its full potential as one of the most important educational aids yet devised.

Groups which have made requests of the Commission for educational channels include a Joint Committee on Educational Television representing the National Education Assn., the American Council on Education, The Assn. of Land-Grant Colleges and Universities, the National Assn. of State Universities, the National Council of Chief State School Officers, as well as the Assn. for Education by Radio and the National Assn. of Educational Broadcasters.

**Cook Arrest**

ONLY five hours after the arrest of William E. Cook, subject of a nationwide man-hunt, KFMB-TV San Diego showed a 10-minute movie film covering the dramatic event. A KFMB-TV staff photographer recorded the action—narrated by Harold Keen, KFMB-TV news editor who covered the story for the station. Both employees were congratulated by Jack Green, owner and manager of the station, which is the ABC television network outlet in San Diego.
Barbo's Story
(Continued from page 25)

building—done in less than three years.

The Barbos have used the same programs with the same women broadcasters for almost 10 years now. Not only do the listeners come in themselves, but they send their friends in, too. Salesmen at the furniture company keep index cards on which they mark the source responsible for a customer. Radio far outnumbers any other grouping.

"You can walk through the store at any time," says Charlie Barbo, vice president and secretary, "and you'll find that 8 out of 10 customers are here through radio. Yes, radio started our business upswing and we've certainly found it to be our most important advertising means. We would never be where we are today if not for it."

Commercials Stress Institutional Theme

High-pressure methods have never been used. The furniture company has never used institutional copy to promote its store as a whole. Prices are rarely quoted. Instead, the name, high-quality merchandise, the ability to buy anything from a small item to everything for furnishing a home, courteous service, parking facilities, and savings in cost because of the suburban location, have been stressed through the years.

When Barbo's first began to use radio, its budget for the medium was about $10,000 a year. Today it's $25,000 per year, or an increase of 150%. This accounts for almost half of the total advertising budget which now includes promotions such as the parties and TV and newspaper media. "We add newspapers about a year ago as a tie-in medium, giving an overall coverage in our advertising," Leo Barbo explains.

The store took the jump into television in August of 1950 and uses two evenings a week, utilizing slides and live copy. "We're primarily interested in results from television," says the manager. "There are never any ifs about customers who come in from that source. They say very definitely that they saw about us on TV."

So promising has their video advertising been that the Barbos want to expand further with the new and exciting medium. They feel sure they'll increase their time purchases and "we may even get into TV programming."

Handling the Barbo account during its decade of growth have been Karl M. Frost, president of the Frost agency; Harvey P. Newcomb, radio and TV director of the agency, and also in recent years, Norman R. Huey, agency assistant radio and television director. A little over a year ago, Barbo's hired Douglas Kingston as advertising manager, to handle newspaper advertising and to keep the store in more personal touch with the Frost agency in working out radio and TV commercials.

The Barbo family circle has divided its responsibilities in the business as follows: Leo is general manager and treasurer; R. John is president; Charles, vice president and secretary; Joseph, factory production manager; Albert, assistant factory production manager; and Salvi is head of the factory receiving and shipping department.

As for the sisters, Mary, although married, still works in the store, and Jennie, according to her brothers, "is the best stitcher of fine fabrics there ever was."

From a low start in old and run-down quarters in the little town of Stoneham, Barbo's has been transformed into a booming business in new, modern quarters. Its name is known wherever fine furniture is mentioned.

It's no wonder agency people in Boston refer to it as "the institution the women of radio made."

But there's still more cooking. Barbos are thinking of expanding their lunch to work in paper bags in order to save precious minutes for work in their multi-million-dollar store that radio helped to build.

MOTOROLA BACKS D. C. Song Writing Contest

JAMES H. SIMON, president, Simon Distributing Corp., and Motorola agree that Washington, D. C., should have a song of its own. To that end Motorola is sponsoring a songwriting contest with prizes amounting to $2,500.

Mr. Simon, whose corporation acts as distributor for Motorola in the District, submitted a letter to The Washington Post, published Jan. 17, that he felt left out at conventions when various state delegates would sing their official state song. He thought Washington should have a song. The Post and WTOP-AM-FM-TV Washington supported the idea enthusiastically.

So with the aid of Motorola and Henry J. Kaufman & Assoc., advertising agency, Mr. Simon launched the contest which closes midnight Oct. 22. The director plans to plug the contest through radio, television and newspaper ads.

Color Relay Rates

A&T's new color television tariff has been incorporated by FCC into its general investigation of the telephone company's intercity TV relay charges. [Broadcasting Telecasting, Jan. 11:]

The color tariff, to become effective Jan. 25, provides only for an extra station-connection charge above the regular monochrome rates. No date for the hearing has been set.

NCAA HIT

By Fort Worth Editorial

PUBLIC interest in both television and colleges "has been thrust aside as a foregone consequence by the National Collegiate Athletic Association" at its Dallas meeting [Broadcasting Telecasting, Jan. 15], according to an editorial in the Jan. 17 Fort Worth Star-Telegram (WBAF-TV). The editorial continued:

It (NCAA) has thus drawn a craggy line across the progress of television service which it has presumably imagines will settle the matter of whether the public has a right to see football games on the television screen and whether foresighted schools can continue to experiment as they see fit with television as a great, new medium of promoting the public interest in sports. We do not believe the issue will be disposed of so easily.

The association's action follows the same short-sighted, narrow thinking, dictated by a greed for gate receipts in the big-business of college football, which has marked the television bans imposed by various regional athletic conferences. As long as the board shown is transferred to the formation of a national policy.

The principal issue is the public's right to television service, and particularly the right of school patrons and taxpayers to participate in an activity which they have presumably supported. College football, we insist, is not the vested interest of a troop of athletic directors.

WOTV Move

Shifts Equipment to Studios

WOTV Ames, Iowa, is moving its camera, projection equipment and network control board from its transmitter building in Kelly, Iowa, to its studio building on the Iowa State College campus in Ames.

A link transmitter has been installed at the Studio 15 TV transmitter site on campus from which WOTV-AM-FM-TV broadcast. Another link unit has been installed at the transmitter to receive programs sent from the studios. Soon to be ready is a second set of links for remote telecasts from WOTV-TV's mobile unit.

FOOTBALL VIDEO

PACIFIC Coast Conference ban on telecasting football and other college sports events should be retained, the California State Assembly decided last week by a 39-6 vote. Assemblyman Gordon Hahn (R-Los Angeles), author of the resolution, said conference schedules did not consider "the vast number of people who are watching television."

Since Californians have spent millions of TV dollars, he said, the ban is a "problem of the people." His measure goes to the State Senate. Earlier Mr. Hahn had proposed a resolution calling on the NCAA to transfer its conference money to prevent teams from playing in contests banned from view by FCC. He noted that state universities are supported by tax funds.

TESSIE'S TROUBLE

B&B's Mead Writes TV Satire

TESSIE THE HOUND OF CHANNEL ONE, by Bill Mead. Illustrated by Weston B. Emmert, Doubleday & Co. Inc. 231 pp. $2.75.

THIS SATIRE on television was written in a habit of inventing all radio and television copy for Benton & Bowles [Broadcasting Telecasting, Jan. 6]. The irresistible funny novel is augmented by Mr. Emmert's drawings which catch the mood.

The story involves Tessie, a collier, who as a top TV star won the love of all fans throughout the nation but also was a source of much disturbance for other characters in the book.

Rectangular Tube

DEVELOPMENT of a new metal rectangular television picture tube has been announced by the RCA Research Dept. TA 17-inch tube, the new kinescope uses the metal-shell construction first introduced by RCA in the 16-inch round metal tube. Complete technical data is contained in a bulletin available from the Commercial Engineering Section, RCA Tube Dept., Harrison, N. J.
Networks Gross
(Continued from page 21)

By product groups, the greatest amount of time was bought by the food processors, who spent $5,870,836 during November 1950, registering a drop from last year's total of $4,074,456. The Toiletries and Toilet Goods manufacturers were second, through purchases of $2,254,614, as compared to November 1949's figure of $2,479,889. Within the group Procter & Gamble led the other advertisers by spending $405,922. Third place was taken by the Drugs & Remedies category whose expenditures mounted to $2,215,702 while last year their total was only $1,902,143.

Sterling Drug Co. spent the most money, $639,457, in the drug group. Fourth and fifth were the Soaps, Cleansers & Polishes, and the Smoking Material groups, respectively. (See Table III.)

### Table II

**TOP TEN NETWORK ADVERTISERS IN NOVEMBER 1950**

<table>
<thead>
<tr>
<th>Network</th>
<th>Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procter &amp; Gamble</td>
<td>$1,480,649</td>
</tr>
<tr>
<td>General Foods</td>
<td>744,863</td>
</tr>
<tr>
<td>Sterling Drug Co.</td>
<td>662,907</td>
</tr>
<tr>
<td>Lever Bros.</td>
<td>632,987</td>
</tr>
<tr>
<td>General Mills</td>
<td>606,537</td>
</tr>
<tr>
<td>American Home Products</td>
<td>562,101</td>
</tr>
<tr>
<td>Mills Luke</td>
<td>562,002</td>
</tr>
<tr>
<td>Campbell Soup Co.</td>
<td>476,638</td>
</tr>
<tr>
<td>Liggett &amp; Myers</td>
<td>454,139</td>
</tr>
<tr>
<td>R. J. Reynolds</td>
<td>397,049</td>
</tr>
</tbody>
</table>

**FCC Budget**

(Continued from page 28)

406; and executive, staff and service activities from $1,322,653 to $1,373,358.

Actual outlay to be expended in fiscal 1951 is $6,575,000 since $50,000 was sliced by the Budget Bureau from the appropriation in line with an overall non-defense Congressional cut.

A "permanent indefinite appropriation" of $1,500 is carried over from 1962's estimate bringing the total appropriation figure to $8,851,500. The additional account, however, is a bookkeeping item.

Substantial increase in State Dept.'s international information program, which includes Voice of America operations, is proposed by the President. Last fiscal year's appropriation was $94,018,850 as adjusted. This figure includes $68,855,850 appropriation contained in a supplemental voted by the 81st Congress. Recommended for 1952 is an unprecedented figure of $115 million.

Program operations for radio broadcasting would be increased some $9 million under the President's recommendation for establishment of radio facilities, an appropriation of $15,763,680 is requested. This compares to $84,117,068 voted by the Congress in fiscal 1951. Congress has been looking for some answer to President's new sum asked by the President for a continuing expansion of Voice facilities.

In highlighting the activities of radio broadcasting under the information program, the President paid particular attention to the 1961 Campaign of Truth." He said the appropriation increase is for that fiscal year furnished additional language broadcasts by providing radio sets to people in certain foreign countries and additional broadcasting facilities in the U. S. and overseas.

By 1953, he observed, a substantial amount of improved and new radio facilities underway in recent years will be completed and in operation. Some 38 transmitters are now sending out programs which will total 61% program hours per day in 46 languages and dialects by 1952—In the U. S. and from overseas relay stations.

**FTP Budget Same**

Federal Trade Commission is tabbed for $8,900,000, nearly the exact figure of 1951 appropriations.

The marked similarity of fiscal 1952's non-defense budget to that of 1951 reflects the general outline which is to contain domestic spending while substantially increasing the defense outlay.

President Truman's overall budget request comes to a total $71.6 billion, an increase of some $44.4 billion. The expanded budget would require a $16-20 billion tax increase.

In the tax-revenue field, the House Ways & Means Committee announced tentative scheduling of hearings Feb. 5 to explore methods to gain additions. It was learned that the Budget Bureau is conducting an extensive study of the proposal to impose fees for commercial broadcast licenses as a revenue-raising action

[BROADCASTING * TELECASTING, Jan. 8] The House Ways & Means Committee may be expected to explore the issue when the report is complete.

**Parts Material**

Elliott cites shortages

Some of the scarce materials available to radio and TV set manufacturers are the shortage for production of replacement parts, Joseph B. Elliott, vice president of consumer products for RCA Victor Division, told National Appliance and Radio Dealers Assn. members in Chicago Monday. Speaking at the group's convention in the Stevens Hotel, Mr. Elliott warned "there is no prospect of business as usual." Manufacturers, he said, "cannot anticipate production beyond the first quarter of the year." He told retailers to prepare for shortages of merchandise. Mr. Elliott said RCA, "will make every effort" to supply replacement parts for service and maintenance of TV sets in homes. "This can only be done, however, by diverting a portion of whatever materials and components are available from new production to production of replacement parts."

Other manufacturing news in Chicago last week came from Webster-Chicago Corp., which announced $515,000 will be spent on advertising and promotion during the first six months of 1952. This represents a 50% increase from 1951, said Advertising Manager S. T. Seaman.

Only "people" buy your product—and the "people" of Western Michigan refer to WGRD as—

"The People's Station"

WGRD Grand Rapids
New Business
(Continued from page 14)

over 10 stations of DuMont network, for 13 weeks effective Jan. 13.
Agency: Grant Advertising Inc., Chicago.

CHRISTIAN SCIENCE PUBLISHING SOCIETY, Boston, renews The
Christian Science Monitor Views the News, featuring Erwin D. Conham,
editor of Monitor, Tues., 9:45-10 p.m., over ABC. Agency: H. B.
Humphrey, Alley & Richards Inc., N. Y.

Adpeople . . .

ELLIS M. TREFETHEN promoted assistant to advertising manager
General Electric's electronic department, Syracuse. Previously was public
relations in Washington, D. C.

KEITH PORTER, sales manager Harriet Hubbard Ayes, appointed
president of firm, a division of Lever Bros. He succeeds RALPH P.
LEWIS, resigned.

NEWTON C. CUNNINGHAM, merchandising manager Owl Drug Co. in
Pacific Northwest, appointed advertising and sales promotion manager
of firm with headquarters in L. A. FRANK McGREAL returns to Owl
after five year absence to succeed Mr. Cunningham in Pacific North-
west position.

DOUGLAS MUELLER, director of public relations Seiberling Rubber
Co., Akron, appointed assistant to president.

Feature
(Continued from page 8)

a jam. Now, coming into listeners' homes twice a day is a privilege I
value highly."

And Mr. Sigl has developed a
reputation for helping folks out
when they need it most. One of
his outstanding works has been
the Times-Union Legion of Blood
Donors, which has contributed
close to 5,000 donations of blood in
its 11 years of existence. Another
good deed was done when Mr. Sigl
appealed for wheelchairs for aged
people who could not afford them,
and received more than 300 chairs
from listeners.

Perhaps the most interesting of
"Uncle Al"s accomplishments
was his aid to the Tonawanda In-
dian Reservation, located near Ro-
chester. The Indians now call him
"Hunyawandor," which means "he
who speaks with magic voice," be-
cause he not only got them a 10,000-
book library some years ago, but
got another one for them later
when the first one burned.

With characteristic grace and
modesty, Mr. Sigl disclaims all
credit for his good works.
"Actually, I don't do anything," he
insists. "I just make an appeal on
the air. Those wonderful folks do
the rest."

LISTENER AWARD
WFBR Has Personality Contest

A SUCCESSFUL new promotion
has just been concluded over
WFBR Baltimore. The promotion,
called "The Don McNeill Listener
Award," was offered to the most
popular station personality. Win-
er was Henry Hickman, 46-year-
old radio veteran of Maryland and
Delaware who is scheduled to re-
cieve the award on ABC's Don
McNeill Breakfast Club this Thurs-
day. Mr. Hickman conducts
WFBR's Club 1500.

The station arranged the pro-
motion, giving two weeks of air
publicity and extensive newspaper
advertising. Don McNeill, ABC
star; John E. Surrick, WFBR gen-
eral manager, and Bert Hanauer,
station program director, trans-
scribed spot announcements which
plugged the award. None of the
personalities was permitted to cam-
paign.

Ballot boxes for listeners' votes
were placed in grocery stores by
the sales forces of General Mills,
Swift & Co. and Joseph Zamoiski,
Philco distributor. In addition to
names of WFBR personalities,
names of products specified by
sponsors of the Breakfast Club
also were contained on the ballots.
Three other ABC stations already
are setting up the same kind of
election, it was reported.

In 5 clinical surveys,
KFMI outsells Tulsa
newspaper advertising
3 to 1 in dollar volume,
actual sales. Ask us for
details. KFMI, the Fred
Jones Station, Tulsa,
Okla. One of America's
top independents. Law-
son Taylor, Mgr.
Represented by Jack Kaste,
Independent Metropolitan Sales.

RCA TUBES
The standard of comparison
A full line of mercury-vapor rectifiers from one dependable source

RCA Tube Distributors are conveniently located in all principal cities of the U.S. . . and are the top
distributors in their territories. Look to your local
RCA Tube Distributors for efficient service on your
broadcast tube requirements.

RCA types 857-B, 869-B, 575-A, 673, 872-A, 8008,
866-A, and 816, mercury-vapor rectifiers are built for
continuous-duty service. Low-cost operation and long
trouble-free service are basic features of all RCA
mercury-vapor rectifiers.

RCA
RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N. J.

BROADCASTING • Telecasting
January 22, 1951 • Page 75
voted to the annual meeting of the Bureau of Broadcast Measurement and Research on "Ratings and Earnings" under chairmanship of W. F. Souch, Canadian Marconi Co.

The following morning will be devoted to cleaning up all unfinished business. CAB board of directors will meet the day before the convention starts.

RCA-NBC SEMINAR
Meet With Negro Editors

RCA AND NBC conducted the second of a series of current conferences on press relations with Negro editors and publishers Tuesday in Chicago, with 40 representatives of the Negro press from the Midwest attending seminars at network headquarters. This is the second year RCA has sponsored cooperative work sessions in the three major metropolitan centers, New York, Chicago and Los Angeles. A similar conference took place in New York last October, and will be repeated in Los Angeles next month.

William F. Brooks, NBC vice president in charge of public relations, and Sydney Eiges, vice president in charge of press, appeared on a panel discussion outlining purposes of the seminar after speeches by Willard Townsend, head of the United Transport Workers and a member of the CIO executive committee, and Dowdall Davis, president of the American Negro Publishers Assn. and managing editor of the Kansas City Call. Mr. Townsend spoke on the Negro in the national community and Mr. Davis outlined activities of the Negro press. Harry Kopf, NBC Chicago vice president, was host.

Mr. Eiges explained functions of the network press department, and that all hiring of personnel is based "on experience, character, color than race, creed or color." He cited a need for "greater contact with the Negro press.

Mr. Brooks outlined questions suggesting Negroes and other racial and religious groups are deleted from copy, including song lyrics.

At a luncheon given by Ebony magazine, Walter A. Buck, RCA vice president and general manager of the Victor Division, received a presentation from the magazine as the company making the greatest contribution in the field of industrial race relations during the year.

SERVICE DIRECTORY

Commercial Radio Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
"A reliable service for 20 years"
For immediate service phone
JACKSON 5255
P. O. Box 7037
Kansas City, Mo.

January 11 Applications . . .

January 12 Applications . . .

January 13 Applications . . .

January 14 Applications . . .

January 15 Applications . . .

January 16 Applications . . .

January 17 Applications . . .

January 18 Applications . . .

January 19 Applications . . .

January 20 Applications . . .

January 21 Applications . . .

January 22 Applications . . .

January 23 Applications . . .

January 24 Applications . . .

January 25 Applications . . .

January 26 Applications . . .

January 27 Applications . . .

January 28 Applications . . .

January 29 Applications . . .

January 30 Applications . . .

January 31 Applications . . .

February 1 Applications . . .

February 2 Applications . . .

February 3 Applications . . .

February 4 Applications . . .

February 5 Applications . . .

February 6 Applications . . .

February 7 Applications . . .

February 8 Applications . . .

February 9 Applications . . .

February 10 Applications . . .

February 11 Applications . . .

February 12 Applications . . .

February 13 Applications . . .

February 14 Applications . . .

February 15 Applications . . .

February 16 Applications . . .

February 17 Applications . . .

February 18 Applications . . .

February 19 Applications . . .

February 20 Applications . . .

February 21 Applications . . .

February 22 Applications . . .

February 23 Applications . . .

February 24 Applications . . .

February 25 Applications . . .

February 26 Applications . . .

February 27 Applications . . .

February 28 Applications . . .

February 29 Applications . . .

March 1 Applications . . .

March 2 Applications . . .

March 3 Applications . . .
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
1239 Wisconsin Ave., N. W.
Washington, D. C.
ADems 2414
Member AFCCE

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.
WASHINGTO, D. C.
P. O. BOX 7037
JACKSON CITY, MO.

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg.
1407 Pacific Ave.
Washington 4, D. C.
Santa Cruz, Calif.
Member AFCCE

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG.
REPUBLIC 2447
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
914 NATL. PRESS BLDG.
WASHINGTON, D. C.
Member AFCCE

GEORGE C. DAVIS
501-314 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
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Washington 4, D. C.
National 7757

WELDON & CARR
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1605 Connecticut Ave.
Dallas, Texas
Seattle, Wash.
1728 Wood St.
4742 W. ROYSTER
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

KEAR & KENNEDY
1712 K ST., N. W.
STERLING 7932
WASHINGTON, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

SILLIMAN & BARCLAY
1011 New Hampshire Ave. RE. 6846
Washington, D. C.
2915 Red River
Austin, Texas

LYNNE C. SMETY
"Registered Professional Engineer"
820 13th St., N. W.
WX 8073
Washington 5, D. C.

WALTER F. KEAN
AM- TV BROADCAST ALLOCATION
P C & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Calif.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
1 La Feve Lane, New Rochelle, N. Y.
New Rochelle 6-1650

individual RAPELE.
Is Director of VWOA
J. R. POPPELE, vice president in
charge of engineering, WOR-AM-
TV New York, has been elected a
director of the Veteran Wireless

Other directors of the VWOA
are: George E. Sterling, FCC Com-
misssioner; George H. Clarke, for-
merly of RCA, retired; A. J. Costi-
gan, Radio Marine Corp. of Amer-
ica; C. D. Guthrie, U. S. Maritime
Commission (ret.); William J.
McGonigle, New York Telephone
Co., president of VWOA; Capt.
Fred Muller, USN (ret.), and Wil-
liam C. Simon, Triamic Radio.
United Fruit, VWOA secretary.

January 22, 1951 • Page 77
Help Wanted

Wanted: Experienced radio man with some money for safe investment. Prefer some money for first class ticket. Interesting proposition. Box 240H, BROADCASTING.

Wanted: Two start-up stations, new 250 watt station—engineers, announcers, program directors, salesmen. Give all particulars and references to Box 810, Henderson, N. C.

Managerial

General manager having now active or with references available. Interested general manager in smaller community. Ambitious for unusual opportunity in metropolitan market. Box 558H, BROADCASTING.


Salesmen

Salesman with technical training, experience in station operation, recorders also experienced with transcriptions. Knowledge of broadcast stations, recording studios, colleges, armed services. Box 4782, BROADCASTING.

Salesman wanted for local accounts. Announcing or writing experience desirable for Mutual station. Write or call KFFA, Helena, Ark.

Time salesman—Preferably one who can pronounce. Good sales for talented young man. Send full particulars—photo, experience, location. E. S. Dixon, KSII, Silver City, N. M.

Young progressive Massachusetts 1000 watt independent station needs "dynamic" salesman to help excellent commercial manager with tough job in virgin territory. Good opportunity for ambitious man who has ability and wants a job — and win. Salary is not bad and cost of living is low. If you have what it takes and are interested, write at once as long has been a waiting game. Trenton Street, Room 345, Boston 9.

Combination studio announcer-engineer. Must have three years all-round experience. References. Immediate opening. Box 438H, BROADCASTING.

Somewhere there must be a combination announcer-engineer who has qualities similar to those of a high caliber 250 watt which needs someone to act in the capacity of chief technician. Would be able to make a really first class announcing job. If you have a minimum of three year's combination experience, can handle the technical side of the job and commercials, your pay is $70 per week with win in six months. Box 4855H, BROADCASTING.

Help Wanted (Cont'd)

Staff announcer, network affiliate, $50 week. Send detailed letter only. Box 561H, BROADCASTING.

Announced: Engineer, 260 watts near New York. Box 562H, BROADCASTING.


Robby Mountain ABC affiliate desires experienced, well informed experienced announcer, photo and particularly, John R. Baillie, Jr., Manager, KVCO, Casper, Wyo.

Old established NBC affiliate in important market desires good announcer for its staff. New studios, newer transmitter. Excellent power to work with. Personable, all-round man especially good on interviews. Send recent samples of all-round man specializing in good, listenable news work. First class market. Send disc, background and photograph. Box 539H, BROADCASTING.

Wanted by small market station in state for whom you have worked with first class tickets. Send full details of first letter to KMVI, Walla Walla, Wash.

Morning man able to do news and music, excellent普通话-preferred. KVPD, Fort Dodge, Iowa.

Announcer with good voice, Remotes, mobile units, MC work, writing. Good experience required, some announcing and letter. No application considered unless accompanied by letter. ABC, KVOC, Casper, Wyoming.

Wanted: Well established Mutual station opened to experienced announcer. Permanent situation offering excellent working conditions in nice clean town of 15,000. KVOP, Plainview, Tex.

Announcer-engineer with emphasis on announcing. Must be high type. WBAT, Marion, Indiana.

Morning man: Some staff experience desired. Opportunity for a young staff announcer to develop himself under the direction of the program director. WCOJ, Covington, Pennsylvania.

Wanted—Baseball announcer for class A Sally League season beginning April. Possibility permanent position year-round if satisfactory. Salary $1500. Send photo, type, letter. WMN, Windsor, Philadelphia.

Wanted—Two experienced combination engineers, salesmen. Also two engineers, no experience necessary. Must have some experience in radio work. Good salary. Send photo, written references etc. WLB, Columbia, Ga., immediately.

Announcer-operator, emphasis on announcing. Must have experience with telephone operator's license. Prefer working conditions modern plant in city of 28,000 population. Box 493H, BROADCASTING.

Announcer-operator, emphasis on announcing. Must have experience with radio telephone operator's license. Prefer working conditions modern plant in city of 23,000 population. Box 543H, BROADCASTING.

Ralston Purina Company has an opening for a man 26 to 35 to work as service supervisor. Experience in radio work is necessary. Work will be with radio stations to help merchandize products and help in supervising production of radio shows. Must be versatile in a considerable travel involved. To apply, call or write at Ralston Purina Co. giving complete qualifications.

Technical

Radio technique, thoroughly experienced in professional- grade recording studios. Prefer man not subject to State salary. Box 430H, BROADCASTING.

Television

Television station in southeast has opening for experienced or qualified technical engineer. Box 430H, BROADCASTING • TELECASTING.
Situation Wanted (Cont'd)

Announcer, newscaster, 15 years all phases, seeks permanent position. For past 4 years, employed with largest station in west. Now available. Box 477H, BROADCASTING.

Sportscaster, experienced, 4 years professional experience: baseball, football, basketball, hockey, etc. Opens new cast. Good as little league,高校, or 1st class talent. Box 485H, BROADCASTING.

Forums, to play-by-play basketball, football, baseball. 4 years professional and amateur experience. Good newscast, remote, staff announcing. Sports announcer, first letter. Draft exempt, Box 487H, BROADCASTING.

Announcer, some experience small southern net. Requires living wage, will move if necessary. Available immediately, single vet. Box 500H, BROADCASTING.

If you’re in need of an experienced announcer—pause here, please! Thanks! Prefer married, veteran, wk. News, commercials, emcee, drama, etc. Excellent references. Education. Disc, proof on request. Box 510H, BROADCASTING.

Dixie Jockey, announcer, straight-wise, talented ad lib to hype your program. Toplight shows. Opportunity unlimited. Box 577H, BROADCASTING.


Announcer—3 years experience, 27, married, draft exempt. Please see shows—we're on air. Man, on-street. Prefer midwest. Box 590H, BROADCASTING.

Announcer with five years experience proven top talk pull and ad selling ability. Sells spot and direct mail. Good looking, interested position television or radio station. Young, single. Available 500 to 600 H., BROADCASTING.

Country personality: Sometimes called the farmer’s son, other times simply a talking machine of selling ability. Homespun type of show with solid personality and direct mail. Live or record shows or combination. Before joining radio, took 43rd place in open and direct mail. Play guitar and sing as part of record shows. Have been around for past 3 years. 1 hour daily in department store before live audience. Ratings good and steady. Also do 15 minute news commentary “Cranker Barlow Commentaries,” weekly. Toni Beasley, leading publisher. Age 35. With family. Box 591H, BROADCASTING.

Experienced announcer—engineer, married, veteran: presently employed 500 watt station in eastern market. Prefer eastern market. Have car. Box 592H, BROADCASTING.

Sportscaster—play-by-play man, 3 years experience. Draft exempt. Prefer midwest. Box 591H, BROADCASTING.

Experienced announcer available for effecting commercials, news, specials, clutters. Tape available. Box 593H, BROADCASTING.

Competent staff, heavy on news and commercials. Good in good market. Married veteran. College background. 15 years experience. Presently employed. Excellent references. Box 594H, BROADCASTING.

Announcer—writer combination metropolitan experience, effective at mike and typewriter. Preferred. Box 595H, BROADCASTING.

Staff announcer, desires night shift in college town. Available permanently. Married veteran. First rate references. Box 597H, BROADCASTING.

News is "IT" as saleable item—local news not excepted. Over 180 thousand persons listen to me each week. I am written and announced by one man with five minutes for both pencil and paper and radio experience. Also experienced as writer, operator and in disc shows. Write Box 598H, BROADCASTING.

Available, announcer 2 years experience. Former crew, man, veteran. For taped audition write Box 599H, BROADCASTING.

Situations Wanted (Cont’d)

Announcer—Two years radio and non-solo experience. Draft exempt; college graduate, 24. Will reply with disc, information to all requests. Box 599H, BROADCASTING.

Announcer, excellent on news and disc shows. Will work in all phases of broadcasting. Good appearance, knowledge control board, handles announcer AFRS, radio speech school, college grad, work board, clear, pleasant voice, available immediately. Contact me by Box 599H, BROADCASTING.

Announcer, excellent on disc and news shows. Will work in all phases of broadcasting. Dependable. Veteran, family man, available immediately. Box 599H, BROADCASTING.


Lazzy, good for nothing announcer. Two years casting. Single. Box 599H, BROADCASTING.

Experienced announcer knows production programming. Can sell. Good offer will procure draft exempt. Family man who can produce results through hard work, imagination and persistence. Available immediately. Box 599H, BROADCASTING.

Experienced announcer-writer, present Casting. simplex, 250 watt station, seeks re-location. For further information look through Box 599H, BROADCASTING.

Family man above draft age. Good communicator. Has handled news, production, special events. References available immediately. Box 599H, BROADCASTING.

Experienced sportscaster, baseball, 9 years experience. College graduate, 22. Plays all sports. Baseball tops. Box 599H, BROADCASTING.

Experienced sportscaster, vocalist, 20 years experience. Available immediately. Box 599H, BROADCASTING.

Experienced sportscaster trained in live and recreated broadcasts available. Good looking, able to work. Excellent references. Box 599H, BROADCASTING.

Baseball play-by-play man experienced in live and recreated broadcast available. Good looking, able to work. Excellent references. Box 599H, BROADCASTING.

Announcer, copyscribbler, experienced, married with family. Draft exempt. Prefer midwest. Box 599H, BROADCASTING.

Experienced, versatile, congenial announcer, outstanding selling ability. College background. Presently leaves May 1st with station, market of 500,000 or larger. Box 599H, BROADCASTING.

Sportscaster—play-by-play baseball, basketball, football, hockey. Presently employed 500 watt station in midwest. Prefer midwest. Box 599H, BROADCASTING.


Announcer, have worked in all areas. Interested in permanent position with progressive station. Prefer midwest. Box 599H, BROADCASTING.

Experienced announcer desires permanent position in midwest but will relocate. Available immediately. Taped audition, references on request. Box 599H, BROADCASTING.

Staff announcer, broadcast. 32, draft exempt, willing to work for advancement. Currently employed in television. Good appearance. Midwest preferred. Disc available. Box 599H, BROADCASTING.

Announcer, experienced incasting, traffic, programming, will travel, permanent position. Box 599H, BROADCASTING.

Announcer, experienced all phases, solid personality. Available to work any shift. Prefer Midwest. Box 599H, BROADCASTING.

Announcer, experienced, specialty, music, news, music from pops to classical. Draft exempt. Box 599H, BROADCASTING.

Situations Wanted (Cont’d)

New doing a weekly "On the Spot" large recorded broadcast from nearly veterans hospitals. DJ and news experience in all phases preferred. Excellent opportunity, picture sound and free lance announcements offered. Employed, desire change, will send letter Box 599H, BROADCASTING.

Chief engineer with top engineering talent and executive ability backed by years of experience in all phases of broadcast engineering seeking employment by a progressive station. Box 599H, BROADCASTING.

Engineer-announcer, 25, single, 1st phone, college grad. 4 years experience in newspapers, 1 year radio. Excellent picture sound and free lance announcements offered. Employed, desire change, will send letter Box 599H, BROADCASTING.


Engineer, first phone, veteran. Have car, experienced. Southern states only. Box 600H, BROADCASTING.

Situations Wanted (Cont’d)

Wanted to be a broadcaster?
THE NATIONAL ACADEMY OF BROADCASTING, INC.
3338 16th Street, N. W.
Washington 10, D. C.
NEW TERM OPENS FEB. 5

Station Managers
Need Trained Personnel?
BROADCASTERS!
Want a Refresher Course?
BEGINNERS!

Want to be a broadcaster?

Get your ticket the EASY way! Qualify for a higher-paid job now. Learn ONLY the essential facts needed for your F.C.C. License. Learn by PHOTOSOUND, the advanced new method that actually cuts study-time in half. FREE! SAMPLE F.C.C. EXAM AND PHOTOSOUND "EASIEST PREPARATION FOR F.C.C. 1st examination" MAIL COUPON NOW!

ELECTRONIC TECHNICAL INSTITUTE Dept. 6-1522
790 Vernon Blvd., Long Island City, N.Y.
Mail coupon for FREE sample F.C.C. Examination and "Opportunities in Electronics" Handout. KRCI

Examination

City:
State:
Zone:
STATION MANAGERS!

EASIEST PREPARATION FOR F.C.C. 1st examination

MAIL COUPON NOW!

ELECTRONIC TECHNICAL INSTITUTE Dept. 6-1522
790 Vernon Blvd., Long Island City, N.Y.
Mail coupon for FREE sample F.C.C. Examination and "Opportunities in Electronics" Handout. KRCI

Examination

City:
State:
Zone:
For Sale

SALES MAN

New York independent has opened for a hard-hitting local salesman with a major league batting average and a major league salary bracket.

If you are a real producer there is a position open with one of New York’s most aggressive independent stations.

The man we are looking for may be working outside of New York and would like to apply his sales ability to the No. 1 market in the country. Or, he may be working in New York and interested in expanding his income.

Write to Radio Station WOV
780 Fifth Ave., New York
Respects

(Continued from page 48)

night watchmen.

Representing Rothschild's at a National Retail Dry Goods Assn. convention in 1957, he met David Aronz, publicity director at Bloom- ingdale's, who hired him as advertising manager for the firm's base- ment store. His broadcasting experience in the two years there consisted of trying to make himself heard by store buyers over the noise and clatter of customers in the basement store.

Someone gave Mr. Abrahams a tip one day that the Ludwig Baum- mann home-furnishings chain was looking for an advertising manager for its radio and appliance depart- ments. He checked up and was told by Howard Kuh, advertising manager at Ludwig Baumann, that the tip was wrong but that he could have a job with him as as- sistant. Mr. Abrahams accepted the job, and later in 1929 became advertising manager when Mr. Kuh was promoted to a vice presidency in the organization.

Radio advertising was coming in- to its own during Mr. Abrahams 12 years with the Baumann firm, which was expanding into a depart- ment store chain. At one time, he was supervising two weekly radio shows for the organization. Such stars as Sophie Tucker, Eddie Can- tor, Belle Baker, Ruth Etting, and many other Broadway and Holly- wood entertainers were featured on the programs.

After a year with the OPA dur- ing the war, where he served as chief of the Retail Furniture and Homefurnishings Division, Mr. Abrahams went to work for the New York Times advertising depart- ment in 1943, selling space and coming into contact with a large group of stores whose promotion problems he undertook to solve.

Direct response advertising was gaining again when he became advertising manager for J. F. Fox, New York, in 1946. His radio spot commercials for that firm were placed in most of the big city's stations.

Then in March 1946 he was of- fered the management of the Sales Promotion Division of NRDGA, the possibility of a change in his re- spective department in 1946, selling space and coming into contact with a large group of stores whose promotion problems he undertook to solve.

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AFM Demands
(Continued from page 21)

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is a twenty-year agreement
double their employment of mu-
sicians (increasing their expendi-
tures for this purpose from $1.5
million to $3 million a year).

New Network Policy
A similar agreement was subse-
quently negotiated for non-network
stations and peace was restored,
AFM dropping its proposed restric-
tions on recorded programs in ex-
change for a guarantee of increased
employment of live musicians by
the nation’s broadcasters. Con-
tracted rights were renewed at
expiration when the Dept.
Justice warned both AFM and
the broadcasters that it considered
the agreement a definite violation
of the anti-trust laws and any
renewal would lead to prompt
prosecution of both sides. How-
ever, the broadcasters generally
agreed to allow the employment of
musicians at the level previously
agreed on.

In 1942 AFM forbade its mem-
bers to work for recording com-
panies unless the firms were agree-
to make royalty payments into the
union’s welfare fund. A year-long
stoppage of the production of pho-
tograph records and transcrip-
tions ensued, until in May 1943
Deca Records and World Broad-
casting Co. then a Deca subsidi-
ary, agreed to pay the royalties,
with some other companies follow-

r, to make phonograph records to the
union’s tastes for the public’s use
were expressly licensed by the
recording artist or the recording
company was waged vigorously in the 30’s
(both AFM, incidentally), only
to be thrown out by the courts as
an illegal restraint of trade under
present laws.

First AFM attempt to reduce
recorded competition with live mu-
sicians on the air on a national
scale occurred in 1937 when the
union made preemptory demands
on recording companies and broad-
casting firms to end their employ-
ment of live musicians under threat
of having the union forbid any
broadcast use of records. A nation-
wide musicians strike against ra-
dio stations was averted by a newly formed
association of independent radio
network affiliates which, after
lengthy negotiations, presented the
union with a two-year agreement
to double their employment of mu-
sicians (increasing their expendi-
tures for this purpose from $1.5
million to $3 million a year).

Another AFM strike against the
recorded programs occurred in
1948, lasting through most of that
year and coming to an end only
when the recording companies
agreed to make royalty payments
to a trustee of the AFM welfare
fund instead of directly to the
union, the latter practice having
been outlawed by the Taft-Hartley
Act. Warned of the strike well
ahead, the record and transcription
firms piled up a sizeable back-
log of recordings and the strike
had little effect on broadcasters.

In March 1948, AFM and the
networks signed a three-year con-
tract, retroactive to Jan. 31, expira-
tion of the former one. This agree-
ment, which expires at the end of
this month, required no increase
in wages or in the number of men
to be employed, permitted the dupli-
cation of AM programs on FM at
no extra cost for musicians and
also permitted the employment of
musicians on telecasts, with rates
for network TV broadcasts set at
three-fourths the AM rate for sim-
nilar network programs, with a
bonus of $7.50 per man to be paid
for commercial simulcasts and of
$3.75 for any broadcast of a sus-
taining program.

GASTON H. TAYLOR
WATERTOWN, N. Y.

WWNY Watertown, N. Y., was
given the Herald Tribune Fresh Air Fund
Radio Citation for outstanding work
on behalf of the fund in 1950.
Judges (1 to r) Frank White, presi-
dent, MBS; Mark Woods, vice chair-
man, ABC, and Niles Trammell,
board chairman, NBC, look over
station reports.

to use the union’s own terminology —
no novelty to broadcasters.
Ever since the advent of sound
motion pictures more than 20 years
ago brought about the mass dis-
charge of musicians from the na-
tion’s movie houses, AFM leaders,
particularly Mr. Petrelli, have ar-

d long and loud against the
kind of music which can be used
over and over again by those who
might otherwise find it necessary
to employ live musicians.

Mr. Petrelli has been especially
bitter over the paradox of the mu-
sician himself creating his own
competition by making recordings,
and numerous times he has for-
bidden AFM members to make rec-
ords of any kind—bands which were
always dissolved sooner or later
when the recording companies
agreed to hire more men or to pay
higher wages or to restrict the use
of their recordings.

A campaign to restrict the use
of phonograph records to the home
unless their use on the air was
expressly licensed by the recording
artist or the recording company
was waged vigorously in the 30’s
(not by AFM, incidentally), only
to be thrown out by the courts as
an illegal restraint of trade under
present laws.

First AFM attempt to reduce
recorded competition with live mu-

NEW ORLEANS’ $431,000,000.00 NEGRO MARKET.
Reach more than 1/2 million colored people in the WMRY coverage area. Programmed for Negroes by Negroes, WMRY is effectively direct-
ing the buying habits of this vast, faithful audience. WMRY is the only sure way of sharing in all of this
$431,000,000.00 market.

THE SEPIA STATION
WMRY
600 ON THE DIAL
THE ONE DIRECT APPROACH TO NEW ORLEANS’ LARGEST MAJOR MARKET
JOHN E. PEARSON CO.
NARL. Representative
MORT SILVERMAN
General Manager
January 22, 1951
Page 83
BRIGHT FACTS

McCLATCHY Broadcasting Co., Sacramento, Calif., sending bright yellow mail piece to advertisers and trade. Pamphlet is headed "The McClatchy Bee-line" and has map of California on cover. Inside gives MBM coverage facts, both for day-time and nighttime. It also has audience percentages for day and night. Back cover gives MBM data for counties.

TURNPIKE BEGINS

KOTV(TV) Tulsa televised round table discussion following ground breaking ceremonies of Tulsa-Oklahoma City Turnpike. Members on panel included noted civic leaders who campaigned for $211 million road-way.

KIDS PROGRAM

WSLS Roanoke, Story Time, 1:45 p.m., Mon., taped as public service for grammar school children. All grade schools in station's area are equipped with radio so children may listen to broadcasts. Stories are taken from fairy tales and children's stories. Each school receives schedule of programs to be presented.

NAVAL RESERVE SERIES

WIND Chicago transcribed series of programs for Naval Air Reserve, Thurs. 8:10-8:35 p.m., started Jan. 11. The "kickoff" show featured Paul Weston and his orchestra, the Starlighters and Jo Stafford, all recorded. Program also had discussion of overall set up of USNR units throughout country.

TV LAYOUT GUIDE

KMTV(TV) Omaha sending "Guide to Layout and Reproduction of Art for Television" to all regional agencies and timebuyers. Four-page illustrated guide gives many pointers on preparing artwork for TV.

CIVIC MINDED

KRON-TV San Francisco making half-hour daily afternoons available to Northern California officials for series of educational and civil defense programs. Time will be offered on alternate days to universities and school superintendents for educational offerings and to defense officials for programs dealing with civil preparedness, first aid instructions, etc.

FILM PROMOTION

WBAL Baltimore sending advertisers and trade promotion resembling roll of film. Unrolled film reveals large white letter against black background saying "On WBAL... Your Products Are Better Exposed To Buy Appeal." On the other side in red are pictures of entertainers, along with companies advertising on station.

BRINGS SCHOLARSHIP

WSB Atlanta, Speaking of Sports, 7:15 p.m., featuring Sports Director Thad Horton. Mr. Horton mentioned certain local high school football player who was being overlooked by college scouts because he had only one year of experience. As direct result, coach of Georgia Tech put in call to the youngster's coach, and the following day, boy was signed to grant-in-aid scholarship at Georgia Tech.

TOP NEWS PERSONALITIES

KGO-TV San Francisco presents new half-hour weekly news show. Personalities involved in week's top local news stories and people behind the scenes of news are featured.

AUTO LISTENING

KQEV Toronto mailed pamphlet to advertisers on listening audience of "Carville," those who drive autos daily in Toronto area. Pamphlet reports Elliott-Haynes survey showing potential auto radio audience of 144,000, total larger than urban audience of all but seven of Canada's largest cities.

FILMED MUSICAL SHOW


FM COVERAGE

WSGN-AM-FM Birmingham, Ala., sending promotion booklet to trade headed "The Alabama FM Story." Booklet points out station's coverage by counties, its baseball broadcasts and percentages of persons listening to station. Booklet gives interesting facts about FM listening by counties.

SPECIAL PRAYER

WRC Washington, What Prayer Means to Me, 11:05-11:15 a.m., Jan. 7. Special program was written and aired by Earl Godwin, "dean of Washington newsmen." Station reported that mail response topped all mail counts for that day. Station plans another such broadcast soon.

SPECIAL GUARD COVERAGE

KSTP-TV Minneapolis Jan. 14, 6:05-16 p.m., presented special on-the-spot films of Camp Rucker, Ala., where activated Minnesota National Guard will train. Station's film crew headed by Dick Hance, motion picture director, filmed camp and its facilities. Along with this, KSTP-TV presented descriptive narration of area.

LIVE GUEST SHOW


IRE Agenda Released

AGENDA for the Institute of Radio Engineers 1951 national convention in New York, March 18-20, has been released by I. S. Coggeshall, IRE president. Approximately 45 subjects with more than 200 speakers have been listed. Keynote of the convention is "Advances with Radio-Electronics in the National Emergency."
PEARSON CASE
D. C. Trial Continues

LIBEL suit against Drew Pearson, radio-newspaper commentator, was expected to go to the jury today (Monday) in U. S. District Court, D. C.

The case involves charges by Fred N. Howser, ex-attorney general of California, that Mr. Pearson libeled him Sept. 12, 1950, on an ABC network broadcast by charging he had accepted a $1,200 bribe from a well-known gambler.

At that time Mr. Howser was district attorney for Los Angeles County. In his suit, Mr. Howser asks $350,000 in damages.

Conflicting testimony marked the hearing before Judge Alexander M. Holtzoff last week. Four California Congressmen asserted in their testimony that Mr. Howser's reputation was not of the highest caliber, while a statement was read by a California appeals court justice to the effect that the plaintiff's reputation for "truth, honesty and integrity" was "very poor today" (today) with witnesses took both sides of the character question.

Denies Motion

Judge Holtzoff earlier in the week denied a motion by the commentator that the case be dismissed because of a lack of evidence. Mr. Pearson's attorney asked the judge for a directed verdict on the ground the plaintiff was without a basis. When his motion failed to make a case but Judge Holtzoff ruled that the broadcast statement by the commentator was enough to require a defense. Mr. Pearson's attorney was charged with sowing the radio that he had an affidavit showing that Mr. Howser in 1949 had accepted a $1,200 bribe from "a well-known Long Beach gambler."

On the stand, Mr. Pearson testified that he was informed that Mr. Howser was willing to drop the suit but that the latter's attorney had refused because they had taken the case on a contingent fee basis. A trio of defense motions in all were denied by Judge Holtzoff, who ruled that the Pearson statement about Mr. Howser was "defamatory," that malice cannot be proved directly and that a demand for retraction had been mailed to the commentator.

Meanwhile, in another issue concerning the ABC commentator, a copy of a column written by Mr. Pearson because it contained excerpts from secret-code military messages on the Korean war.

Secretary Face revealed the presence to Joseph R. McCarthy (R-Wis.) who has engaged Mr. Pearson in a running feud, beginning with an attack on Mr. Pearson's newspaper writings and radio broadcasts and extending to a particular column written Dec. 30 [Broadcasting • Telecasting, Jan. 16, 8, 1].

Sen. McCarthy had accused Mr. Pearson of allegedly receiving "military secrets" from a Pentagon "leak."

RACE NEWS PROBE
Kefauver Seeks Controls

POSSIBILITY that Congress may act in the field of horse race broadcasting was seen last week as Sen. Estes Kefauver (D-Tenn.) stated his Senate Crime Investigating Committee will make specific recommendations for legislation to control wire services disseminating racing information.

His announcement came on the heels of FCC's issuance of a detailed questionnaire to all radio and TV stations inquiring into their horse race programming [Broadcasting • Telecasting, Jan. 16].

FCC officials indicated results of the inquiry may mean license renewal proceedings for those stations considered to be rendering unbalanced programming or effecting aid to illegal gambling.

FCC by late last week, however, had received no indication how the broadcasting industry was reacting to the commencement of the long-forecast probe.

Sen. Kefauver also indicated that he expected to curtail nation-wide bookmaking and betting rings his group would recommend legislation amending the Internal Revenue Act.

The committee's report on its nine-month investigation, including FCC testimony, is to be ready before the end of March.

AUDIENCE DATA
Proposals Nearly Ready
SATISFACTORY progress toward completion of the draft of proposals for studies to clarify the status of the various types of broadcast audience measurement services was made Thursday by the Audience Research Group, which was named last summer by Stanley Breyer, commercial manager, KJBS San Francisco, to try to eliminate confusion caused by dual rating services (Pulse and Hooper) in the San Francisco area.

The committee will meet again in New York Feb. 1 with C. E. Howser, research director of the Hooper and Pulse organizations, and observer-members of the committee, invited to discuss the proposed recommendations. Another meeting is scheduled for Feb. 15, at which time the group hopes to put its final approval on the proposed research plan which will then be submitted to Broadcast Audience Measurement Inc. with the suggestion that executing these studies be made the first BAM project.

WIBK CASE
FCC Answers Station's Appeal

FCC answered the appeal of WIBK Knoxville, Tenn., last week in a brief supporting its decision to grant a license to a station on grounds of misrepresentation and lack of personal qualification of part-owner Rev. J. Harold Smith Broadcasting Corp., ground Truth Radio, Oct. 8, June 5, 1950; Aug. 15, 1949.

Argument of the case, before the U. S. Court of Appeals for the District of Columbia, is expected to be scheduled sometime in March.

WIBK, assigned 1 kw daytime on 800 kc, in its appeal charged the commission ruled from an unlawful deletion of the station and violated the First and Fifth Amendments of the Constitution. WIBK also charged FCC wrote a letter protesting a station's grant that the Commission was aware of Rev. Smith's background when the permit was issued.

The Commission told the court its hearing was properly conducted and revealed alleged concealment of financial and business interests by Rev. Smith. FCC also contended WIBK misrepresented stock ownership. The brief explained FCC based its ruling on Rev. Smith's qualification on the "uncontradicted evidence as to what Smith did, rather than what other persons thought of Smith."

The brief explained this evidence concerned "the impenetrance of language used by Smith in writings, sermons and broadcasts, his constant habit of attacking the honesty and sincerity of all those individuals and groups with which he found himself in disagreement, his efforts to institute economic boycotts of people and groups who failed to give him the degree of cooperation which he demanded, and his constant solicitation of funds . . ."
### FCC Actions (Continued from page 77)

### Decisions Cont'd.

By Examiner Elisabeth C. Smith.

- **K2BZ** - Granted continuance of hearing for application scheduled for Jan. 14, conditional on further order.
- **K2BZ** - Granted continuance of hearing for application scheduled for Jan. 18, conditional on further order.

By Examiner J. D. Bond.

- **K2RZ** - Granted continuance of hearing scheduled for Jan. 16, in proceeding on application.

By Examiner Leo R. Rose.

- **WINR** - Granted continuance of hearing scheduled for Jan. 18, in proceeding on application.

### By A BOARD

#### License Renewal

Following AM stations granted renewal.

- **WNNX** - Granted renewal.
- **WNNX** - Granted renewal.

### Summary of Authorizations, Stations on the Air, and Applications

#### Class

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<thead>
<tr>
<th>Class</th>
<th>Total</th>
<th>On Air</th>
<th>Licensed</th>
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<tr>
<td>AM</td>
<td>2,255</td>
<td>731</td>
<td>1,524</td>
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<tr>
<td>FM</td>
<td>519</td>
<td>183</td>
<td>336</td>
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### FCC Roundup

#### New Grants, Transfers, Changes, Applications

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<th>Class</th>
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<th>On Air</th>
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### Docket Actions

#### INITIAL DECISIONS

- **KLICKIN'** - Announced initial decision by Examiner Kang for hearing.
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### January 17 Applications

#### ACCEPTED FOR FILING

- **KLICKIN'** - Request for mod. CP AM station for 950 kc, SF, Calif., from WJPA.
- **KLICKIN'** - Request for mod. CP FM stations for 950 kc, SF, Calif., from WJPA.

### License Renewal

- **KLICKIN'** - Request for license renewal AM station for 950 kc, SF, Calif., from WJPA.

### Transfer Grants

- **KLICKIN'** - Granted transfer of control in Antelope, Calif., from WJPA.
- **KLICKIN'** - Granted transfer of control in Antelope, Calif., from WJPA.

### New Applications

- **KLICKIN'** - Application for new AM station in Antelope, Calif., from WJPA.
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### Summary to January 19

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### License

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### License Renewal

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### Modification of CP

- **KLICKIN'** - Request for mod. CP AM station.
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- **KLICKIN'** - Request for mod. CP FM stations.

### Transfer Grants

- **KLICKIN'** - Granted transfer of control in Antelope, Calif., from WJPA.
- **KLICKIN'** - Granted transfer of control in Antelope, Calif., from WJPA.

### New Applications

- **KLICKIN'** - Application for new AM station in Antelope, Calif., from WJPA.
- **KLICKIN'** - Application for new AM station in Antelope, Calif., from WJPA.

### FCC Roundup

- **KLICKIN'** - Application for new AM station in Antelope, Calif., from WJPA.
- **KLICKIN'** - Application for new AM station in Antelope, Calif., from WJPA.
the red and couldn't afford to pay high dues. Now the TV industry is moving rapidly into black ink and may be regarded to have found a suitable share of the overhead.

Currently NAB is operating on roughly a $721,000 budget for the fiscal year ending March 31. Assuming member dues run at about the present level, NAB's budget may be trimmed to $560,000 for the next fiscal year to allow for separation of BAB as of April 1. This would provide roughly $180,000 for BAB in the ensuing 12 months.

Rapid expansion of the BAB operation is planned as a result of the NAB board's decision last summer to let the sales-promotion part of the association operate as a separate unit. The BAB budget will provide for the $36,000 salary to be paid Mr. Ryan. Stations belonging to NAB have the option of belonging to BAB. If they elect not to join BAB they will be entitled to a 30% cut in their NAB dues.

Stations not members of NAB will be eligible to join BAB but a scale of dues has not been drafted. In addition, station representatives, networks, transcription firms, and other industry groups will be eligible to join BAB, with dues not yet established.

On the amount of income flowing into BAB from these new participants will depend the extent of the agency's growth. The board had in mind last summer a vastly enlarged sales-stimulating operation which eventually might have a million-dollar budget competing favorably with the extensive promotion setups of competing advertising agencies.

Mr. Ryan has a three-year contract as BAB president. His salary goes up to $40,000 the second year and $50,000 the third. Since becoming NAB general manager last spring he has realigned the headquarters and committee structures.

New membership is holding its own despite a flurry of disqualifications at the year-end for failure to pay dues. Such separations are unusual at the end of the calendar year.

As of Jan. 15 NAB had just over 960 AM station members, about 380 FM members, 44 TV members, two networks (NBC, MBS) and about 70 associates. These estimates compare with a Nov. 1 total of 951 AM, 389 FM, 42 TV and 76 associates.

Planning for the April convention is in charge of a board committee headed by Eugene S. Thomas, WOR-TV New York. This year the Management and Engineering Conferences are to be week-long with several joint sessions likely.

TV Convention Plans

Into that picture must be fitted the convention programming. With video stations demanding autonomy in NAB, the convention committee is expected to give them their share of the convention proceedings including a day or two of separate conferences in addition to joint management discussions.

Already NAB is contacting associate members in preparation for the annual equipment exhibit held in connection with the convention. TV firms are understood to be showing more interest this year.

At least a dozen changes in composition of the present NAB board may develop before the April convention. The Florida station next session for the annual meeting will be the last for 15 board members whose terms expire in April. Many of these members are eligible for re-election, however. Nominating forms and lists of eligible nominees for at-large and odd-numbered district directors were mailed Jan. 10 by NAB. Those nominated will be notified Jan. 26. Ballots must be returned Jan. 31 if they will accept. Final ballots will be mailed Feb. 5, returnable Feb. 20, with election results to be certified Feb. 28.

Special Sessions

These are slated in District 8 (Ind., Mich., in part) to pick a successor to George J. Higgins, WISH Indianapolis, who is moving to KMBC Kansas City.

Expiring Terms

District directors whose terms expire in April are: District 1, Paul W. Dietz, WTJN-AM-CFM, Trenton, N.J., and District 8, George D. Coleman, WGBI-AM, Scranton, Pa.; District 5, Allen M. Woodall, WDAK Columbus, Ga.; District 7, Gilmore N. Nunn, WLAP-LF, Lexington, Ky.; District 9, Charles C. Caley, WMBD Peoria; District 11, John F. Meagher, KYSM Minneapolis, Minn.; District 13, Clyde W. Underberg, KBD-Dallas, Tex.; District 15, Glenn Shaw, KLX Oakland, Calif.; District 17, Harry R. Spence, KKRO Aberdeen, Wash.

H. Quentin Cox, KGW Portland, Ore., was assigned to the April meeting last fall to succeed Mr. Spence, ineligible for re-election. Mr. Cox takes office in April.

Meurs. Coleman, Nunn, Caley, and Underberg were ineligible to run for re-election in their districts, having served two consecutive terms. Mr. Woodall notified NAB was not a candidate for re-election.

Directors-at-large whose terms expire in April are John H. Dowitt Jr., WSM Nashville; John Esau, WTBY Des Moines; John Fairley and a successor to J. Lindsay Nunn (6,706 shares) at Gilmore N. Nunn (11,792 shares) individually and 1,500 as trustee. Before joining the NAB organization, Mr. Ballard was general manager of KGNV Amarillo.

The four future Broadcast Advisory Council, set up last fall at board direction, is likely to be discussed at this year's NAB convention. The council can decide its own future, but this future looms uncertain at the present moment following two meetings at which members were briefed by high government officials on the state of the emergency.

Some BAC members have indicated the council should frame a definite program of action, and BAB President Justin Miller is to report in person to the White House on BAC activities, under council instructions.

Mr. John G. Hoagland
Campbell Soup Company
Camden, New Jersey

Dear Johnny:

Share a predate that fancy Campbell Soup makes? It's oh, talk we on our program thanks he's real pov.

W. C. R.

Fondly.

Yours,

Mr. John G. Hoagland

Campbell Soup Company
Camden, New Jersey

VOICE TOURS

SCHEDULED FOR D.C. STUDIOS

A SERIES of tours of Voice of America facilities in Washington has been opened by the Dept. of State. Although most of the VOA facilities are in New York, the Division of International Broadcasting has small studios in Washington in the Interior Dept. Bldg., located on E St. between 18th and 19th, N.W.

The tours are scheduled for the general public on Tuesdays, Thursdays and Fridays from 2:30 to 3:30 p.m. They will include inspection of the Washington studios, observation of a live broadcast, presentation of special recordings and a question-and-answer period for participants. Staff members will be available to discuss policies and problems with VOA officers. Special tours also are to be arranged for Congressmen desiring them.

BROAD CASTING • Telecasting
GEN. DOUGLAS MACARTHUR, defending himself against censorship complaints, said last Thursday that a mid-December conference of radio and press representatives "made it unequivocally clear that military censorship should be imposed."

His reference was to a Dec. 18 meeting of 12 newspaper, wire service, and radio representatives who included NAB's President Justin Miller, Government Relations Director Ralph W. Hards, and Public Affairs Director Robert K. Richards [Broadcasting • Telecasting, Dec. 23, 1950].

Gen. MacArthur's statement was to Editor & Publisher, taking issue with a Jan. 13 editorial of the magazine discussing censorship in Korea. Gen. MacArthur claimed the editorial was "misinformed."

He said he had "tried to defend press freedom but strangely I found myself opposed on the issue by the press itself and finally yielded to its almost united demand that military censorship be imposed."

Gen. MacArthur said demands for censorship became so strong that he put the question up to the Dec. 18 conference in Washington, in which Defense Secretary George C. Marshall conferred with representatives of all media. The group responded with a message to Gen. MacArthur, and this was followed within 48 hours by imposition of security curbs in the Korean theater. More stringent censorship orders, which aroused Tokyo correspondents came a fortuitous a [Broadcasting • Telecasting, Jan. 18].

Pat Griffith to WAC

PAT GRIFFITH, former director of the NAB Assn. of Women Broadcasters and later with WHO Des Moines, has joined the WAC with rank of captain. Miss Griffith served 3 1/2 years in WAC during World War II.

1950 OCT.-NOV. SURVEY

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From co-investigative survey conducted by Economic Research Agency for Madison.

ARKANSAS MEET

In Little Rock Feb. 4-6

"ARKANSAS and the NAB" will be the subject of an address by NAB's Director of Government Relations Ralph Hardy at the Arkansas Broadcasters Assn. annual winter meeting to be held in Little Rock Feb. 4-6.

Oliver Gramling, assistant to the general manager for radio for the Associated Press in New York, will speak to the group on "The News Services."

Other speakers are to include Jack Wolfer, general manager of KTHS Hot Springs, who will address the group on "Free Time Policies;" Fred Stevenson, general manager, KGHF Fayetteville, on "Chickens of Tomorrow;" Maj. Carl Martin, civil defense director for the state of Arkansas, who will lead the group in discussion of "Radio's Role in Civil Defense," and a guest speaker yet to be announced.
JACKSON OUTLET
Proposed Grant to WKMH Inc.

NEW AM station at Jackson, Mich., on 970 kc with 1 kw fulltime, directional, was proposed to be granted last week to WKMH Inc., licensee of WKMH-AM-FM Dearborn, in an initial decision by FCC Hearing Examiner Jack P. Blume.

The ruling would deny the competitive bid of WENX Saginaw, Mich., to change from 1 kw daytime on 1210 kc to 1 kw fulltime on 970 kc, directional at night.

The examiner found that both proposals would violate provisions of the Commission's engineering standards and suffer some mutual interference with certain other stations. However, in the case of the Jackson bid, he ruled the need for an additional local facility justified the technical deviations. The examiner also found that some overlap of the Jackson station with WKMH would not violate the Commission's duopoly rule, Sec. 335, since the overlap area receives multiple other services.

BUTCHER NAMED
As CD Audio Visual Head
JESSE BUTCHER, former network and agency radio executive, last week was named head of Audio Visual Section (which includes radio, television and films) of the newly created Federal Civil Defense Administration.

Mr. Butcher, who served in executive public relations capacities with both NBC and CBS, was radio director of the USO-National War Fund during World War II.

Mr. Butcher

AAA Examinations
ANNOUNCEMENT of the fifth annual AAA advertising examinations in 19, or possibly 23 cities throughout the United States on Feb. 17 and 24 was made last week in New York by Sydney H. Gielerup, partner in Marschalk & Pratt Co., and chairman of the committees on the examinations. Regional committees of the AAAA councils and chapters will administer the examinations.

KAUFMANN'S NEWSCASTS
Department Store Marks 17 Years on WJAS

ONE of the first department store-sponsored newscasts in the country, Kaufmann's Office Broadcast, is heard at 12:30 p.m. over WJAS Pittsburgh, celebrated its 17th anniversary Jan. 1. All through the years, since the show started in 1934, it has had the same sponsor, Kaufmann's Department Store; the same newscaster, Beckley Smith, and the same time and station, a half-hour past noon on CBS' Pittsburgh outlet, WJAS.

Beckley Smith's policy of sticking to the facts, without comment or attempted analysis, is cited as a big factor in his continued popularity with the "Steel City's" audience, a popularity which many surveys have shown to be greater than that of any other newscaster, local or national, the station reports.

Mr. Smith points out that there has never been any scarcity of facts to be reported. Since his first broadcast on Jan. 1, 1934, there has been a war to report. Then it was Italy's drive into Ethiopia and all the swift-moving events leading up to World War II. Now, of course, it is Korea and the many other facets of the precarious world situation.

Another strict program policy, which has been broken only once, is a "no guest" rule. H. V. Kusenborn was the only exception. He appeared on the show during a visit to Pittsburgh.

Kaufmann's regards its daily newscast as a fundamental part of its advertising plans and has a special script writer who concentrates on the program's commercials. The script writer searches for merchandise most suitable for radio presentation and writes as many commercials as nearly as possible in Mr. Smith's individual broadcasting style. Merchandise promotes is often tied in with news of the day.

No appeal is made to any special income bracket or economic level, and commercials are directed at both men and women. Commercials on the program are limited to two one-minute announcements, which may be cut to one-minute of advertising or eliminated entirely if the news is especially serious.

Radio's vital advertising role in Pittsburgh will continue to be underlined by Kaufmann's and WJAS, who have already made "It's Kaufmann's for Everything Under the Sun" a by-word among the city's thousands of radio listeners.

Name Warwick & Legler

L. A. BREWING Co., Los Angeles (Eastside Beer), has named Warwick & Legler there to handle its advertising. The account, for 13 years handled by Lockwood-Shackelford Ad., LA, exceeds $1 million annually. Half of this is reported spent in radio and TV. C. E. Staudinger, W&L account executive in New York on the Feb. account, transfers to the West Coast to handle Eastside. Six other agencies were reported bidding for the account.

VICTOR ALBUMS
'Treasury' Promotion Set

RCA Victor Feb. 5 launches a two-week promotion and advertising campaign for its new "Treasury of Immortal Performances" record album series. Special programs written around the records in the Treasury series will be presented for two weeks nightly on more than 250 stations on the Music You Want show.

In addition RCA Victor has suggested that record dealers promote the series in their own local radio shows and in other advertising.

Dolcin Sues

"WE SHALL not modify our conservatively-worded advertising except to do even more of it than in the past," Victor van der Linde, president of Dolcin Corp., said in a statement announcing a libel suit against Reader's Digest. The latter magazine has been served by Dolcin Corp. with a summons in a $22,000,000 libel suit as a result of an article entitled "Those Million-Dollar Aspirins" which appeared in the January 1951 issue.

BMI's 15th Clinic

BMI's 15th program clinic opens a two-day session today (Monday) in Radio City, New York, with an all-time high in attendance expected. More than 100 station executives, representing thirty states and Canada, are enrolled. Executives of BMI, stations and agencies will lead in the discussion of various aspects of program building.

Broadcasting • Telecasting

When Its BMI It's Yours
Another BMI "Pin Up" Hit—Published by Peer

On Records: Jo Stafford—Col. 39065; June Hutton—Dec. 27329; Joan Shaw—MGM 10866; Kenny Roberts—Coral 64064; Ernie Lee—Mer. 6289; Dusty Fletcher—National 1914; Wayne Raney—King 914; Mervin Shiner—Dec. 46274.

On Transcription: Chuck Foster—Langworth; Eddy Howard—World.
Closed Circuit
(Continued from page 1)

and not likely to be broken down by states or cities. Complete radio-TV data base in sum-
meter but not doubt it possible the doubtful.

CAPITAL housing note: Radio-Television Mfrs. Assn., needling space when new president
is elected next month, looking hopefully at ample square footage in NAB's headquarters
building. RTMA also scanning town house situation to see if own building could be
acquired.

PACE AT WHICH defense effort is proceeding, with concomitant cutbacks or freezing of
strategic materials, may mean that before long FCC will become phantom agency insofar
as normal regulatory operations are concerned. New applications are down to mere trickle.

RE FCC work load, part of it probably will be absorbed through call to convert many re-
servists in both legal and engineering bureaus. Conversion of FCC staff to defense activities
now is in feverish process to hold personnel line.

MAIL-POUCH Tobacco, Wheeling, longtime radio user, planning extensive campaign within
month. No doubt about Midwest, using both radio and TV spots.

WHITE HOUSE action in cancelling Radio Correspondents Assn. banquet, scheduled for
Feb. 3, has caused some consternation. Reason
 cited was that President didn't want to dis-
criminate against press and photographers' group, which pervades an unusual amount of
casual events presumably because of conditions
and high talent costs. Radio, however, was all set and some members feel discrimination
ran other way. In any event, there will proba-
bly be function later, maybe without Chief
Executive.

DOHERTY, Clifford & Shenfield will be named to take over Borden's instant coffee account
resigned Friday by Kenyon & Eckhardt, New-
York. Firm is currently sponsoring Peter
Lind Hayes on NBC-TV.

APPEAL SOUGHT IN RULING
COVERING RADIO LABEL

PETITION for rehearing of U. S. District Court
judgment in case of Westinghouse Radio Sta-
tions Inc. (KYW), WCAU and WFIL Phila-
delphia, covering radio libel liability, filed
Friday with U. S. Court of Appeals, Third
Circuit.

District court had ruled Communications Act does not prohibit radio stations from cen-
soring political broadcasta by persons who are
not candidates [BROADCASTING * TELECASTING
Dec. 25, 1960]. It had reversed district court
decision which dismissed three $60,000 libel
suit against Philadelphia stations.

KHON ASKS FREEZE LIFT

KHON Honolulu petitioned FCC Friday to lift
radio freeze which has prevented application
between four principal Hawaiian cities will per-
mit applications under either existing or pro-
spected channel allocations plan, or under new
plan if new one is issued. KHON will apply for fixed frequency, according to petition,
filed by Washington law firm of Dow, Lohnes &
Albertson.

ROBERT JONES TO AGENCY

ROBERT H. JONES, head of his own market-
ing specialists firm, to Marschall & Pratt,
New York, in contact capacity at Esso Stand-
ard Oil Co. account.

BROADCASTING * Telecasting

[Content continues on next page]
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 cig-  
arette 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 cus-  
tomers 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
New television microphone, developed at RCA Laboratories, virtually vanishes when in active use.

Now you see it, now you don’t! RCA’s new “vanishing microphone” is plainly visible when standing alone—but let a television performer stand before it and it seems to disappear.

Called the “Starmaker,” this RCA microphone is little larger than a big fountain pen . . . and principles of design based on modern camouflage blend it with an artist’s clothing. There’s no clumsy “mike” to distract your attention—and it’s also a superbly sensitive instrument.

Through research carried out at RCA Laboratories, the “Starmaker” microphone picks up sound from all directions—ears and transmits every sound the human ear can detect. It’s not only small and almost invisible, but it’s also one of the most efficient microphones ever devised.

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., N.Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20.

Known for brilliant pictures, RC Victor’s 1951 home television receiver also have the finest of sound systems RCA Victor’s “Golden Throat.”