something worth hearing!

HERE IS A STRANGE STORY about a thing that sells goods and services and . . . Oh, anything you might think of — even sells fowl and pianos and zither strings.

Now, hold on, WOR just sold hearing devices; hundreds of them!

Imagine selling hearing aids to people maybe not able to hear! But that's precisely what WOR did.

That would seem like exactly the sort of job a magazine was made for, or an outdoor poster, or a subway card, or something you look at, read, or scan over.

But, WOR told people to buy hearing devices.

In the brief space of 11 months, a man who makes a very ethical and high-priced hearing device (costs anywhere from $70 to $200) got 21,393 people to ask him about the hearing device. He did this by using WOR.

He did it at the lowest cost-per-lead in his company's advertising history! That's 47 years.

He did it at a cost 50% below that of any station used in 31 test cities, and 76% below the national average.

Why this paradox?

It's WOR, of course; which, in itself, is a paradox.

To repeat a phrase we have used repeatedly, WOR can sell anything — has, too.

Why? We are sorry, but we don't know. But we would be very glad to have anyone work on the matter and we will tell thousands of people the reason if we think the reasoning's good. We are pretty bright people when it comes to nickels and dimes, but rather dumb on the introspective side.

However, as a matter of consolation, we'll repeat — WOR sells everything fast (even hearing devices) to more people, more often, for less cost than any station in the United States.

The address is WOR

— that power-full station at 1440 Broadway, in New York

P.S. What we've told you is merely part of the story.

Please call or write us for a detailed case history. No charge.
Robert E. Lee was a great campaigner

Noble, brilliant, generous General Lee, who entered the war between the states as commander of Virginia troops, had many sterling qualities. Not the least of these was his imaginative planning. It took courage to execute daring campaigns, to do things a new way. This favorite son of Virginia would have enjoyed the pioneering that envisioned WTVR, first TV station of the south, many years ago; publicly predicted it in 1944; put it on the air in 1948. Today WTVR is still Richmond's only TV station, occupies a big spot in the hearts and lives of all Richmond.
WCCO DELIVERS SIX TIMES MORE LISTENERS THAN ANY OTHER NORTHWEST STATION

...at a cost of only 43 cents per thousand!

Throughout 112 Northwest counties where 916,720 radio families live, WCCO delivers an over-all average quarter-hour rating of 14.1!
(During Class A nighttime periods alone, WCCO's rating is 20.5...18.5% bigger than it was just two years ago.)
Seven days a week, WCCO gets an average 47.2% share of audience—more than 6 times more listeners than any of the 189 stations heard in the WCCO area. What's more, WCCO is first in every one of the total week's 552 quarter-hours. The average cost-per-thousand of a WCCO station break is only 43 cents—delivering 2,325 radio families per dollar. That's ¼ the average cost of a break on the next station.
WHILE IT'S TOO early to gauge reaction to NAB reorganization proposal, whereby President Justin Miller will become board chairman, with new president-general manager to be named, and with separate TV division operation, early reports indicate some broadcasters, notably in non-TV markets, feel organization would be too heavy. There's also indicated objection to proposed new name—National Assn. of Radio & Television Broadcasters (NARTB). Some seem to think NAB itself is of sufficient scope to cover all broadcast media.

DON'T LOOK FOR setting of firm date on general conference involving "discussion of television broadcast problems" (meaning steps toward TV station blue book) until FCC Chairman Wayne Coy returns to Washington from vacation trip about mid-March. Date for conference probably will be set for May.

EMERGING as key figure in NAB reorganization is Allen Woodall, operator of WDKA Columbus, Ga., and interested in other southern stations. Although he winds up his term on NAB board with next convention in April, his will be potent voice in selection of new president-general manager of reorganized trade association [BROADCASTING • TELECASTING, Feb. 8], probably as spokesman for small-station group.

MEMBERS of Senate Select Small Business Committee staff, who prepared recent review of color television situation in report on small business, still smarting from RCA complaint. RCA protested because it thought Senate report upheld FCC's decision. If issue is finally shelved, it will be because hornets nest was stirred when committee insisted it simply wanted to "clear up" muddle for small TV set manufacturers.

WHILE Federal Trade Commission confines scrutiny of TV advertising to written continuities, authorities of commission's Radio & Periodicals Div. say there's always possibility of consulting with FCC on questionable films. At present, division has had "no occasion" to take such action or monitor actual telets.

ACUSTICON INC., Los Angeles, sponsoring Fulton Lewis jr. at Home, new MBS program, 1-115 p.m., Sunday, for weeks starting Feb. 15, through Atherton Adv., Los Angeles, Program emanating from Hollywood, Md., features Mr. Lewis at organ, directing children's choir which he helped organize in his home town.

HCL HAS HIT FCC to point where it is now over-spent on its appropriations. But it hopes to make up for it prior to end of fiscal year, June 30, by leaving vacant openings which may develop by virtue of calls of reservists to active duty or other detachments from service.

DESPITE slackening of applications for new

(Continued on page 86)
Cover the Metropolitan Areas of Missouri and Kansas plus Rural Mid-America with KCMO

ONE Does it in Mid-America
- ONE station
- ONE rate card
- ONE spot on the dial
- ONE set of call letters

50,000 WATTS
DAYTIME
810 kc. 10,000 WATTS
NIGHT

KCMO-FM...94.9 Megacycles
Operating Transit Radio in Greater Kansas City...reach them...sell them...on their way to buy...

Transit Radio Representative:
H. R. Representatives, Inc.

KANSAS CITY 6, MISSOURI
Basic ABC For Mid-America
National Representative: The Katz Agency
MORE

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

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

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

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

MARYLAND'S PIONEER BROADCAST STATION

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD. REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
Hooper surveys the 17th State

And Hooper discovers that:

- **WGY** delivers a regular listening audience in all 22 cities of the 17th State.
- **WGY**'s average evening audience is larger than the audiences of the next two stations combined.
- **WGY**'s average daytime audience is 44% larger than the next best station's daytime audience.
- **WGY**'s evening share-of-audience is above 20% in 15 of the 22 cities (Station B's share-of-audience is 20% or over in only 4 cities).

Hooper's new 22-market survey of Eastern New York and Western New England has just been released. It becomes an essential tool in buying radio time in this vast marketing area. If you have not received a copy, call your NBC Spot Salesman or write: NBC Spot Sales, 30 Rockefeller Plaza, New York 20.

* A compact market composed of a homogeneous group of 64 counties in Eastern New York and Western New England...so called because its population exceeds that of 32 states in the U.S.

**WGY**

50,000 watts  810 kc.

The only station covering all 22 Markets of the 17th State
the difference is MUTUAL!

The MUTUAL
Roses are red  
Violets are blue  
Listening is up ~
And how are you?

More people love Mutual these days than ever before—with a love that is measurable even unto decimal points. Compared with one year ago (when TV was just beginning its most alluring gains in public favor) precisely 9.48% more radio families are now attuned to the average of all regularly sponsored programs on Mutual. No other network can make any such happy statement—because none but Mutual has scored a plus. Source: the latest Nielsen average audience data (first December reports, '49-'50).

Round more hearts would you entwine?  
Say you'll be our Valentine!

Broadcasting System
RECEIVER SALES Division ALLEN B. DaMONT LABS., Clifton, N. J., sends sample radio-TV spot announcements to dealers and distributors for local cooperative sponsorship. Two month campaign will promote electronic tuning device and big screen television. Agency: Campbell-Ewald, N. Y.

THE RICHMARK Co., N. Y. (Richmark Tapoica), names Walter Wiley Adv., N. Y., to handle advertising. Radio and TV will be used.


KELLOGG Co. of Canada Ltd., London, Ont. (All-bran), starts spot announcement campaign on 46 Canadian stations. Agency: Kenyon & Eckhardt, Toronto.


BROMO-SELTZER Ltd., Toronto (Bromo-Seltzer), starts transcribed interviews, sportscasts and newscasts on large number of Canadian stations. Agency: F. H. Hayhurst Co., Toronto.

Network Accounts ... ... 

GENERAL MILLS, Inc. (cereals, flours and mixes), alternately sponsoring 6:30-7 p.m. segment of Ted Mack's Family Hour, ABC-TV, Sun. 6-7 p.m., effective March 25. Alternate sponsor is C. A. Swanson & Sons, Omaha. Agency for both accounts: Tatham-Laird Inc., Chicago.

MANHATTAN SOAP Co., N. Y., March 6 renews Tues., Thurs., Sat. sponsorship of Frank Goss News on Columbia Pacific Network 7:30-7:45 a.m. (PST) for 13 weeks. Agency: Duane Jones Inc., N. Y.

RALSTON PURINA Co., St. Louis, for its cereals, will sponsor program tentatively called Animal Fair on ABC-TV, starting March 4 Sun., 3:30-4 p.m. (CST). Agency: Gardner Adv., same city.


CANADIAN GENERAL ELECTRIC Ltd., Toronto (appliances and receivers), extends Your Host program, Sun. 8:30-9 p.m. for four weeks to April 22 on 47 Dominion network stations. Agency: MacLaren Adv. Co., Toronto.

Adpeople ... ... 

LAWRENCE W. BRUFF, Liggett & Myers Tobacco Co., N. Y., named advertising manager. Was with Newell-Emmett Co. (Cunningham & Walsh Inc.), advertising agency for Liggett & Myers.

ROBERT E. PEAWSALL elected executive vice president Armour & Co., Chicago, and is working directly with office of president. ALFRED H. SMITH succeeds Mr. Pearsall in the latter position.


LOU E. PHENN, president Canadian Cellucotton Products, Toronto, and president of Bureau of Broadcast Measurement, Toronto, appointed vice president International Cellucotton Products, Chicago.

W. T. BANNISTER, manager Minneapolis sales field Standard Oil Co. of Indiana, retires after 38 years with company.
"... a new nation, conceived in liberty ..."

The hand of time has wrought great change since the day Abraham Lincoln spoke on the battlefield at Gettysburg. Yet, in America his words remain as alive today as the instant they passed his lips. It remains our task to keep them alive, for they are the message of a free America. And standing ready to speed this message on its way to all of the corners of a troubled world is radio—the powerful, articulate voice of the nation. WJR takes pride in pledging the strength of its men, women, and broadcasting equipment to lend an ever increasing volume to this great American voice of freedom!
**FRANKLIN C. WHEELER,** executive vice president Brisacher, Wheeler & Staff, S. F., elected president of firm succeeding late EMIL BRISACHER [Broadcasting • Telescasting, Feb. 5]. WALTON PURDOM, vice president, elected executive vice president. ROBERT BRISACHER, secretary-treasurer, named vice president, and Mrs. EMIL BRISACHER appointed secretary-treasurer. Other officers are: RICHARD IDE, vice president and manager N. Y. office; ALEX EVANS, vice president and manager L. A. office; A. McKEE DONNAN, vice president, and ETTORE FIRENZE, vice president and art director.

RUDYARD C. MCKEE, account executive McCann-Erickson, N. Y., appointed assistant to President MARION HARPER. He will also be member of agency's advisory committee on advertising plans, eastern region.

DAVID LOOMIS, account executive Dancer-Fitzgerald-Sample, N. Y., named vice president.


EARL KENNEDY, Young & Rubicam, N. Y., to Maxon Inc., same city, in charge of radio-TV productions.

**IF AMERICA'S** listening fancy during 1951 should be caught by trimly-quaint hillbilly music and humor aired from an isolated little valley in Kentucky, Miles Oakley Bidwell, vice president and account supervisor of Benton & Bowles Inc., New York, will have scored again. 

**Juvenile Jury** was just an unknown sustaining show over WOR New York in 1946, when Mr. Bidwell became associated with Benton & Bowles and sold the show to the agency and General Foods. When the show went onto television in 1947, he became the first account executive at that agency to get a General Foods product on the new media.

Now General Foods sponsored **Renfro Valley,** which began Jan. 1 over CBS in the South and Midwest. The five-day-a-week strip; Saturday night barn dance, and Sunday morning program is broadcast from the valley itself, where sitters and dulcimers are still played and the humor is home-spun. John Lair, originator of the WLS Barn Dance, lives in the valley and acts as emcee. Although aimed at that section of the listening public which is unanumised by Hollywood jokes and Tin Pan Alley music, and which Mr. Bidwell with respect calls "the backbone of the nation," Renfro Valley may prove appealing to city dwellers because of its authenticity. Even the commercials will be unaugmented and free from a New York or Hollywood touch.

That "Oak" Bidwell, as his friends know him, should come up with something of this sort is somewhat of a surprise when considered in light of his background.

Born Feb. 4, 1909 in New York City, and educated at the Buckley School Hotchkiss School in Lakeville, Conn., and at Yale U., Mr. Bidwell left college after one year to enter the Wall Street firm of Babcock, Ruston & Co., where he has worked the preceding three summers while in school.

As head of over-the-counter bond trading, he was making a salary that]s like of which he was not to see again for years. The 1929 crash arrived, and he watched his salary unwound, cut by cut, like the altimeter of a diving plane. Finally in 1930, he took a reporting job with the New York Evening Journal, and a year later moved in the same capacity to the New York...
DISTRIBUTORS' REPORT:

Radio-Set Sales Soar in Buffalo

We wanted the latest reports on sales of radio receivers in the Buffalo area so we went to the men who know—the distributors. Television sales are booming in Buffalo but radio sets are Outselling TV Receivers Two or Three to One. Here's the report as of December 28, 1950 . . . .

- DISTRIBUTOR A: Radio receiver sales are twice as large as TV sales in units. Distributor selling table model combinations in large volume.
- DISTRIBUTOR B: Does not sell radio receivers separately, but in combination with phonographs and television receivers.
- DISTRIBUTOR C: Radio receiver sales are approximately twice as large as TV sales in units. Table model sales very good.
- DISTRIBUTOR D: Radio receiver sales exceed TV sales by approximately 2½ to 1.
- DISTRIBUTOR E: Radio receiver sales exceed TV sales by approximately 3 to 1.
- DISTRIBUTOR F: Distributor reports radio receiver sales exceed TV sales in ratio of 2 to 1. About 20% of all television receivers sold are radio combinations.
- DISTRIBUTOR G: Recently appointed distributor stated TV and home radio receiver sales were about 50-50 in units. Total sales volume, including auto and portable models, brings unit volume of radio receiver sales above TV.
- DISTRIBUTOR H: Factory is allocating few radio receivers to TV markets, however about 25% of all television receivers sold are radio combinations.
- DISTRIBUTOR I: Distributor reports that TV sales compared with radio is about 55-45 in favor of TV. One-half TV receivers sold were radio and phonograph combinations.
- DISTRIBUTOR J: Radio receiver sales exceed TV sales by approximately 3 to 1.
- DISTRIBUTOR K: Distributor did not have radio receivers until summer. Sales since then have been slightly higher in radio receivers than television.
- DISTRIBUTOR L: Distributor reported radio receiver sales exceed TV sales by approximately 2½ to 1.
- DISTRIBUTOR M: Very excellent movement of table models and portable receivers. Volume was so heavy during December, stock of distributor was exhausted.

BASIC

WBEN

BUFFALO 2, N. Y.

WBEN Programming Keeps Pace With Set Sales; Ask Your Petry Man for the WBEN Story

Page 13

February 12, 1951
TOP RADIO, TV STARS WILL ENTERTAIN NFBA COURTESY OF CBS-HPL

For the second straight year, headline personalities from CBS radio and television will stage a huge variety show for members of the National Food Brokers’ Association and their friends at the annual banquet which climaxes their national convention. This year’s banquet will be held at the Palmer House, Chicago, February 19.

“The Housewives’ Protective League,” participating program broadcast locally by CBS stations in ten leading national markets, will again pick up the tab for this high-name production, in association with CBS and Radio Sales, a CBS division.

The CBS-HPL show is being repeated by popular demand. Spectators and press alike termed last year’s show a high spot of the NFBA convention.

Local HPL Directors, and the markets covered by each, include the following: Galen Drake, WCBS, New York City; John Trent, WCAU, Philadelphia; Mark Evans, WTOP, Washington, and WBZA, Richmond; Allen Gray, WCCO, Minneapolis; Paul Gibson (The Paul Gibson Show), WBBM, Chicago; Lee Adams, KMOX, St. Louis; Paul West, KING, Seattle; Lewis Martin, KCBS, San Francisco; and Philip Norman, KNX, Los Angeles.
Customers, like generals, originate orders. And in selling just as in a soldier’s chain of command, orders come through channels. A successful sales effort embraces not only your customers, but your retailers, all your middlemen and your own salesmen—your whole chain of demand. If you are one of the hundreds of advertisers who have been selling on “The Housewives’ Protective League,” your chain of demand will pass anyone’s inspection. Because the HPL is radio’s most sales-effective participating program...right through each link to you. If you aren’t already on the HPL, let the HPL Director in your area show you how he backs up his on-the-air action with hard-hitting merchandising services...how he pounds the local dealer-retailer beat selling your product...helps kindle sales enthusiasm with in-person appearances at manufacturer, wholesaler and dealer meetings...puts out a steady barrage of bulletins, postcards and brochures to retailers...makes available a wide variety of point-of-sale ammunition (such as counter cards, posters, streamers and stickers). To put these merchandising weapons—and the HPL’s own tremendous sales power—to work, just call the HPL Director nearest you.

THE HOUSEWIVES' PROTECTIVE LEAGUE

"The Program that Sponsors the Product"

485 MADISON AVE., NEW YORK CITY • COLUMBIA SQ., HOLLYWOOD
By FRED J. STEVENSON
GENERAL MANAGER
KGRH FAYETTEVILLE, ARK.

TO START with the happy ending — we've just closed an important local sale to a public utility in our area. It's not the first sale we've made (and heaven forbid that it should be the last), but it occurred to me that the sales method used would interest many other radio stations.

The program involved in Fulton Lewis jr., a Mutual network coop, which we broadcast over KGRH, Monday through Friday, 6 to 6:15 p.m., our time, and which was currently unsold. The advertiser involved is the Arkansas Western Gas Co.

Here's the story. Recently we received a mailing piece from the Mutual Co-op Program Dept. explaining how station WHBQ in Memphis had pitched this show and we took our cue from that. On Monday, Dec. 11, we inserted an announcement in the Fulton Lewis jr. program itself to the effect that KGRH had been carrying Mr. Lewis for some time unsponsored and since this resulted in a loss of revenue to the station, we were contemplating taking him off the air unless the response was such as to justify carrying him on a sustaining basis as a service to the listening audience.

In five days we had received 841 pieces of mail (this mail is on file at our station for examination and verification) of which 796 requested that we continue the program and 45 indicated that they wanted him taken off.

Before this poll was completed we received two unsolicited requests from potential sponsors for prices, etc. We closed with the Arkansas Western Gas Co., first potential sponsor and I am confident that with the material we had compiled we could have sold Fulton Lewis (Continued on page 72).

strictly business

In the not-so-dusty annals of CBS Hollywood there glows a proud symbol of achievement for a lowly salesman once on the staff. It represents the first transcontinental sale made from the network's newly-established Western Division in Hollywood in 1937. The salesman was Chester George Matson, now manager of the Los Angeles office, Edward Petry & Co., Inc., national radio and television representative. The sale was made to A. J. Krank Co., Los Angeles. The price was withheld.

Making sales was nothing new to Chet before he went to CBS and hadn't been since he left to establish the Petry Los Angeles office in 1938. He has been associated with that field most of his working years. Not too long ago Chet proved his fine salesmanship as well as confidence in the medium he continues to represent when he convinced Gallo Wine executives and their agency to choose spot radio over other competing media.

Required to make an oral solicitation before other media representatives as well as before the agency and client in a one minute announcement, Chet stood proudly up to his full six feet and proclaimed in his usual precise manner of speech, "If advertising is the science or art of obtaining the greatest number of favorable impressions at the least possible cost, spot broadcasting will deliver the message before more people, cheaper, longer and louder than anything you are considering."

He apparently was impressive, for not long after that Gallo was telling its message throughout the country cheaper, longer and louder via the airwaves.

Chet, who as Los Angeles manager of the national radio representative firm, represents, with the (Continued on page 5)
America's 1st post-war television station...

KSD-TV

...now in its 5th year of commercial operation
...delivers 100% of the television audience in an area with more than 250,000 TV homes.

KSD-TV

The ST. LOUIS POST-DISPATCH Television Station

National Advertising Representative: FREE & PETERS, INC.
North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.

More North Carolinians Listen to WPTF Than to Any Other Station.

and NORTH CAROLINA'S NUMBER 1 SALESMAN IS...

WPTF

also WPTF-FM

NBC AFFILIATE for RALEIGH, DURHAM and Eastern North Carolina

50,000 WATTS

680 KC.

NATIONAL REPRESENTATIVE FREE & PETERS, INC.
**ASCAP SHOWDOWN**

By BRUCE ROBERTSON

EFFORT to avoid costly court proceedings that would tear the whole ASCAP radio-TV situation wide open will be made next Monday (Feb. 19) at a meeting of the new NAB-TV board of directors, to be held at the New York Ad Club (see NAB reorganization story page 23).

In weighing the relative merits of seeking a new approach on which to reopen negotiations with ASCAP, which broke off relations with the Television Industry Music Committee in December after more than a year of fruitless discussions, or waiting for ASCAP to announce its terms and going to court if they are not satisfactory, the board will be constantly aware that it is not dealing alone with telecasting.

If the TV formula should be more advantageous to ASCAP than the one now in effect for radio, its terms are certain to be demanded for radio as well when the present contracts expire.

Eugene S. Thomas, WOR-TV New York, chairman of the newly organized NAB-TV board, who called the meeting, said that he was invited by Dwight W. Sprague, WLWT (TV) Cincinnati, chairman of the TV music committee, to give the board a full report on his committee's activities.

Another Plea Made

A plea for another attempt to get together with ASCAP before letting the matter wind up in the courts was made by Clair R. McCollough, WGal-TV Lancaster, a member of the new NAB-TV board, in a letter to Mr. Thomas, chairman.

To conform to the terms of the consent decree signed by ASCAP with the Dept. of Justice in 1941, ASCAP must offer its music to broadcasters under two plans—a blanket plan whereby the broadcaster pays a flat annual fee for the right to use as much ASCAP music as he desires (with some limitations) and a per program plan under which the broadcaster pays ASCAP fees only for those programs actually using ASCAP music.

The blanket license for radio stations is figured on the basis of 2.25% of the annual net revenue from time sales; networks pay 2.75% but are allowed certain wireline deductions. Telecasting blanket license is not tied to the following gymnastic formula but has an additional 10% added after the fee has been calculated in the manner.

Completion of the telecasting blanket license formula, which was immediately accepted by three TV networks—ABC, CBS, NBC—and some stations, came in October 1949 after months of negotiations, largely by network attorneys, and a new committee was set up to deal with the presumably much simpler task of working out with ASCAP a mutually agreeable per program plan.

**Per Program Problem**

It soon became plain that this was not going to be as easy as it had originally looked. ASCAP was not overly enthusiastic about some of the details of the radio per program licenses and was determined not to include them in the TV formula, which the society felt would be accepted by a larger proportion of video broadcasters than the 10% of radio licensees who had chosen the per program plan of payment. ASCAP also felt that the TV broadcasters should pay a higher rate than the 8% which is the base rate for the radio commercial per program licenses.

Some of the problems were worked out fairly easily and others were settled by serious effort but one problem defied the most strenuous attack. That was—and is—ASCAP's insistence on payment for commercial announcements broadcast in time adjacent to sustaining programs which include ASCAP music. ASCAP claimed that these commercials depended for their audience on people who had tuned in to hear the music and that they should carry ASCAP fees.

But ASCAP's position in time adjacent to sustaining programs which include ASCAP music was equally adamant on its viewpoint that to permit the per program fee to be extended beyond the time limits of the program itself, even for a few seconds, would be to open the door for further expansions and eventually to defeat the entire purpose of the per program license, not only for television but in all probability for radio as well.

**HIGHER INCOME**

Despite higher operating costs, increased revenues as their gross goes up in 1951, Richard P. Doherty, NAB employe-employer relations director, told the Georgia Assn. of Broadcasters in Augusta, Feb. 9.

Mr. Doherty and John M. Outler Jr., WSB Atlanta, were among speakers at the meeting (see story page 28).

Reduction in the number of stations losing money was forecast during 1961 by Mr. Doherty. At the same time he forecast a growing shortage in the labor market. Labor problems will become increasingly serious, Mr. Doherty declared, and will take definite shape in the next few months. He predicted manpower shortages as a result of difficulty of securing competent new employees; loss of certain employees to non-radio industries; increased labor turnover as employees shift among stations.

Wage freeze problems will harass broadcasters, he said, intensifying labor market difficulties. Continued variation in wage scales for jobs will appear, with some low-scale employees moving to stations where more pay is available, or to non-radio jobs. The wage stabilization process will generate the need for new agreements to be made by broadcasters on their own.

No recommendation on wage levels was made as of yet by ASCAP, but the society has considered the matter.

**Wage Freeze Issue**

Freezing of wages would stimulate turnover, especially from small and medium stations with wages frozen at a low point. The list of critical and essential jobs being revised to cover a smaller area, he indicated, with primary emphasis on defense production and operations.

**Television Pact Will Affect Radio**

Seems in '51 Despite Costs

Nine suggestions to station management were made by Mr. Doherty:

1—Expect occupational deferment for men under 26 except in extreme cases.
2—Keep fully informed on draft and reserve status of employees.
3—Reconcile yourself to the call of male employees under 26 before the end of 1951 except in the case of World War II veterans, physically rejected and dependency deferments.
4—Plan to retain men in the 26-35 age group for the foreseeable future, but develop plans to release such employees in the event of all-out war.
5—Regard men over 35 as definitely deferred.
6—Know employees competent to take over other jobs.
7—Analyze wage structure in the local market and in other industries.
8—Build up contacts in profitable sources of labor; radio is an attractive industry for many persons.
9—Keep track of FCC regulations covering employment. Efforts are being made to bring about relaxation of the first-class operator requirement, as was done in World War II. FCC will listen to hardship cases if no first-class operator can be obtained.
WAR GAINS TO RADIO

A "WAR-BORN" renaissance in radio advertising was "predicted" Thursday by C. E. Hooper, president of the Radio Executives Club of New York. This will not come at the expense of television, he observed, although presumably the national emergency would slow down the growth of TV in areas now served by television and would prevent its expansion into new markets.

"Recalling," Mr. Hooper said, "the paper, printing, and transportation shortages we experienced in World War II. They will occur again. Radio, without a computer involving supplies and transportation, will get the business automatically."

Radio's continuing ability to deliver sales for its users is proved, Mr. Hooper stated, by a radio home study made in a city where 68% of the homes were still without television, which contained "one of the more realistic programs ever saw on a medium."

McCLUER TO WADE

Resigns NBC Sales Post

PAUL MCCLUER, 30-year radio veteran at NBC, leaves the network's Central Division as radio sales manager March 1 to join WHAM, Mr. Wade as assistant general manager. Mr. McCluer will take over responsibilities handled by Jeff Wade, who assumed managerial duties after the recent death of his father, Walter Wade, Jan. 16. The agency is owned entirely by Mr. Wade's grandfather, Albert G. Wade.

Mr. McCluer, as sales manager, will concentrate on client contact and black-and-white advertising. Mr. McCluer takes over Mr. Wade's work as radio and television director. The largest user of broadcast media at Wade is Miles Labs, Elkhart, Ind. (Alka Seltzer, One-A-Day vitamin, Tab- clin.) Murphy Products, Burlington, Iowa (stock feeds), uses radio. Mr. McCluer resigned as AM network sales manager at NBC Chicago last week post he had held since 1949 when AM and TV network sales activities were separated.

No replacement was decided upon late last week.

Thank You Again

DIGESTS of the Feb. 8 issue of Broadcasting [Telecasting were carried over radio wires of AP, UP and Transradio. Available air freight facilities were utilized to transport copies of the issue to central points. Delays of several days resulted, however, in delivery of copies as a result of temporary mail embargoes caused by the rail strike.

1950 one advertiser took his usual summer hiatus and lost 35% of his business in radio-only homes, Mr. Hooper stated, while his leading competitor, who kept his radio advertising on the air through the summer, picked up 20% during the same period.

Mr. Hooper noted that the post-war entry of a number of new broadcast audience measurement firms has created confusion in the minds of the buyers of time, who he declared, could straighten out all of the confusion in very short order if they would only insist that things be called by their right names.

"The rating is a size measurement produced by two known methods, coincidental and automatic," he said. "The index is a relative figure comparable only with other relatives of the same sort, but not pertinent to size. All other known methods than automatic and coincidental produce only indexes. . . When you want a substitute for the coincidental or automatic method,"

The place of the aided recall, diary and other techniques, he said, is to "produce much needed relative audience indexes for use in analyzing audiences," noting that techniques such as weights and "ratings" is the industry term for an audience size measurement.

'52 CAMPAIGN

GOP to Ban Heavier TV

GOP members of the Senate and House have evinced a 'greater interest in radio and television' than at any time prior to the 1950 elections, Ed Ingle, radio-TV director of the Republican National Committee, asserted last week.

Prominent in their planning for 1951, with all eyes, on the 1952 Presidential campaign, are films for-television to be released to stations in constituent areas on a public service basis.

In addition, members will maintain the usual heavy schedule of radio broadcasts on their area stations, with a probability that the figure will reach or exceed last year's output on some 450 outlets.

With respect to broadcasts, Mr. Ingle explained that the time lag will be shortened this year through utilization of tape recordings in preference to the usual transcriptions.

Tape recording, he noted, can be airmailed instead of air expressed and thus reach stations more quickly for airing to constituents.

Already one House member has begun a regular weekly series of film telecasts on WHAM (TV) Rochester on size, and others—a both the Senate and House—are exploring the possibilities of TV, it was indicated.

Rep. Kenneth B. Keating (R. N. Y.) has been charting the course for GOP members on the use of television, filming a series of weekly talks for use on WHAM. Other members—those in key districts where representatives are not too abundant in the 82d Congress—are also entertaining thoughts of filmed telecasts.

Dewey Stint Noted

Mr. Ingle said that television's role in the '50 campaign—particularly Gov. Thomas Dewey's TV marathon in New York state—had created an appreciable stir among GOP lawmakers, and also noted mushrooming set sales in all video areas.

GOP's use of TV probably will encompass use of newscast clips, slides and other devices, as well as face-to-face talks to televisioners, Mr. Ingle said.

Will Use Tape

Tape recordings will be used heavily by TV personalities as Sen. Howard Smith (Pa.), Sen. Robert Taft (Ohio), Sen. Harry Cahn (Wash.), Sen. Joseph McCarthy (Wis.), Sen. William Knowland (Calif.) and others. Last year these GOP senators each aired transcriptions on from 28 to 78 radio stations on a weekly basis, Mr. Ingle pointed out. Many of these have appeared on numerous radio-TV forum programs in recent weeks.

A paid media budget for radio-TV has not crystallized yet, but probably will be "far larger" for 1951 and "larger" for 1952. The GOP National Finance Committee has agreed on a $1.6 million media budget this year [BROADCASTING. TELECASTING, Jan. 29], a smaller figure than last year's but proportionately equal to the usual off-year election sum, Mr. Ingle added.

Meanwhile, the Senate Republican Campaign Committee, mapping a drive to recapture Senate control in '52, appointed Sen. Everett M. Dirksen (R-Ill.) chairman, Sen. Karl Mundt (R-S. D.) vice chairman and Victor A. Johnston as campaign director.

Biow Co. Names Winsor

ROY WINSOR, who has been with the Biow Co., New York, since September, has been named manager of the agency's radio and television department, succeeding the late Tom Revere, who died a fortuitous moment, which seemed to be called for. (Photograph by Sid Hix [BROADCASTING. TELECASTING, Jan. 29].)

"WOF regrets to announce that because of the government order on copper hooks and eyes, the Kermansky Corner Co. will be unable to bring you today's chapter of Portia Faces John. . . ."

CBS INCOME

Nets $4,105,300 in '50

CBS last week reported its net income in 1950 was $4,105,300, a slight decline from its 1949 net of $4,184,100. The net income in net was attributable to an increase in provisions for federal taxes. Income before taxes in 1950 was nearly $2 million more than it was in 1949.

Net income of the federal taxes in 1950 was $9,656,300 and in 1949 $7,634,100. Provisions for income taxes of $4,860,000 and excess profits taxes of $600,000 were made in 1950. Federal taxes in 1949, when no excess profits tax was in existence, were $3,450,000.

The CBS board of directors last week also declared a cash dividend of 30 cents on Class A and B stock, payable March 9, 1951, to stockholders of record at the close of business Feb. 23. The full financial report of the network for 1950 will be available about April 1.

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NARTB JUDGMENT

By J. FRANK BEATTY

Fate of NAB's plan to set up the board-approved National Assn. of Radio & Television Broadcasters will be up to the NAB membership this week.

Some 1,350 aural broadcasters and 44 telecasters will decide if the association is to be entirely rebuilt into a two-way trade group in which TV will have relatively complete autonomy.

While the ballots will be done by a preponderant aural majority, the NAB board has the power for admission of TV by accepting just about all the demands made by telecasters at the Jan. 19 meeting in Chicago (Broadcasting * Telecasting, Jan. 22, Feb. 5).

Changes Underway

The complicated job of putting together a board fit to shape and at the same time launching the autonomous TV organization, was moving forward at the weekend. At the same time Broad- casting & Advertising Weekly is planning on plans for a greatly expanded operation under direction of its new president William B. Ryan, ex-NAB general manager who is temporarily running NAB in its reor- ganization.

The way the situation lined up at the weekend was like this:

- TV board called to Feb. 19 meeting to talk over structure.
- NARTB presidential selection committee called to meeting week of Feb. 26.
- More than score of names considered for NARTB presidency.
- By-laws and charter amendments to be sent to NAB membership this week.
- NAB board to meet about March 1, facing deciding NAB leadership direction.

Interest ran high in broadcasting circles on the selection of a president-general manager for NARTB. Some names provisionally mentioned include:

- Paul W. Morency, WTIC Hartford; Robert D. Swezy, WDSU New Orleans; A. D. Willard Jr., WGAN Portland, Me.; Eugene L. S. Pearson, WOR New York; Edgar Kobak, WTWA Thomson, Ga. Several NAB staff directors have been mentioned, along with three or four of the broadcast ing industry, but attention at the moment appears to be focused on operating broadcasters with indus try stature.

Letter suggesting the week of Feb. 26 for a meeting of the eight man presidential committee was sent last week by Ben Trouse, WWDC Washington, committee chairman, to the full committee. A suggested $75,000 ceiling was placed on the combined salaries for the two jobs. The com- mittee cannot negotiate for a pres- ident-general manager until the by-laws receive member- ship approval.

The eight-man committee must select an operating head of the board. This is the same one that proved to be autonomous TV operation. NARTB's president-general manager is to execute policies of the separate TV board and the radio and TV board, himself vice president.

Must Please Three

Selection of the president-general manager runs into the need of finding a man who can please all three boards, once he has taken office. The NAB board at its Flor ida meeting last week was ac- centrated on the need for industry unity, with aural and video sta- tions fighting together for their common cause.

A number of problems remained undecided at the weekend. First, only two networks (NBC and Du- Mont) signed the Chicago pledge to support the unified association, the fast-tracking report is ac- ceptable to them. CBS and ABC reviewed the board's action and scanned the new by-laws last week but at press time had not an- nounced their positions. Later work will be done by NARTB. Neither CBS nor ABC is a member of NAB.

NAB headquarters is expected to hold ballots in the mail by Feb. 15. These will permit members to vote on revision of the by-laws and changes in the corporation's charter. Results should be tabulated and announced by Kenneth H. Baker, NAB research director, has submitted basic rate data to the board.

The WHITE HOUSE and FCC Chairman Wayne Coy last week threw cold water on speculation— which was becoming rampant in Washington—that Mr. Coy will shortly announce another post.

A spokesman said Friday the White House had no information that the FCC chairman 'intends to resign or anything like that,' and that there was no reason for him to do so.

The spokesman pointed out that no defense communications post— which has been discussed most frequently as speculation as the job for which Mr. Coy was slated— has been created. If one is set up, he continued, Mr. Coy could handle it along with FCC duties, just as James Lawrence Fly headed both FCC and the Board of War Com- munications during World War II.

Reached Thursday night at Tu- son, where he is visiting his mother during a belated vacation trip, Mr. Coy told Broadcasting & Telecasting that he had no infor- mation to support the rapidly cir- culating stories that a new job is in store for him.

So far as he knew, he said, such reports were made, "of whole people. They're the kind to give him a new position, he added, "they have not taken me into their confidence."

The reports—which could be heard on an unconfirmed basis on Capitol Hill, in FCC corridors, and in broadcasting circles gener- ally—for the most part fell into two categories:

1. Mr. Coy would resign to take a new defense position, probably involving communications.

2. Mr. Coy will get a new defense communications position in addition to the FCC chairman- ship.

The latter, it was felt, referred to frequent speculation that a Defense Communications Board, or its present-day equivalent, may soon be set up. In the 1940's the DCB and its wartime successor, the Board of War Communications, was headed automatically by the chairman of the FCC.

Reports that he would resign to take a new position appeared to be linked to the proposal, cur- rently under study, that a permanent high-level communications policy board be established within the government.

Board Considered

The advisability of creating an overall board of this nature has been under consideration for sev- eral months by the President's Temporary Communications Pol- icy Board, which plans to submit its report and recommendations to the White House this week after final sessions slated for last week (Sunday) and Tuesday. The temporary board is headed by Dr. Irvin Stewart, former FCC Commissioner who now is president of the U. of West Virginia.

The fast-spreading reports of a new post for Chairman Coy also encompassed speculation about his possible successor.

Of the present Democratic mem- bers of the FCC, Commissioner Frieda Hennock was reportedly considered, RUMORS

COY DENIES RUMORS

In Hands of Membership

frequently as a likely candidate.

She, Chairman Coy, and Acting Chairman Paul A. Walls form the Democratic contingent. It was felt that Comr. Walker, now 70, would not wish to undertake the chairmanship on a full-time basis— a rigorous job at best. Chairman Coy's present vacation was itself ordered by doctors, as a result of fatigue.

Of the remaining Commission- ers, E. M. Webster is a political Independent and the others—Rosel H. Hyde, Robert E. Jones, and George B. Sterling—are Republi- cans. If President Truman should decide to go outside the Democratic ranks to fill a vacancy in the chairmanship, observers generally placed Comr. Hyde high on the list of prospects.

Names from outside FCC which figured in the speculation included those of several Senators defeated in re-election bids last fall, including Francis J. Myers of Pennsylva- nia, Claude Pepper of Florida, and Frank Church of North Car-olina, all Democrats.

Chairman Coy commenced his vacation Jan. 24 and plans to re- turn to Washington in early March. His term expires June 30. He has said he will not seek re-appointment, and in confirmation hearings following his nomination in December 1947 he committed himself to serve out the term—a commitment which, it is felt, would not be held against him if he should be offered another govern- ment post before the term completed.

Of New Post Offer

February 12, 1951 • Page 22
**WAGE ‘THAW’**

Controls Eased, Excises Explained

The wage-price line began buckling a bit last week but broadcasters could detect in the orders few startling changes affecting their industry’s status.

A few general developments, however, did cut across the broadcasting business. Chief among these was the Wage Stabilization Board’s order permitting wage increases within the pattern of the employer’s commitments.

This modification of the freeze permits pay increases on the basis of merit or length of service, promotion from one job to another, “differential” or “premium” transfers in jobs. Officials said this change was designed to allow normal day-to-day wage adjustments but was not an open door for general salary raises.

Still to come, it was understood, was an overall wage formula. The current order was merely an interim measure.

Justice Dept. Enforcement

Enforcement provisions of the Defense Production Act, which governs the stabilization agencies, gave the price-wage Octo a rocky ride with the Justice Dept. publicly setting itself up not to be “legitimized” to any other government agency

Meanwhile, the Office of Price Stabilization issued a second set of questions and answers designed to explain the various sections of its price regulation.

Of interest to the radio and television set manufacturer, particularly in view of the administration’s request to boost excises (see story page 27), was the following excerpt:

The number of taxes collected by the seller for any tax law levied at a manufacturing level. For example, on a television set, the manufacturer quotes a base price. The excise tax; the wholesaler adds on this his markups plus his tax, and so on, until all of the taxes imposed at each stage are actually paid by the purchaser of the set. Does the order affect this procedure?

(a) If a tax is imposed on the sale of a manufactured article, the tax is said to be “incurred separately” if it may be collected by him from the buyer (if not prohibited by the tax). The only additions to the seller’s cost permitted by section 29 are:

1. The amount of any excise, sale, or similar tax paid directly by the seller and then only if during the base period such person stated and identified such taxes separately from his selling price; and
2. If an excise tax is imposed on the sale of a manufactured article, the tax must be imposed as a tax

Another question asked whether raw film purchased by motion picture processors to produce films covered by the regulation. The OPS answered it was, since this commodity is not specifically exempt from the freeze.

On another front, the WSB stood pat on its position that any employer-employee contract, negotiated after the Jan. 25 deadline set by the board [Broadcasting, Feb. 5], would be subject to approval of the board until “further policy is set.”

Thus, an AFM-network negotiated contract would definitely have to be submitted to the board for approval before becoming effective. Although the board “urges completion” of such contracts, an official explained, it maintains the power to examine any contract date.

Question of how much “control” the wage board has on the salaries and fees charged by performers or entertainers on radio or television was answered that “probably they are exempt.” Whether they are to be eventually put under the general classification of “professional” and thus be automatically exempt was to be “clarified,” the official said.

Further Definition

It was expected that the board would issue further regulations defining rates for “professional services.” This category conceivably could include some of the services performed by advertising agencies for advertisers. But it was understood that regular agency charges—commissions and fees—were frozen. Radio-TV advertising rates are not controlled.

The OPS announced Wednesday that industry advisory committees would be set up to work with Price Stabilization Director Michael V. DiSalta. Operation of this OPS function is headed up by Mses. Ethel B. Gilbert, whose official title is director of the Office of Industry Advisory Committees. Mrs. Gilbert, who had served with the Office of Price Administration during the war, is a former sales representative for NBC.

Mr. Gilbert said formation of a “Radio-TV Set Pricing Advisory Committee” would depend on how soon the pricing of sets would become clearly affected by possible changes in stabilization regulations. She doubted whether any organizing plans would be made in the near future, unless her office were to be directly affected because of the exemption under the law, the radio field would not be included.

In asking cities heads to set up a “volunteer emergency stabilization apparatus” to aid OPS regional and district officials in getting compliance with regulations, Director DiSalta suggested its composition be made up of community leaders, including the selection of leaders, “representing principal publications, radio and television stations, advertising clubs, civic, labor, educational, veterans, industry, employers, retail and other organizations.”

Plans for these committees were made by Director DiSalta during a recent NBC-TV television appearance with Cyrus S. Ching, chairman of WSB, the Battle Report, Washington program. On the same day, G. Griffith Johnson of ESA and Clark Kerr of WSB took part in a CBS-TV show, The Facts We Face.

**AFM CONTRACTS**

**N. Y. Network, Union Renew Talks**

Network-AFM contract negotiations in New York were still in a stage of preliminary discussions at the AFM representatives headed by James C. Petrillo, federation president, and high-level officials. Although neither network officials nor AFM representatives were scheduled for presentation at the next meeting, scheduled today (Monday), they believed the companies will point to an increase each year within the total music cost, presumably by way of replying to AFM demands that recordings be banded from the beginning of the season to avoid possible strain to ease musician unemployment.

Discussion of profits presumably will be directed toward effects of the cost of AFM proposals upon existing network profit structures.

Flanking Mr. Petrillo at the meetings were Samuel Suber and Charles R. Iucci, president and secretary, respectively, of New York Local 802, and John Tegron and Philip Fisher, president and vice president, respectively, of Los Angeles Local 47, together with other area negotiators from AFM Local 802 and Local 802 of Chicago.

Mr. Petrillo, who is president of the Chicago local as well as the federation, presumably will represent the positions of both locals in the negotiations touch upon that locality.

Heading network representatives at the meetings were Mark Woods, ABC vice chairman of the board; Victor Norton, NBC vice-president; Lawrence W. Lowman and H. Leslie Atias, CBS vice presidents, and Julius F. Seebach Jr., vice president of WOR New York. Attendees had no subject matter discussed.

By DAVE BERLYN

THE SENATE provided a new spark to the McFarland Bill (S 650) last Monday by accepting minor amendments and unanimously passing the measure on call of the consent calendar.

This marked upper chamber approval for the third time in the bill's legislative history. The measure, proposing dramatic reduction of FCC's procedural functions, had been held up for a week by Senators who wished another look at it [BROADCASTING • TELECASTING, Feb. 5].

Following passage, the Senate sent the bill to the House where it was referred to the Interstate & Foreign Commerce Committee which is using a novel approach to all legislation, including radio-communications bills.

The House committee, which in prior committee action of the earlier 81st Congress twice placed the McFarland measure on the shelf, plans to call the FCC head—Chairman Wayne Coy, if he is available, or Acting Chairman Paul A. Walker—to testify on legislation affecting the Commission that is deemed necessary for prompt consideration.

It was indicated last week that this closed-door meeting, yet unscheduled, may embar discrepant broadcast issues, other than the McFarland Bill, such as Rep. James J. Dolliver's request for committee inquiry into the recent Arizona efforts. The Iowa Republican has asked Chairman Robert Crosser (D-Oio.) to call a full-scale investigation of the issue [BROADCASTING • TELECASTING, Jan. 5].

Four Amendments

In its consideration of the McFarland Bill, the Senate accepted four minor amendments to the measure offered by Sen. Francis Case (R-S.D.), who with Sen. Robert A. Taft (R-Ohio), had added amendments to study its "far-reaching" effect.

Sen. Case had called to the attention of the Senate two particular sections of the bill dealing with treaty making and with "extension of authority of the FCC.

Taking the floor of the Senate after approval of his amendments, the South Dakota declared "this bill will greatly improve the federal-communications laws." Mr. Case said he had been impressed by Senate Majority Leader Ernest W. McFarland's (D-Ariz.) efforts in authorizing the bill and the Senate Interstate & Foreign Commerce Committee, "to dissipate some of the activity, or lack of activity, in the area in which the Commission has jurisdiction or responsibility."

Policy Switch Hit

Sen. Case struck at what he called the shift of the FCC from examining the general content of individual stations' programming to specific programs to which the Commission objects (see editorial, page 7).

Potent part of the Case speech follows:

"Over a period of years, the Commission has moved from looking over a radio station's overall program content to specific programs, rather than the over-all program content of a given station. If this practice should continue over a period of years, the Commission will have specifically approved or disapproved various specific types of programming, notwithstanding the provision of the Act, that "No regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication."

As a matter of fact, of course, the Commission does not make rules and regulations with reference to the specific type of programming, but they make decisions containing such criticisms as "obiter dicta in an opinion renewing the license of a station."

The courts, in interpreting other sections of the Act, have followed the line that opinions have the same effect as statutes. By reasoning, then, the decisions with reference to specific programs might be argued to have the same force and effect, by indirection, as if they had been enacted by statute. That would make such decisions a contravention of Sec. 306.

From my reading of the bill and the (Continued on page 80)

RAW MATERIALS

By JOHN OSBON

ORIGINAL plan to prohibit use of aluminum in the manufacture of indoor and outdoor TV antennas and aerials, blueprint last December, has been temporarily scrapped by the National Production Authority. These products were conspicuous by their absence in the newly amended aluminum conservation orders issued by NPA Feb. 3, thus signifying their status as "important items."

Originally the government had placed television aerials and antennas on a tentative limitation list while earmarking flat prohibitions in use of copper, aluminum sand steel [BROADCASTING • TELECASTING, Dec. 25, 1949]. Subsequently NPA developed limitation use order for some few cobalt, nickel and tungsten, used in permanent magnet loudspeakers, cathode ray tubes, focus coils and other items. The new aluminum order forbids, however, the use of the metal in home-type radio cases.

The government served notice however, that it plans to divert steel and scarce cobalt-alloys into defense and highly essential civilian production. A ban on steel, used in broadcast towers, probably would have little tangible effect on the industry in view of defense orders, it was felt.

Use of nickel in civilian radio antennas (in connection with stainless steel), and also in farming and decorative ingredients already has been banned by NPA.

Removal of aluminum-consum-
A REGIONAL product can hold its own with national brands—even in the highly competitive soap field—if its advertising structure is built around a central pillar of radio newscasts. American Family Flakes has found.

H. W. Kaster & Sons, Chicago, for 23 years American Family’s agency, reports that John Harrington’s American Family Reporter on WBBM Chicago has kept American Family Flakes ahead of the field in the Greater Chicago soap derby during most of the period when no-rinse detergents have been on the market.

Since 1943, Mr. Harrington has been regarded by both Kaster and Procter & Gamble, owner of the 111-year-old soap brand, as American Family’s “major medium.” Marvin Harms, vice president and general manager of the agency, describes Mr. Harrington as a potent force behind American Family Flakes’ popularity in its five-state distribution area surrounding Chicago, at a time when detergents have outsold soaps in every other region of the United States.

Indeed, one no-rinse product which had left all soap competition far behind, in other areas, only recently nosed ahead of American Family Flakes by a narrow margin in Chicagoland. Agency officials and advertisers ask why American Family was not “snowed under” like so many other soap products. The answer is: It had “Big John” Harrington.

Kaster decided eight years ago that news would hold up better than any other kind of programming.

“But we wanted to build the news report in such a way that it would appeal to women,” explains Jim West, radio director of the agency. “Women are the buyers of soap.”

“Above all, we wanted to develop our own American Family radio personality, Mr. Harrington was our answer, and our product has shown substantial gains each year since the American Family Reporter took the air. We have taken pains to present news specially written with a human interest approach.”

To make sure that American Family’s news reports are home-spun, two-thirds of them involve local affairs—like protests against low pay for firemen and policemen, poor street lighting, paving, housing—items about dogs, cats, children, and such, which make good over-the-back fence conversation. Not all of this material comes from Chicago news bureaus. A large part originates in towns outside Chicago where it is collected by reporters for Community News Service, of which WBBM is a client.

George Faber Writes Daily Copy

A “small-town” re-write man turns out Mr. Harrington’s daily reports, which are aired from 8 to 8:15 a.m. He is George Faber of Sheboygan, Wis., who went to WBBM and an exclusive assignment on American Family Reporter direct from his hometown paper. Mr. Faber goes to work at 2 a.m. each morning, remaining on the job until after the program leaves the air. When he first reported for work on the Harrington show, Frank Barton, WBBM assistant news director who supervises the program, told him: “Forget about Chicago and its millions. Just imagine you are back in Wisconsin writing for Sheboygan’s housewives.”

Announcer on the program is Ed (Snap) Roberts, who got his nickname from the unique commercial he uses each morning in presenting Mr. Harrington. Snapping his fingers after each mention of “snap,” Mr. Roberts says, with rhythm:

“It’s a snap—snap—snap—
Washing dishes, washing clothes
With American Family, goodness knows
It’s a snap—snap—snap—Yes ma’m, a snap—”

Recently when Ed Roberts gave a speech at a Chicago high school, the student body greeted him as

American Family’s Team at Kaster & Sons . . .

Mr. GILLIS Mr. HARMS Mr. WEST

(Continued on page 68)
EMERGENCY PLAN

FCC Completes First Phase

While the contents of the document were "highly classified" for reasons of national security, it was learned that FCC has evolved a plan involving broadcasters' roles in the event of an emergency. The plan, which was developed in response to the terrorist attacks of September 11, 2001, seeks to ensure that broadcasters maintain clear communication channels during periods of emergency.

In support of the plan, Mr. Cranney circulated letters to non-clear channel broadcasters urging them to contact their Senators in behalf of the agreement. "Actually," he wrote, "it is a good treaty for the people of the U. S. and for the great majority of U. S. broadcast stations."

Mr. Cranney's letter stated that "it can be expected every effort will be made to pigeon-hole the treaty" in the Foreign Relations Committee, and repeated the arguments.

All the way through negotiations, the Clear Channel boys were satisfied as long as the Cubans stayed on a regional basis. The inference was that the treaty did not need to be extended to cause U.S. stations in the South Central and Eastern States to risk life and limb to receive the treaty.

When the Cubans saw what was actually happening on U.S. 1-A channels—from the West to the East—this group of protected areas, had listeners only in counties close-in to their transmitters and not beyond the Territorial waters, began to consider the idea of the new transmitters (MBB figures) of the Clear Channel boys to be extended to any established U.S. listening audience.

The delegation to the NARBA conference was headed by (Continued on page 67)

In Offing on Capitol Hill

A BITTER ratification battle was shaping up last week after Presi- dent Truman sent the new NARBA treaty to the Senate with a request urging "immediate ratification." The treaty, strenuously opposed by the Clear Channel Broadcasting Service, was drawn up and signed by representatives of five North American nations last November after a series of protracted nego- tiations dating to September 1949.

Submitted to the Senate Monday, the agreement was referred to the Foreign Relations Committee, headed by Sen. Tom Connally (D-Tex.). Hearings were deemed a certainty, but no date has been set, and, in view of the committee's workload, it was considered likely they may not be held for several weeks.

Need Two-Thirds Vote

Ratification requires approval by two-thirds of the Senate, and both sides are marshalling forces for a showdown fight.

The National Grange and other farm organizations that have aligned with CCBS in opposing the treaty on grounds that it makes "extensive and unnecessary concessions to other North American countries, primarily Cuba" have damaged the clear channel reception of U. S. 1-A clear channel stations.

On the other side, supporting FCC and NARBA, are Senate officials who favor the approval of the agreement, is a movement being led by E. B. Cra- ney of the Pacific Northwest "X1" stations, a long-time leader in the fight to keep clear channels open.

Key Senate figures—notably Chairman Ed C. Johnson (D-Col.) of the Senate Interstate and Foreign Commerce Committee, and Majority Leader Harry F. Byrd (D-Va.), who also heads the commer- gue's committee radio subcommittee—may also enter the battle.

Sen. Johnson, who a few years ago sponsored legislation to open down clear channels and forbid the use of power above 50 kw, said he wanted to reserve the right to comment on the treaty at a later date, though he had no comment at this time.

The FCC-State Dept. viewpoint was presented in a memorandum from Secretary of State Dean Acheson to President Truman. The memorandum and an analysis of the treaty also were sent to the Senate.

Secretary Acheson conceded that the new NARBA "admittedly does not represent an ideal arrangement from the viewpoint of any one of the countries alone. " America's "special needs" of other countries, he said, in some cases meant inclusion of terms which from the U. S. standpoint are less favorable than those contained in the NARA or in the FCC-DOD agreements or other facets of civil defense.

The Commission and Air Com- mand have been studying an agree- ment whereby broadcasting sta- tions would be permitted to re- main on the air in the event of imminent or actual air attack and yet not lend themselves as "homing" devices for hostile aircraft (Broadcasting • Telecasting, Jan. 15).

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All the way through negotiations, the Clear Channel boys were satisfied as long as the Cubans stayed on a regional basis. The inference was that the treaty did not need to be extended to cause U.S. stations in the South Central and Eastern States to risk life and limb to receive the treaty.

When the Cubans saw what was actually happening on U.S. 1-A channels—from the West to the East—this group of protected areas, had listeners only in counties close-in to their transmitters and not beyond the Territorial waters, began to consider the idea of the new transmitters (MBB figures) of the Clear Channel boys to be extended to any established U.S. listening audience.

The delegation to the NARBA conference was headed by (Continued on page 67)
SUPPLY FORMULA

Electronic Makers Suggest

NO R Makers have become increasingly interested in advertising. But the use of giveaways and other promotions to increase sales has been met with skepticism by some.

The resolution was passed at a meeting of committees from the two associations after informal discussions with John G. Daley, director of the Electronic Products Div. of NPA, Donald H. Parris, deputy director, and Lester Dodge of the Civilian Requirements.

Nine-Point Resolution

The nine-point resolution, based on the six-month period ended June 30, 1950, recommends that distributors who buy maintenance, repair, and operating supplies from manufacturers be restricted to a 120-day inventory; that distributors sell these supplies only to customers who certify in writing that material will be used for repair and replacement; and that parts will not increase the inventories above the restrictions, and that a manufacturers' priority rating be established for the purchase orders.

In Washington Mr. Daley said he felt there is a definite need for "MRO" priorities and that NPA is now developing orders for issu-

ance soon. Additionally, the Electronics Products Div. is encouraging other NPA divisions to expedite plans which would guarantee accredited Civilian users with adequate materials.

Mr. Daley said he had suggested that the formula be submitted to the proper authorities vested with the responsibility of preparing such orders.

In approving the resolution, the manufacturers (estimated at over 180) cited the need for maintaining present equipment in good working order as part of the national defense program and the public interest.

The manufacturers and sales units noted that some government regulations already have recognized the importance of main-

tainance by permitting "a greater use of critical raw materials." But, they added, no such regulations have been issued by which manu-

facturers of MRO supplies can acquire these materials. Such or-

ders could maintain millions of dollars worth of equipment, it was explained.

Such a program, the resolution continued, is essential because it involves the armed forces, government monitoring agencies, state and local governments, labor organi-

zations, schools, fire-police-health, welfare agencies, common carriers, public utilities, radio and TV sta-

tions, radio amateurs, civilian defense agencies and manufacturers.

The formula covers equipment which requires the use of electron tubes and is limited to "main-

tenance and replacement supplies related to the base period ended last June 30. Distributors, limited to a 180-day inventory based on that period, would sell supplies only to customers who have written certifications, and in turn could purchase supplies with similar authority.

The九-nation of MRO supplies would assign a priority rating on all purchase orders for the acquisi-

tion of raw materials, parts or supplies provided, and in turn did not acquire over a six-month period more than 150% of amount used during the base.


Also Martin Campbell, general manager, WFFA-TV Dallas, representing the non-interconnected television network. The interconnected television network is provided by E. G. Vadeboncoeur, vice president and general manager, WSB-TV Syracuse; John T. Murphy, director of television for Crosley Broadcasting Corp., and Dean Pitzer, general manager, WAF-TV Kansas City.

NEW SPAC PARLEY

NBC Plans Advisory Committee will hold its first meeting this week in New York.

Although NBC executives were mum about the subjects to be discussed at the meeting, it was considered probable that among them would be a five per-

centers' Congress Drive Starts

A TWIN DRIVE is on in Congress to crack down on the "five per-

center" (or "seven-and-one-half percenters").

In the Senate, Sen. Clyde R. Hoey (D-N.C.) has asked business to help his Expenditures subcom-

mittee in tracking down "five per-

center" why they try to chisel fees on defense contracts. Sen. Hoey asked the investigators to step up their efforts in the face of renewed ac-

tivity by a new crop of "influence peddlers.

A similar probe is underway by the House Armed Services Committee under Chairman Carl Vin-

son (D-Ga.). The Congressmen reported that the number of complaints has been increasing.

Meanwhile, the Dept. of Defense said it was considering the draft-

ing of experienced U. S. Chamber of Commerce staffs throughout the country to help it keep an eye on the prac-

tice of hiring by smaller business of "contact" and "influence" men.

The defense officials pointed out that retention of such agents is unnecessary. A New Jersey chamber official suggested the use of the association's service, assuring that staffs in from 500 to 750 cities in the country could represent busi-

nesses in their areas without charging fees.

GIVEAWAY SHOWS

May Lack Prizes

THREATENED curtailment of production of appliances may cause some shortage of free goods distributed on radio and television giveaway shows, Broadcasting - Telecasting learned last week.

Bill Murphy, head of V. P. Service, New York, which collects giveaway items from manufacturers for 10 network and 30 local programs, said that the manufactu-

eres have been in the habit of donating appliances were, by and large, intending to con-

tinue.

Those who have been supplying appliances to giveaways feel that it is inexpensive and effective advertising. But Mr. Murphy said it was becoming increasingly difficult to interest manufacturers who have not participated in giveaways.

The opportunity to solicit mer-

chandise in exchange for mentions on the air from manufacturers new to giveaways was at a premium, Mr. Murphy reported. Such manu-

factors, fearing production cuts, wish to reserve all their produc-

tion for their dealers.

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INCREASED EXCISES

WORD spread like wildfire, an increase in radio and television sales taxes, totaling 25% at the manufacturing level. Last week, distributor, dealer, manufacturer and broadcaster asked the $54 question:

How will the President's request for a boost in radio-television set excises affect us?

First indications were that the entertainment industry in Congress to approve such a tax increase as proposed by the President would kick up a flurry of sales activity.

But, they reasoned, the buying spree would probably be halted by a slump in purchasing once retail markups made their appearance. There was speculation that trading in second-hand radio and television sets might emerge, particularly in view of the prospect of a general cutback in set production as government restrictions of essential materials go into effect.

It was estimated a TV set now retailing for $300 would spiral $25 if the new hike was applied to the manufacturer's level. Congress last fall increased the excises on television receivers 10%. Thus, the President's proposal, submitted before the House Ways & Means Committee last week by Treasury Secretary John W. Snyder, means an increase of 15% for a total 25%.

Federal excises on radio sets for the first time in the post-war period would be hiked on the manufacturer's level.

The prospect of a general cutback in set production as government restrictions of essential materials go into effect.

The broadcaster, who would be indirectly affected by the proposed increases in set excises, would also be sensitive to the administration suggestion that Congress lift the income tax on records from 10% to 25%. Phonographs come under a similar proposal.

The $10 billion tax program presented to Congress is the first installment of the President's overall request for additional revenue to meet a proposed budget that is estimated at $171.5 billion.

Excise tax increases were but part of the picture. Also asked was a 371/2% maximum rate on long-term capital gains as compared to the present rate of 25%. Capital would have to be held for a full year instead of six months, however, to qualify as long-term.

Secretary Snyder outlined the increases in corporation and individual income taxes that the President seeks. On corporations the current 25% rate on the first $25,000 taxable income would be raised to 33%; the 77% excess profits rate to 85%; the 47% rate on "normal" earnings above $25,000 to a 65% rate.

Present tax ceiling of 62% on a corporation's combined regular earnings and excess profits would increase to 70%.

The individual income tax would rise four percentage points.

Second phase of the tax program, Secretary Snyder said, would probably take in closing of "loopholes" in the tax laws; new telecasting boost in excises; possible further rises in individual income taxes, and revision of the excess profits tax law.

While the House committee listened worriedly to government officials outlining the whopping potential tax increases, the Congress wrangled over the problem of what to do about the big 1952 budget request. Not one of the legislators on the Hill seemed to be in a hurry to settle the amount of tax the citizenry were to pay in the future. They all were apparently of one thing: The slower the Congressional pace, the later the tax bite.

REMOTE CONTROL

FCC Authorizes KLON (FM)

KLON (FM) Long Beach, Calif., Long Beach Board of Education station, last Wednesday became the first non-commercial educational FM station of 10 w or less power to receive FCC permission for remote control operation on a regular basis.

New provisions of Sec. 3.585 and 3.586 of the Rules Governing Radio Broadcast Services became effective Jan. 25, permitting remote control operation of low-power educational FM stations. Pomerene's requirement was that these stations had to keep a licensed operator on duty at the transmitter at all times while the station was on the air.

FCC last week also authorized KLON to change station location locally, change transmitter location and antenna system.

MICH. MEET

Henrock Slated To Speak

FCC COMR. Frieda B. Henrock has been invited to be one of the principal speakers at the Sixth Annual Michigan Radio-Television Conference on the campus of Michigan State College, East Lansing, March 3.

Theme of the sessions is to be "Radio and Television Look to the Future." Conference purpose is to promote cooperation among radio men, educators and community leaders for the production of better educational and public service broadcasts. Joe A. Callaway, director of radio education at Michigan State, is conference chairman.

Others slated to address the one-day meeting.

Edward F. Baugh, president of the Michigan Assn. of Broadcasters; Worth Kramer, general manager, WJR Detroit; Harry Bannister, general manager, WWJ Detroit; Hy M. Still, general manager, WLA Grand Rapids; W. P. Donbar, director of public affairs for Fetzer Broadcasting Co.; Garnet R. Garrison, director of operations, U. of Michigan; Alex Dillingham, program director, WLS Lansing; Edward O'Brien, film director, in open lansing; Frances Chase, president, Radio-TV League, Detroit, and several Michigan educators.

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BURSTERS should take a quick inventory of their operations and check audience attitude if they are to avoid cutting their own throats and ruining their own future, according to John M. Outler Jr., general manager of WSB-AM-TV Atlanta.

Speaking at the Georgia Assn. of Broadcasters meeting, held Fri-day at the Bon Air Hotel, Augusta, he sounded these warnings in a plain-spoken address (see editorial page 46).

Richard D. Doherty, NAB employee-employer relations director, told the Georgia group they could anticipate rising income and rising costs, with good chance for a higher profit margin, in by period ahead (see story page 19).

Mr. Outler said AM expenses alone of WSB have increased from under $250,000 in 1940 to well over $600,000 in 1950.

"Radio's one great fear today is—radio," Mr. Outler declared. "Not television, not the printed page, but an indifference toward our own end-product—our programs; plus an apparent willingness on the part of many broadcasters to let somebody else carry the program load, and let economics dictate the policy of our program service.

Program Situation

"Radio's big obstacle in the years to come can be a low-grade of program tripe pumped out from too many transmitters by too many broadcasters who are either (1) deliberately slacking on their obligations or (2) blissfully ignorant of what they are supposed to be doing in the business or (3) so greedy for a quick buck that money spent on programs is a stupid waste or something to be done by the other fellow.

"It's all very well to be smug and supine in the presumption that television will eat into radio audiences, will change listening habits and will generally play hell with this gravy train we've been riding. But I repeat—and don't forget that I am in radio—broadcasters had better quit worrying about the encroachment of television and begin concerning themselves with their own program services, with particular emphasis on those non-profit services which come within the public interest.

"It seems to me that the very nature of television's audiences makes it impossible to be anything but a step child of the answer. Please remember that there are mighty few homes with a television set which don't also have immediate access to radio, too. One alarming thing to me, then, is the fact that radio audiences are dwindling in some areas where television is not a factor as yet.

"So, bother not too much about the advent of video. Television is here and it's here to stay and it will earn its rightful place in the American home in direct radio to the service it provides. And there's nothing the broadcaster can do to combat the inalienable right of the American public to pick and choose where and when it pleases.

And unless there is more inducement for your audiences to tune in on radio than there is to watch a television program or engage in any other activity—radio has some rough sledding ahead."

Mr. Outler advised operators to scan their original license and renewal applications to see what they promised in the way of program service.

Rate Drive Revival

He warned the recent drive for lower rates will be revived. The broadcaster who is indifferent about programming, has cut rates, or is unmindful of his local obligations is providing a "keen weapon with which radio's throat can be cut," he said. He predicted "the power stations of the country will survive the blow or at least last longer than many of the smaller operations content to let the power stations and the networks carry the load of service."

He concluded with the warning that when radio suffers from outside attack because of its shortcomings, "all are hurt."

COLEY NAMED

President of WPTF

S. B. COLEY, president of the Durham Life Insurance Co., has been named president of WPTF Radio, N. C., according to an announcement last week.

Mr. Coley succeeds the late J. R. Westerhpoon.

Other officers elected at the annual meeting of board of directors held on Feb. 3, are Richard H. Mason, as vice president and general manager; E. T. Burr, as vice president, and D. L. Coxart, as secretary-treasurer.

At the same meeting Graham B. Foyner, assistant general manager and program manager, was elected to membership on the board of directors.

McFarland on ABC

NATION-WIDE network broadcast by Senate Majority Leader Ernest W. McFarland (D-Ariz.), chairman of the Senate Interstate & Foreign Commerce radio subcommittee, was scheduled for last Saturday 9:30-10:30 p.m. EST over ABC. Sen. McFarland's broadcast, first since he was elected to his key post in the upper chamber, was to deal chiefly with foreign policy.

BROADCASTING • Telecasting
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
1891 Richard J. Compton 1951

Richard J. Compton, 59, founder and former president of Compton Adv. New York, died Feb. 7 at his home in Rancho, Santa Fe, Calif., where he had lived since his retirement three years ago.

Mr. Compton was born in St. Louis and attended public schools in Kirkwood, Mo., where he later worked in his father's printing business before moving to New York in 1915. He entered advertising as a copyprinter in the Blackman-Ross Co., an advertising agency which became the Blackman Co. in 1920; Blackman Adv. in 1935, and Compton Adv. in 1946.

Mr. Compton rose to be junior partner in 1932. Soon afterward he and several associates acquired controlling interest in the firm. He became a partner and president in 1933 and continued in that capacity when the firm's name was changed to Compton Adv.

In 1946 Mr. Compton became chairman of the board of directors. A year later he retired from that post, remaining as a director and adviser to the company until last Dec. 31, when he also became a member of Lambe & Rixens Ltd. of London.

Mr. Compton served as vice chairman in 1944 and chairman of the board in 1945 and 1946 of the American Ass'n of Advertising Agencies. He was chairman of the board of the Advertising Research Foundation in 1939.

During World War II, Mr. Compton was a field artillery lieutenant. He was a member of the Advertising Council during World War II.

Surviving are his wife, Margaret; his mother, Mrs. Richard Compton; two sisters, and two brothers.

PA. LIBEL SUIT
Rehearing Petition Denied

PETITION for the rehearing of its judgment in the case of Westinghouse Electric & Mfrs. Co. v. Stromberg-Carlson Mfrs. Co., Inc. (KYW), WCAU and WPHI Philadelpia, covering radio libel liability, has been denied by the U. S. Court of Appeals, Third Circuit [BROADCASTING • TELECASTING, Jan. 22, Dec. 28].

The court had ruled previously that the Communications Act does not prohibit radio stations from sponsoring political broadcasts by persons who are not candidates. This decision had reversed an earlier district court ruling which had dismissed the three $50,000 libel suits filed against the Philadelphia stations.

Attorneys familiar with libel law had indicated that the appeals courts could refuse to reconsider the ruling in a precarious position in connection with political broadcasts.

Following the petition denial by the appeals court, counsel for the stations indicated it may carry the case to the U. S. Supreme Court.

HARVEY INCIDENT
Draws Security Check

WASHINGTON security agencies are continuing a check on the "unauthorized entry" Tuesday morning of ABC Commentator Paul Harvey into the top-secret Argonne National Laboratory near Chicago where atomic experiments are conducted.

Mr. Harvey was chased and captured by a guard during the early-morning hours after clearing a 10-foot fence topped with barbed wire.

ABC New York reportedly checked with government officials in Washington and found Mr. Harvey "cleared" of all suspicion of subversive behavior. However, the network and various security agencies reportedly were still attempting to find out why Mr. Harvey entered the ground "illegally," Speculation in Chicago, where Mr. Harvey headquarters and broadcasts regularly on WENR-AM-TV, centered on the theory that the newscaster was attempting to get a "source" in determining whether the atomic workshop really was "secure."

Mr. Harvey, during lengthy questioning by the FBI, was reported to have said he had been "working in conjunction and cooperation with the investigating divisions of several of the departments of the U. S. government for the last several months," but that he was not at liberty to release any such information concerning the matters upon which I have been working.

The FBI reported Thursday it had completed its investigation and reported its findings to the Atomic Energy Commission and Attorney General J. Howard McGrath in Washington for disposition. The FBI said Mr. Harvey had never been of its employ.

Mr. Harvey appears on a 15-minute Sunday night ABC network show sponsored by Burton-Dixie Mattressen, and the Fifth Avenue Bankhouse on a network sustainer beginning April 2, 12-12:15 p.m. daily. He appears locally on WENR-TV five times weekly, sponsored also by Burton-Dixie, and on WENR weekdays daily for Edwells beer and Stewart-Ashby coffee.

ADMINISTRATION proposal to levy an excise tax of 25% on radio and TV receivers, components and phonographs as well as records obtained, will be taken up by Radio-Television Mfrs. Assn. at its three-day mid-winter meeting starting Tuesday at the Stevens Hotel, Chicago.

Action to be taken by RTMA will be determined at the meeting. Two tax committees will take up the problem. Dr. Allen B. DuGan, president of RTMA, is chairman of the Excise Tax Committee. Mr. McDaniel, RCA, is chairman of the Defense Profits Tax Committee.

Out of these two committees may develop a single tax committee to handle all future RTMA tax problems.

Mr. McDaniel is slated to become RTMA president on a full-time basis, having received approval of principal RTMA members [CLOSED CIRCUIT, Jan. 8].

Edward C. Sprague of Sprague Electric Co., who has been serving since last June on a non-pay basis, RTMA's Electronic Parts Mobilization Committee, will report on usage of critical raw materials during the Chicago meeting. RTMA's board will decide how materials data will be used. The board also will elect two RTMA members in appeals for sufficient materials to maintain civilian production as defense requirements expand.

Robert T. Taft, president of Stromberg-Carlson Co., was elected co-chairman of the Joint Electronics Industry Committee, jointly by RTMA and National Security Industrial Assn. Fred R. Lack, Western Electric Co., who has headed the committee since its formation last August, will remain chairman. The committee was set up by RTMA and NSIA to coordinate all industry mobilization activities and to serve in an advisory capacity to top government policy officials.

RTMA AGENDA
Includes Excise Discussions

DISTINGUISHED Service Award of the Columbus (Ohio) Junior Chamber of Commerce this year was presented to Chet Long (1), WBN5-AM-TV Los Angeles. Congratulating him is Ernest Cady, member of the nine-man committee which chose Mr. Long for the honor. The WBN5 newscaster was cited for his civic and charity work and for his use of "the tremendous powers of radio and television with an understanding heart and genuine desire to be a useful and honorable citizen."

AD COUNCIL
Sets ESA-Red Cross Drives
"FIGHT INFLATION" and "Mobilize for Defense" are the basic themes of two campaigns currently being produced by the Advertising Council Inc., New York, for the Economic Mobilization Agency and Red Cross, respectively [BROADCASTING • TELECASTING, Feb. 5].

The Council sent an ESA fact sheet urging non-inflationary action on the part of the public to all radio-TV networks and advertisers at the request of the government agency, and by the end of the week-end all networks were airing messages against rising high prices. Colgate-Palmolive-Peet and General Foods were among the advertisers to present the appeal on their programs.

Fact sheet prepared by the Council for the Red Cross fund drive for 1951, running March 1-31, lists services performed by the Red Cross, and asks radio and TV stations to emphasize the need for Red Cross in defense activities. The fund goal this year is $85 million and the Advertising Council will concentrate its March efforts, to a very great extent, on the campaign.

Maurice Rosenfeld
MAURICE ROSENFELD, 48, radio director, MacLaren Adv., Toronto, one of the largest buyers of Canadian radio time, died last Tuesday, Mr. Rosenfeld, with the agency since 1936, produced some of the biggest Canadian network shows and gave many current Canadian radio stars their start on commercial programs. He is survived by his widow, a daughter and a son.
the greatest drama of all time

the players are diplomats at Lake Success, G.I.'s in Korea, generals in the Kremlin and civilian defense workers in New York.

the authors are Senators on Capitol Hill, correspondents in Hong Kong and reporters filing copy with Pravda, the London Times, the Emporia (Kan.) Gazette.

the producers have addresses in Washington, in Peiping, in Moscow, in Paris.

the greatest drama of all time unfolds in minute-by-minute installments ... and only radio reports each epoch-making development as it happens. The people of America look first to radio newscasts to follow the most important events of all time... the news of the 1950's.

If you are looking for the most valuable franchise in advertising, start planning now for a schedule of SPOT NEWSCASTS in your major marketing areas. A good place to begin is on one or more of the nation's leading stations represented by

NBC Spot Sales

NEW YORK CHICAGO CLEVELAND SAN FRANCISCO HOLLYWOOD

WNBC New York
WMAQ Chicago
WTAM Cleveland
WGY Schenectady
Albany-Troy
WRC Washington
KOA Denver
KNBC San Francisco
OLD MAN WINTER, in an angry mood, lashed out across the nation during the last fortnight crippling whole areas, disrupting power and communications facilities, and calling radio and television into emergency services.

Jim Hairgrove, manager, KFRD Rosenberg, Tex., reported one of the coldest spells of weather, and most disastrous in that area since 1924.

All communications and power was disrupted because of ice conditions and last Monday two cities, Rosenberg and Richmond, were still isolated except for amateur and police radio communications.

Mr. Hairgrove gave enthusiastic praise to the service rendered by the South Texas Emergency Network of Amateur Radio Operators.

WPAY Portsmouth, Ohio performed emergency public service when the city of 50,000 was ravaged by Ohio River floods, frigid weather, rain, ice and then snow. More floods are feared with the thawing of the ice and snow and WPAY declared that it will remain on the air 24 hours a day until the emergency is past.

When heavy snow and severe cold managed public facilities in the Kentucky and southern Indiana area, WHAS-AM-TV Louisville rose to the occasion by offering its audience complete coverage, warnings and instructions. With schools closed for two days, WHAS-TV also carried special programs for children in cooperation with the local distributor of the Encyclopaedia Britannica. The programs included films both entertaining and educational.

WFYO St. Augustine, Fla., in an area only brushed by winter’s garments, took advantage of the two-inch blanket of “beautiful” snow by sponsoring “Florida’s First Snow Man Contest.”

WOR New York inadvertently made a mistaken announcement of schools closing because of the bad weather, and in so doing gave 15,000 pupils and 700 teachers in Elizabethtown, N. J., an unexpected holiday. A telephone operator made an error in taking down a code prearranged by WOR and school officials.

Lurie Joins

LT. ALFRED LURIE, former television director at WBAP-TV Fort Worth, Tex., has joined the Radio-TV Branch of the Dept. of Defense, Charles Dillon, division chief, revealed last week. Lt. Lurie was associated with WBAP-TV from December 1948 to October 1950, when he returned to active service (Army) with the 5th Armored Div. He joined the Radio-TV Branch Feb. 3, the fourth specialist to be added since the first of the year as part of the division’s radio-TV expansion.

**NECESSITY of making many measurements required for proof of performance for KOJA’s operation at Havre, Mont., sometimes calls for a spirit reminiscent of pioneers. Paul Bergquist, of Glenn D. Gillett & Assoc., holds aloft a measuring set while on horseback, as Lyle Lees, KOJA’s manager, consults a map. The temperature during most of the work was below zero and much of the time as low as 25 and 30 below.**

**WINTER’S Icy Thrusts**

Challenge Radio, TV, Both Meet Test

PUBLIC service coup on the railroad strike was scored last week by WCP Boston newsman, who aired recorded telephone interviews with dominant strike figures.

Ron Cochran, news director, and Ken Mayer, special events man, prepared a 15-minute news program on the strike situation, including interviews with executives of the Boston and Maine Line, the Brotherhood of Railroad Trainmen, the Boston and Albany and the Massachusetts Retail Grocers Assn.

Hurried calls to officials brought assurance that most commuter service would continue on both lines, and that perishable foods would get through with the help of executive personnel. Labor’s side in the strike picture also was given by the agent for the trainmen’s union. WCP aired the program Feb. 4, 6:30 to 6:45 p.m.
"Planned" is the word which best typifies Longview, Washington, the youngest community in KGW's widespread coverage area, and one of the most progressive. Laid out in 1922 as a "model" town, Longview's industrial growth has followed a planned pattern. The two largest lumber mills in the world are located here; lumber products, pulp and paper products add to expanding payrolls. Longview, with its neighbor, Kelso, is an important Columbia River port. A recent KGW Tour-Test, conducted in cooperation with the Oregon State Motor Association, and witnessed by "Miss KGW" and Longview executives, proved KGW's COMPREHENSIVE COVERAGE of this healthy market. Include this "planned" city in your plans for getting the most out of KGW's Comprehensive Coverage.
**RAIL DISASTER**

Radio-TV Coverage Quick

A PRACTICED speed characterized radio-television coverage of New York's third major train disaster within a year, at Woodbridge, N. J., last week, when an 11-car Pennsylvania Railroad train plunged from a 60-foot trestle embankment, killing 83 and injuring 330 rush-hour commuters.

Among reports received by Broadcasting • Telematics were the following:

WJLK Asbury Park, broadcasting to the area in which most of those killed in the wreck resided, went live on the air with a bulletin at 6 a.m., approximately 15 minutes after the event had occurred. Between then and 2 o'clock the following morning, the station made 16 special broadcasts. Frank Wij- gus, station news director, and Tom Birckhead of the news staff, broadcast from the scene which was inaccessible from the air.

WAAT Newark flashed the news at 6:06, after a former staff member, Ted Webb, who was in Woodbridge when the accident happened, telephoned the station. Throughout the evening program schedules were disregarded in order to carry the latest news of the victims.

First TV Claim

Apparently first to teletape films of the wreck was WPIX (TV) New York, which went on the air with motion pictures at 9:32 p.m., less than four hours after the occurrence. WITX Camerman Frank Hurley reached the scene at 8:30 p.m., began taking films immediately, and by 7:30 p.m. sent the first 100 feet of newsreel footage by messenger to the station. Prints also were rushed to WGN-TV Chicago and KTTV (TV) Los Angeles by agreement.

NBC's radio mobile unit was sent to the scene shortly after the network bullinetin the news at 6:30 p.m. Leon Pearson interviewed eye witnesses from the mobile unit at the scene of the disaster until a.m., when he was replaced by W. W. Chaplin who worked through the night recording material and arranging for live pickups the following morning. Through the night and evening the network broadcast bullinetins at branch breaks. NBC Television carried bulletins at 6:30 p.m. during regular intervals during the evening. Its first films of the wreck were telecast at midnight.

CBS flashed its initial news of the wreck at 6:14 p.m. and continued throughout the evening with bullinetins and on-the-spot reports by Jack Walters. A special program devoted to the accident replaced the regular 11-11:15 p.m. newscast, with other special programs later. CBS-TV bullinetin the news on the Douglas Edwards program, 7:30-8:45 p.m., and presented films of the wreck at 11:30 p.m.

ABC, over WJZ New York, bullinetin the news first at 6:15 p.m. and followed with further bullinetins. At 7:30 an appeal for nurses from the General Hospital, Perch Amboy, N. J., was broadcast. The 11 p.m. News of Tomor- rrow was also cut, and WNBC carried bullinetins throughout the evening.

WOR New York carried the news at 6:30, after one of its account executives, Jack Mohler, who was on the train following the one which was wrecked, telephoned the station. Subsequently Mr. Mohler telephoned descriptions of the scene which were broadcast at 9 p.m. by Arthur Van Horne.

Listener Assist

A listener and follower of Martin Block of WNEW New York telephoned Mr. Block the news at 7:33 p.m. Later that same day, he arranged a telephone interview between Ernie Hartman, station producer, and August Greiner, mayor of Woodbridge. Bulletins were later featured in a recorded interview with Mr. Greiner.

WTTY Trenton, N. J., claimd it was the only station in that area to carry the story of the wreck within that same night. Coverage began with a bulletin at 6:10 p.m. and at 10 p.m. Its mobile unit was enroute to Woodbridge. News Editor Arnold Snyder remained on the scene, reporting frequently. When WTTY was on the air until 1 a.m., hour after signoff, to air telephone interviews with witnesses.

WOR New Brunswick, N. J., maintained a steady flow of infor-
mation with bulletins, special announcements from authorities and on-the-spot tape recordings. Within 20 minutes after the wreck, Newman Arthur Ungerleider confirmed a phone tip and rushed to the scene with a tape recorder. First-on-the-scene reporting came at 8:05 p.m. with eye-witness accounts.

**WATTS POST**

**Formally Announced By DPA**

APPOINTMENT of W. Walter Watts as assistant to the adminis-
trator of the Defense Production Administration and as chairman of DPA's Production Executive Commit-
tee was formally announced last Thursday by Administrator William H. Harrison [BROADCAST-
ING • TELECASTING, October 17, 1945].

In his new position Mr. Watts will head the committee through which overall coordination and di-
rection of all defense production efforts will be coordinated by Gen. Harris-
son. The committee also comprises representatives from govern-
ment agencies which are responsible for the operating phases of the defense production program.

Mr. Watts, on leave of absence from his post as vice president in charge of Engineering Products Dept. of RCA Victor, has been with RCA since 1945 and is a di-
rector of the Radiomarine Corp. and RCA Victor Co. During World War II he served under Gen. Harrison, then in charge of Signal Corps procurement. Later, as director of the procurement di-
vision, he held the rank of colonel.

### RAILWAY MARKET DATA

### For Oakland, California

<table>
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<tr>
<th>Time</th>
<th>TV</th>
<th>Home</th>
<th>Auto</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total population: 3 million people in the area of KLX, the top station in Hooper ratings. KLX claims only 600,000 as steady listeners.</td>
<td>Oakland area radio listeners spend $100 million for drugs, $1 billion for food, and $2 billion for general merchandise. 1/4 of a billion for radios, TV and furniture.</td>
<td>KLX leads all independent San Francisco and Oakland radio stations in the Oakland Hooper... and often leads in all six periods!</td>
<td>No, these stations reach only 15% to 25% of the Oakland audience that KLX covers. You can check this by adding the Hooper share of audience figures for all six periods.</td>
</tr>
</tbody>
</table>

**KLX**

TRIBUNE TOWER • OAKLAND, CALIFORNIA

Represented Nationally by BURN-SMITH CO., INC.
To the PRESS and RADIO:

Subject: HOW RAILROADS SERVE IN TIME OF EMERGENCY

Stories dealing with the possibility of enemy action here in the United States are appearing in the press and being heard over the air with increasing frequency. In towns and cities throughout the nation, people are busy setting up civil defense organizations. These things show that we are willing to face and do something about a problem none of us likes to think about.

The railroads which provide our basic transportation have been busy expanding their capacity and, of course, railroads need little or no conversion from peacetime to emergency service. To these features of ready expensibility and adaptability, railroads add two others which become doubly important in time of emergency -- their flexibility and availability.

In the event of enemy action, other channels of transportation might become choked with individually operated and largely uncontrollable traffic. Yet, trains would continue to move under the disciplined control of railroad operating organizations. Railroad tracks may be knocked out for a time but, as was amply demonstrated in Europe during World War II, it is difficult to block rail movement completely for any considerable period of time.

After all, there is no essential difference between bomb damage and damage from floods, washouts or landslides. Railroads are experienced in finding ways to keep traffic moving, either by prompt repair of the damaged line or over the flexible network of main and secondary lines and the alternate routes available between most centers. The agreements and arrangements necessary for such diversions and detours have been worked out in advance and are in effect.

In order to meet the nation's essential transportation needs, regardless of conditions, the railroads will continue enlarging and improving their facilities to the end that the nation shall suffer no lack, no failure, of the basic transportation so essential to its economy in time of peace and its safety in time of war.

Sincerely yours,

William T. Faricy
P. I. DOLLARS

ACCEPTANCE of per inquiry deals by stations is weakening their sales position, according to J. V. Wise president of Cramer-Krasselt Co., Milwaukee agency. Mr. Stolzoff will soon join Foote, Cone & Belding in Chicago as radio-TV production supervisor [Broadcasting + Telecasting, Jan. 22].

While radio "has done an admirable job of policing its own industry," Mr. Stolzoff warned that "it would be unfortunate if Better Business Bureaus, local or government agencies decided that they would have to enter the picture."

He continued: "The radio industry has devoted 25 years and countess dollars in selling radio as a prime medium for most classifications of local and national advertisers. The radio industry has repeatedly said that 'dollar for dollar, radio is your best buy.'"

Mr. Stolzoff cited "four important reasons" P. I. deals are hurting broadcasters. They follow:

1. Listeners are dissatisfied.
   Many P. I. pitches run as long as 3-5 minutes. That annoys the listener. In addition, while many P. I. offers represent worthwhile values, the relatively high percentage of questionable merchandise results in listener dissatisfaction. This tends to cause a reduction in the over-all effectiveness of the station's regular commercials and often spreads ill-will in the community.

2. When any large quantity of P. I. offers are carried by a station, retailers in the market are bound to resent the competition... particularly when they cannot buy time on the same basis as some little-known outside competitor, i.e., "pay only for the sales you make."

3. The minute a radio station receives an order from out-of-state, it is unethically in interstate commerce. A station making P. I. available to some accounts and not to others is subject to charges of unfair practices, unless it has set up

4. Stations cannot indefinitely carry water on both shoulders. How can the acceptance of P. I. be justified when other advertisers must pay card rates. Will alert local advertisers demand that they go off of card rates and onto a basis of so many dollars per unit sold... $15 per card 10% of the price of an appliance, $3 per rocking chair?

KFMB SALE

Kennedy Seeks FCC Consent

PAPERS were filed with FCC last week for consent to the sale of KFMB-AM-TV San Diego, Calif., by Jack Gross to the John A. Kennedy interests for $925,800, plus [Broadcasting + Telecasting, Nov. 20, 1950].

KFMB, an ABC affiliate, is assigned 1 kw fulltime on 550 kc. directional. KFMB-TV, affiliated with ABC, CBS and NBC, operates on Channel 8 (180-186 mc).

The transfer application indicates that Mr. Gross, president and general manager of the stations, who wishes to retire from day-to-day operating responsibilities in radio, will transfer all of his sole interest in the stations' licensees, Max Gross Broadcasting Co., to The Kennedy Broadcasting Co. The latter is successor to Charles- 

ton Broadcasting Co., the Kennedy interest which previously operated WCHS Charleston, W. Va., and was identified with ownership of WPAR Parkersburg and WBLR Clarksburg, W. Va. All these interests have been sold.

The transferee presently owns 48% of WSAZ-AM-TV Huntington, W. Va. The application also indicated that from October 1947 to May 1950 Kennedy Broadcasting Co. owned 35% of the San Diego Journal and during that time Mr. Kennedy was editor and publisher of the paper. The stock was disposed of in December 1950, it said.

The Kennedy are now residents of San Diego.

Ownership of Kennedy Broadcasting Co. was given as follows: Bruce Lee Kennedy, vice president of John A. Kennedy, president and 44.5% owner; John A. Kennedy, chairman of the board, 38.9%; Stoddard F. Johnstone and Lee Johnston, clerks of Mrs. Kennedy, vice president and director respectively; Margaret K. Byrne, Charleston, secretary-treasurer; Lydia Busik, San Diego, assistant secretary-treasurer; Estate of J. A. Bloch, Wheeling, 4.5%; Melva G. Chernoff, Jolla, Calif., 1.0%. Latter is the wife of Howard Chernoff, former managing director of WCHS. Melvin Sperry, Clarksburg, also was listed but he holds no office or interest, application said.

WEAKEN SALES PITCH, STOLZOFF WARNS

The Kennedy Broadcasting Co. owns 48% of WSAZ-AM-TV Huntington, W. Va. They have disposed of their remaining interest in the station, according to an application filed with the FCC. The station is now operated by the John A. Kennedy interests.

PARKER NAMED

SAVAGEINCO, V.P.-Gen. Mgr.

MILTON L. GREENEBAUM, president, Saginaw Broadcasting Co., operator of WSAG Saginaw and WLEW Bad Axe, Mich., has announced that Jack Parker, vice president of radio, has been elected to the position of vice president and general manager.

Previously vice president and general manager of the Saginaw Broadcasting Co., Mr. Parker has been with the company for 13 years.

He succeeds John A. Kennedy as general manager, who is now president.

Mr. Parker was with the company for 13 years.

FEATURES

FEATURING

MAGNECORDER

THE FIRST CHOICE OF RADIO ENGINEERS

FLEXIBILITY

In rack or console, or in its really portable case, the Magnecorder will suit every purpose. PT6 Series shown is the most widely used professional tape recorder in the world, and is available with 3 speeds (1 1/4", 7 1/2", 15") if preferred.

FIDELITY

Life-like tone quality, low distortion meet N.A.B. standards... and at a moderate price! PT6 Series shown in rack mount also offers three heads to erase, record, and play back to monitor from the tape while recording.

WRITE FOR NEW CATALOG

MAGNECORDER, INC.
360 NORTH MICHIGAN AVE.
CHICAGO 1, ILLINOIS

Mr. Parker has been with the company for 13 years.
“We need a radio tower in a hurry!”

"Where'll we get it?"

**Truscon Tower Engineering is the answer!**

Meeting tower construction emergencies of all kinds...solving tower problems big and small...being on the job with knowledge and skill that gets the job done...that's the type of service which has made Truscon a world leader in radio tower engineering!

Truscon experience embraces all types of topographical and meteorological conditions...and supplying many different tower types: guyed or self-supporting...tapered or uniform in cross-section...for AM, FM, TV, or microwave applications.

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

**TRUSCON STEEL COMPANY**  
**YOUNGSTOWN 1, OHIO**  
Subsidiary of Republic Steel Corporation

[See the Truscon Exhibit, Booth 230, Institute of Radio Engineers Show]

[TRUSCON TOWERS]

**TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUUED TRUSCON COPPER MESH GROUND SCREEN**
One Yearbook, Please

EDITOR:

Because of our work with the radio and television stations which have been doing an outstanding job of cooperation in effecting the Hoover Report, we would like to have a copy of your Yearbook to bring our California listings up to date.

William H. Courtney
Secretary
Southern Calif. Committee
Hoover Report, Los Angeles


open mike

BROADCASTING • TELECASTING.

Bob Carlson
Director
Livestock Market Inst.
South St. Paul, Minn.

Helpful to Educators

EDITOR:

I frequently use material you publish as background for lectures in several subject matter areas, including programming, promotion, advertising and continuity. I will also use some of your material in a course in Radio Policy, as well as television courses. As a matter of fact, I have been clipping items of particular interest and have filed from issues of the last three years... and believe it would be helpful to educators who use your magazine if shows were reviewed more frequently... in each issue.

I would like to see more frequent reports of the results of radio research, somewhat along the line of the weekly TELESTATS reports.

Don C. Smith
Assistant Professor of Radio
U. of Alabama

Hurrah for BAB!

EDITOR:

Long, loud cheers for BAB's courageous exposure of the ANPA's distortion and misrepresentation of the truth in connection with the Pittsburgh story!... [BROADCASTING • TELECASTING, Jan. 29].

As usual, you may get some squawks from newspaper-owned radio stations...

It seems to me that practically everyone of these newspaper-radio clashes has resulted from an unjustified ANPA offensive (and I do mean "offensive") which has forced BAB or BABC to lash back in self-defense. They've been keeping us busy on the defensive.

Now that the BAB has given 14-karat evidence of having a mind, stomach and budget of its own, many of us hope you will soon be able to fight your way out of these defensive trenches and launch a major offensive of your own, selling radio as the greatest means of communication and the greatest medium of advertising the world has ever known.

Frank E. Pellegrin
H-R Representatives Inc.
New York

FM Not 'Forgotten'

EDITOR:

Two items in particular in your issue of Jan. 29 seem to call for comment by those of us interested in FM broadcasting. In CLOSED CIRCUIT is the statement "... FM is practically forgotten medium." Then comes an article on page 36 on "Emergency Networks." The main point of the emergency net as suggested by my friend Bob Beer of WATG Ashland, Ohio and others, seems to be that these nets will use no wires and thus be "air pick-ups." Nowhere in the article is FM mentioned but I am sure you are aware that FM signals will provide the means that will make this setup possible.

"Practically forgotten" just doesn't jibe with the fact that FM is the only means of networking with land lines destroyed or not in operation. Your casual dismissal of 676 radio broadcasting stations, approximately one-third of them FM only, can only be interpreted as discriminatory in my opinion.

Despite our feeling that you are less than favorably disposed to FM, I must confess that BROADCASTING • TELECASTING each Monday is a welcome source and a source of information available nowhere else. Maybe someday we radio "common people" will be viewed in the same light as our richer, older brothers in the AM field.

Mark T. McKee Jr.
Assistant Manager
WMLN (FM) Mount Clemens, Mich.

FM Not 'Forgotten'

EDITOR:

In CLOSED CIRCUIT, Jan. 29, paragraph starting "FCC's WPA" someone is responsible for the statement being made that "FM is practically forgotten medium." If this is quoting the FCC or just quoting a reporter, why, pray tell.

(Continued on page 71)

WIBW

Serving and Selling

"THE MAGIC CIRCLE"

Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

WIBW

BROADCASTING • TELECASTING

Page 38 • February 12, 1951

Bought a Steak Lately?

If you've bought a steak, roast, or even hamburger lately, you'll understand why the Kansas farmer has plenty of money to spend. Soaring prices for beef cattle, plus another thumping big wheat crop, have pushed him up to sixth place in the national farm income picture.

These farmers make up a market well worth going after. They also make up the bulk of WIBW's audience. But that's only natural. After all, WIBW is the farm station for Kansas... the one most listened to by these eager-to-buy farm families. That's why WIBW can get fast RESULTS FOR YOU.

*U.S. Dept. of Ag.' 50
*Kansas Radio Audience ' 50

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(Continued on page 71)
It plays—45's, 33⅛ fine-grooves', 33⅞ standards', 78 standards'

RCA's All-New Tone Arm—with magnetic lateral plug-in heads—fits all standard turntables. Only two heads are needed for all speeds.

This versatile pick-up and tone arm combination... installed on your turntable... can play every record and transcription in your library. Just plug in the head for the right record groove—and spin the platter. It's as easy as that.

Designed for studio-quality at all standard speeds, this unique system has outstanding features over previous types. For instance, plug-in magnetic heads need no adjustments for stylus pressure. Visibility of the stylus (from the top of the head) permits accurate groove-spotting.

Anti-friction pivots and low inertia provide easy tracking on eccentric and warped records. Lower weight assures better record service—longer stylus life. Tracking error of the arm is less than 4 degrees.

Arm assembly MI-11885 is complete with tone arm, mounting plate, hardware, and the filter modification kit MI-11874 (for 70-series turntables).

You use plug-in head MI-11874-4 with the 1-mil stylus for fine-groove records. You use plug-in head MI-11874-5 with the 2½-mil stylus for standard transcriptions and 78 rpm records.

Order from your RCA Broadcast Sales Engineer, or direct from Dept. NB-19, RCA Engineering Products, Camden, New Jersey.

AUDIO BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.
WTIC Hartford is proud of Lt. Col. Ruel M. Luckingham (center), a member of the station's transmitter staff for 22 years, and his two sons who also are in the armed forces. Col. Luckingham is commanding officer of the 1934 Aircraft Control and Warning Squadron, Air National Guard; Ruel Jr., 23, (l) is an aviation cadet lieutenant at the Vance Air Base, Enid, Okla., and Cpl. Robert W., 19, is a flight engineer with the 118th Fighter Squadron. Both the colonel and his eldest son are World War II veterans.

A Show that's truly a musical treat. Unique symphonic treatments of standard favorites by outstanding composer-conductor, FRANK DEVol.

Frank DeVol with his orchestra presents in the regular vocal spotlight, popular (Peg O’ My Heart) CLARK DENNIS and the lovely KING SISTERS. Occasional vocal spice is added by inimitable PEGGY LEE and baritone HAL DERWIN.

Another Capitol Library Feature, one half hour per week.

A feature worth $50 per month alone—yet you can have Frank DeVol plus numerous other sparkling library shows on your station for $75 per month the first year and just $50 per month thereafter.

For Custom Library details write or wire... CAPITOL RECORDS, Incorporated Sunset and Vine

BROADCAST DIVISION Hollywood 28, Calif.

COMBAT NEWS

NETWORKS and wire services have been asked to prepare minimum requirements for communications facilities which would be necessary in potentially "eruptable" military combat zones, it was revealed last week.

The disclosure came on the heels of exploratory discussions looking toward speedier and improved transmission of radio-press news coverage and involving participation of broadcasting, press and communication company representatives [CLOSED CIRCUIT, Jan. 15].

The meeting, held at the Pentagon last Monday, was called by Maj. Gen. Floyd L. Parks, Army Chief of Information, to discuss ways and means of insuring improved public information transmission from combat zones in future overseas military operations if the occasion should arise.

Representatives from the four major networks (ABC, CBS, MBS and NBC) and the wire services (AP, UP, INS and Press Wireless) met with military authorities and officials of communications companies. They agreed to submit their individual facilities requirements for a "carefully compiled list of hypothetical danger zones in case press and broadcasting services might be required for one or more of these zones on short notice."

The zones were not disclosed, but it was believed that they would include such international tender spots as Japan, Formosa, Germany and others where Soviet Russia conceivably would be expected to strike.

Networks probably will survey locations in which they now maintain circuits, where those circuits might logically be endangered, and in which they have no circuit facilities at all, it was explained. The same would apply to press facilities.

According to present plans, the Signal Corps, the Army's long-line communications arm, would utilize this information at least as a "tentative estimate" of services. It would be called upon to furnish all media until commercial communication companies could assume actual operation.

Gen. Parks stated that the Signal Corps, cooperating with the Navy and Air Force, would plan to furnish facilities"during the first shock of hostile action" until commercial firms could send equipment and personnel to the zone. Representatives of RCA communications indicated, in turn, they would provide mobile and semi-mobile equipment to be ready on a standby basis.

The facilities problem was accepted with the example of the Korean conflict. Signal Corps spokesmen pointed out that 50% of telegraph printer traffic had been devoted to servicing the press and that, during the Inchon invasion, the total rose to nearly 70%

U. S. Navy and Air Force representatives who also participated in the preliminary discussions—reportedly the first of their kind in history—were asked to explore the possibility of providing additional floating and flying communications equipment to assist in maintaining the flow of public information "during the early days of an emergency period."

Better Understanding

Summing up the results of Monday's meeting, Gen. Parks stated that "at least we understand each other's problems better, and have a better idea of what our mutual responsibilities are."

Plans for assuring clearance of commercial communications personnel in any potential war zone also will be expedited under direction of the Army information office, Gen. Parks added.


CURRENT monthly bulletin of Greater Cleveland's Radio Council rated WTAM as leader of local and network programs heard. Out of 122 recommended radio shows, WTAM led with 38 local and network shows for 31% of total.
Here's what you need to "watch" your broadcast signal as required by the FCC — whether for AM, FM, or TV. Any radio engineer will O.K. these General Radio monitors, distributed by Graybar, for their maker's products have been radio's favorites for decades.

Illustrated are the Type 1931-A Amplitude-Modulation Monitor, which performs five functions for AM, including measurement of percentage of modulation on either positive or negative peaks; the Type 1181-A Frequency Deviation Monitor for AM, which indicates direction and magnitude of deviation from assigned frequency; the Type 1170-A Monitor for FM and the aural FM channel for TV (1170-AT), which indicates both frequency deviation and modulation percentage; the 1182-T Frequency Monitor for TV video, which indicates transmitter frequency deviation. Complete specifications are available via Graybar.

Graybar has everything you need in broadcast equipment ... plus everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements — to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive Offices: Graybar Building, New York 17, New York.

Graybar brings you broadcasting's best ...

Manufactured by ...

Amplifiers (1, 23)
Antenna Equipment (22)
Attenuators (8)
Cabinets (10)
Cables (22)
Loaders and Accessories (1, 23, 25)
Microphones, Stands and Accessories (1, 13, 14, 16, 23, 25)
Mounted (12)
Recorders and Accessories (2, 6, 9, 19, 22)
Speech Input Equipment (25)
Test Equipment (1, 6, 8, 12, 21, 24)
Towers (Vertical Radiators) (1)
Tower Lighting Equipment (7, 11)
Transmission Line and Accessories (5)
Transmitters, AM and TV (6, 19, 22)
Tubes (11, 16, 23)
Turntables, Reproducers, and Accessories (9, 19, 22)
Wiring Supplies and Devices (4, 16, 11, 13, 18, 21, 25)

(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Continental Electronics
(7) Crocker-Hinds
(8) Davon
(9) Fairchild
(10) General Cable
(11) General Electric
(12) General Radio
(13) Hubbard
(14) Hugh Lyons
(15) Karp Metal
(16) Marblatt
(17) Melstrom
(18) National Electric Products
(19) Presto
(20) Standard Electronics
(21) Triangle
(22) Webster Electric
(23) Westmore Electric
(24) Weston
(25) Whitney Blake
Get Your Share of Drug Sales in the Norfolk Metropolitan Sales Area with WTAR and WTAR-TV

Folks in the Norfolk Metropolitan Sales Area—Norfolk, Portsmouth and Newport News, Virginia—are big spenders in drug stores—$14,995,000* to be exact. These same Nor-folks listen most of the time to WTAR, the station that delivers you more listeners per dollar than any other station, or combination of local stations. Mr. Hooperports prove this. And, when Nor-folks look at television, they must look at WTAR-TV, the only TV service in Virginia's First Market.

So, it's just smart for you to let the WTAR and WTAR-TV Combination sell your drug products in the Norfolk Metropolitan Market...to get your share and more of sales, at a profit, too. Call us, today, or your Petry man.

*Sales Management—Survey of Buying Power, May 10, 1950

$64 QUESTIONS

Kremer 'Tips' Radio on Defense Against TV

"ONLY a very few radio stations have put up a defense against television in their listening area," Ray H. Kremer, radio director of Lambert & Feasley, New York, maintains.

As a result, Mr. Kremer has compiled a set of questions which he gives to radio station men calling on him. The answers can be used as a sales argument for radio against the inroads of TV.

"Any station that can answer the questions to the satisfaction of clients' agencies should not only keep present sponsors happy but attract a lot of new ones," Mr. Kremer told Broadcasting & TELE-CARTING.

The questions follow:
1. How many radio homes does your station reach?
2. How does this circulation compare to the leading newspaper in your area?
3. On a cost per thousand basis (5/8 hr. time charge vs. full page black-and-white) how does your station compare to the leading newspaper?
4. Does your station reach as many homes as the combined circulation of the 16, 18, 29 or 36 leading newspapers in your area?
5. What is your cost per thousand (5/8 hr. time charge vs. full page black-and-white) in comparison to the combined circulation of these leading newspapers in your area?
6. Does your circulation compare to the leading farm publications in your area?
7. What is the circulation of Life magazine in your area?
8. What is the combined circulation of Life, Look, Colliers and the Post in your coverage area?
9. What is the combined circulation of McCall's, Good Housekeeping, Journal and Companion in your coverage area?
10. How many radio stations compete for audience in your area?
11. What is your day-night share of audience in comparison to all radio competition in your area?
12. How many TV stations are there in your area?
13. How many TV homes are there in your area?
14. Assuming a client intended to use only TV in your area, how many homes would be be missing inside the 50 mile metropolitan area?
15. How many homes would be be missing with TV outside the 50 mile television area?
16. Assuming that eventually all homes inside the 50 mile area will be lost to television, how many homes would reach more radio families outside than there are TV families inside?
17. Assuming a client wants TV in your area, what other combination of media would you recommend be used to cover your listening area which would give the greatest number of impressions per dollar spent?

MRUWW SPEECH

Carolina Newsmen To Hear

CBS Commentator Edward R. Murrow is scheduled to address a luncheon session of the Carolinas Radio News Directors Assn., which holds its first annual news clinic in Chapel Hill, N. C., Feb. 17. Invitations have been sent to station managers and program directors by CRNDA President F. O. Carver Jr., WSJS Winston-Salem, N. C.

Mr. Murrow also will address an open meeting on the campus of the U. of North Carolina that evening. Gordon Gray, president of the university and WSJS, will introduce Mr. Murrow whose appearance will highlight a day of news panel discussion at the university's Communications Center.

Topics and speakers during morning sessions: "What a News Department Means to the Small Radio Station in Times of Public Service"—Dick Brown, WEWO Laurinburg; Jim McNeill, WTBS Lumberton; George Allen, WSAT Salisbury, all North Carolina.


Afternoon panel discussions will include: "Why We Believe a Well-Organized News Department Is a Valuable Asset to Every Radio Station"—Harold Essex, WSJS; Richard Mason, WPTF Raleigh, N. C.; Fred Fletcher, WRAL Raleigh.

"What the University Communication Center and the School of Journalism Can Do to Equip Radio Newsmen"—J. L. Morrison, assistant professor, U. N. C.; Carl Wynn, director, U. N. C. Communication Center; John E. Young, manager, WNCU campus station, "What the CRNDA Is Doing to Promote Better News Coverage in the Two Carolinas"—Elmer Outtiger, WNAO Raleigh, chairman of the CRNDA membership committee.

Mobilized Economy Is Theme

"ADVERTISING in a Mobilized Economy" will be the theme of the 38th annual meeting of the American Assn. of Advertising Agencies to be held April 19-21 at the Greensbrier, White Sulphur Springs, W. Va.

Attendance at the meeting is limited to 376 member agency people, media and advertiser guests, and ladies. Thursday, April 19, is set aside for member agency people only. Invited media and advertiser guests will join the sessions on April 20 and 21. Annual dinner will be held on the evening of April 20.

Fairfax M. Cone, Foote, Cone & Belding, Chicago, heads the operations committee on the AAAA board of directors which is in charge of plans for the convention.

BROADCASTING • TELETASTING

Page 42 • February 12, 1951
Its great record is on the logs of scores of 250-watt stations... a record chalked up by this Collins 300G 250-watt AM transmitter for extraordinary stamina, efficiency, convenience, economy, and above all, reliability.

There are no short-cuts in the 300G. It is a product of sound, thorough engineering, choice components, and painstaking construction to high standards. Read the quality features below and you will know why the Collins 300G is the standard of comparison. Remember that today, in transmitters as in automobiles, the best costs very little more than the cheapest.

The 300G is the quarter-kilowatt transmitter for the owner who figures he may have to operate over a long period of shortages through the years ahead. You can trust it to see you through, come what may.

And right now, we can make prompt delivery from stock!

We suggest that you get in touch with your nearest Collins sales office at once, for more complete information.

QUALITY FEATURES

Full size cabinet
Dual oscillators
Motorized tuning
Pressured cooling
Complete accessibility
Full metering
High safety factors
Proved reliability
Superior operating characteristics

FOR BROADCAST QUALITY, IT'S...
In 1951, month after month after month the BIG ideas will come from BIG in Showmanship, Leadership and TIME-BUYERS! ACCOUNT EXECUTIVES!

Your WORLD-Affiliate station is your best bet for top quality shows locally. Check your WORLD station for "Steamboat Jamboree," the "Dick Haymes Show," "Forward America" and the "Lyn Murray Show." WORLD Commercial Jingles, another WBS special feature, include time and weather attention-getters and all manner of arresting sponsor-identifications for jewelers, furriers, automobile dealers, furniture stores, apparel shops and many more.

WORLD STATIONS HAVE THE SHOWS, THE RATINGS, THE KNOW-HOW!
JOIN THESE WORLD-AFFILIATE STATIONS IN SETTING NEW SALES RECORDS!

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<th>Station</th>
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<td>WKNB</td>
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<td>KBRO</td>
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<td>West Springfield, Mass.</td>
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<td>WMTR</td>
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<td>WCAX</td>
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<td>KQV</td>
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<td>POL</td>
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<td>WTSN</td>
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<td>KOCH</td>
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<td>CJAD</td>
<td>Montreal, Que., Can.</td>
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<td>KORE</td>
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<td>WBRY</td>
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<td>KCRA</td>
<td>Sacramento, Cal.</td>
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<td>KWBE</td>
<td>Beatrice, Neb.</td>
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<td>WGYV</td>
<td>Greenville, Ala.</td>
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**“STEWBOAT JAMBOREE”**

- Starring Cap'n Lanny Ross
- Peter B. Kenney, Mgr.
- Dwight Bruce, Prom. Dir.
- David M. Baltimore, Gen. Mgr.
- Bob Gleason, Prom. Dir.
- Howard White, Com'I. Mgr.
- Coy Palmer, Gen. Mgr.

**“DICK HAYMES SHOW”**

- Greg Rouleau, Sta. Mgr.
- Ed Lovelace, Mgr.
- George R. Kendall, Prom. Dir.
- Lawrence Reilly, Gen. Mgr.
- Charles Stone, Sales Mgr.
- J. D. Swan Mgr.
- Calo Mahlock, Prom. Dir.

**“FORWARD AMERICA”**

- Starring Walter Huston
- N. W. Cook, Prom. Mgr.
- Max G. Falkenstein, Prom. Mgr.
- James Murray, Mgr.

**“LYN MURRAY SHOW”**

- Hale Bondurant, Gen. Mgr.
- M. Wayland Fullington, Prom. Dir.
- Guy E. Yeldell, Sales Mgr.
- Frank E. Shaffer, Gen. Mgr.

**“WORLD COMMERCIAL JINGLES”**

- R. G. Patterson, Gen. Mgr.
- Lee Bishop, Mgr.
- Walter Howard, Prom. Dir.
- John P. Dupell, Com’l Mgr.
- W. H. Miller, Jr., Mgr.
Pittsburgh Smoke Screen

IF THE NEWSPAPER Publishers' Bureau of Advertising had its way, history would record that the City of Pittsburgh died last Oct. 2 and was reborn Nov. 17.

That was the period of a strike that closed Pittsburgh newspapers. The Bureau of Advertising, in full-page ads carried by more than 300 papers, in brochures and strip-films, would have you believe that the strike laid the whole town to waste.

Happily, there is a Broadcast Advertising Bureau alert enough to see a low blow in this newspaper campaign. BAB's new brochure, which was reported in this publication a week ago, shows up the newspapers' Pittsburgh story for what it is—at best an exaggeration of facts.

There will be more of this kind of thing, we might regretfully predict. Howard S. Barnes, director of the Bureau of Advertising, told the Newspaper Advertising Executives Assn. a fortnight ago that newspapers were heading for the " roughest, toughest competition this business has ever seen." Radio and television were especially to be feared.

We think Mr. Barnes is quite correct in his predictions. Radio has only lately begun to know its own strength. It has been helped to a new dimension by the undermanned and underbudgeted BAB. It will be immeasurably helped to use its power by the new and bigger BAB that is being organized.

One cannot expect newspaper publishers to sit idly while radio cats into some of the advertising revenue they have been accustomed to receive without exerting more than cursory effort. But we hope that future campaigns undertaken by the publishers will be more reliable kind than the Pittsburgh story.

Pittsburgh was not dead between last Oct. 2 and Nov. 17. Sure, people missed their newspapers. But there is no evidence that anyone missed a meal.

Case History

THE MCFARLAND BILL has passed the Senate for a third time. That's for the record.

But we have a notion that an incident on the Senate floor prior to S. 88's unanimous approval caught certain FCC policy-makers, once again seeing blue, with red faces. It was easy for them to read between the lines of the rapier-thrusts of Sen. Francis Case (R-S.D.).

Sen. Case knows the FCC from many years of service on the House Appropriations Committee on Independent Offices. Many times in the past he has questioned the use of public funds for pursuits which he regarded outside the FCC's purview.

Sen. Case, as you can read elsewhere in this issue, finds that the FCC has moved from the realm of study of a station's over-all program content to specific programs "to which it objects." This, even though the Communications Act under which the FCC functions, states unequivocally:

No regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication.

Thus, Sen. Case finds that while the FCC ostensibly makes rules or regulations dealing with specific programs, it nevertheless, by indirectness, and by a process of elimination, is effectively controlling program content. In frowning upon certain kinds of programming, while renewing station licenses, it is making known to licensees its own prepreferences.

That is censorship by the back door. That was the thesis of the infamous 1948 Blue Book on the Public Service Responsibilities of Broadcast Licensees. It can become a vehicle for overt assaults upon the freedom of television to program without government restraint.

Passage by Congress of the McFarland Bill at this session does not necessarily bring long overdue reforms in procedural processes at the FCC. But the campaign against censorship by the back door—or the lifted eyebrow—can't be waged on the legislative front. The mandate of the law, as Sen. Case points out, can be evaded by adroit phrase-making, and by intimidation. Eternal vigilance, as always, is the only answer for freedom of the media of expression.

The Inside With Outler

DOWN GEORGIA way, Johnny Outler, manager of the WSB stations, from his vantage point of both AM and TV operations, had something to say about radio "yesterday and tomorrow."

He said it's inventory time for radio broadcasting—time to check the merchandise and time to invest in the broadcaster's own attitude. "Radio's one great fear today is—radio," he averred, "not TV, not the printed page, but an indifference toward our own end product—our programs."

And Johnny Outler is the South certainly uncorcked a couple of mouthfuls. They ought to be heard, in toto, by the whole aggregation of broadcasters and casters at the next annual convention of the NAB (or will it be NABTT?) in April.

It's Radio, 2 (or 3) to 1

SEARCH the records of world commerce, art and industry and you won't find anything that can hold a candle to the development of the broadcast media. Radio was the front-runner in the turbulent twenties. And TV has been the bright star of World War II.

The amazing thing has been that the broadcast twins, which some thought mutually exclusive, have romped along hand in hand. Radio, which was to dry up and blow away in the minds of some, actually has done just the reverse. It has defied the law of "saturation," which it seemingly had reached several years ago, with 95% of the nation's homes possessing at least one receiver. That is more by quite a bit than the number of homes with bathtubs, or inside plumbing; more than the number of tooth brushes in use.

Yet in 1950, TV set sales totalled 7,250,000, while radio sales, in a "reduced" medium, exceeded 14 million with more than 90 million sets installed in homes and in automobiles.

Underlaying the radio circulation story at the local level is a survey made in Buffalo by the enterprising Evening News stations. (WBEN-AM-TV-FM). By the simple expedient of checking local distributors they found that TV sets sales were booming, but radio sets are out-selling them two or three to one.

Frank W. Outler of the WBEN station manager, says that perhaps some of the radio set sales were secondary sets, and that others may have resulted from the emergence of the TV set into the living room. But people don't spend money for something they do not use.

The WBEN type of survey is one that can be emulated in any market. It provides prima facie proof of circulation. That's all the printed media seek to prove.

THOMAS FRANCIS O'NEIL

H E'S a big man, six feet four inches tall, and since he was five years old his friends have called him "Orx." Thomas Francis O'Neill's brother Bill was the first to give him that name, mainly because he could never quite catch up to his bigger brother's height. Mr. O'Neill's associates still find it appropriate, not only because of his impressive bulk, but for his prodigious working ability at the University of Georgia.

At present, Mr. O'Neill is vice president and director of Yankee Network as well as vice chairman of the MBS board of directors. He is also vice president and director of General Tire and Rubber Co., Akron, Ohio, founded by his father, President William O'Neil. His brother Bill owns WJW Cleveland.

Tom O'Neill went into the family business right after graduating with an AB degree from Holy Cross College, Worcester, Mass., in 1937. At first he was in charge of the General Tire Acceptance Corp's time payment plan at General's Los Angeles tire store.

Later, Mr. O'Neill became a general line salesmen in the wholesale field, working in the promotion and merchandising end of General's Pacific Coast retail sales division.

When the government began its stockpiling of rubber in 1940, he was sent to Washington and placed in charge of all government sales for General Tire. Four years service in the U.S. Coast Guard during World War II cemented Mr. O'Neill's relations with the government. He served in the Pacific area as skipper of an LST, rising from second class petty officer to lieutenant.

After leaving the service in September 1946, he was named vice president and general manager of General's Boston tire store. Without previous radio experience, he joined the Yankee Network in December 1947 as vice president and director.

He liked his new work and he liked radio. Yankee Network has 29 radio affiliates in the New England area and one TV station (WNAC-TVBoston). In February 1948 he became a member of the board of directors of MBS, about 19% of whose stock is held by Yankee (General Tire), and in April 1948 was elected vice chairman.

In the recent $12,820,000 purchase by General Tire of the Don Lee Broadcasting System, including Don Lee's 19% interest in MBS, Thomas, Jr., represented General Tire. The sale was one of the largest in radio history, and it is planned that he will assume overall direction of the newly acquired Pacific Coast Net (Continued on page 49)
In Washington...

More people are listening to WTOP in the daytime and evening than ever before!

3,161 more homes in daytime
1,906 more homes in evening*

...and WTOP'S total week audience is 55% larger than the next station’s

WTOP CBS

THE WASHINGTON POST—CBS STATION
Represented by Radio Sales

*Average quarter-hour increase in Washington area homes for WTOP, Jan. 1951 vs. Jan. 1950, The Pulse Inc. and BMB.
E. NEWTON WRAY, vice president KTBS Shreveport, La., elected president. Mr. Wray's election follows recent transfer of stock within company [BROADCASTING • TELECASTING, Dec. 25, 1950].

LEE RUWITCH, vice president and general manager WTVJ(TV) Miami, elected to board of directors.

BULMER & JOHNSON Inc., Minneapolis (station representative), appointed exclusive radio regional representative for WJON St. Cloud, Minn.

EDGAR PARSONS, assistant manager and national sales manager WOL Washington, resigns to become radio-TV director American Automobile Assn., Washington.

ROY HOLMES, sales and traffic departments NBC, appointed sales manager WINS New York.

DAN HYDRICK Jr., manager WEAB Greer, S. C., to WDYK Cumberland, Md., in same capacity.

JAMES C. COLE, manager WWGP Sanford, N. C., to WJER Dover, Ohio, as manager.

MacGREGOR EADIE, assistant manager continuity acceptance department NBC Western Div., to network's Hollywood TV outlet KNBH as account executive. He replaces JOHN MARKEY, resigned to join Consolidated Television Productions Inc., Hollywood (TV syndicate).

STEVE DaCOSTA, new to radio, to KCMJ Palm Springs, Calif., as account executive.

JAMES H. McKNIGHT appointed to sales staff WTAG Worcester, Mass. He was with WMAW Milwaukee and WIBC Indianapolis.

ROBERT E. POLLOCK, manager KBUG Bellingham, Wash., appointed general manager KBUG, KBOO Bur- ley, Ida., and KSEM Moses Lake, Wash., all owned by the same interests. JAMES L. HAMSTREET, manager KAVB Havre, Mont., to replace Mr. Pollock as manager of KBUG.

WJR Detroit stockholders re-elected the following officers at annual meeting: G. A. (Dick) RICHARDS, chairman of the board; JOHN F. PATT, president; WORTH KRAMER, vice president and general manager; GEORGE W. CUSHING, vice president; G. F. LEYDORF, vice president, and WILLIAM G. SIEBERT, secretary-treasurer.

ROSS R. CALLAWAY named account executive in sales service department WJR Detroit. He has been active in public relations and sales promotion work in Detroit.

ROBERT LAMBE, commercial manager WFMY-TV Greensboro, N. C., appointed general sales manager WTVAR-AM-FM-TV Norfolk, Va.


JULIAN KAUFMAN, assistant commercial manager KPHO-TV Phoenix, appointed commercial manager.

HOWARD HAMAN and PHIL KILMER to KXOA Sacramento, Calif., as account executives.


WILLIAM S. BASKERVILLE Jr., commercial manager WSBP Sarasota, Fla., to sales staff WFMY Greensboro, N. C.

KEN KILMER appointed general manager KBOE Oskaola, Iowa. He has been with several stations in Iowa and Virginia.

JOHN F. THORWALD, president and majority stockholder Blue Valley Broadcasting Co. (KWWB Beatrice, Neb.), announced the sale of his interest in company to five stockholders. Buyers are: JOE D. GOLDBERG, T. E. ADAMS Jr., MERLE G. JONES, M. E. DOLE and MARION MORTON. Transaction is pending FCC approval. See FCC Roundup this issue.

JIM BROWN, KSAN San Francisco, to KSFO same city, in sales department.

HOMER GRIFFITH, director of national sales Western Division Progressive Broadcasting System, Hollywood, resigned.

JAMES M. COX Jr., vice president James M. Cox stations (WHIO-AM-FM-TV Dayton, WSB-AM-FM-TV Atlanta), and Jan Street, married.

EDWARD R. MURROW, vice president and director of public affairs CBS, will receive honorary degree of Doctor of Journalism from Temple U., Philadelphia, Feb. 20. ... RICHARD WALSCH, account executive KGCR Long Beach, Calif., elected first vice president and pro- gram director Long Beach Advertising & Sales Club. ... Col. ROBERT R. MCCORMICK, editor and publisher Chicago Tribune (WGN Chicago), will be adopted into Chippewa Indian tribe March 28.

ROBERT O. REYNOLDS, vice president and general manager KMPC Hollywood, elected president board of directors Boys' Club of Hollywood.

C. LESLIE GOLLIDAY, part-owner and general manager WEFM Martinsburg, W. Va., presented Distinguished Service Award by the Martinsburg and Berkeley County Junior Board of Trade. ... GENE W. LEE, vice president and general manager KFAX San Bernardino, Calif., named communications coordinator for civil defense for both city and county of San Bernardino. He currently holds same post for Red Cross.

Mr. Wray

Mr. Pollock

Mr. Hamstreet

Mr. Lambe
HILL BILLS

Touch Slander, Obscenity

SUNDAY bills affecting the questions of obscene matter in communications, political broadcasts and rights of individuals in cases of libel or slander by Congressmen are being considered in Congress.

A political candidate for national public office would have to designate the person or association paying the tab for his broadcast or telecast under a bill introduced in the House by Rep. W. R. Poage (D-Tex.)

The measure (HR 1708) would set a fine of $1,000 or one year in prison, or both, for violators. Another section of the bill would require a notice identification on cards, pamphlets, circulars, advertisements, and similar methods of circulating political propaganda.

According to the Congressman, the legislation was introduced as a deterrent on criticism that has been leveled at candidates in the past for not revealing who was paying for their campaigns. Mr. Poage would suggest some type of tagline on the air as: "This time was paid for by..."

The Senate has passed a bill (S 27) which would prohibit obscene matter in interstate commerce. The legislation, which would amend the United States Code, was authored by Sen. Pat McCarran (D-Nev.).

Its provision affecting radio, reads in part: "Whoever knowingly transports, for purpose of sale or distribution, any obscene, lewd, lascivious, or filthy... image, cast, phonograph recording, electrical transcription or other article capable of producing sound... shall be fined not more than $5,000 or imprisoned not more than five years, or both." Sec. 1464 of the U. S. Criminal Code already bars "obscene, indecent, or profane language by means of radio communication," with fine up to $10,000 or two-year imprisonment, or both.

Proposal to give an individual

VANCE NAMED

Heads Taylor Dallas Office

FRED VANCE, sales executive of WOAI San Antonio, joins the O. L. Taylor Co., station representative, on Feb. 15 as manager of the firm's Dallas office.

Prior to his association with WOAI, Mr. Vance had been national sales manager of KTSA San Antonio. Before that, he was circulation manager with a newspaper and commercial manager of WEEK Peoria. During his four years of active service in World War II he attained the rank of lieutenant commander in the Navy.

Mr. Vance

the right of action against the government if he has been injured by a privileged libelous or slanderous statement by a member of Congress has been dropped in House and Senate hoppers.

The legislation would not change the status of Congressmen, however, whose remarks and statements are privileged under the Constitution, but the government would bear the loss of any injury to an individual and would pay the proven damages.

The House bill (HR 2130) was introduced by Rep. Winfield K. Denton (D-Ind.), the Senate version by Sen. Lester C. Hunt (D-Wyo.).

PROBE AUTHORITY

Committee Wants Extension

SENATE Interstate & Foreign Commerce Committee asked the Senate last week to renew its investigatory authority in the field of radio communications. That power automatically ceased at the close of the 81st Congress.

The request was in the form of a resolution (S. Res. 55), which would extend the time for investigation of problems affecting airlines, merchant marine, transportation, radio, telegraph and telephone communications. This is the authority under which the Senate committee has set itself up as a "watchdog" on FCC activities. Close associates of the committee, however, do not expect any new investigation into radio-communications policy, such as that conducted by Sen. Ernest W. McFarland (D-Ariz.), chairman of the radio subcommittee, in the 81st Congress.

Respects

(Continued from page 25)

regional network, which serves 45 affiliates, in addition to his present duties with Yankee and Mutual.

Radio is adapting itself to the challenge of television, Mr. O'Neil said in a recent interview with the Associated Press. Though TV has had a substantial effect on listening habits in many homes, he believes that radio is far from dead and that it will maintain its place as an essential element in commanding the attention of consumers.

Always a traveling man, young Tom O'Neil moved to Ohio soon after his birth April 18, 1915, in Kansas City, Mo. His mother was the former Grace Agnes Savage. He attended public schools in Akron before going on to Worcester, Mass., and Holy Cross.

He married a June bride, Claire McCalley of Chicago, in 1946. They have two children, Shane and Eileen, two and four years old, respectively. They live in Riverside, Conn.

Mr. O'Neil makes his headquarters at Yankee's New York office, 260 Park Ave. He is a member of the Aiglon Club in Boston, and his hobbies are the outdoor kind—golf and tennis.

DENVER'S NO. 1
HOOPER STATION

- More Sets - in - Use
Hooper surveys (Nov.-Dec. 1950 compared to Nov.-Dec. 1949) show over 15% more sets in use in Denver now!

- Higher Hoopers
KLZ shows greatest audience gains of any Denver station! See Nov.-Dec. 1950 Hoopers. KLZ is Denver's top Hooper Station.

- Greater BMB Gains
KLZ shows the largest increase of any Denver station... over 10%... in both daytime and nighttime BMB (survey No. 2).

... Your Best Buy Is
SOIL CONVENTION
Radio Committee Sets Plans

ABOUT 2,000 soil conservation leaders are expected to be on hand to hear Secretary of Agriculture Charles F. Brannan open the annual convention of the National Assn. of Soil Conservation Districts, to be held in Oklahoma City Feb. 20-22.

Sandy Saunders, WKY Oklahoma City farm director and chairman of the radio committee for the convention, invites all radio farm directors to contact him, or the Oklahoma City Chamber of Commerce, for any service needed. In addition, the station will furnish five-minute transcribed interviews with delegates from any radio station's area at the request of those farm directors unable to attend the convention.

The National Farm and Home Hour, NBC network program, will originate a portion of its broadcast Feb. 24, from WKY.

KBA CLINIC
At Lexington, Feb. 23-24

FIRST ANNUAL Clinic for Radio Broadcasters at the U. of Kentucky, Lexington, has been announced for Friday and Saturday, Feb. 23-24.

The clinic has been arranged by the Dept. of Radio Arts, U. of Kentucky, in cooperation with the Kentucky Broadcasters Assn. Among featured topics will be sports announcing, audience measurement, radio law as it pertains to taxation of radio and the place of Kentucky's radio stations in the civil defense program.

It was noted that registration is flexible and that those attending may deduct for luncheons or other events that they may not wish to attend.

MARY MARGARET McBRIDE, ABC star, having radio studio built into her duplex apartment so she can broadcast directly from there on inclement days.

MINIMAX BACKS
Ziv Shows Over KXYZ

MINIMAX Better Food Stores has contracted for five hours of time weekly for 22-weeks on KXYZ Houston, featuring big-name package shows produced in Hollywood by the Frederic W. Ziv Co., Cincinnati.

The purchase reportedly is one of the largest amounts of local radio time bought in Houston history.

Five different shows comprise the package. They are, Wayne King Show, Philo Vance, Cisco Kid, Meet the Mljougs, and Showtime From Hollywood.

Ray McBride, vice president and general manager of Minimax, said "radio is no good without good programming," and "Minimax is bringing top-notch entertainment to Houston listeners."

Lafe R. Pfeifer, of the Ziv Co., completed final negotiations with Minimax and Fred Nahas, KXYZ, executive vice president and general manager, for exclusive local rights. Wilhelm-Laughlin-Wilson & Assoc., Houston advertising agency, handles the account.

CINCINNATI IRE
Sets April 14 Meet

SIX PAPERS are scheduled to be presented at the Spring Technical Conference of the Cincinnati Section, Institute of Radio Engineers, Saturday, April 14, at the Engineering Society Headquarters Bldg., Cincinnati, Ohio.

Advance registration and reservation for the luncheon and banquet may be made by mail. Registration may also be made at the door on the morning of the conference. Hotel rooms are available for those who specify their needs with advance registration. The registration fee is $1.80.

WSBT GIVES YOU BONUS COVERAGE!

The South Bend-Mishawaka trading area—all by itself—is a market worth covering. Over half-a-million people live in these eight counties alone. They spend nearly half-a-billion dollars a year on retail purchases.

And that's just part of WSBT's primary coverage! The entire primary area takes in 1½ million people who spend nearly $1½ billion a year. That's what we mean by bonus coverage!

Want your share of this big, rich bonus? It's yours with WSBT, the only station which dominates the entire market.

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE
LOYALTY ISSUE

RTDG To Support Members

RESOLUTION to “support, protect, and sustain” any member refusing to answer the CBS loyalty questionnaire was adopted unanimously by the New York local of Radio and Television Directors Guild last week.

Although appreciating the responsibility of the broadcaster in this time of national emergency, the Guild approved the “expressed aim of averting possible sabotage and subversion.” The guild nevertheless “depleted the method employed...” by CBS.

The resolution continued:

“We do not believe that this means will achieve the end. We believe that it will do harm to innocent persons. We do not prepare for a private corporation to assume powers belonging to the federal government and for the policing of which governmental officials do not exist. We resent the admission of the element of political faith into the determination of a man’s job without the right to retrain from answering those questions. The individual’s abstention in no way prejudices his position nor in any way to be regarded as self-incriminatory.

Therefore, it is resolved that the Radio and Television Directors Guild will employ every means at its disposal in the support of its position and to protect and sustain in his job at CBS any one of its members who refuses to answer the form in question.

Re-election of Jack Glenn, senior director of “March of Time,” as president of Screen Directors Guild was announced last week in New York at the close of the guild’s sixth annual convention.

Other officers elected were:

Dana Noyes, first vice president; Leslie R. Rosch, second vice president; Alexander Ganelli, recording secretary; Hans Mandell, corresponding secretary; Edward Seward, treasurer; a board of governors consisting of guild officers and George L. George, Joseph Henabery, William Reenick, Warren Murray, Herbert Kerkow and an auditing committee composed of Kenner Rodakiewicz as chairman, Redmond Farrar, and Paul Falkenberg.

RADIO NEWSMEN

Minn. Meet Set Feb. 16-17

Radio news will be discussed in informal and formal session by representatives from six states at the Fifth Annual Radio News Short Course at the U. of Minnesota’s school of journalism Feb. 16-17.

Northwest Radio News Assn. will hold its annual meeting in connection with the course. Charles D. Hilton, KGLO Mason City, Iowa, news director, is president of NTNA.

WGY

Covers 21 major metropolitan markets in 53 counties of five northeastern states. The next best station reaches only 10. In the total 53 county coverage area, 2,980,000 people spend over two billion 500 million dollars on goods purchased each year.

WGY has 36% more audience in the daytime and 45% more audience at night than a combination of 10 top-rated stations in its area. (WGY weekly audience 451,230—10 station weekly audience 313,080.)

WGY penetrates eight counties in its daytime area and nine in its nighttime area which are not reached at all by any other Capital District radio station. In addition WGY has in its primary area day and night 23 counties. Station B has five counties, Station C three counties, and Station D three counties.

WGY produces results. One 1-minute participation brought $700 in mail orders for a $1 pair of gloves. Further participations brought $25,000 worth of business which completely swamped the plant in Gloversville, N. Y. WGY brought an implement dealer $52,000 worth of business from one spot a week. This series cost him $1300.

This power-packed, sales-filled combination of coverage, impact, penetration and results, amazingly enough, can be yours at a lower cost than any combination of stations in the area needed to reach the same markets!

Call NBC Spot Sales or WGY’s Sales Department today!
All Accounts
(Continued from page 12)

Evening Post.
In 1983, on the eve of FDR’s inauguration, the Post was sold by the Curtis Interest to David Stern, an FDR supporter. Many of the staff left. Reporter Bidwell, as one who stayed on, was assigned to cover the inauguration ceremonies in Washington. “I wrote it as I saw it,” he reflects, “and when it was published, I was fired, the city editor was fired, and the editor-in-chief was fired.”

Turning next to publicity, the young Mr. Bidwell organized the firm of M. Oakley Bidwell Assoc. To attract clients, Mr. Bidwell and one of his partners, William L. O’Donovan, now general manager of Celanese Corp.’s Yarn Div., would take elevator rides to the tower and converse distinctly of large accounts so as to be overheard. Some business resulted, but in time the young publicist shifted his efforts to a brief association with Dan Byoir & Assoc., New York, and then to the position of advertising manager of Arts and Decorations magazine, which went out of business in 1987.

Having “brushed against” advertising in his publicity days, when he wrote and announced a show over WMCA New York on behalf of a dry shampoo for dogs, Mr. Bidwell decided to make the rounds of advertising agencies.

This proved unrewarding, and he proceeded to take the advice of Bryan Houston, now executive vice president of Sherman & Marquette, to “start at the bottom of merchandising.” He became a salesman for the Birdseye Div. of General Foods in St. Louis.

After he had some sales experience behind him, Ray Sullivan of Ruthrauff & Ryan Inc., New York, one day asked him if he would like to become advertising manager for a drug firm. He flew to New York and a meeting with Matthew B. Rosenhaus, president of what later became the Serutan Co. As Serutan’s new advertising manager, he was thrust into broadcasting, with his own studio and recording-distribution set-up and responsibility for a daily health show, a musical show and several news programs over MBS.

Joins Army
World War II came, and he left Serutan Co. for the Army, serving 3½ years in the Pacific and emerging as a colonel in the General Staff Corps.

In January 1946 Mr. Bidwell joined Benton & Bowles as an account executive and subsequently was promoted to a vice presidency and account supervisor.

His “hobbies” are participation in military activities and an interest in dogs. A member of the National Guard from 1928 to 1941, he has been active in the reserve since World War II and currently has a mobilization assignment to G-1, First Field Army.

Married to Frances Dunwoody Jones in 1983, Mr. Bidwell is father of an 11-year-old son.

When asked his advertising viewpoint, Mr. Bidwell cited his sense of humor and a pipe on his desk. “Well, part of it is to resist the ever-present impulse of both agents and clients to change simply for the sake of changing. Too many outstandingly successful themes and programs have been shelved too soon. The business is full of stories of successful people who have stuck, year in and out, with one basic theme. Unfortunately, changes are often made simply to show that agency executives are ‘on the ball.’”

* Formerly known as the Radio Section of SRDS.

Strictly Business
(Continued from page 16)

San Francisco office, the West Coast headquarters of Petrovich radio and television stations in national markets, is a good example of the theory that in order to sell you must believe in what you are selling. He maintains, with his organization, that “any advertiser can, and most advertisers should, use spot radio and television.”

The pattern for selling in his particular job is based on the belief that representative selling is the “art of anticipation and follow-through supported by a deep commitment to a particular project and station operations with an ability to present them.”

At one point in Chet’s early career it looked seriously as though the sales field might lose out to the literary when during the 30’s he was busy collecting as much as 25 cents per word for various articles in magazines and newspapers. “I have to bear this literature’s loss as Chet decided to devote himself exclusively to selling.

Chet is a member of that rare breed, the Los Angeles native. He was born there in March 1908; attended a local grammar school and high school, and was graduated in 1921.

Starts Career
From high school he launched into a newspaper and magazine career. Starting in the classified advertising department of the Los Angeles Evening Herald (now Herald-Express), he subsequently did special editorial and advertising work for the Long Beach, Calif., Press-Telegram; was business manager of Los Angeles Athletic Club Mercury magazine; associate editor of Piber Publications, San Francisco, and sportswriter for Los Angeles Examiner, for which he covered the 1932 Olympic aquatic events.

In 1938 he changed media and joined the sales staff of Don Lee station KFI Hollywood. The following year he joined CBS- KNX Los Angeles, remaining there two years before he joined the Petry office.

Loyal to his native city in every detail, Chet married Los Angeles born Rosemary Roche in 1925. Their 25 years of happy married life is a challenge to any outward counters of Hollywood marriages.” The Matsons make their home high on a Pinnitred, Calif., hill that gives them an ideal view of the television transmitters on Mt. Lassen (overlooking Pasadena).

In the realm of sports Chet is a member of the Los Angeles Athletic Club. He has two distinctions in this field—being onetime “left-handed handball champ” and being a member of the crew of the Thomas S. Lee sloop Caprice which in 1933 won the coveted Thomas Lipton Challenge trophy.

Hobbies include gardening on his one acre of hillside, and chess.
WTCN-TV Scores in the Field of Public Service

On January 23, a strike by 425 janitors closed Minneapolis' 93 public schools. Thus 63,000 pupils and 2,300 teachers received an unwanted vacation. Unwanted by the children because they would have to make up the lost time during regular, scheduled holiday periods. Unwanted by the teachers because their salaries were suspended for the duration. Unwanted also by the parents, faced each day with idle, restless boys and girls.

The pupils couldn't go to school.

So school came home to the pupils... via WTCN-TV!

All within 48 hours after the walk-out, WTCN-TV officials had met with school executives... had offered their complete television facilities... and had presented the first of an unlimited series of "Video School" sessions.

School actually was in session from 9:00 to 11:00 each morning. Tens of thousands of children who otherwise would have been denied educational benefits were now able to continue their studies.

Another clear-cut example of the bold, imaginative, enterprising public service rendered the Twin Cities community by WTCN and WTCN-TV.
Tested TV Programs at Prices You Can Afford!

Paramount's
TRANSCRIBED SHOWS
are regularly telecast by
WSB-TV Atlanta
WBAL-TV Baltimore
WAFM-TV Birmingham
WTTR Bloomington
WNAC-TV Boston
WBKB Chicago
WCPO-TV Cincinnati
WKRC-TV Cincinnati
WXEL Cleveland
WBNS-TV Columbus
WFAB-TV Dallas
WDOC-TV Davenport
WHIO-TV Dayton
WXYZ-TV Detroit
KPRC-TV Houston
WFMI-TV Indianapolis
WDIV-TV Kansas City
KTLA Los Angeles
KTLA Los Angeles
WAVE-TV Louisville
WMCT Memphis
WTEN-TV Minneapolis
WNHC-TV New Haven
WOR-TV New York
WPX New York
WTAR-TV Norfolk
WKY-TV Oklahoma City
WOW-TV Omaha
WWJ-TV Philadelphia
WTDO-TV Pittsburgh
WJAR-TV Providence
WTVR Richmond
WHBF-TV Rock Island
KST-DV St. Louis
KXLY-TV Salt Lake City
KEYL San Antonio
KFMB-TV San Diego
KPIX San Francisco
KING-TV Seattle
WSYF-TV Syracuse
KOTV Tulsa
WTOP-TV Washington

WHIMSICAL PUPPET ADVENTURE SERIES
(15 minutes, 5-times-weekly) featuring Beany, a happy-go-lucky youngster; his pal Cecil, the seasick sea serpent; blustering Uncle-Captain Horatio Huff’n’puff; Dishonest John, Hop Along Wong, Clownsy, Hunny Bear and a host of surprises ... pirates, creatures from the Square Planet, atomic scientists, even Mr. Nobody and his family.


POPULARITY POLLS — "Top Children's Show, 1949" in Tele-Views Program Poll.
"Top Children's Show," 1949 and 1950, in Woodbury College TV surveys.


HOOPER — Los Angeles: 20.2 average Telerating, January thru December, with 49.1% average share-of-TV-audience. Highest rated multi-weekly show on West Coast.

VIDEODEX — Los Angeles: 25.2 average rating, April thru December, 1950.
Detroit: 8.7 average rating, April thru November.
St. Louis: 31.6 October rating: 23.2 average, April thru October.
Boston: 12.3 December rating; 6.7 average, April thru December.

RESULTS — Los Angeles: Budget Pak's offer of plastic toy "Train of Tomorrow" for 50c cash and wrapper of 19c or 29c candy pulled 84,000 replies in 10 weeks or a looker-listener cash outlay of $64,680. In July, Budget Pak's offer of a free Beany photo exhausted a supply of 200,000 in 48 hours.

New England ice cream sponsor H. P. Hood's offer of two treasure chests of toys ($250 value) for best hand-colored Beany drawings drew 26,000 entries within a few weeks.

Paramount Transcribed Programs are available to TV stations or advertisers. Prices on request. Write, wire or phone for audition prints.
FIRST VIDEO CODE SIGNED

By Networks and TVA

FIRST complete television code between Television Authority and the networks was signed Jan. 24 in New York, it was announced last week by George Heller, TVA national executive secretary. Although major provisions of the new code were agreed upon last November [BROADCASTING • TELECASTING, Nov. 27], negotiations have continued since then on some 40 lesser points.

Completion of the code was achieved before the wage freeze, Mr. Heller said.

Included in the recently-signed conditions was provision for adjustment of rates to any 10% or more rise in the cost of living index of the Bureau of Labor Statistics, an increase of 17.84% (178.4). If adjusted rates proposed by the union, after 30 days notice that an index rise has activated the escalator clause, are not acceptable by the companies, five days of negotiations are provided for. If no agreement results, the issue is to be submitted to arbitration, also provided for in the code.

Those Affected

People covered are described as “all persons engaged as talent—e.g., actors, comedians, master-of-ceremonies, quiz masters, disc jockeys, singers, dancers, announcers (other than staff duties of announcers), sportscasters, specialty acts, walk-ons, extras, puppeteers, reporters and analysts” (except newspaper employees and persons engaged occasionally on a single program basis as specialists regularly employed in the field in which they report, such as college professors and scientists)—in the fields of home economics, fashions, farm and rural subjects and market reports; models, ex-recreational performers, members where program format requires them to participate generally in entertainment.

Excluded are members of panels who take part in the discussion of news, educational or public affairs and judges of contests. Amateurs on amateur programs are permitted, unless such programs become a series, providing the amateurs state in writing that they have not appeared as amateurs previously more than once during the calendar year. Excluded also are amateurs on talent opportunity programs for the first two appearances and the first series of such talent programs in one calendar year. Once-a-year performers with reputations in fields other than show business are excluded for one performance. Also outside the code are choirs and choruses of religious programs not sponsored by any advertiser, as well as participants and interviewees from the audience in shows using them.

Remotes from theatres, nightclubs, circuses, hotels, studios on location for pictures for theatrical use, etc., are to be made only with consent of performers involved, and upon payment of such additional amounts as their contracts provide for, or the code provides for, whichever is higher.

Full payment for performers for programs cancelled is paid for, except when cancellation is due to governmental regulation, strike, Presidential broadcast, war, failure of equipment beyond reasonable control of the company, fire, earthquake, hurricane or similar acts of God, providing performers receive written notice after the company gets notice. Rehearsal hours for cancelled program are to be paid in full.

The no-strike provision reads: “So long as the producer performs this code, TVA will not strike against the producer as to the performers covered by this code in the fields covered by this code. To the extent TVA has agreed not to strike, it will order its members to perform their contracts with the producer.”

Where performers’ rates are fixed by the number of “lines” read by the actor, a “line” shall consist of not more than 10 words; part of a “line” shall be considered a “line.” The code says, “It is the intention of the five-line-or-less category to include only those performers who have very minor parts to perform.”

Use of kinescopes for “reference, file and private audition for prospective sponsors and their agencies” is permitted. Kinescope excerpts of one minute or less are restricted to trailer and promotional use within 60 days after the telecast from which the kinescope was made.

Scope Involved

Scope of the code: “Live network television programs originating in New York, Chicago and Los Angeles; live television programs shall be deemed to include live broadcasts, kinescope to supplement live broadcasts, film sequences made especially for the entertainment portion of a live program, and any other program by kinescope or similar device done in the studio or live broadcast.”

Payment of performers is to be made not later than Thursday of the week of telecast, with no deductions except those authorized by law. A 10-member committee of TVA and network representatives will examine “the feasibility of reducing, so far as possible... time within which performers are paid. Any agreement reached by 75% of the committee will be incorporated into the code.

Networks agree to an NLRB agreement for consent election for employees coming within the code, and to cooperate with TVA in holding it.

Other provisions relate to incidental rehearsal; rest between days; rest period, work and its maintenance; after-shows; talent auditions; video and voice tests; understudies; stand-ins; traveling compensations; children’s programs; meal periods; compensation of rehearsal; reading sessions; cast credits; extension of rehearsal span; overtime beyond 40 hours; protection for multiple sponsorship of programs; group singers; dancers; walk-ons; extras who perform in commercial insert; program auditions; warm-ups; rehearsal days; doubling; multiple programs which are part sustaining and part commercial; models; previews; performers appearing in more than one commercial insert; announcers appearing in more than one commercial insert; live repeat programs and definition of walkons and extras.

COLOR TV PROGRESS

FINAL COURT ruling on FCC’s approval of the CBS color television decision was brought a little nearer last week, with observers speculating that final action will be forthcoming not later than April.

FCC, CBS and the Justice Dept. jointly asked the U. S. Supreme Court to affirm the Chicago Federal District Court’s judgment upholding the FCC decision, but to dissolve the temporary restraining order issued by the lower court against commercial use of color pending the Supreme Court appeal [BROADCASTING • TELECASTING, Dec. 26, 1950].

The motion, filed Monday, followed by 10 days initiation of an appeal to the Supreme Court by RCA and two subsidiaries, NBC and RCA Victor Distributing Corp. [BROADCASTING • TELECASTING, Jan. 23], whose suit against the color decision was dismissed by the Chicago court.

Appeal in Chicago

The appeal papers were filed in the Chicago court, which will certify the records to the Supreme Court for action. RCA has 20 days to answer the FCC-CBS-Justice Dept. motion. A grant of the motion would terminate the litigation, subject to RCA petitioning the court for reconsideration. Denial of the motion would set the case for argument before the court.

While they emphasized the risky nature of attempting to predict Supreme Court action, observers felt the case would be decided within three or four months at most, whether argument is decreed or not. There has been speculation that the decision may come by early April [CLOSED CIRCUIT, Jan. 29].

Irrespective of the outcome, the color question is regarded as largely academic for the duration of the national defense program, due to growing shortages of critical materials—a factor which the Chicago court itself noted in its decision.

The FCC-CBS-Justice Dept. motion, reviewed the color producing, undertook to answer RCA’s contentions and declared:

• The action of the Commission attacked, and sustained, in the District Court was... a carefully reasoned policy decision based upon consideration of all relevant factors. It was an admittedly difficult decision, but one of exactly that nature which is within the informed competence (Continued on page 68)
The innovation required building modifications in space allowed under the original construction plans of the overall facilities, parts of which are now under lease to CBS, with both networks sharing office and studio space in separated areas. The unit brings maximum flexibility and mobility between all phases, permitting constant contact between satellite studios in the building and all remote pickup points through application of a specially developed single synchronizer system. The latter is aided by a “synchronizing coordinator,” a device developed by Harold Jury, KTSL chief engineer, who transferred from Don Lee to CBS along with a majority (Continued on page 62)

NEWEST development in television is the process studio recently installed at KTSL (TV) Hollywood. It is said to be the first studio of its kind to completely correlate production with technical operations in a system akin to radio’s master control room.

Considered the last word in engineering design and customer service, it is located on the main street floor of the Don Lee Broadcasting System building at 1313 Vine St., now shared with CBS. Constructed under the supervision of the Don Lee engineering staff immediately prior to CBS’ acquisition of KTSL, the process studio unit covers an area of 360 square feet. It affords an all-embracing fingertip control heretofore impossible in the medium, according to technical experts.

Fully utilizing the building’s dual-medium studios, it has also made possible transfer of all production facets from the previously used transmitter site auxiliary studio atop Mt. Lee, overlooking Hollywood. Advertising agency executives who have utilized the process studio setup declare it affords the ultimate in servicing client’s needs by integrating and coordinating all programming-operational activities in one central point.

Calculated to meet any new demands of the continually expanding television industry, the process studio helps eliminate all elements of risk and hazards such as dead air, lapses, slips and the like between separated though related technical-production functions, while insuring proper sequence in cross-fading, lap dissolves, all cueing, etc., it was explained.

Gives Wider Use For Mobile Unit

Station engineers and producers point out that it also allows mobile equipment to go anywhere and work under the most difficult circumstances while affording production supervisors the greatest possible liaison with all ends at a glance and minus “intercom” exchange.

The innovation required building modifications in space allowed.

INTERIOR shot of film room within process studio shows (l to r) Bob Hurlbut, film editor; Glenn Turner, engineer, and Robert Anderson, KTSL program director. Room is located at southern extremity of process studio. Its northern wall is glass paneled for view of master control room.

VIDEO operator’s console (r) in operation with audio operator’s board to the left. Ahead (through glass panel) is announcer booth with (l to r) Fleetwood Lawton, news analyst; H. I. Smith, cameraman; Steve Dunne, announcer-m.c.-actor. Beyond them is window of clients booth.

KEN KAYLOR (r), KTSL technical director, and Robert Anderson, station program director, at custom-built switching control which is instant communication with and viewable from all points of process studio. It coordinates process studio with all production studios. Beyond is film room.
PUBLIC'S VIEWS

WIN, loss or draw—there is little doubt that the element of the public in support of reservation of television channels for educational telecasting has made its voice clear via communications to the FCC.

Ample evidence has stacked high in the Commission mail baskets during the past several months. The major portion of these were directed to Comr. Frieda B. Hennock, outspoken champion of the educators' cause. Her office alone reportedly received between 1,500 and 2,000 letters.

Letters were unsolicited and promped in part by publicity attendant to the recent hearings as well as magazine and newspaper articles on the subject, the most notable of which was John Crosby's series in the New York Herald Tribune and syndicated to other papers, according to a speechman.

Tender of these communications, almost without exception, is in strong support of the Joint Committee for Educational Television move for reservation of 25% of the TV channels for educational stations [BROADCASTING • TELECASTING, Feb. 8]. Too, many of the letters took commercial broadcasting interests to task on the basis of present programming.

In answer to some of these letters, Comr. Hennock wrote: "We at the Commission have been striving to constantly improve the quality of American radio and television and feel that alert citizens... can be of great assistance."

She reaffirmed her position for reservation of television channels and, while conceding merits of commercial broadcasting, declared "it should not preempt all of the television stations that can, under sound engineering standards, be built in this country."

Comr. Hennock wrote: "Television is potentially the greatest educational technique of our times. It offers an unparalleled opportunity for public education, in the home as well as in the classroom. A substantial portion of available television frequencies should therefore be reserved exclusively for public service—for spreading knowledge, enlightenment and culture throughout the United States. Granting the merits of commercial broadcasting, it should not preempt all of the television stations that can, under sound engineering standards, be built in this country."

A survey of this mail pile shows communications from:
1. Over 60 different parent-teacher associations as well as the United Parent Assn., a federation of 315 P-TA's.
2. More than 30 women's organizations—professional, religious, political and even girl scout groups.
3. More than 35 educational associations and organizations in many states in systems in a number of cities, and including public library associations, adult education and school radio and theatre groups.
4. Colleges and universities, in addition to the 50 joined as the National Assn. of State Universities and the 94 land grant colleges which appeared as petitioners before the FCC; The Assn. of American Colleges through its president, Guy Shavely; and such university associations as Yale, Harvard, Chicago, Rochester, Temple and American.
5. Scores of individual professors and teachers from leading universities and teacher federations.
6. Religious organizations and churchmen.
7. Business and commercial organizations.

In this last category many of the correspondents were in fields of manufacturing, advertising, public relations, publishing, the theatre and similar enterprises.

Massachusetts Gov. Paul A. Dever and Sen. Alexander Wiles (R-Mass.) were also among those writing letters in support of the reservation plan.

One communication, from the Pan American Union, pointed to a UNESCO report at the Paris meeting last November in which a resolution had been proposed to "investigate possibility of utilizing television as one of the many communications means in the area of international education, science and culture." Its two-paragraph recommendation was for the reservation of channels for educators, and for:

"... (Continued on page 66)"

of whom "returned" to school again and Rufus Putnam, Minneapolis school superintendent, who described it as a "challenge to teachers who want to do something for children."

The series has given parents a new insight into latest classroom procedures—affording a marked contrast to their own school days when television was not known, but a good slap across the face of any teacher who was an aching reality.

Another highlight of the school telecasts is the science period during which pupils enthusiastically exhibited mounted animals for video study and the approval of their teachers.

High school students also play an important role in the classroom, displaying their culinary efforts against the "Bonnie Bakes.""

Mr. Headley promised WCTN-TV support "if the strike lasts only two more days or two months."

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A. W. Hajjar (1), associate professor of architecture at Penn State College, holds the slides he used during a presentation of "The Homes We Live In," held on the January 8-March 10 term special reference to the course "Understanding Economics" being presented by Beaver College. Other courses of a similar nature have come from social workers, housewives and working men as well as shut-ins who cannot attend regular classes in person.

Roger W. Clipp, general manager of the Philadelphia Inquirer stations, expressed his gratification at the response and declared: "I am convinced that the programs will serve as models for similar undertakings in other parts of the country. In time they should play an important part in making television the most effective medium for adult education outside the college classroom."

Future Plans
A meeting later in the year will plan the curriculum for a series to start in the fall.

Dr. Armand L. Hunter, educational director of the Inquirer stations and chairman of the department of radio, speech and theatre at Temple U., heads a special six-man board of educators which serves as a steering committee for the University. Dr. Joe Zimmerman is in charge of the production for WFIL-TV. Dr. Zimmerman, who is director of the television workshop at Temple, and at one time was with Paramount studios in Hollywood.

Format of the series has the professors themselves as the performers. Program subjects are the same as those offered in the classroom with only such modifications as are necessary to attract groups lacking prior courses leading up to the subjects in colleges.

Station has distributed curriculum among students in cooperation with the courses, giving details for the particular telecasts on each day.

In the current term, programs are "Understanding a Country Around the World," being conducted by Drs. Eugene H. Miller, Ursinus; "Nuclear Physics" by Dr. Thomas F. Merritt, Albright; "The Child and the Family" by Dr. O. Spurgeon English, Dr. Waldo E. Wilson and Dr. James D. Page, Temple; "The Art of Thinking" with Prof. Edward Gannon, S. J., St. Joseph's; "Understanding Our Teen-Age Children" with Dr. George C. Galphin, Drexel; "The Chemistry of Living" with Prof. Russell C. Erb, Penn Military College; "The Homes We Live In" with Prof. A. W. Hajjar, Penn State; "Understanding Economics" with Dr. Everett B. Townsend, Beaver College; "Success Through Self, Improvement" with Eloise Wilson, Rider College.


Each subject is covered in 10 or 11 telecasts.

ABC of Atomic Survival, W32-TV New York, Sunday program series based on a manual for civilian defense, started from 8:25 to 8:30 p.m. First program concentrated on methods for general protection and defense of New York, while forthcoming telecasts will demonstrate individual precautions.

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TVA PROGRESS
Reported in L. A. Case
ENCOURAGING progress was made last week in negotiations between Television Authority and four Los Angeles television stations in bargaining for a basic contract for TV translators. Station committee offered a substantial wage proposal jump constituting an almost 100% increase from its original offer at beginning of negotiations several weeks ago.

Stations meeting with union are KNBH, KTSF, KECA-TV, and KLAC-TV. Separate negotiations were held with KTLA, while two other stations, KTTV and KFIS-TV, are sitting in on group meetings.

Newest station proposals, although not coming up to those asked by TVA, still marked substantial increase from their last offer [BROADCASTING * TELECASTING, Feb. 5]. Carrying with it the provision that TVA offer a plan that is economically feasible, the most recent proposal called for $30 for 15 minute program; $40 for half-hour program; $60 for hour, with re-hearsal time to be one hour for programs in one hour category. Three hours in second; three hours in third. No change was put forth in the station previously proposed re-lease of $3 an hour after second hour.

New proposals were referred by TVA to its membership at a meeting Thursday night. Further meetings between the union and stations are scheduled for tomorrow.
WDTV TO FACE CAMERA

Under Barrage of Listeners’ Questions

WDTV (TV) Pittsburgh takes the “witness stand” in its own “courtroom” next Sunday (Feb. 18) to be cross-examined by televiewers of that station.

The program is to be presented part of a series in cooperation with the Pittsburgh Chamber of Commerce.

Televiewers have been asked to submit questions concerning programming, operation and everything about television which intrigues them. WDtv, forewarned that no punches will be pulled, will have two representatives under fire.

Only TV station in the area, WDtv services 212,000 telesets and an estimated 500,000 televiewers. This means that Allegheny County residents become minutely familiar with WDtv programs and while there is much praise, there are a few complaints also.

Questions submitted thus far have been described as from pag-

ZENITH TESTS

Show Phonevision A Hit

ZENITH’S first four weeks of Phonevision testing among 300 Chicago families shows that home movie attendance is three times greater than that of theatre attendance, according to statistics released last week by Zenith.

The report stated that the home movie service had 2,561 “box office sales” during the four week period. That is, the average test family saw movies at home 8 ¾ times, slightly more than twice a week.

Beginning Jan. 1, the test was conducted to provide the FCC with data on the degree of public interest in and acceptance of Phonevision [BROADCASTING • TELECASTING, Jan. 8].

During the first week, with a novelty lure, the average family saw 3.1 movies. For the remaining three weeks patronage settled to an average of 1.3 movies a week.

In releasing these results, Condr. E. F. McDonald Jr., president of Zenith, commented: “The big question is, ‘How do these figures compare with the normal movie-going habits of typical families who now see the same kind of movies in their local movie theatres?’

‘Published surveys indicate that the average American goes to the movies less than once every two weeks. Hence, our test families are seeing movies more than three times as often."

Meanwhile the FCC last week granted extension of the special temporary authority for the Phonevision tests to March 31. Original 90-day authorization, to have started Dec. 1, 1950, actually got underway Jan. 1, 1951, prompting Zenith to seek the extension.

PENNS GRID GAMES

Ask Network TV Bids

U. OF PENNSYLVANIA has invited television networks to submit bids for telecasting the entire Penn football schedule at Franklin Field next autumn.

Franny Murray, Penn’s athletic director, pointed out that television is here to stay and that the only safe course for the colleges to follow, therefore, is to figure out a way to make it an ally. Mr. Murray said he certainly doesn’t want “gateless football” but he doesn’t think TV will produce such a result.

“We’ve been telecasting our games for 11 years now,” he said, “and we feel that the audience we’ve built up of people who for many reasons just can’t get out to the stadium is due some serious consideration. I can’t think of a better way to keep up interest in college athletics than television, and I also don’t think any national ruling can be applied to every geographical location.”

Renews Garroway

CONGOLEUM-NAIRN Inc., Kearny, N. J. (Linoleum) is renewing Garroway at Large, NBC-TV, Sunday, 10-10:30 p.m., effective Feb. 18. Agency is McCann-Erickson, New York.

GROUCHO MARX (I), star of NBC’s You Bet Your Life, shares an amusing story with Clarence Bleicher, president of DeSoto-Plymouth Corp., which sponsors the Marx show, during a visit of the sponsor to Hollywood.

BOB COLESON (standing), West Coast representative, Ad Council, chats with Mary Pickford and her TV-radio partner, Mal Boyd, at Hollywood Ad Club meeting. Miss Pickford is partner to Mr. Boyd and Buddy Rogers in PRE Inc., package firm, and TV applicant in N. C.


JOSEPH WALKER (I), one of Hollywood’s top cemen and inventor of new Electron-Zoom lens, checks equipment after installation on KOTV (TV) Tulsa camera. George Jacobs, KOTV chief engineer, holds battery of lens replaced by the unit. Constant focus is permitted at all times.

FRIGIDAIRE “Cap & Skillet” chefs cut culinary capers during WXEL (TV) Cleveland Alibe Weston Cooking Show, which Frigidaire sponsors. Apparently pleased with their performance are (I to r) Carl Caskay, asst. sales promotion mgr.; Spence Meistrup, sales promotion mgr.; Wayne Stafford, commerical rep.; and George Copo, of Frigidaire sales staff.
DuMONT SIGNS

Havana Outlet Affiliation

"THERE is no doubt that, properly employed, television can become a goodwill builder between the republics of North and South America," Comdr. Mortimer W. Loewi, director of the DuMont Television Network, said last week following his return from Cuba, where he arranged TV's first international affiliation contract. Union Radio Television, Havana, has signed as an outlet of the DuMont network [BROADCASTING • TELECASTING, Feb. 8.]

Boxing and wrestling matches will be the first programs sent to Havana by the network, utilizing Teletranscriptions, DuMont version of kinescopic recordings. Gaspar Pumarejo, head of the Havana station, said that baseball telecasts have been very popular with the sports-minded Cubans and anticipates that the DuMont sports programs also will gain quick popularity, Comdr. Loewi reported.

"Senior Pumarejo told me that TV is catching on rapidly in Cuba and I found Havana as TV conscious as Manhattan was three years ago," Comdr. Loewi said. "Although it saw its first TV programs as recently as December, the city already has two stations on the air and 9,000 receivers in use. There is an amazing number of live programs as well as a considerable volume of business being telecast regularly."

Havana telecasters are inopercus in their programming, Comdr. Loewi said, citing a URT afternoon program patterned on a newspaper society column.

Eisenhower's Hooper

GEN. DWIGHT D. EISENHOWER's Feb. 2 telecast scored a 51.3 Hooperating in the 12 television cities measured by C. E. Hooper Inc. His share of audience, according to the Hooper survey, was 98.5%. The same telecast, measured in 20 other television cities by Trendex Inc., scored a rating of 58.3 with a 93.7% share of the 10:45-11 p.m. audience.

WGY SKIDMORE FORUM

Debates TV Channel Education Reservation

THE 100th consecutive broadcast last week of the Skidmore Open Forum, weekly over WGY Schenectady since 1947, was devoted to the controversial topic: "Should 26 TV channels be reserved for educational purposes?"

Also in honor of the 100th milestone was a special telvision originated in the auditorium studio of WGY and carried by the General Electric television affiliate, WRGB (TV) Schenectady.

Dr. Kenneth Baker, director of research for the National Assn. of Broadcasters, said no. Prof. Kenneth Bartlett, dean of the University of the Radio and Television Center, Syracuse U., took the affirmative.

Outlining the educators viewpoint, Professor Bartlett felt that there is no reason for excluding educationally exclusive stations. Dr. Baker not only didn't feel there was sufficient room in the spectrum, but also that the educator is not capable of assuming the role of broadcaster, even in education.

Without attacking commercial radio, Dr. Bartlett listed three reasons why he thought the reservation should be made:

1. Once a frequency is assigned to commercial use, it would be difficult if not impossible to ask a broadcaster to return it — particularly after he has taken the financial risk in developing a business around it.

2. It is the only effective way of guaranteeing that educators and other public service groups have access to good time.

3. Reservation of frequencies will strengthen the American system by creating a dual review of profit and non-profit operation.

Dr. Baker summarized the position of the commercial broadcaster with these five points:

1. It has been acknowledged by the FCC that there are not enough channels in the VHF band to give a truly complete TV service to the entire country.

2. The channels would do the people most good only when used and, under commercial operation, the channels would be given full use.

Educational Value

3. Commercial television already is offering much of definite educational value.

4. Experience has shown that educational broadcasters in radio have not used frequencies allocated to them to the best advantage.

5. The commercial broadcaster believes educators are entitled to frequencies but that they should be allocated on a competitive basis. If in the judgment of the FCC the educational broadcaster should be granted the license, then give it to him. If, however, the commercial broadcaster is able to prove a better job of public service for his community and the televiewers therein, he should be given the channel.

WAAM INSTRUCTS

Johns Hopkins TV Students

WAAM (TV) Baltimore last Thursday started assisting McCoy College, of Johns Hopkins U., in teaching a course entitled, "Television Production." Station personnel is providing instructors and complete facilities for the weekly lesson in TV production techniques.

Joel Chaseman, station public service director, will coordinate for the station. Among the instructors will be Herbert B. Cahan, program director; Ben Wolfe, director of engineering; Glenn Lehman, chief engineer; Alan Farrar, production manager, and Barry Mansfield, art director.

WPTZ, Philadelphia, has received the Public Service Award in the television industry for the year 1950 from the Federal Business Assn. of Philadelphia. The presentation, a hand-luminated citation, was made to WPTZ by Edwin Dressel, director of the U. S. Mint in Philadelphia and president of the Federal Business Assn. Preston Stover, WPTZ manager of program operations, received the award in behalf of the station.
KPRC-TV's afternoon program schedule is the biggest thing in Houston. All 65,000 sets in the greater Houston market are tuned to Houston's only TV station, KPRC-TV, with a daily audience of 318,000 potential customers. A galaxy of top national shows plus star-studded local shows assure afternoon TV advertisers of top-notch TV coverage.

Get the Complete Facts from Your Petry Man

TV KITCHEN, conducted by Jane Christopher, home economist, features new, economical dishes, shows the foods actually being prepared. A "must" for Houston housewives.

STOKELY'S LAUGH WITH THE LADIES is an audience participation program sparked by popular Bill Bryan. A top local radio show transplanted to TV.

Foley's TV SHOPPER did a terrific job in the bus strike emergency, and is now a daily feature. "Shopper" Jane Grey and store personnel cover the store.

TOP NETWORK SHOWS TOO:
★ Kate Smith  ★ Gary Moore
First Hundred Years

KPRC TV
CHANNEL 2 HOUSTON
FIRST in Radio and Television

Jack Harris, General Manager
Represented Nationally by Edward Petry & Co.
of the station's personnel when sale was consummated.

Laid out in a clever leaf pattern, the process studio is multi-
comparted. There are separating glass panels between the
interconnected client’s booth, announce studio, control room proper and
film room—plus connecting doors between all four. It was ex-
plained that this obviates “blind” work and affords welcome anticipa-
ton of events since it permits instantaneous survey and inspec-
tion of all facets.

Control equipment is capable of instantaneously altering all studios and/or outside points with filmed, live, card or film-slide commercial announcements, Mrs. Jury pointed out. Necessary instant contact is maintained between program di-
tectors and producers, technical directors, video operators and au-
dio engineers, switchers, etc.

Includes Film Department

Separate from the process studio, but included in the overall plan, is a new film department. Located in the basement of the Don Lee building, it includes fire-
proofed storage space and projection room, plus an office and film inspection-cataloging room complete with editing and splicing apparatus. A second projection room for the sales and production staff also is maintained in the building.

Mr. Jury and Charles Mesad were responsible for the electrical engineering. Robert Moody, chief audio engineer, and Walter Car-
ruthers, who continues as Don Lee vice president in charge of all en-
ingineering, supervised installation of the process studio. The en-
tire project was undertaken at the direction of Willet Brown, Don Lee Broadcasting System presi-
dent, and Charles Glett, who until the change-over was vice president in charge of television for Don Lee and is now with CBS-KTSL in an executive capacity.

PRESENT at the signing of the WTTG classics were, seated (1 to r), Danie R. Cavaller, merchandise man-
ger for Campbell’s, and Earl Camp-
bell, company president; standing, Walter Compton, WTTG general
manager, and Thomas Privet, of
American Wholesalers, area distribu-
tors for DuMont Television Receivers
Division.

MUSIC SERIES

Showing Set by WTTG (TV)

FIRST telecast classical music seri-
est in the National Capital area
was slated to have its premiere last
Friday over WTTG (TV) Washing-
ton.

The program, Vienna Philhar-
omonic Orchestra, is to be heard
8-8:30 p. m. Sponsors are the
Campbell Music Co., Washington,
and the American Wholesalers, sponsoring for the DuMont Tele-
vision Receivers Div.

Each program will be a complete concert featuring the Vienna
Philharmonic Orchestra under the
batons of prominent European
conductors.

The television films were made in Vienna and in Salzburg, and
were produced for Ambassador Films by Eugene Sharin.

Settings were especially de-
signed to fit the mood of the music to be played.

TWENTY-five TV sets presented to
San Francisco veterans hospitals on
Del Courtney Show, over KPIX (TV)
San Francisco. Sets were paid for by
cash contributed by viewers through
station’s “TV Sets for Vets.”

Color TV Progress

(Continued from page 55)
of an administrative agency.

It was a decision made with the
sole aim of making available to the public of the U.S., and in
that practical time a satisfactory system of color television. It was taken in
recognition of the obvious fact that particularly in a field such as tele-
vision where technical improvements, even the black-and-white, constantly
occur, there must be a stopping point somewhere if standards are ever to
be set.

Appellants [RCA] can, therefore,
not possibly show that this is so
arbitrary as "to be the expression
of what is the result of a mere shad-
owing of judgment," the shown: appellees must make to secure a reversal of the District Court's judgment.

The motion reiterated that FCC’s color decision “did not require any
broadcasters to broadcast color television”; that it found the RCA system to be “short of the minimum criteria,” while the CBS system was declared satisfactory; and that it “explicitly” left the door open “for future consideration of new and improved systems.”

The issues involved in the color case, the motion continues, were called for “specialized technical, economic and social judgments by the Com-
mision which are necessarily
within its particular competence. The judgments were made on the basis
not only of a mass of complex and
technical testimony, but also on ex-
traneous theoretical analysis and
first-hand observation.”

Called “Classic Case”

Calling this “the classic case for
daughter non-intervention," the mo-
tion said.

Without important exception, the contents of appellants seek to
raise questions only of the correct-
ness of the Commission’s decision in its formulation basis and ad-
opting to adopt standards for the RCA color system, and
of the wisdom of the Commission in resolving the various questions which
were within its special area of dis-
cision.

It is elementary that in such cir-
cumstances, the Court will not sub-
stitute its judgment for that of an
administrative agency.

In answer to criticisms of the
CBS system’s incompatibility, the
motion said FCC “found that while
compatibility was desirable, it was
less important than a satisfactory
color system.” Further, the court
was told, “the issue of compatibility
. . . cannot properly be considered
in isolation from the question of
‘convertibility’ . . . a test which,
FCC ruled, was met by the
RCA system.

“In these circumstances,” the brief continued, “appellant’s em-
phasis on the cost, alleged to amount to more than $1,500,000,000,
was inapposite in view of the
new decision. The present
incompatible system met the criteria for a satisfactory system, plainly the
Commission’s refusal to insist on
compatibility was a wholly rational judgment. Again, this was a judgment
within its particular province. It can-
not, therefore, be set aside.

The motion was signed by Solici-
tor General Philip B. Perlman, on
behalf of the Justice Dept.; Gen-
eral Counsel Benedic P. Cottone,
for the FCC; and for NBC: Colin
Rosen-
man and Richard S. Salant of the
law firm of Rosenman, Goldmark,
Collin & Kaye, counsel for CBS.

MARCH OF TIME

Expands Television Dept.

SEVEN additions to the TV Dept.
staff of the March of Time were
announced last week by Producer
Richard de Rochemont and Direc-
tor of TV Arthur B. Tourtelot.

Tom Buscemi, a March of Time
assistant film director since 1948,
becomes assistant director of TV;
Fred Feldkamp, formerly chairman
of the editorial board and in
the cinema division, has been named
script supervisor for TV; John
Dullaghan, with the March of
Time since 1941, will move to
the cinema work 16 years ago, be-
comes a film editor, as does Jack
Bush, an employee since 1937 who
edited several million feet of film
for the FCC; and Richard
L. Lawrence, vice president in charge of the New York
studios of Fairbanks
Inc., predicted last week that the
volume of commercial movie pro-
duction for TV in New York alone
would reach $10 million this year.

Both are expected to be in
presence on the occasion of the third anniversary of the New York
branch of the Fairbanks organiza-
tion. He predicted that the $10
million volume he estimated for
1951 would be four times that of
1948 for the whole TV film produc-
tion industry.

Canada TV Sales

SALES OF TV receivers in Cana-
da for the February totalled 4,238
units, bringing the total number of
TV sets sold in Canada during the
first 10 months of 1960 to 19,188.
Total sales of radio and TV sets in
Canada for the first 10 months of
1950 amounted to 602,276 units
valued at $52,377,008 as compared to
$52,880,000, a decrease of 11 percent for
1949, according to the Dominion Bureau of Statistics, Ottawa.
Video Plays

Kaufman Covers in Book


Nine video plays, complete with stage and camera directions and each preceded by a foreword on its production, comprise this anthology by the casting director of NBC-TV, who plans this as the first of an annual series. To make his selections, the author surveyed in new TV plays. In this introduction, he canvassed every TV station in the country for material, then concentrated on that "expressly designed for television," avoiding TV shows based on "already great dramas, movies or novels."

His "best" video plays—dating from 1948, and the omission of that date from the cover, is the book's most notable flaw—include: "The Nantucket Legend" (Kraft Television Theatre, NBC-TV), "No Kidding" (KXBT (TV) Dallas, now WFAA-TV), "Zone of Quilts" (Orson Studio, ABC-TV), "The Door" and "Operation Coral" (both, Chevrolet Tele-Theatre, NBC-TV), "The Godbergs" (CBS-TV, sponsored by General Foods), "Something in the Wind" (Lights Out, NBC-TV, sponsored by Admiral Corp.), "The Julian Houseman Story" (CBS-TV, sponsored by American Cigarette & Cigar Co.), "Battleship Bismarck" (Studio One, CBS-TV, sponsored by Westinghouse Electric Corp.).

SARRA Inc. producing two video commercials for Armour & Co.'s Stars Over Hollywood on NBC-TV. Agency is Foote, Cone & Belding, Chicago. Spots last 105 seconds, showing how to prepare hams for holiday serving. SARRA also has just completed the fourth in a series of quarter-hour shows for the Doreymer Corp., Chicago manufacturer of electric mixers. Agency is John W. Shaw, Chicago, and the series is currently aired on WFBM-TV Indianapolis, WLAV-TV Grand Rapids, WICU (TV) Erie, WBAP-TV Fort Worth, WPIX (TV) New York and WEKB (TV) Chicago.

TELEPIX Corp. Hollywood, recently produced a TV film commercial for Louis Milani Foods, L. A., featuring Mary Ellen Ray. As a result she reportedly has been signed to a seven year contract with Republic Pictures.

SNADER TELESCRIPTS Inc., Beverly Hills, has completed two series of five telecriptions, one featuring Connie Haines, vocalist, and the other with the Guardman's Quartet.

CASTON PRODUCTIONS, L. A., has completed five in a series of one-minute live action TV films for Andrew Jergens Co., Cincinnati (Jergens Lotion), each one starring a Hollywood film personality, shot in star's home. Agency is Robert W. Orr & Assoc., N. Y.

HAL ROACH Jr. has signed William Bendix, radio and film star, for series of 12 half-hour TV films, starting in April. Tentative budget is $10,000 per show. Series will be based on Brooklyn cab driver character created by Mr. Bendix in a number of motion pictures 10 years ago. His current picture—a year contract with RKO is not affected.


PAVELE LABS Inc., 16 E. 42nd St., N. Y., has appointed Louis Weinstraub commercial and industrial representative, President Lee Pavele announced. Mr. Weinstraub, former picture editor for Keystone Pictures, will promote the firm's black and white photographic services to radio, film companies, public relations and advertising agencies.

UNITED TELEVISION PROGRAMES Inc., Hollywood, has named Frank DeVol music consultant. He continues as musical director of Proctor & Gamble's Ogdol Show, 7:15-7:30 p.m., five times weekly on CBS for Tide, and he will also handle all TV films for United requiring songs, dramatic themes and background music.

JACK CHERTOK has produced a half-hour TV film series, Steve Donovan, Western Ranger, which will be available for sale in individual markets March 15 through The Katz Agency, Free & Peters and Blair-TV, three national station representatives cooperating in spot sales of TV programs.

STEPHEN SLESINGER has formed a production company to produce series of half-hour TV films based on "Red Ryder," radio and comic strip character. Hal Roach, through his new company, SARRA Inc., has been named executive producer for the series. Radio rights for Red Ryder were recently recovered by Mr. Slesinger from Langendorf Bakers, sponsor of the radio version for past 10 years.


JERRY FAIRBANKS PRODUCTIONS, Hollywood, has signed Marilyn Perry, Mary Brow, Bill Cassidy, Buddy Burroughs, John Gary and Wilma Siechrist for leading roles in new Pepsi- Cola TV film commercials. Performers for new series of 20 commercials for Dodge will include Joan Olander, Kerne Dunan, Sally Venette, Anne Whitfield, Barry McCormick, Toy Pulaiki, John Gary, Noel Reburn and Jane Duff.
**WAVE-TV Louisville Issues New Rate Card**

**Weekly Television Summary**

**TELECASTING • BROADCASTING**

**WAVE-TV Louisville Issues New Rate Card**

**Report (150)**

**Talent Scouts Head N. Y. Hooperating**

**STEVE ALLEN, substituting for Arthur Godfrey on Talent Scouts, will lead the January New York TV Hooperatings Pocketpiece, released last week by C. E. Hooper Inc., New York. First 10 TV Hooperatings were: Godfrey's Talent Scouts 47.4, Talent Scouts 46.6, Crime Squad 45.3, Sid Caesar—Imogene Coca 33.7, Dinah Shore 31.1, Men Against Crime 30.7, Philco TV Playhouse 23.4, Comedy Hour 28.8, Jack Benny 20.9, Hoopla Cassady 21.0.**

**Weekly Television Summary**

**February 12, 1951, Telecasting Survey**
1. With the gals, MacEvely was never inept. But the one that he fell for would never accept.

2. But at last he prevailed. His success was terrific! He wangled one ticket to see South Pacific.

3. Right show—and right audience—won his objective. With your Dayton sales you should be as selective!

4. MORAL: Why labor it? You get 'em both—for Dayton—on Dayton's first and favorite station—WHIO-TV.

To Make a Hit
in Dayton*

THE SHOW MUST GO ON
WHIO-TV

*WHIO-TV is the first and leading station—not only of Dayton, but of the whole, wide, rich Miami Valley as well. To sell these 648,000 enthusiastic viewers, currently in constant touch with 162,000 TV sets, concentrate on our dominant† coverage. National Representative, G. P. Hollingbery Company, will gladly submit Pulse reports and market data.

†Pulse December report shows that WHIO-TV had 8 out of 10 top televised shows!
Public's Views
(Continued from page 57)
commercial interests to improve the quality of its present programming.

The U. of. Louisville in its letter related how "1,502 music listeners sent letters of protest to heads of major networks as the result of a Time magazine story which referred to a squeeze being put on good music.

On clothing manufacturer's letter simply asked: "What can I do?"

An advertising agency execu- tive referred from the unlimited possibilities of television and declared: "I should certainly dislike to see this wonderful medium completely dominated by commercial interests.

James G. Patton, president of the National Farm Union, voiced his approval of the reservation program which the channels available to natural resources. He wrote: TV channels "should be conserved in behalf of the public interest. I have very little confidence won in motivated big business will do much for education.

A substantial portion of the letter from Farm Unions were from house- wives, mothers and even children themselves. More than 50 children in Galtersburg, Md., sent individual messages in support of educational programming.

A principal of a one-room school with 12 students in an outlying area implored the FCC that "it mustn't forget we have little ones to educate."

The oft-used contention that in order to educate the public you must meet it at an own level was discarded by one writer, who de- clared this was "simply "kiss of death for radio."

Rather, he told the Commission, "you're going to have a tough fight to keep TV from joining in the outer darkness."

FEBRUARY "Mighty Monarch of the Air" award went to Jerry Lester, NBC-TV, as "the young comedian who has brought a new and fresh approach to TV comedy." Award was presented to comedian on his Feb. 3, show, by Majestic Radio Corp., originator of the monthly citations.

MILTON BERLE is his usual clowning self here but a few minutes later he became serious as he delivered an appeal for the 1951 Heart Fund drive. Mr. Berle made the appeal on Westinghouse's Studio One, CBS-TV, Jan. 29. Just before the show is shown (1 to 3) Thomas P. Leiss, McCann-Erickson Inc.; Mr. Berle, J. M. McKibbin, v. p., Westinghouse Electric Corp., and A. Scalpone and Chester A. Posey, v. p.'s of McCann-Erickson.

ASCAP Showdown
(Continued from page 19)
committee for BROADCASTING • TELECASTING.

Flat Fee Proposal
"The committee was disdained to accept this decision, but to keep negotiations open we asked the ASCAP group for its best possible proposal, which was for a flat fee on programs and another fee of 50% of that amount for adjacent commercials. Our group felt it could not recommend the accept- ance of such terms to the television stations, so this plan was rejected and ASCAP thereupon broke off negotiations with us."

That was Dec. 13. The follow- ing day, ASCAP notified all TV stations that it would shortly issue per program license forms and send them together with the blanket payment for the general use of its license to the stations for their consideration. The present interim licenses will continue in effect for a period of 30 days following receipt of the forms, ASCAP said, while the tele- casters made up their minds which type of license, if either, to accept.

The interim fee is a flat monthly payment for the general use of ASCAP music, the amount rang- ing from $50 to $250 a month, depending on the annual revenue of the station, subject to readjustment in accordance with the terms of the license finally taken out.

"If any TV broadcaster finds either or both of the ASCAP licenses unacceptable," Mr. Sprague explained, "he can on the 30th day, notify ASCAP that he wants to negotiate better terms. He can then negotiate with ASCAP for the next 60 days and during all this time the station can continue to use ASCAP music upon paying the interim fees."

"If no agreement is reached in these negotiations, the broadcast- er, on the 90th day, can file a petic- tion in the federal court in New York asking that the terms be fixed by the court and that interim fees also be fixed for the use of ASCAP music until the court renders its decision, subject to readjustment to the terms of the reasonable fee fixed by the court."

When a meeting of TV broad- casters was scheduled for Jan. 19 in Chicago to discuss the establish- ment of a new industry organiza- tion, Chairman Martin invited them to attend a meeting on the ASCAP situation the previous afternoon, expecting that by that time ASCAP would have issued its promised per pro- gram licenses. The licenses were not available by that date— and they are still unused—but the meeting was held anyway. The 60 TV broadcasters who attended adopted a resolution authorizing the committee "to take any and all necessary and appropriate steps to secure a satisfactory television pro- gram license from ASCAP, in- cluding giving assistance to such television stations as may institute attendant court actions," the sta- tions further pledging financial sup- port of the committee in all such activities [BROADCASTING • TELECASTING, Jan. 22].

Committee Ready
Following the meeting, which gave full approval to the commit- tee's rejection of the ASCAP move to the flat fee and its previous agreement to programs of ASCAP music, Mr. Sprague reported, the com- mittee notified ASCAP that it was still functioning and ready to resume negotiations whenever ASCAP so desires. "That offer still stands," he stated.

The committee membership, in addition to Chairman Martin, in- cludes:

Roger W. Clupp, WFLY-TV Philadel- phia; Robert, D. Swesey, WDSU-TV New Orleans; Nathan Lord, WAVE- TV Louisville; Eugene S. Thomas, WOR-TV New York; C. Robert Thompson, WBEN-TV Buffalo; G. H. Shako, WJRT-TV, Lansing, S. C.; Howard Lane, Field Enter- prises, Chicago; Edward McCrosin, DuMont TV Network; Irving K. Rosenhass, WATY Newark; Charles A. Bateon, NABI; Will Baltin, TBA.

In his letter to Mr. Thomas, Mr. McCollough proposed that a joint meeting of the NAB-TV board and the special music com- mittee be held in New York, with "ASCAP notified that we are there to do business in relatively short order to pass the matter into litiga- tion."

Warning Given
Mr. McCollough warned that unless some such action is made the ASCAP negotiations may "become an exceedingly ill-timed and un- neccessary debacle on the part of the ASCAP group. At this moment, only a comparatively few television operators appear to be interested in per program contracts.

Mr. McCollough told BROADCAST- ING • TELECASTING Friday that he has heard from practically all TV network and individual television station operators to whom he had written and that the responses indicated a pretty general agreement with his view that every avenue of negotiations with ASCAP be fully explored before the matter of determining fair and reasonable terms of per program licenses be turned over to the courts.

Mr. McCollough, warned that if TV broadcasters were not interested in per program licenses and would not voluntarily contrib- ute to costly litigation over them.

Copies of the letter sent to lead- ing TV broadcasters have produced a favorable response to Mr. McCollough's position, it is understood.

George Whitney, KFI-TV Los Angeles, however, replied that his station will "very cheerfully" pay its fair share of court costs "rather than be victimized. We did not go through the experiences of 1940 to

"RADIO MANUAL"
Covers Broadcast Field

THE Manual, a favorite with radio engineers since 1928, has been revised to cover the theory and application of the entire radio field, complete with all the latest developments. George Sterling, former chief engineer and now FCC Com- missioner, was assisted by Robert Monroe, CBS engineer, in prepara- tion of the new material. Dr. Thomas T. Goldsmith Jr., director of research for Allen B. DuMont Labs, also contributed a chapter on the important fundamentals of a complete television system.

A wealth of materials, including chapters on broadcast studio and control equipment, FM transmitters, etc., is presented. New chapters have been added on radio wave propagation, antennas and radio equipment for emergency services. The chapter on marine navigational aids covers radar and loran equip- ment. Final three chapters are devoted to a complete coverage of the laws which govern operation of all types of radio stations, and to the rules for commercial radio operators.
now permit ourselves to be terror-  
ized. If we have to we can do just  
what we want in private (very well  
indeed) without ASCAP  
music until such time as they are  
disposed to deal fairly with us.”  

Mr. Whitney noted that “there  
are two major considerations  
pre-  

ting our attitude to-  
toward the ASCAP proposals:  

(1) We are not informed of the  

basis upon which it is claimed  
that the rendition of a copyrighted  
musical composition by televised  

broadcasting is, under the law,  
any different than a rendition by AM  
radio  

“We desire to be informed upon  
this point, and to have cited to us  
the authorities supporting the  
ASCAP position, if it is their posi-  
tion, that there is an adequate  
difference in the nature or charac-  
ter of the two types of renditions as  
justifies a higher or different fee  
for the use.  

(2) We are informed that  
ASCAP demands that the rate of  
payment agreed upon shall apply  
to receipts from any commercial  
announcements immediately  
preceding or following a program in  
which ASCAP music is used.  

“We are unalterably opposed to  
the making of such payments, and  
believe our position to be firmly  
supported by the terms of the con- 
sent decree presently governing  
ASCAP’s operations, which forbid  
The collection of fees in respect to  

programmes in which ASCAP music  
is not included.”  

He added that E. C. Mills, one-  
time general manager of ASCAP,  
is serving KFI-TV as consultant in  
this matter, and we understand  

that he has been of assistance to  
those interested in exploring  
training possibilities in these two  
important fields.”

School Directory

MORE THAN 400 institutions of  
higher learning now have courses  
in radio or television, according to  
a directory prepared for the Fed- 

eral Security Agency by Gertrude  
G. Broderick, radio education spe- 
cialist. Franklin Dunham, chief,  
Educational Uses of Radio, FSA,  
expressed a hope that the directory  
“will continue to serve lega-  

lly and will aid those interested in exploring  
training possibilities in these two  
important fields.”

TRACY-LOCKE SCORES

Shows TV Spots Superior to Newspaper Ads

USING the collective sweet tooth  
of televiewers as a yardstick,  
Tracy-Locke Co., Inc., Dallas,  
devised a method of measuring  
the value of late-evening telecasting  
locally.

The agency’s device also shows  
graphically, and in dollars-and-  
cents fashion, another instance  
of television’s sales value  
superior to that of newspaper  

advertising.

TV rating services in the Dallas-  

Fort Worth area do not, as yet,  
reportedly have adequate means  
of tallying television listening at  
11 p.m. weekdays.

An agency client, the King Candy  
Co., agreed to offer in a one-minute  
11 p.m. Thursday spot on WBAP-  
TV Fort Worth a box of candy to  
the first 500 writers-in. Number  
of persons watching each set was  
recorded.

Within 24 hours, 2,011 replies  
were received with an average of  
3.5 viewers per set.

Of the returns, 90.7% were from  
within a 10-mile radius. From  
towns more than 100 miles distant  
came the remaining 3.3%.

Breaking the figures down,  
Tracy-Locke pointed out that the  
cost of the spot was $12, making  
a cost per thousand viewers of  
17.1 cents. By comparison, a two- 

inch ad in a leading newspaper  


covering the same territory at  


$12 cost, and using a high  

readership of 4% and a circulation of  


165,036, an audience of  


23,000 readers would have been reached.  


This would place the newspaper  


ad cost per thousand at $2 cents.

Tracy-Locke happily commented  
that TV won that battle by delivering  
94%! more audience for the client’s  


dollar.

URGES TRUE ADS

Yambert Addresses L.A. Group

“A recent survey shows that  
41% of those interviewed believe  

advertising to be untruthful, wholly  
or in part. To improve this  

condition is a challenge to everyone  
with a reputation for truth in  
commercial communications.”  
Such was the contention of  
Ralph F. Yambert, president of  
Yambert, Prochnow, McHugh &  
McAulay Inc., Beverly Hills agen- 

ty, when he spoke at a Los Angeles  
Ad Club meeting in the Biltmore  
Hotel, that city.

Including radio and TV along  
with other media, Mr. Yambert  
declared “too many advertisements  
today, while not entirely untrue,  
are certainly filled with half-truths.  

If advertising is to carry out its  
function of increasing the value  
of goods that must be believed.  

The advertisements I refer to are  
made up by a minority of agencies  
that don’t understand or don’t care  
about their responsibilities to the  

public.”

Mr. Yambert, a board member of  
the Southern California Advertising  
Agencies Assn., reminded that  
the advertising codes developed  
by agencies around the country  
are aimed at making all advertis-  
ing a clear and stimulating expres- 

sion of the nation’s productive  


power.”

NARBA Tiff

(Continued from page 25)

FCC Comm. Rosel E. Hyde, with  

Capt. John Cross of the State Dept.  
as vice chairman. First sessions  
were held in Montreal from Sep- 


tember to December 1949, when  

they broke up to permit separate  
U. S.-Cuban negotiations designed  
to reconcile differences between  
the respective viewpoints of these  


two nations.

These bilateral sessions were held  
in Havana in early 1950 but failed  
to bring agreement. The full con- 

ference then reassembled in Wash- 
ington in September 1950 and con- 
inued sessions until the treaty was  
evolved and signed Nov. 15.

Nations whose representatives  
signed the new agreement were the  
U. S., Canada, Cuba, Bahamas,  


Jamaica, and Dominican Republic.

The NARBA becomes effective  
when ratified or adhered to by  
three of the following four coun- 
tries: U. S., Canada, Cuba, and  


Mexico.

Its terms provide that it shall  
continue in effect for five years  
or until a new agreement goes into  
force. It may be revised at a pleni- 


potentiary conference to be held in  

four years, and the broadcasting  


regulations which it contains may  
be changed at an administrative  
conference to be held in advance of  
the pleni-potentiary session.

Atomic Blast

ATOMIC-test blast flash off  
in southern Nevada, some 300  


miles away, was telecast over  


KTLA (TV) and KTTV (TV).  


Hollywood, early last Tues- 

day morning, chalking up an-  
other “first” for television.  

Although many in the Los  


Angeles area felt the concus- 


sion, television viewers saw  


only a bright flash on their  


screens, its searing white  


radiance lasting only for a  


split second. KTLA and  


KTTV set up their cameras  
atop Mt. Wilson, 5,710-foot  


mountain peak, where trans- 


mitters are located. KTTV  


used one camera. KTLA utilized  


three. Both stations started  


telecasting at approximately  


5 a.m., with the blast flash  


occurring 47 minutes later.

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Winning Soap Battle
(Continued from page 24)

household word throughout its 150,000 square mile distribution area for more than a century.

In his commercials, Mr. Harrington loudly claims that most living women in the Chicago area grew up with American Family. He asserts that the product has served great-grandmother, grandmother, mother, and daughter, and plays up brand loyalty and the washday traditions of American Family at every opportunity.

Account Executive John Gillis of the Kastor agency believes it is a tribute to regional radio, and "WBBM's 50 low coverage in particular, that the product has managed to achieve a high sales record without the support of network shows, such as those used by some American Family competitors.

This does not mean that WBBM is the only radio station used, however. Transcribed radio is used in outlying markets in the five-state area, and Kastor also is developing newscaster-personalities of the John Harrington type, and adapting his format, in other localities.

Neither the agency nor P & G will reveal American Family's radio budget, but based on recent appropriations, it is estimated to be well above $100,000 annually. Time alone on WBBM cost $39,613.60 last year. Add to that figure Mr. Harrington's talent fees, cost of maintaining a fulltime newswriter, and the fee to Communications Service.

"Big John" Harrington's entrance into radio was in keeping with his straight-forward manner. When only 19, he invaded the studios of KWK, then in St. Louis, Chase Hotel, and had the temerity to tell the first man he met that he could broadcast baseball better than the station's well-known "Thomas Patrick."

The man, an amused Thomas Patrick Convey, late founder of KWK who used his first two names at the mike, promptly set up an audition for Mr. Harrington. He was impressed with the timbre of the young applicant's voice.

Because Mr. Convey had a son about the same age as John, and figured the two lads could go through their authenticities of KWK together, he hired Mr. Harrington as a newscaster.

Within five years, after he had scored outstanding newscasts for KWK by being the first to interview the kidnapped Dr. Isaac Kelly; setting up exclusive courtroom coverage of the Nellie Muench murder trial, and getting on the air first with Jackson and star, famous endurance flyers, "Big John" felt he was ready for the midwest's "big town." He joined the staff on WGN Chicago.

Goes to St. Louis

When Thomas Patrick Convey passed away the following year, Mr. Harrington went to St. Louis to attend the funeral and remained as assistant to Bob Convey, who succeeded his father as president of KWK. Two years later, Jack Van Volkenburg, then managing director of KMOX St. Louis, lured Mr. Harrington to the CBS-owned station, but John never took the air there. Forty-five minutes after he had reported to KMOX for his first assignment, H. Leslie Atlass, vice president in charge of CBS Central Division, and Frank F. Balknor, manager of WBBM, CBS-owned Chicago outlet, walked into Mr. Van Volkenburg's office on a routine business call. Both were impressed with Mr. Harrington and decided he would have a greater future in Chicago.

John has been at WBBM ever since and has been equally successful at sports and newscasting. Oldest WBBM announcer on point of service, he has been sports director since the station gave up baseball play-by-play in 1940.

American Family Plaskes was manufactured and marketed by James S. Kirk & Co., when P&G bought its new million-dollar plant in 1930. The 57-year-old Kastor agency got the account from Kirk two years before this transaction.

The Kirk facilities were acquired by P&G during its big 1928-30 expansion, when it also took on Oxymol and Lava brands from the William Waitke Co., purchased Globe Soap Co., the Duz Co., and others.

DISCUSSING the Feb. 4 premiere of the Armed Forces Hour [BROADCASTING • TELECASTING, Jan. 29], Defense Dept. TV show, are (l to r) Herman Cohen, vice president, AAM (TV); Baltimore Sun, Daily News, & Baltimore Sun, Times, Reliable Information, Defense Dept.; Clayton Fritchey, director of information, Defense Dept., and Ken Carter, general manager, WAAM. The show, seen over 56 DuMont stations, originates at WAAM.

DETOIT AIRS

Senate Crime Hearings

WJBK-AM-TV and WJR Detroit late last week were giving special coverage to the Senate Crime Investigating Committee which opened hearings in the Michigan city last Thursday.

WJBK canceled commercials for three days to bring Detroit broadcasts and telecasts of the hearings, as a public service in cooperation with the Detroit Times.

WJR set up microphones and the news staff recorded the proceedings which were played back to the public Thursday, Friday and Saturday nights.

REORGANIZATION

Senate Okays Truman Bill

THE SENATE passed and sent to the House last week a bill (S 101) to permit President Truman to reorganize government agencies on a temporary basis to fill national defense requirements.

The Senate, in accepting the President to proclaim temporary reorganization plans for defense purposes, with the plans becoming effective after 18 days, unless specifically turned down by the House or Senate. The provision was inserted at the insistence of Sen. John W. Bricker (R-Ohio), who also moved to strike out a section which would have authorized the Chief Executive to appoint certain top officials without Senate confirmation.

Under the preceeding reorganization law, Congress has 60 days in which to veto presidential reorganization orders. This law, under which the Senate last year turned down a Truman proposal to reorganize the FCC along the lines of the Hoover Commission's recommendation, remains unchanged for any permanent reorganization desired by the administration.

CRIME REPORT

Hill Group Sets New Date

DEADLINE for the final report to Congress by the Senate Crime Investigating Committee, which may recommend legislation for the control of wire services disseminating racing information [BROADCASTING • TELECASTING, Jan. 22], has been delayed one month.

The committee has now scheduled March 31, the date when the committee expires under Congressional authority unless extended, as its report deadline instead of Feb. 28, previously set.

Sen. Estes Kefauver (D-Tenn.), chairman of the crime probe committee, has stated in New Orleans that the placing of racing wire services under jurisdiction of the FCC to insure proper use of information is one of four methods that could be used to check nationwide gambling.

Gambling Chief Subject

Gambling is the chief vice being investigated throughout the country by the Hill group.

Recommendations for wire service control, if forthcoming, probably would touch on the field of horse race broadcasting. FCC still has an outstanding inquiry of all radio and TV stations that it has been conducting, requesting details on horse race programming. Results of this questioning could result in license renewal proceedings for stations considered to be presenting unbalanced programming, or indirectly aiding illegal gambling. The FCC also has submitted data on horse race broadcasting to the Senate committee.

THIS IS

WLW-TV

WLW-T WLW-D WLW-C
CHANNEL 4 CHANNEL 3 CHANNEL 3
CINCINNATI CINCINNATI DAYTON

Serving the second largest TV market in the Midwest

Winners in professional tape recording equipment, the finest...

Page 68 * February 12, 1951
BASEBALL DRIVE

Radio-TV Will Join Minors' Promotion

BROADCASTERS and TV stations marking the golden anniversary of professional baseball, they told George Trautman, president of the National Assn. of Professional Baseball Leagues, at a meeting held last Monday in New York.

Advertisers, sportscasters, sportswriters and advertising agencies were represented at the meeting. They promised to cooperate in Baseball Week, April 15-21. NAB has been represented at a series of minor league regional meetings and will submit promotional material to stations.

Calling the meeting "something of an historic occasion," Mr. Trautman, after pointing out the common interests of major and minor leagues, said that overall minor league attendance had fallen from 45 million in 1949 to 35 million in 1960. While he would not say that radio and TV were responsible for this, he said, he felt that much could be done about it, particularly because many clubs do not know how to use radio to help their attendance.

Of the operators of 248 clubs in 32 minor leagues, about 75% were men engaged in other businesses. Consequently, a wide diversity of experience and knowledge existed among them to be called upon.

Immediately at least, he said, the national emergency would not seriously curtail operations. At the last war's peak, 12 million men were in service, but the current goal is only 5.5 million, with 2.5 million already in uniform. So far, out of about 12,000 minor league players in the country, only 350 have been called up.

Hugh Higgins, appearing for NAB as well as for BABC, said that "radio is baseball's biggest grandstand" and pledged that the entire industry would get behind the minor leagues.

MBS Director of Sports Paul Jonas suggested regional clinics for club operators in use of radio and TV, which he said he already had brought up with major league owners. MBS would be glad to cooperate, he said.

C. L. Jordan, executive vice president of N. W. Ayer, pointed out that the newspapers had largely built baseball into a national institution. Now, he said, if radio and TV were to get behind the game, "it ought to help a great deal."

Coca-Cola Plans

Vince Williams of Coca-Cola said his company is preparing what "in the overall picture will be a national campaign" on behalf of baseball. Included will be spot announcements, a skit over a network program, national advertising including billboards, all of which will be tied in with promotion being done elsewhere.

Red Barbour, CBS sportscaster, called attention to the tendency of club operators to "start out strong" in furnishing information regularly to radio stations, and then to dwindle off until the burden is upon radio personnel to dig the information up.

David McLendon, president of Liberty network, said he had learned that specific plugs pull better than general ones, and mentioned a game in which it was announced that one team would appear in shorts, a fact which apparently drew a large attendance. Curiosity and interest is aroused, in such manner, he said, in the next particular game, rather than in any game.

Ted Husing, after remarking on his own absence from baseball for a number of years, said he felt that it was probably sufficiently unchanged to warrant his giving an opinion. Ideas, he said, were what were being asked for at the meeting, and they usually sold for money. He suggested small conferences with top promotion people on a paid basis to work something out.

GIBSON TO DPA

NPA Also Appoints Four

APPOINTMENTS to five key posts within the government's two top production agencies—the Defense Production Administration and the National Production Authority—were announced last week.

Edwin T. Gibson, General Foods Corp., New York, was named by DPA Administrator William H. Harrison to the post of deputy administrator for staff services of DPA. He has been granted leave of absence from his position as the executive vice president of General Foods. Mr. Gibson is also a member of the firm's executive committee and the board of directors.

The executive joined General Foods in 1932, heading several subsidiaries, including Birds-Eye Frozen Foods. Previously he had been associated with National Biscuit Co., American Sugar Refining Co., and other firms.

Appointment of Manly Fleischmann as NPA administrator was announced by Secretary of Commerce Charles W. Sawyer. Mr. Fleischmann had been acting administrator since Jan. 23 when Gen. Harrison shifted to DPA. Previously he was general counsel for NPA. A Buffalo native, Mr. Fleischmann served with the War Production Board during World War II.

The new NPA administrator also announced an appointment—that of Glen Ireland as NPA deputy administrator last Tuesday. Mr. Ireland, who had been serving as assistant to the administrator since last October, is currently on leave of absence from his post as vice president and general manager of Pacific Telephone & Telegraph Co., Northern California and Nevada areas. Previously he was with AT&T and Northwestern Bell Telephone Co.

Other appointments, also announced by Mr. Fleischmann, were those naming John C. Pritchard, Denver businessman, to head up NPA's Office of Small Business as director and James L. Kelly as deputy director. Mr. Pritchard has been a member of the War Commerce's Small Business Advisory Committee since 1928. Mr. Kelly has been active in Washington government circles since 1942, having assisted in the development of central administrative services for war agencies. He has been with the Budget Bureau and the War Assets Administration.

Use Morse Code

MORSE code newscasts are being transmitted by the Voice of America eight hours each day to Soviet Russia in the hope that the reports will be distributed by anti-Communist factions, it has been revealed. The messages are aired in Russian Morse code the first 20 minutes of each hour throughout the broadcast day from stations on the East and West Coasts of the U. S., Germany and the Philippines. Purpose of the plan is to encourage publication of anti-Communist newspapers throughout the Soviet Union, Voice officials explained.

IF YOU HAVE MERCHANDISE TO MOVE...

sell through WUDK

Affiliated with ...

THE LIBERTY BROADCASTING SYSTEM...

serving Ohio's 1st market

24-hours a day 1260 kc. 5000 w.

Cleveland

Regency by Eversveck-McKinney

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RELIgIOUS ISSUE

TAKING issue with an FCC examiner's contention that the First Amendment to the Constitution would be violated through a new station grant to a religious organization that would program to further its own religious interests, Rep. Charles J. Hulse that the violation would be if the FCC failed to grant the li-

The Wisconsin Congressman referred to the proposed denial of a non-commercial AM station in Kansas City to the Reorganized Church of Christ Jesus Christ of Latter-Day Saints, issued Dec. 29, 1960 [BROADCASTING • TELECASTING, Jan. 11]. In his conclusions, Ex-

 Examiner J. D. Bond found that the applicant was legally, financially and technically qualified to operate the station. But, though the appli-

 The applicant's proposed programs "in these respects would serve the public interest, convenience and neces-

 Mr. Bond found that "because the Constitution so requires, the . . . application should be denied even though it might otherwise be qualified to hold a broadcast station license."

 Rep. Kersten in his dissent referred to that particular part of the First Amendment which pro-

 Congress shall make no law respecting an establishment of religion or pro-

 "It is my contention," Rep. Kersten declared, "that in this instance the FCC would violate the First Amendment not if it grants the license, but rather if it failed to grant the license. It would be an obstruction of the free exercise of religion to deny a license solely because the applicant is a religious organiza-

 "This authoritarian abuse of discretion is a result of the false totalitarian belief that the federal government is the sole proprietary owner of all the air-

 "Dangerous Thinking"
 He warned of "the type of dangerous thinking" that appears "to be infesting more and more of our bureaucratic administrators."

 Rep. Kersten termed "totally false" the premise that the gov-

 Conceding that broadcasting must be subject to federal regula-

tion due to certain obvious problems, the Wisconsin Congressman hastened to add "regulation by the government does not mean complete control." He continued:

 As the terms of the law creating the FCC indicate, the primary pur-

 As long as the public interest, convenience and necessity is served, the FCC has no right to deny a license to an appl-

 Mr. Flanigan started his radio career with World Broadcasting System in Chi-

 He is a native of Aberdeen, S. D.

 FLANIGAN NAMED
 As Oliver Morton Successor

 ROBERT M. FLANIGAN, veteran of 16 years in the business side of broadcasting and associated with NBC Chicago since 1942, has been named head of the network's Na-

 Rep. Kersten referred to Supreme Court rulings that had upheld the rights of various creeds to preach on the street and dis-

 Radio Normal Channel

 Accordingly, he declared: "In this age of mechanical and scientif-

 Rep. Kersten also included in the record a copy of an America magazine article by Edward J. Heffron, director of community relations for

 Feb. 10 is the deadline for filing exceptions to the initial decision and, as of last Thursday, none had been received by the FCC. Nor-

 HONOR HENNOCK

 Gets Educational Award

 THE 1950 award of the Adult Education Council of Philadelphia will be conferred on FCC Comr. Frieda B. Hennock. The awards committee selected Miss Hennock as the "champion of education by radio and television in order to bring knowledge, culture and en-

Open Mike

(Continued from page 28)
don't be more diplomatic and fortunate in their choice of words? . . .

We thrive on the success stories and encouragement your publication has given us in the past, and hope that in the future statements can be worded in a more enlightening manner.

Robert E. Williams
Station Manager
WFML (FM) Washington, Ind.

EDITOR:
I notice in Jan. 29 CLOSED CIRCUIT that the Commission is out of work as TV is frozen and will continue that way, AM spectrum is overloaded and FM is a practically forgotten medium. We haven't forgotten FM and neither have 7.5 million radio listeners, 676 stations, and many prominent personalities in the radio industry. (Figures taken from BROADCASTING • TELECASTING same issue.)

Roy Torian
KNOB (FM) Long Beach, Calif.

AIR ELECTRONICS

USAF Reports New Devices

DEVELOPMENT of new electronics and munitions equipment which will enable the U. S. Air Force to attack enemy ground forces effectively in darkness and inclement weather was revealed last Monday by Air Force officers.

While details of the development remained highly classified, it was known that light bombers and fighters would carry special electronics equipment for navigation at very low altitudes, and that ground controllers would be equipped with "highly mobile" radar equipment to track planes and relay patrol information. Forward observation posts also would be given certain electronic aids to detect enemy movements. The developments have been under study for six years and probably will be slated for production by key electronics firms.

COFFIN & CLAY, oper.tar, Pacific Data and Audience Analysis, open S. F. office at 200 Kearney St. Telephone: Douglas 2-1435.

R. W. ROBERTS is office manager.

RAYMOND RAYES, vice president, S. F. Area Council, named dean, School of Advertising at Golden Gate College, S. F.

METRO-GOLDWYN-MAYER RADIO ATTACHMENTS, Inc., producing new TV and radio programs, The Great Frisch Show, 30-minute music-comedy series; and John Nesbit's Passing Parade, three-weekly, 15-minute series. Re-release date soon to be announced.

CARL HAVERLIN, president, Broadcast Music Inc., named chairman of music publishing division of Red Cross.

JOYCE Langrands, Honolulu Star-Bulletin, to Vance Fawcett Assoc., Honolulu advertising-public relations firm. She will assist Mr. Fawcett in public information work.

ALAN BUNCE was re-elected president of New York local of American Federation of Radio Artists, according to January issue of Stand By, official AFTRA bulletin. Other officers elected were: VINCENT HAYTOWH, first vice president; FRANK GALL, second vice president; LARRY ROSS, third vice president; JEAN TIGHE, fourth vice president; CLAUDIA MORGAN, fifth vice president; DWIGHT WEIST, treasurer; and VICKI VOLA, recording secretary.

SHERMAN & MARQUETTE, WILLIAM H. WEINTRAUB, and JOHN P. BURKE, have become subscribers to Videodex TV Rating Service published by Jay & Graham Research, Inc. Allan V. Jay, president, announced last week.

Ralph C. Cordiner, president General Elecric Co., Schenectady, announced election of three executive vice presidents to fill newly-created posts with responsibilities as assigned by the president. HENRY Y. EBEN, vice president and general manager apparatus department, HARDAGE L. ANDERSON, vice president and general manager appliance and merchandize department, and ROY W. JOHN-SON, vice president and general manager affiliated manufacturing companies department.

E. H. HOWELL, sales manager and instrument division General Electric Co., Lynn, Mass., appointed special representative of company's apparatus department in Washington, D. C. DONALD E. CRAIG, assistant manager of sales for division, named to succeed Mr. Howell. Mr. Howell will coordinate his activities with those of E. E. POTTER, vice president, who is located in Washington.


WILLIAM HARGREAVES appointed vice president in charge of engineering Transoic Corp., N. Y.

DR. R. M. BOWIE, manager physics labs Sylvia Electric Products Inc., Bayaside, N. Y., appointed director of engineering on staff of Virginia's largest manufacturer of engineering, E. FINLEY CARTER.

MAGNETIC AMPLIFIERS Inc., Long Island City, N. Y., announces new line of packaged, standard magnetic amplifiers for automatic control and servomechanism application at power frequencies of 60 and 400 cps and with power handling capacities up to approximately 350 w.

MFRS. ENGINEERING & EQUIPMENT CORP., Willow Grove, Pa., published new technical bulletin describing Sweepmaster I video sweep generator used for aligning wide-band amplifiers along with many other applications.

IVAR G. BLACKBERG, assistant division manager Stewart-Warner Electric, radio-TV division Stewart-Warner Corp., Chicago, appointed chief purchasing agent.

HEWLETT-PACKARD Co., Palo Alto, Calif., announces new line of waveguide test equipment based entirely on new concept of waveguide instrumentation. New equipment will comprise over 100 instruments. Each instrument, insofar as possible, will cover full frequency span of given waveguide size.

GENERAL ELECTRIC, Schenectady, offering two-colored bulletin on high speed synchronous generators. Publication covers stand-by, portable and prime-source power.


RCA VICTOR releasing Volume V of RCA Victor Service Data, which provides service and technical data on all 1949 models of RCA Victor TV and radio receivers and Victrola phonographs. The book is available to servicemen through RCA distributors.

VERLE JONES Jr., chief engineer of former KAVR, Sarre, Mont., to KPUG Bellingham, Wash., as engineer-anouncer. EDWIN MILLER, engineer-anouncer KAVR, to KBIO Burley, Ida., as chief engineer.

HARVEY JEROME, cameraman WAMM(WV) Baltimore, named assistant floor manager. FRED WHEELAN, cameraman, appointed lighting director.

PAT DIGNAN, assistant technician, CBS Hollywood transferred to KTSF (TV) Hollywood as full technician. GUY CORNELLETTI replaces him.

VIRGIL HINSHAW, engineer KPFA-AM-FM Wichita, Kan., appointed chief engineer.

LAWRENCE C. MCMARTHUR, staff engineer KECK Odessa, Tex., to KFMB San Diego in same capacity.

Every year, during National Dog Week in September, radio stations throughout the country compete in Nabisco's Milk Bone Dog Food Promotional award for 1950.

And here's how K-NUZ did the job; Working with S. P. C. A., K-NUZ located 200 dogless homes for 200 homeless dogs. Three pups were featured each day on the disc-and-potter program called "Port- city Poppets." With each adopted dog a month's supply of MILK BONE Dog Biscuit, Saplings, queries, and congratulations mounted and in a few short weeks, the demand for canines outstripped the supply. S. P. C. A. marveled at the success, Nabisco was delighted with the increased sales, and the dogs—God bless 'em—wagged many a happy tail.

For information call:
Dave Morris, General Mgr.
at Keystone 2581

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BEN KAUFMAN, advertising-promotion manager WBZ New York, now handling special WBZ program-promotion project.

JIM AMECHIC, announce WFLJ (FM) Chicago, one of 13 Chicagoans cited by chance of Roman Catholic archdiocese for his work in "combatting communism and human distress." He received Litanian medal.

ROBINSON, sports director, named chief announcer.

BOB VAN ROY named announcer-coproducer KCTO San Bernardino. Was with WOSH Oshkosh, Wis.

NORMAN W. GLENN, NBC presentation writer, named sales promotion supervisor for network.

DeFOREST FISHER, CBS Hollywood, to KFXI-TV (San Francisco) as producer-director.

ARLINDS MOUNTAIN resigns from NBC Chicago announcing staff to freelance in New York.

LINDSAY TUCKER, disc jockey WCAV Norfolk, voted "most popular disc jockey" in poll conducted by Norfolk Virginian-Pilot.

DON STOTTEN, announcer WONE and WPTF (Durham, N.C., to WHIO TV same city in Boor direction and operations.

PAUL MACALISTER, interior decorator and producer of two weekly shows on WGN-TV Chicago, elected president of Industrial Designers Institute.

BOB FISHER, co-writer of NBC Baby Snoops Show, and Addi Miffel married Feb. 4.

TIM RUSSELL, WEEI Boston, to announcing staff WBNM.

BARBARA DEGAN, personnel director, KFRC San Francisco, to Voice of America, Washington.

SYD CAIN, syndicated radio commentator, receives citation for "outstanding work in Hollywood.

L. R. BAUKHAGE, ABC commentator noted for his famous tag line "Baukhage Talking," was at a loss for words when confronted by a gunman demanding his money. Mr. Baukhage reported to D. C. police that while awaiting an elevator in the lobby of his apartment building the man approached and mumbled something about a "job." Without a word the commentator turned over his billfold containing $15, his White House pass and other credentials. The robber reportedly made a clean getaway.

MR. BOCK

JOE KRAMER named to announcing staff KXK Wichita, Kan. Was with KWK St. Louis, STAN RICHARDS, XXX Colby, Kan., appointed character man on Swing Shift, late evening record show.

O. P. KIDDER Jr., director and producer of TV programs WGRH (TV), Schenectady, to U. of Miami's Radio and TV Dept., as instructor.

BARBARA LUCAS, and Donald Stewart, general manager WDTV (TV) Pittsburgh, resigns. She will resume her WDTV career. FRED WOOD, traffic department, to personnel department. IRENE HYDE to station's film department.

ROSALENE RYAN, receptionist WWB Chicago, and Richard E. Baten were to be married Feb. 10.

HOWARD GARLAND, disc emcee WGBA Columbus, Ga., to KVIE San Antonio, Calif., starting daily Here's Garland show.

The above figures show a percentage of 71.7% for urban listeners and 28.3% for rural listeners. However, this is by no means accurate because I am arriving at these figures, we were able to include in our rural tabulation only those cards or letters which showed a rural return address and naturally many of the letters or cards received had no return address whatsoever. I am of the opinion that it would be safe to add 15% to 20% more to the rural tabulation.

RECOMMENDS:

Again I wish to state that I am sold on this method of selling sponsors and holding sponsors, and would recommend it to all stations who have been experiencing the same difficulty I have experienced.

And that's how KGRH was added to the 335 stations where Fulton Lewis, Jr. is currently sold. The moral of this story seems to me to be: "If you cannot convince your local advertisers yourself—let your listeners do the job for you." If they like a program, they will.
When BROADCASTING's cartographer misplaced Moline on the 1950 Master Map, it took a lot of agency selling by WQUA to prove that Moline and the other "QUAD" cities are as close together as the boroughs of New York.

That's illustrative of the dependence that agencies and advertisers place on BROADCASTING's 25" x 35" Master Map. And that's also why over 5100 maps have been sold.

Special Map Offer

A second run from the original map plates means we can offer this fresh edition at the substantial savings below.

1 to 5—75c each
6 to 20—50c each
21 to 50—35c each
Over 50—25c each

This attractive map, printed in three colors on 80 lb. durable white stock, takes ink like your letterhead. You can use it for presentations, demonstration of competitive coverage, plot network and spot campaigns.

Order your Master Maps today!
CONGRATULATIONS are given to Henry Hickman (s), WFBR Baltimore and WEZC Philadelphia for producing the station’s Club 1300 show by Gene Schuster. Mr. Hickman received the “Don McNeil Listener Award” on ABC’s Breakfast Club last month. The radio personality was voted most popular in listener ballot during WFBR’s promotion drive [Broadcasting • Telecasting, Jan. 22].

TELEPHONE RATES
McFarland Hits Reductions

OBJECTION to any move to reduce long distance telephone rates which “results directly or indirectly in an eventual increase in local exchange telephone rates and in intrastate telephone rates” has been voiced by Sen. Ernest W. McFarland (D-Ariz.). The Democratic floor leader, who is also chairman of the Senate Commerce subcommittee on radio communications, took his stand in a letter to Acting FCC Chairman Paul Walker on the recently-ordered investigation of A&T rates for interstate and intrastate communication services [Broadcasting • Telecasting, Jan. 22].

The FCC probe, ordered Jan. 19 with FCC Comm. Robert E. Jones dissenting, would have initial hearings starting April 16. Little effect on rates for program lines and other services for radio and TV is envisioned. Rates for intercity and foreign communications services [Broadcasting • Telecasting, Jan. 22].

Sen. McFarland in his letter cautioned that the reduction of long distance tolls at expense of other tolls was shifting the load from the big user to the little user.

NARBA CHANGES
Announced by FCC

FIRST Cuban notification of station changes under the 1950 NARBA, still to be ratified by the Senate, has been reported to FCC. It concerned only low power Havana stations and was to take effect Jan. 31, FCC said. The changes:

CMB, which has shared time on 1360 kc with CMCO, goes fulltime on 1360 kc with 250 w at a Class IV outlet. CMCO switches to 1560 kc with 250 w fulltime as Class III station. CCIM, Class II outlet on 1690 kc, reduces power from 500 w to 250 w.

Also alauna announced minor changes under provisions of the expired NARBA, FCC said. These are:

XEX Matamoros, Tamaulipas, 250 w fulltime Class IV outlet on 1490 kc. May 1 is expected to increase day power to 1 kw. XEV Cuernavaca, Morelos, has changed call to XEJC, Station Class IV, assigned 1400 w fulltime on 960 kc.

February 5 Applications

ACCEPTED FOR FILING

CP to Replace CP
KRAO Red Oak, Iowa—CP to replace existing CP in area 1400 kc at 500 w.

License for CP
KSAC Manhattan, Kan.—License for CP to install new trans.

License for CP to Change Frequency, Hours Operation
WBOK New Orleans—License for CP to change frequency, hours operation.

New FM AM Stations
KRYN Lexington, Neb.—License for CP new AM station.

WBGR Gardner, Mass.—CP to change to 1490 kc at 1490 kc.

Modification of CP
WLAR—Am.—CP for change to new FM station for extension of complete service.

WPEFM-FM Martinsburg, W. Va.—Same.

APPLICATION RETURNED

Gordon Pock, Stillwater, Okla.—RETURNED application for CP new AM station.

February 6 Decisions

BY THE COMMISSION

Extension of Authority
WBXY Waterbury, Conn.—Granted extension of authority for Feb. 4, to operate with temporary authorization, 16-700, pending adjustment of remodeled array.

By the Secretary
WATA Boone, N.C.—Granted license new AM station 1430 kc 250 w.

WFNS-FM Burlington, N.C.—Granted license new FM station Ch 230 (25 kW), 2.8 kw 250 fc.

WKXH-FM Dearborn, Mich.—Granted new license new FM station 101.0 kc 7.0 kw.


WYSY-FM Syrakuse, N. Y.—Granted license for changes in FM station 94.1 mc.

KYOU Gleecey, Col.—Granted renewal.

WACB Kittanning, Pa.—Granted change in license.

KFXD Nampa, Idaho—Granted renewal.

WOAY Oak Hill, W. Va.—Granted for extension of completion date to 7-25-53, cond.

WHMA-FM Anniston, Ala.—Granted for extension of completion date to 4-1-53.

WKZ Washington, D. C.—Granted mod. CP for extension of comm license.

WLET Toccoa, Ga.—Granted license for new tower, power, hours, operation, etc. cond. (1490 kc 75 kw).

KSD St. Louis—Granted license in St Louis, Mo., for resale.

WBM Westerly, R. I.—Granted a new call KWBX.

WVOO Albany, N. Y.—Granted extension of license AM station 1480 kc 5 kw.

James A. New Orleans, La.—Granted license, new remote pickup.

KBDG-FM, Baltimore—Granted license new FM station Ch 213 (94.1 mc), 5 kw.

Chasenbh, Broadcasting Co. New Brunswick, N. J.—Granted CP & new remote pickup.

KDBX-KDDG, Dallas—Granted license new AM station Ch 231 (94.1 mc) 5 kw.

KNDM-FM, Dallas—Granted a new call.

KQLN-FM, Detroit—Granted license new FM station Ch 231 (94.1 mc) 5 kw.

WAB Rochester, Minn.—Granted to change call.

KORN-FM, Omaha—Granted to replace CP for approval ant. etc.

KWJF Johnson City, Tenn.—Granted license new CP to change to.

WIPB Lake Wales, Fla.—Grant

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS
40-6000 kc
24 hours
Commercially proven
Rippled 10-, 30-, 60-sec.
Wavelengths
1 for immediate service phone

JACKSON 3502

P. O. Box 7037
Kansas City, Mo.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
1339 Wisconsin Ave., N. W.
Washington, D. C.
AFCCE Member

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg.
Washington, D. C.
Designated Hearing
A 14-year background
Established 1926
Paul Godley Co.
Upper Montclair, N. J.
Member AFCCE

McIntosh & Inglis
710 14th St., N. W.—Metropolitan 4477
Washington, D. C.
Member AFCCE

A. D. RING & CO.
26 Years Experience in Radio Engineering
MUNSEY BLDG.
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL PRESS BLDG.
WASHINGTON, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG.
EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Member AFCCE

Kear & Kennedy
1302 18th St., N. W.
Hudson 3000
WASHINGTON 6, D. C.
Member AFCCE

John C. Adair
Radio Engineering Consultant
Executive 5851 1832 M STREET, N. W.
Executive 1230 Washington 6, D. C.

Guy C. Hutcheson
1100 W. ABRAM ST.
AR 44721
Arlington, Texas

Walter F. Keen
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

Consulting Engineers

Adler Engineering Co.
Television and Broadcast Facilities Design and Construction
1 Le Fevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

William L. Foss, Inc.
Formerly Colson & Foss, Inc.
927 15th St., N. W.
Republic 3883
Washington, D. C.

Lynne C. Smeby
"Registered Professional Engineer"
820 13th St., N. W.
EX. 8072
Washington 5, D. C.

George P. Adair
Radio Engineering Consultant
Executive OFFICE 1 EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

E. C. Page
Consulting Radio Engineers
Bond Bldg., Executive Office
Washington, D. C.
Member AFCCE

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Radio Engineering Consultant
Executive Office 1 Executive 5670
Washington 5, D. C.
Member AFCCE

February 6 Applications
ACCEPTED FOR FILING
Modification of License
KDHI, Fairhault, Minn.—Mod. license to change name of licensee from Lee—
Smith, Bestig, Co. to KDHI, Bestig, Co.
WUNR, Bloomington, Ill.—Mod. license to change from 900 kc 300 w d to 900 kc 1 kw D.
License Renewal
WKVC (F/M) Paducah, Ky.—Request for license renewal.
License for CP
WJMV—Lansing, Mich.—License for CP new commercial TV station.
APPLICATION RETURNED
WCBR Lebanon, Tenn.—RETURNED application for voluntary acquisition of control Lebanon Bestig, Co. Inc. by Warren G. Gilpin through purchase of 23 cp, from Roy E. Wood.
February 7 Decisions . . .
BY THE COMMISSION EN BANC
Hearings Designated
Prairie Broadcasting Co., Beaver Dam, Wis.—Designated for hearing in Washington April 1, re application new station.
Hearings Designated
1380 kc 500 w d and made WEMP Milwaukee and WBAY Green Bay Wis. parties to proceeding.
Radio California, Sacramento, Calif.—Designated for hearing in Washington April 4 re application new station 1380 kc 500 w and made KFJR Turlock, Calif. party to proceeding.
KPPA Helena, Ark.—Designated for hearing in Washington April 6 re application to change power from 1 kw to 5 kw-1-kw-1 kw-N 3 kw-10 kw.
Modification of CP
WCHL, Beverly, Mass.—Modified grant to CP to change trans., etc.
Hearings Designated
Greater New Castle Broadcasting Corp., New Castle, and Sanford A. Schultz, Farrell, Pa.—Designated for consolidated hearing in Washington April 11 re application of Greater New Castle for new station 1460 kc 11 kw D and application of Schultz for new station (70 kc 500 w;—made WEHR Warren, Ohio, a party to proceeding with respect to New Castle application and WADD Moundsville, W. Va., and WHBC Canton, Ohio, parties with respect to Farrell application.
WLQW, Portsmouth, Va.—Designated for hearing in Washington April 12 re application to move power study stations from Portsmouth to Norfolk, Va.
WANT, Richmond, Va.—Designated for hearing in Washington April 13 re application for approval of amended and trans. location.

February 7 Applications
ACCEPTED FOR FILING
Modification of CP
Following stations requestmod. CP for extension of completion date.
KMPF Los Angeles; WSGM Hunting- ton, N. Y.; KWII Kewaskauk, Wash.
RTIL Pasadena, Calif.—CP new TV station to change from 9.3 kw to 6 kw aura to 8.5 kw 5.5 kw aura, install new trains. etc.
License Renewal
Following request renewal of license: KWEN Williston, N. D.; Remote pick- ups KA-5797 and KA-5804 Cleburne, Tex.
License for CP
University of Oklahoma, Norman,
(Continued on page 88)

February 12, 1951 • Page 75

mod. CP for approval ant. trans. etc.
Kumo Columbia, Mo.—Granted mod. CP for extension of completion date to 6-15-51.
WCON-TV Atlanta, Ga.—Granted mod. CP for extension of completion date to 8-15-51.
Havens & Martin, Inc. Richmond, Va.—Granted license for CP for change facilities of TV stations. KID-3s.
WINS-TV Columbus, Ohio—Granted CP for change facilities of TV stations. KID-9s.
WFBK-TV Detroit—Granted license for CP for Aux. trans.
KWBB Wichita, Kan.—Granted mod. CP for extension of completion date

Broadcasting • Telecasting

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5202
KANSAS CITY, MO.

George C. Davis
501-514 Munsy Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE

Gautney & Ray
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757
Help Wanted

Managerial

North Carolina station wants manager plus commercial sales ability. Must have several years experience, good record, good salary and commission. Must be able to close sales and sell network announcements. Excellent opportunity. Box 800H, BROADCASTING.

Salesman western New York full-time regional station. Large market, announce with first class ticket. Box 801H, BROADCASTING.

Wanted: Commercial manager 250 watt daytime station. Must be experienced with proven production record. Good salary position. Write fully WEAB, Green, S. C.

Salesmen

Salesman: Pennsylvania independent offers an opportunity to enter in a growing midwest market. Box 802H, BROADCASTING.

Experienced salesmen, good secondary markets, nationally recognized station. Strong personal work affiliation, soon adequate compensation for results. Write Box 802H, BROADCASTING.

Wanted: Two radio time salesmen with proven record and need market $10,000 a year and want to make 100,000 a year selling to the fast growing youth market specializing in Negro and Anglo-Jewish programs. We have built the largest loyal audience representing markets of high cost of living. Salary plus commission. Must have car, Box 804H, BROADCASTING.

Experienced salesman, good secondary market, name not necessary. Good commission. Send resume. Box 805H, BROADCASTING.

Anuncie

Minnesota station needs an experienced announcer. Good salary for a good man. Send reply to Box 806H, BROADCASTING.

Manager

WANTED: Combination announcer-engineer. Immediate opening. Southwestern climate. Box 807H, BROADCASTING.

Excellent staff job available. Must be able to handle high-powered, salary open and contingent upon ability and experience. Send resume and application to WGBW, Rochester, New York.

Announcer-engineer, 1st class ticket, salary per ability. Complete staff new ticket. Promoting in chief engineers needed, soon. KVRH, Salida, Colorado.

Continuing job for a man with good experience in big city. VFD at state central Arizona. Will offer good position. Box 808H, BROADCASTING.

Announcer-engineer, 1st class ticket, salary per ability. Complete staff new ticket. Promoting in chief engineers needed, soon. KVRH, Salida, Colorado.

Announcer-engineer, 1st class ticket, salary per ability. Complete staff new ticket. Promoting in chief engineers needed, soon. KVRH, Salida, Colorado.

BROADCASTING.

EXPERIENCED, well paid. Box 809H, BROADCASTING.

 Wanted: Announced. Forty-hour week. Must be experienced. Prefer man familiar with RCA board. Send resume and references to Box 810H, Panama City, Florida.

Immediate openings for two men, both announcers. Open to take advantage of our growing station. Good pay for first-class engineer. Permanent jobs paying $90.00 and $100.00 for 44 hour week. Send disc or tape and letter. WPCH, Panama City, Florida.

Wanted: Engineer. First class ticket. Good working conditions. Car necessary. WTUX, Wilmington, Delaware.

Production-Programming, others

New southern Pennsylvania station needs an associate producer with complete staff. Box 821H, BROADCASTING.

Write with ideas, showmanship, imagination and solid sell for a midwest station. Must be able to handle big market. Excellent working conditions. Write in for immediate reply. Box 822H, BROADCASTING.

City of 35,000 population. Young, attractive community. Good prospects. Six figures salary. Box 823H, BROADCASTING.

Technical

 Experienced, licensed engineer-outstanding New York station. Attractive salary, permanent position. Box 824H, BROADCASTING.

Immediate opening transmitter engineer. No announcing. Starts $10.00 hour. Company widely known. Box 825H, BROADCASTING.

Excellent permanent position in highly respected station in second class market. Box 826H, BROADCASTING.

Chief engineer wanted. Well-known station near New York. Box 827H, BROADCASTING.

Chief who can do some announcing. Good pay. Send resume and information to KDJS, Davenport, Iowa.

Mutual affiliate needs first class engineer. Box 828H, BROADCASTING.

Television

Situations Wanted

Managerial

Manager, commercial manager, over 10 years newspaper and radio sales and management experience. Available reasonable notice. Prefer Midwest or South. Write Box 831H, BROADCASTING.

Manager with thorough background in all phases of radio available. No miracle worker, but hard, sober business man able to operate efficiently and profitably. Strong on sales, promotion and sales managerial and sales management necessary because of pending sale of present station. Full-time or part-time, reliable. Box 832H, BROADCASTING.

Can you top this? Took fourth station in Midwest. This man made it first in Listenership, local and network. Has the ability to sell and sell good copy in any market. Halved expenses. Young, aggressive. Solid background. Must have good grade of draft exempt. Presently employed. Desires permanent in AM or TV. Large city. Box 833H, BROADCASTING.

Available: Recognized, erite-minded, 29 years old. Joined an independent eight years ago. Started out managing and sold out the two past stations. Desires an even larger coast location. Complete historical background and negotiations held confidential. Write Box 834H, BROADCASTING.

Five years successful independent station manager experience. Strong on sales and programming. Interested only in long, worthwhile affiliation. Offer successful 17-year background. Prefer larger city, preferably same organization Veteran, happily married. Confident of your known, finest references. Write or wire. Box 835H, BROADCASTING.

Manager-salesman, 35 years old. Married, two children. Now employed in large, first class station on coast. Desires larger opportunities in smaller markets. In radio and management. Experience nationwide. Small market. Completely successful. Has managed and sold out the two past stations. Desires a larger, more modern coast location. Complete historical background and negotiations held confidential. Write Box 836H, BROADCASTING.

Salesman

Situations Wanted

How can you top this? Took fourth station in Midwest. This man made it first in Listenership, local and network. Has the ability to sell and sell good copy in any market. Halved expenses. Young, aggressive. Solid background. Must have good grade of draft exempt. Presently employed. Desires permanent in AM or TV. Large city. Box 833H, BROADCASTING.

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Salesman

Situations Wanted

Salesman, eight years' experience, including commercial manager, staff and management experience. Now with public utility, veteran, draft exempt. Dependable, willing worker. Write Box 841H, BROADCASTING.

Years of radio knowledge: Management, programming, advertising, sales and markets. Present time selling jobs six nights a week. Only one interested in looking for desiring change. Family man, 38 years old.

Twelve years experience, selling, programming, announcing, plus one year management. Large market. Experienced and employer. Prefer sales, will consider management. Location, Colorado or Midwest or South. Box 842H, BROADCASTING.

Situations Wanted

Saleswoman desires connection with AM outfit. Four years experience. Can furnish records and references. Box 851B, BROADCASTING.

Announcer

Baseball man. Available now or spring. Experienced all sports-staff. Box 852H, BROADCASTING.

Baseball, basketball, football or baseball player. Excellent all around man. Box 853H, BROADCASTING.

Baseball, football or basketball player. Excellent all around man. Box 854H, BROADCASTING.


Yes, I would like to receive the 2023 HAA Radio Advertisers' Guide. Please provide me with more information on the benefits of being a member of the HAA. Also, I would like to know if there are any discounted rates available for students or retired individuals. Additionally, I am interested in learning about the various advertising categories offered in the guide, such as promotions, special events, and newscasts.
Situations Wanted (Cont’d)

Variety Voice want to go south, wife sick. 25, 4 years radio, TV, DJ, emcee, good seller, announcer, director, pub- licity. Now available. Box 669H, BROADCASTING.

Experienced announcer wants straight job in East. Prefer minimum. Box 713H, BROADCASTING.

Experienced, capable announcer, draft exempt. Has done all phases of radio and television music. Have worked in better market areas. Prefer northeast. Box 723H, BROADCASTING.

Graduate announcers school. Sports, re-creation, DJ, writer, news, special events. Experienced. Prefer single. Box 743H, BROADCASTING.

Play-by-play staff announcer looking for baseball broadcasting. At present doing sports-staff work in Logan, W. Va. Needs opportunity to return to WLOG, Logan, W. Va. Box 743H, BROADCASTING.

Colored announcer trained Radio City, N.Y. Needs opportunity to return to WLOG, Manhattan Avenue, New York City.

Technical

Chief engineer, 18 years experience. Excellent record. Best references. Desires opportunity to become engineering only. Box 743H, BROADCASTING.

Young licensed engineer, experienced in all phases of radio, married veteran. Needs opportunity to return to WLOG. Box 776H, BROADCASTING.

Twelve years combo operator or chief engineer. Needs opportunity to return to WLOG. Box 776H, BROADCASTING.

Chief engineer desires position. Experienced in all phases of radio. Work situation any. Box 776H, BROADCASTING.

Copywriter, recent college graduate, single, female. Experience as content director of 4000 watt full-powered network station. State salary. Box 836H, BROADCASTING.

Available immediately, single, female, traffic director of 1000 watt full-powered network station. College graduate. Desires opportunity to return to WLOG. Box 836H, BROADCASTING.

For Sale

Experienced newscaster now with 5000 watt network affiliate in major southeast market. Would like position with stations which is interested in expansion. Now doing five commercial newscasts per day. A top ten market. Fulltime. Box 846H, BROADCASTING.

Perfomer success stories prove ability. Box 846H, BROADCASTING.

Being performed duties of PD with leading station in southwest market with top rated network. Desires return to WLOG. Copy chief, traffic manager, jockey,.liberty. Has excellent references. Desires preference and compliment. No place too small. Box 846H, BROADCASTING.

TV A-1 condition, projective and ped- dle, includes dissolve device. First come or best offer. WMBR-TV, 117 Broadway, New York, N.Y.

Have several used gaved Winchcomer towers will sell erected. Tower Con- klin, Co., 1401 E. 34th St., Sioux City, Iowa. Phone 5-3811.

Wanted to Buy

Statios

Will purchase or invest in facilities authorized by construction permits. Send full details. Box 786H, BROADCASTING.

Equipment, etc.

Obsolete WE type 71A and similar 1 kW linear amplifiers in operating condition. Box 846H, BROADCASTING.

Complete equipment in good condition 5 kW AM station. 3-foot masts, antenna, etc. Box 846H, BROADCASTING.

For sale. 3 kW Federal FM transmitter or will trade for 1 kW AM transmitter. Also for sale, RCA 250 kW AM trans- mitter and amplifier. Also see Teresa, 730A, for maximum amplifier. Frank B. Hendrick, Director of Engi- neering, WEER Inc., Binghamton.

TV A-1 condition, projective and ped- dle, includes dissolve device. First come or best offer. WMBR-TV, 117 Broadway, New York, N.Y.

Television

Salesmen

Seek TV or agency connection. Have previous experience in the field. Now employed in time sales at profit- able TV station in the midwest. Box 773H, BROADCASTING.

Production-Programming, others

Film director, first class engineer, ex- perienced installation, operation, cap- abilities. Excellent references. Will work with anyone. Box 788H, BROADCASTING.

Program director-announcer, experi- enced. Draft exempt. Will consider mobile area. Box 836H, BROADCASTING.

Attention, managers, America's 110 television stations! This advertiser will be working for one of you as a writer within the next 30 days. Experience, versatile, determined. With present station, nearing end of the line. Desire opportunity to go to a large station, possibly in the southeast, where you can in-initely be a profitable asset to your organization. Box 836H, BROADCASTING.

Wanted—Used FM limiting amplifier. Also 9 or 10 inch coaxial cable. Box 836H, BROADCASTING.

Complete for 250 watt station. Preter GE BC-1A or WE 253 console. Box 860H, BROADCASTING.

Want three 1 and 1 kW transmitters. Please give brand, age, condition, price, tubes used and other complete information. Box 860H, BROADCASTING.

Miscellaneous

TV and radio transcription representa- tion available Kansas City office. Long experience in the business. Please write for the full story. Box 860H, BROADCASTING.

WANTED—AFFILIATE TV STATION, 1500 WATT FM, WITH PROGRAMS TELECASTED 650000 WLBW. For sale, RCA FM 100-10 kw FM transmitter with 500 ft. 3") line, four 10 kw amplifiers, 30 kw plate current, and Hewlett-Packard frequency modula- tors. Equipment is brand new. $95,000.00. Box 786H, BROADCASTING.

Tower, 150' Lehigh, heavy duty, self- supporting, complete except antenna and heavy TV-FM antennas. Write Box 860H, BROADCASTING.


Collins 300G 250 watt transmitter. Has been used for 2 years, plus 15 foot welded steel tower, guyed, 200 feet guys, insulators, complete lighting. Excellent price or offer on inspection. kw, Kennewick, Washington.
Situations Wanted

Managerial

| Full-time experienced radio | COULD YOU USE A GOOD MAN?
| employee in 12 years' network | For Sale
| regulation successful | Equipment, etc.
| experienced but | We offer at substantial savings immediate | ..
| available Box 761H, | delivery on the following equipment in | ..
| BROADCASTING. | perfect condition:
| | General Electric 50 kw | ..
| | FM transmitter model ET-5-A. A | ..
| | federal 8-day antenna. Complete with | ..
| | speech into and monitors, spare parts. Write | ..
| | C. D. Lutz, KTBA-FM, P. O. Box 1181, | ..
| | San Antonio, Tex. | ..

Miscellaneous

OPPORTUNITY

For men with experience as radio announcer.

Is your present compenstation compensating for your years of training? Is there promise of a real future with a chance to grow and to increase your earning power? Your special training and experience are personal assets. You may be able to capitalize on them in a position where they will help your prospective directors. Write for complete information. Please give personal details. All replies confidential.

BOX 821H, BROADCASTING

A REAL OPPORTUNITY TO enter the TRANSCRIPTION BUSINESS $1000.00

is all you need; your first two sales should return your investment. Inquiries invited from all states. Unless you are already in business, in a money making proposition and have $1000, please don’t write.

Box 821H, BROADCASTING

NATIONAL NIelsen-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—AND INCLUDING TELEPHONE AND NON-TELEPHONE HOMES) REGULAR WEEK DEC. 17-23, 1950

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CHART WOULD BE A SPACE SAVER.

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<td>My Friend Irma (CBS)</td>
</tr>
<tr>
<td>9</td>
<td>Bob Hope Broke (CBS)</td>
</tr>
<tr>
<td>10</td>
<td>Fibber McGee and Molly (NBC)</td>
</tr>
</tbody>
</table>

**KZL CO-SPONSORS**

Soil Conservation Contest

KZL Denver and the Denver Post for the fourth consecutive year will co-sponsor an annual state-wide soil conservation contest in Colorado; it has been announced.

Hugh B. Terry, KZL general manager, explained that the top five districts in the state each will receive $600 cash awards and plaques and that the three individual farmers or ranchers representing each of those districts will receive certificates of recognition.

**WCOS’s HICKS**

Named SCAPB President

JAMES HICKS, general manager, WCOS Columbia, has been re-elected president of the South Carolina Associated Press Broadcasters. Other officers elected were: James Coggins, WKDK Newberry, vice president; Paul Benson, WXJX Florence, secretary, and Frank Best, WRNO Orangeburg, and Dan Crosland, WORS Greenwood, directors.

New plans for legislative coverage and sponsorship of an annual news clinic were among topics discussed at the meeting.

SPORTS HIGH

On New KGPH Flagstaff

BASKETBALL is currently getting a large share of the programs on KGPH Flagstaff, Arizona’s new radio station. Saginaw & Manistique Lumber Co. is sponsoring four out-of-town Arizona State College basketball games and has had considerable success. The Northern Arizona Gas Service is sponsoring all of the out-of-town games of the Flagstaff High School.

KGPH, on the air under a construction permit since Dec. 6, operates on 1230 kc, using a 230-foot Blaw-Knox tower, General Electric 250 w transmitter.

Flagstaff Partners

Four partners in the Flagstaff Broadcasting Co. are A. S. Holm, former city manager of Rapid City, S. D., general manager; E. C. Philippi, formerly with KEDY and KSL Salt Lake City, and technical director at WNBK (TV) Cleveland, commercial manager; Mary Jane Philippi, formerly with KOA Denver, women’s director at KEDY, and WSRS Cleveland, program director, and Alan J. Gardiner, formerly with General Electric in Schenectady, N. Y., chief engineer.

**PLAINVIEW HERALD**

Not Rationing Ad Space

PLAINVIEW EVENING HERALD, Plainview, Tex., has not rationed advertising space and has "no thought of doing so," it was stated to BROADCASTING • TELECASTING last week by E. B. Miller, advertising manager of the newspaper.

On Jan. 8 in a story regarding a probability of newspaper shortage, it was pointed out that the Albuquerque Journal had notified advertisers that they would be limited to 85% of the space they used in December 1949 and stated that there were "reports that the Plainview (Tex.) Herald has begun to ration space." This report was in error, the newspaper executive pointed out.

**ADRENAL EXAM**

AASS Sets Feb. 17

FIFTH annual examination for advertising of American Assn. of Advertising Agencies will be held Feb. 17 in 17 cities throughout the continent where AAA has chapters. Macaulay, Goodale, association vice president, is in charge of examinations.

Assembled at attracting "high caliber" young people to advertising by testing them for specific kind of work in the industry, the examinations are open to all considering advertising as a career. Cities in which examinations will be held are New York, Los Angeles, Chicago, Philadelphia, Boston, Baltimore, Cincinnati, Cleveland, Detroit, Jackson (Miss.), Minneapolis, Oklahoma City, Pittsburgh, St. Louis, San Antonio, Tulsa, San Francisco. Applications for examinations may be obtained from AAA chapters in those cities. Registration fee is $15.

U. of ALABAMA announces total enrollment of 461 students in Department of Radio. University reports this sets new record for school breaking the previous one set in 1949 with enrollment of 390.

Northwest

$75,000.00

A successful and growing, fulltime independent located in one of the excellent medium sized northwest markets—over 171,000 in immediate trade territory. This station is showing a good profit on a constantly increasing gross.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES BLACKHILTON COMPANY RADIO STATION AND NEWSPAPER BROKERS WASHINGTON, D. C. CHICAGO SAN FRANCISCO

James W. Blackburn

Harold B. Murphy

R. M. Hamilton

Sterling 4311-2


235 Montgomery St.

Ralph 4-6350

Sanborn 2-5952

Page 78 • February 12, 1951

BROADCASTING • TELECASTING
FULL-DRESS hearings on the question of shifting Voice of America operating functions from the State Dept. to a separate agency were indicated on Capitol Hill last week amid fresh proposals that Congress re-examine the effectiveness of the U. S. “campaign of truth.”

Possibility of transferring actual Voice operation to a new independent agency was held out by Sen. William W. Proxmire, D-Wis., alerting an exchange of correspondence with Secretary of State Dean Acheson, which reflected some basic differences over the efficacy of the current program.

Charging that the U. S. has been “woefully negligent” in responding to the President’s call for an expanded truth campaign, Sen. Benton revealed that he would request a special Senate probe, during which possibility of setting up the Voice as an independent agency would be aired.

Sen. Benton could not be reached, but close associates said he plans to raise the issue in the Senate sometime in the next fortnight. They made plain, however, that unless Defense Secretary Acheson staunch Voice supporter, is not unequivocally urging removal of the Voice from the State Dept., but merely exploring the possibility of such a move.

The question was raised last summer in hearings held by a Senate Foreign Relations subcommittee on Sen. Benton’s resolution urging a “Marshall Plan of Ideas.” Highlight of the sessions was a proposal by Brig. Gen. David Sar- noff, chairman of the board of RCA, calling for construction of a $200 million network on a global scale [BROADCASTING * Telecasting, July 10, 1950].

MARCH OF DIMES

Further Radio-Television Aid Reported

ACCOUNTS of contributions by the nation’s stations on behalf of the March of Dimes continued to pour in last week [BROADCASTING * Telecasting, Feb. 5].

A final list of highlght efforts in the drive which was supported by nearly every station in the United States follows:

KSCJ Sioux City, Iowa, collected $3,200 through a three-hour jam.

Dave Schallenberger, WARD Johnstown, Pa., expanded the drive on the air continuously for 98 hours during a March of Dimes Marathon after which doctors ordered him to bed. Contributions and pledges during his stint reached some $2,000.

WSRK Shelbyville, Ind., during a 13-hour broadcast raised $1,855. KXEO Mexico, Texas, held a four-hour musical auction, brough bids amounting to $60.50 for a rag rug woven by a 10-year-old polio victim.

Mike Blain, disc jockey at KLPN Minot, N. D., turned $600 to the campaign fund.

WRW Williamsport, Pa., with a “City of Dimes” gimmick, raised $522.27.

KRTN Des Moines raised several hundreds of dollars through its many efforts.

WWAR Norristown, Pa., held an all-day auction of donated articles and raised “hundreds” of dollars.

Ben Schwartz, announcer for WAGY Silver Spring, Md., manned a microphone in downtown Washington on behalf of the March of Dimes campaign.

COMC Panama City, Fla., opened the drive with $79. WMAG Greensboro, N. C., reported raising $32.

VOICE’ TRANSFER?

Hearing Indicated

The committee took no action on the Benton plan, although top American military leaders had supported a greatly expanded “campaign of truth.” Defense Secretary George C. Marshall had recommended that the information program operation be removed from the State Dept., but remain subject to department policy jurisdiction.

Mundt Questions

The question of the Voice’s effectiveness was posed Feb. 1 by Sen. Karl Mundt (R-S. D.), who sponsored legislation calling for creation of a bi-partisan commission on Cooperative International Relations. The new Mundt bill (S 781), similar to one he sponsored last year, would empower a 12-man group to survey effectiveness of the Voice and to study new techniques and facilities, including television, which may be utilized in the overseas program. A companion measure (HR 1752) has been introduced in the House by Rep. Mike Mansfield (D-Mont.).

At week’s end neither the Senate Foreign Relations nor the Foreign Affairs committees had scheduled definite action on either bill. Senate committee authorities indicated that they expect the House group to take the initial action before broaching the Mundt proposal. Action on the Benton plan will await formal introduction of a bill or resolution.

In Secretary Acheson’s letter to Sen. Benton, released simultaneously with the sponsor’s reply Feb. 5, the State Dept. official pointed out that the issue of Voice separation had been raised by the Hoover Commission in its study on reorganization of the government’s Executive Branch.

The commission, he observed, had reversed findings of its task force and recommended that operations be retained in the department for lack of any more satisfactory location in the Executive Branch, and that a new post of general manager be created under the Assistant Secretary for Public Affairs. The general manager (now Charles Hulen) would be assigned full operational authority and responsibility for the Voice and other information activities.

“This has in fact been done,” Secretary Acheson noted, “and my observation has been that the new arrangement has been working very well. The Assistant Secretary has been able to devote his attention to an increasing degree to actual information policy and guidance to the general manager, and at the same time to carry out his assignment of serving as a staff adviser to me and other officers.”

Reviewing the supplementary $79 million budget for the “campaign of truth” and the regular $25 million outlay, Secretary Acheson felt that the expanded information program has in fact become the vital part of our national strategy.

Mr. Acheson expressed concern lest the department “lose any of the vigor and momentum already gained,” or that effective working relationships with overseas information output be impaired. “Any proposals for taking these operations out of the State Dept. should be most carefully examined to make sure that these factors are not overlooked or forgotten,” he concluded.

Sen. Benton expressed hope that “you do not mean we now meeting fully the challenge and opportunity in this field,” and asserted that “there is no evidence abounds anywhere, that the information program hasn’t even begun to be the vital part of our national strategy it should be.”

Referring to the post of general manager, Sen. Benton replied that he is “not persuaded” by the title, though he has highest admiration for Mr. Hulen, and that the information program should command as many high-caliber men as ECA under Paul Hoffman.

“Here you have the most important argument for taking the operating responsibility for all overseas information out of the State Dept., and establishing a separate department,” he declared.

Sen. Benton also labeled the $79 million supplemental as “pitifully inadequate” and charged that the country has been “woefully negligent in failure to respond” to the President’s call for an expanded “truth campaign.”

IF YOUR AM-FM-TV STATION, OR NEWSPAPER NEEDS promotional ideas sold to produce cash revenue of from $200 to $500 per week, Write, call, or wire
Edgar L. Bill — Merle V. Watson
Julian Montell, Sales Manager
National Features
Peoria, Illinois

Phone 6-4607

★ We can produce more sales records and letters of recommendation for members of our agency than any company for over 300 AM, FM, & TV Stations and Newspapers from coast to coast, than any similar company.

Electronic Switching of TV & Radio Measurement Consultants
1300 Ward Hills, Washington, D. C.
WHAY SOLD
To WNHC Group
SALE of WHAY New Britain, Conn., for $40,000 to a group identified with ownership and operation of WNHC-AM-FM-TV New Haven, Conn., was announced last week subject to FCC approval.

WHAY, founded in 1949, is assigned to fulltime on 950 kc, directional day and night. All stock in the licensee, Central Connecticut Broadcasting Co., would be transferred to Continental Enterprisies Inc., a new firm chiefly owned by Aldo DeDominicis, Patrick J. Goode and David K. Harris, majority owners of WNHC.

Mr. DeDominicis is secretary-treasurer and 66% owner of the transferee; Mr. Goode, chairman of the board and 10% owner, and Mr. Harris, 10% owner. Michael J. Goode, WNHC salesman, is president and 5% owner. A 5% interest each is held also by J. Vincent Callanan, WNHC salesman, and Vincent DeLaurentis, WNHC chief engineer. Laverne E. Liddle is vice president of Continental.


Buyers contend there is no overlap between WHAY and WNHC and also cite different markets involved.

WBGE PURCHASE
Hall Buys for $110,000
PURCHASE of WBGE, Atlanta independent station, for $110,000 was announced last week by John M. Hall, president of WAGM Broadcasting Co., and John E. Hall, president of WAIM and WCAF (FM) Anderson, S. C., as well as publisher of the Anderson Independent and Daily Mail. Transaction, subject to FCC approval, was completed a fortnight ago in Atlanta with Mike Benton, president of General Broadcasting Co., the seller.

Mr. Hall, a former U. S. Senator, is also president of Palmetto Broadcasting System which programs 18 South Carolina and four Georgia stations. From 1932 to 1959, P. Warnock, general manager of Palmetto, in Atlanta for the negotiations, said that no immediate changes in WBGE personnel will be made, and that David Holcomb would remain as general manager. WBGE, 250 w on 1340 kc, will not become part of the Palmetto Broadcasting System but will be operated by the Wilton Hall Co.

An Atlanta office is planned, according to Mr. Warnock, who said that radio programs will be originated from it.

GENERAL ELECTRIC has announced that it has mailed out $17 million to stockholders as the company’s 21st dividend. WJMO Cleveland polka contest conducted by Paul Nokel (r). The happy duo is smiling through stacks of the 4,513 pieces of mail votes WJMO received. A plaque was given to Mr. Nokel.

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WGM.S Washington, Feb. 4, conducted day long marathon to raise funds for National Symphony Orchestra. Announcements were repeated every 10 minutes from 8 a.m. to midnight. As result station collected $4,005, topping its previous goal of $1,500. Program beamed to D.C. listeners also received donations from cities in Maryland and Virginia. The Washington Post editorial Feb. 6 praised station for part it is playing in fund drive for orchestra, which is primarily interested in playing for younger people of Washington.

BONE AWARD

KNUZ Houston awarded “Milk Bone Promotion Award for 1959” by National Biscuit Co. KNUZ was one of three stations to win bronze bone during National Dog Week. Station devised special program, Port City Pooch, to find homes for orphaned dogs in area. Show gained such popularity during month that every pup placed in S.P.C.A. shelter was adopted.

MAP FOLDER

WKNR Charleston, W. Va., sending trade and advertisers large rate card folder with map of coverage area on front. Inside, along with list of rates, are market facts headed “Personality Market Facts.”

GOOD MUSIC SHOW

KEX Portland, Ore., Good Listening Club, 10:35 p.m.-1 a.m., Mon. through Fri., started Feb. 5. Program features light classics and classical music along with newscasts on the hour. "Mister Midnight," unidentified emcee, will head show.

SUBURBAN PROGRAM

WJMO Cleveland, Radio Spotlight Tours, started Feb. 5, playing up suburban points of interest with historic summary of each. Station plans to present different program each week in effort to promote general good will and prove effectiveness of radio advertising to suburban merchants who are sponsoring show.

BASKETBALL PLAYOFF

WISH Indianapolis, Feb. 24 through March 17, each Saturday will broadcast Indiana State High School Basketball Tournament, sponsored by local Fraternity dealers. Station using outdoor posters, taxi cabs, newspaper ads and window displays in promoting playoff. Each dealer sponsors one half of two games during four week tourney. This is third year that dealers have sponsored games.

HELPING celebrate the 113th birthday of Mrs. Mary O'Neil, the oldest living resident of Pennsylvania, WLIR Bloomsburg and WAZL Hazleton presented her with many useful gifts from merchants of their town. Victor Diehm, WAZL president, emceed an exclusive interview with Mrs. O'Neil for broadcast on both stations. Looking over the gifts are (l to r) Shirley Nicodemus, WAZL; Mrs. O'Neil; Mr. Diehm; Bertie Naunas, WLIR, and Anthony Hegg, WLIR chief engineer.

NAVY SHOW

U. S. NAVY, Across the Blue Pacific, transcribed quarter-hour public service show from Hawaii. Program features interviews with hometown Navy men on duty in Pacific, including men on ships and stations in area. Music and native songs by Royal Hawaiian Serenaders are also featured on program. Series running for 13 weeks and is available for regional networks.

TV-DJ SHOW

WDTV (TV) Pittsburgh, Studio Control, 12:30-1 p.m., Mon. through Fri., started Feb. 5. Show features Bill Brandt as emcee and is TV concept of A.M. afternoon disc jockey show. Music, record talk, guest acts and interviews highlight program. Show is keyed to afternoon A.M. audience.

DEFENSE EFFORT

KLZ Denver, Design for Defense, Sat. 2-2:30 p.m., started Feb. 3. written and prepared by service men in Denver area. Kickoff show featured taped interview with Arthur Godfrey, on duty with Navy in Florida. and Evelyn Knight, who wrote A.T. song for program. Show also featured salutation to Army Nurse Corps. on occasion of 50th anniversary. Part of show had tape-recorded bedside interviews with men back from Korea.

NOVEL PROMOTION

WLAW Lawrence, Mass., sending out of New England, packet headed "Sev... here is a reminder from WLAW-620, 50,000 watt ABC affiliate... the spot on your dial where you always find radio entertainment at its best." Inclosed is thimble with raised letters on green backing reading "WLAW—Tune in 860." On back of folder is list of station personalities appearing on shows.

STATION BREAK STUNT

WEBC Duluth recently conducted a novel promotion relating in its slogan the “Community Station.” Mark Sheeler, special events man and disc jockey, attended civic clubs and organization meetings transcribing voices saying, “This is Mrs. — of in Duluth... and this is WEBC Duluth and Superior.” They were used as station break identifications. Stunt resulted in many calls from listeners who recognized voices of their friends.

RAID INSTRUCTIONS

KTTV (TV) Hollywood, Instruction for Survival, public service half-hour show Mon.-Fri., preparing public for possibility of bombings or raids. Show presented in cooperation with Los Angeles Civilian Defense Board. Members of various public agencies including Red Cross, Police Dept., Fire Dept., Public Health Dept. and others directly connected with public welfare will give information pertaining to their particular fields.

STUDENT OPERATION

KMHL Marshall, Minn., Feb. 3, operated 18 hour schedule with staff consisting of students from local high school. Students worked under direction of regular staff members who were present to meet FCC regulations. However, students handled all programming and general business of station. All commercials, news, disc shows etc. were handled and written by students. They also broadcast play-by-play description of local basketball game.

EDUCATION SHOW

WPTZ (TV) Philadelphia will carry Operation Blackboard from Atlantic City, Feb. 22. Telecast will cover meeting of American Assn. of School Administrators. This will be part of regular program carried by station in cooperation with local public schools.

Rules Extended

EFFECTIVE date of FCC's new Part 18 of its rules governing the industrial, scientific and medical service, insofar as they apply to welding equipment using radio frequency energy, has been extended from Jan. 31 to July 31. In the interim, however, any welding interference to other radio services must be promptly remedied, FCC said.

LANG-WORTH FEATURE PROGRAMS, Inc.

W. 35th St., NEW YORK 16 N.Y.

Network Feature Programs at Local Station Cost

February 12, 1951 * Page 81
FCC Actions
(Continued from page 76)
APPLICATIONS AMENDED
Sun and Times Co., Chicago.—Application for new station AMEMEN- 
ding name from Sun and Times Co. to WJID Inc.
WABD (TV) New York.—Application AMENDED to change frequency from 4.7 kw to 4.7 kw vis.
Modification of License
WTAPS-FM New Orleans.—Modified; Lice- 
these to change ERP from 50 kw to 30 kw.
WHTY-FM Steubenville, Ohio.—Modified; li- 
cense to change ERP from 25 kw to 10 kw.
WYSS-FM Pittsburgh, Pa.—Same.
Modification of CP
WZMS Altenarians, Inc., Phila.—CP for extension of completion date.
WWSW-FM Pittsburgh, Pa.—Same.
February 8 Applications ... ACCEPTED FOR FILING
Modification of CP
WINS New York.—Modification of CP for change in frequency. Increase in power for, etc., for extension of completion date
WBSV-FM Steubenville, Ohio.—Modification of CP to change from 1300 to 1300.
WSMP-FM Toledo, Ohio.—Modification of CP to change from 1300 to 1300.
WAM-1330 kc
Arthur W. Winzer, Jr., by Royal Best Co., Near Lancaster, S. C.—CP for new station AM 1330 kc; 1 kw D AM to be changed from 1300 to 1300.
License Renewal

ECONOMIC TEND
Trend

INITIATIVE has always been considered as a main quality need for success under the free-for-all 

orm of the traditional American system. How 
changes in our social and economic structure are affecting this vital function, which the editor in his forward. "The red corpuscle of 

ociety," without which our kind of society becomes anemic is discussed in this volume by 3

shades of industry, business, labor, and government.

Nine present major texts; the

others participate in give-and-take discussion.

Mr. Allen, director of

sales promotion for McCall's magazine, who headed the talks and dis-

ussion which culminated last year's 

business conference of Harvard Business School's annual series into a

thought-provoking volume.

GE Order

AN ORDER for $1.3 million worth of 
transportable microwave communication equipment to be used by the 
Army Signal Corps has been reported by the General Electric Co.

The order includes equipment for terminal and repeater radio 

stations which will give the Signal Corps a number of communication 

systems, GE reported.
Emergency Plan
(Continued from page 25)

topics as state legislation, financing, organization of personnel, siren installations, fire and police services, etc. [Broadcasting • Telecasting, Feb. 6].

Functions of broadcast stations "before, during and after attack" will be discussed in the closed circuit sessions, though no concrete answers to communications problems are anticipated until FCC and the Air Command have cleared the problems.

Communications planning for the District of Columbia was reviewed in a meeting held at the Municipal Bldg., March 13.

The District Communications Advisory & Planning Committee reported to Director John Fondal on progress made thus far. Heading the committee looking into broadcast matters is Boss Williamson, WWDC Washington. Chairman of the full group is Herbert Friede, District communications superintendent.

The broadcast station subcommittee has compiled a file of transmission stations in the District area, what they may be called upon to perform in the way of services. This includes different areas of the city.

AEC, Jan. 20. Also CP switch from 250 w to 150 kw to 1 kw in direction right, Economic. KAVR, founded 1936, ceased operation Jan. 19. Withdrawal coincided with Jan. 21. Authorization to KOJM Havre to begin program tests on new assignment of 1 kw on 1700 kc, directional, switching from 1 kw day on 776 kc. KAVR's MBS affiliation is switched to KOJM. KQJF San Francisco — MBS Beasts. License. Jan. 31. Request of applicant.

MR. B. BEVILLE will confer with District communication engineers periodically, he has done in the past, on civil defense progress. He is responsible for such aspects as standard radio stations, FM, TV transit radio, and operators.

While much of the groundwork has already been laid, the whole CD project in the nation's capital is proceeding slowly at present because of a want of uncertainty as to funds.

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**DISMISS PETITION**

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NARTB's Judgment
(Continued from page 21)

The fiscal year starting April 1 of this year is likely to be earmarked for payment to NARTB as overhead, plus 40% of all TV dues over $150,000.

George B. Storer, head of the Fort Industry stations, will report to the TV board as head of its finance committee. TV directors made it plain last week they are shooting for 100% TV membership—all 107 stations. Nearly 60 stations signed the Chicago pledge to join the new TV association. The TV board must arrange a membership campaign and decide on timing of the solicitation.

The board will have to arrange its own membership solicitation. During the fiscal year starting April 1 BAB will get 30% of the dues of each NARTB radio member, unless the member decides it doesn't want BAB service, in which case a refund of 30% will be given.

NAB non-members, under a plan approved last August, would be entitled to join BAB by paying one-half the station's highest hourly rate. Dues for networks, representatives, transcription firms, manufacturers and other BAB members have not yet been fixed.

Solicitation to Start

BAB President Ryan has indicated BAB will start quickly with its solicitation of non-NAB members. He said BAB has no intention of competing with NAB but instead will argue on behalf of a strong national trade association. The two go together, he said. If a station doesn't want NAB, BAB will solicit it anyway. After March 31, 1952, there will be no relation between NAB and BAB dues.

The BAB budget will start at around $200,000 but it is expected to head rapidly toward the million-dollar annual budget conceived by the NAB board last summer when BAB separation was arranged.

BAB has made some contacts in its staff enlargement program. Mr. Ryan will have what he termed "fairly basic plans" ready for the BAB board meeting.

While presidential and reorganization details were occupying NAB headquarters, plans went ahead for the TV convention. Mr. Thomas is chairman of the board's convention committee. Robert K. Richards, NAB public affairs director, and C. E. Arney Jr., secretary-treasurer, are handling the convention program operations and physical arrangements, respectively.

After satellite and miscellaneous meetings Sunday, April 15, formal convention proceedings will open Monday with the report by President Miller. Monday's agenda will be confined to AM. Tuesday morning will feature FM discussion. Mr. Strouse is arranging details. Annual business meeting will be held Tuesday afternoon, followed by the annual banquet.

Wednesday will be TV day. First business meeting of the new TV organization is to be held in the afternoon.

Engineering sessions will run concurrently with the management meeting, with some joint meetings planned.

NAB headquarters was working on the 1951 fiscal year budget last week, following board approval of the $517,701 total recommended by the board's finance committee headed by John S. Meacher, KYSM Mankato, Minn. This fund does not include BAB's separate budget. It compares to $349,000 for the current fiscal year (also excluding separate BAB fund). BAB has operated this year on a $186,592 budget, TV, of course, will have its own $160,000 budget. A number of NAB department heads and staff employees were granted raises by the board.

Funds Made Available

The board made $5,000 available for a study of the operator employment situation and presentation before the FCC of proposals to relax technical requirements. William C. Grove, KFBC Cheyenne, Wyo., is chairman of a board committee studying this problem.

By-laws of NAB were drastically changed to allow NAB board in Florida, in line with revisions drafted by the By-Laws Committee headed by Frank U. Fletcher, WBAL, Arlington, Va. Mr. Fletcher, assisted by NAB staff officials, had prepared a paragraph-by-paragraph revision encompassing the changes required to bring TV into the association on an autonomous basis.

First, several changes must be made in the charter when NAB is reconstituted as NARTB. The name must be changed; provision requiring board to meet not less than three times a year, also on call of the president, must be changed to once a year; three-fourths vote of board required for election of officers (it formerly was two-thirds); chairman of board to be added as an officer of corporation.

Summary of principal changes in the by-laws, as submitted to the membership for approval, follows:

Object of NARTB has been broadened to include developments of the arts of "aural and visual broadcasting in all its forms."

The board shall call special association meetings of all association members on request of a fifth of the active members (formerly the figure was 100 members). The radio and television boards can call special meetings on request of a fifth of members.

A quorum consists of 10% of the active members compared to 20% formerly.

FM radio members are to be fixed by the board on the basis of range of income. Television dues are to be fixed by the television board. The overall board is to fix dues of associate members.

Total number of directors is fixed at not over 42-25 maximum for radio and 14 for television. Directorships are to be held by the board chairman and president.

Radio directors are to be elected by each of the 17 radio districts plus two at-large directors for large AM stations, two for medium AM stations, two for small AM stations, two for FM stations, provided an at-large groups has at least 25 members.

The TV board is to consist of

NAB CRITICIZED

By Resigning Kops, WAVZ

NAB's failure "to take an aggressive stand" in the Lorain, Ohio, case involving use of allegedly unfair competitive methods by a newspaper competing with a radio station drew criticism last week from Daniel W. Kops, WAVZ New Haven.

In resigning from NAB Mr. Kops and his partner, Victor W. Knauth, wrote President Justin Miller about a number of complaints covering NAB's service and reminded they had suggested a "vigorously" defense of radio stations by NAB just as the ANPA fought for rights of member newspapers.

Why buy 2 or more...do 1 big sales job on "radio baltimore"
nine representatives of TV station members. At least two of the nine are to represent TV-only stations, or more depending on the ratio of TV-only stations to the total TV membership. Each TV network can designate a director, but the networks may have more than four directors on the TV board. No director can represent more than one class and no member company can have more than one director on either the radio or television boards.

Radio directors will hold office for two years, as now is the case, serving up to six staggered terms. They will be elected as at present.

Television station directors will start their terms this year and serve until the 1952 convention. They will be elected at the annual convention.

A two-term limit is placed on all directors except directors representing direct members; such directors serve until the television board and receive election at the annual convention. The NAB board will consist of the radio and TV directors plus the chairman of the board and president.

The radio board can determine association policies affecting radio members; fix radio dues; issue standards of practice or codes for radio, and allocate funds received from radio dues.

TV Board Authority

The TV board can determine association policies affecting TV members; fix TV dues; issue standards of practice or codes for TV, and allocate funds received from TV dues.

Powers of the board (radio and TV combined) are defined as follows:

To determine the overall policies of the association with respect to matters of general interest to all members; to determine policies affecting television and radio or television boards, but shall limit its jurisdiction to matters of general interest to all its members and specifically affect neither television nor radio board.

The language covering duties of the chairman of the board and the president is as follows:

OFFICERS

Section 1. Chairman of the Board. It shall be the duty of the chairman of the board to represent the members of the association and of the board of directors; and he may preside at meetings of the radio and television boards, vote on the election of any officer, direct and supervise the activities of the association, and when present, be present, to receive and direct the board. In the case of the TV board, a majority of those present may not represent networks or stations owned and operated by networks in order to constitute a quorum. Except for the TV board, vacancies are to be filled by election if the unexpired term is 30 or more days. The president of the board of directors, the radio board and the television board, and to assist such boards at all times in the determination of policies.

The president shall be responsible for the management of the affairs of the association, including but not limited to, the employment, direction and supervision of the officers and employees of the association, and as provided in Article VII Section 2-A.

The president shall not less than 45 days before the end of the fiscal year, present a report to the board of directors on the progress of the association, and each year in the current fiscal year to date and expenditures to date to carry out that program together with his estimate of expenditures by the board for the remainder of the fiscal year. He shall at the same time present for approval the budget requirements for the program of the association for the ensuing fiscal year.

For the program of the association for the ensuing fiscal year.

EVALUATES NAB
Baker Directs Survey

SEACHING into its own work will be taken by NAB when results of a self-evaluation survey have been analyzed by the NAB Research Dept., directed by Dr. Kenneth Baker.

Questionnaires covering 36 operations and services rather than the work of any department or officer, the association feeling that many services involve cooperative effort by many individuals and departments.

The detailed listing, it is felt, will have a public relations value since many non-members do not realize the spread of NAB functions and many members are not well informed on what they get for their dues.

Baker Advertising Bureau, Voice of Democracy contest, legal, labor and recording standards are covered in the opening questions. Others deal with inter-industry meetings, Broadcast Advisory Council, government relations, in-association meetings, operating cost studies, FM promotion, trade practice, relations and related to the industry.

Cases of the questionnaire are blanks for comments on NAB functions.

THE LITTLE STATION WITH THE BIG WALLOP!

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ABC, CBS TV AFFILIATES HOLD NEW YORK SESSIONS
MORE THAN 20 ABC-TV affiliates were represented at all-day meeting held Friday in New York, starting with tour of ABC-TV studio building. Business session included discussions of programming, sales, engineering, Washington situation and allocation of inter-connection facilities. CBS Thursday afternoon held session on network facilities allocation problems for telecasters affiliated with CBS-TV.

BLAIR CHICAGO OFFICES
BLAIR-TV, Chicago, has moved into separate quarters from John Blair & Co. in McGraw-Hill Bldg. Company also announces physical separation of its AM and TV offices in Russ Bldg., San Francisco, where Lindsey Spight is directing affairs for TV. At the Windsors, formerly with sales staff of KFRC San Francisco, joins Blair there as assistant to Bill Peavey on AM. Prior to joining KFRC after war,武士 was Navy engineer assigned to USS Saratoga. Mr. Richards was with National Cash Register Co.

ATOM SECURITY HEARING
HEARINGS indicated Friday by Congressional Joint Atomic Energy Committee on security cases of ABC Commentator Paul Harvey’s “unauthorized entry” into Argonne atomic-experiment plant (see early story, page 30). Authorities said Sen. John Moreland (D-Ga.), chairman, would call in Atomic Energy Commission and Dept. of Justice, but denied published report findings would be made public. Session will be closed. Committee reportedly received confidential reports from both departments.

WILSON NAMES FLEMING
APPOINTMENT of Dr. Arthur S. Fleming, president, Ohio Wesleyan U., as assistant to director in charge of nation’s manpower program, announced Friday by Charles E. Wilson, director of the Office of Defense Mobilization. Dr. Fleming will preside over newly-formed ODM Manpower Policy Committee, which will advise Mr. Wilson on manpower problems, including allocation of manpower to meet essential civilian and military requirements (see story page 19).

AP GETS AWARD
ASSOCIATED Press wire service granted $15,559.32 verdict by U. S. District Court, Los Angeles, in suit against Broadcasting Corp. of America, AP announced Friday. BCA stations involved were KPRO Riverside, KYOR Blythe, KREO Indianapolis, and KBOP Brawley, all California. Defendant repaid it $3,327.37 arrears for service to stations and damages of $15,284.45 for breach of contract with AP, according to news service.

WOLFE ELECTED V-P
CLIFFORD H. WOLFE, account executive, Dancer-Fitzgerald-Sample, New York, named vice president.

HEARINGS START FEB. 21 ON RADIO-TV CONTROL
SEN. ED C. JOHNSON (D-Col.) announced Friday Interstate & Foreign Commerce Committee, of which he is chairman, will start hearings Feb. 21 on Defense Dept.’s controversial radio-TV control plan. Committee will hold open sessions on Sen. Johnson’s bill (S 937) which would empower the President to control broadcast signals “in the interest of national security” (see early story page 25).

Among groups which indicated they will appear are: Dept. of Defense (probably Maj. Gen. Francis L. Ankenbrandt), FCC (Comr. George E. Sterling and/or Chief Engineer Curtis Plummer), NAB (President Justin Miller, Government Relations Director Ralph Hardy and/or Engineering Director Neal Naughten) and possibly Radio-Television Mfrs. Assn. A few individual broadcasters also have requested opportunity to appear, committee authorities said. Others wishing to give views should inform committee, it was stressed.

EDUCATION TV FORUM
MERITS of TV in education to be discussed Feb. 13 on ABC Town Hall program, 9-9:45 p.m. by Telford Taylor, counsel for Joint Committee for Educational Television; Charles A. Steinmann, head of communications, New York U. School of Education; Ralph W. Hardy, NAB government relations director; Robert J. Landry, editor of Space & Time; Edwin F. Falk, counsel for Television Broadcasters Assn. Program to be under auspices of National Assn. of Secondary School Principals, with topic, “Is Television an Asset or Liability to Education?”

TRANSIT CASE FEB. 14
TRANSIT RADIO complaint of Washington Attorneys Franklin S. Pollack and Guy Martin to be argued Wednesday in U. S. Court of Appeals for D. C. Appeal is from order of Public Utilities Commission finding WWDC-FM Washington, was Licensed, head of Capital Transit Co. vehicles are not contrary to public interest. Argument, previously set Jan. 29 (BROADCASTING • TELECASTING, Jan. 1), was delayed to Feb. 14 because of illness of Paul Segal, broadcast attorney, who is to argue for appellants.

FRASER JOINS PABST
FORREST L. FRASER, director of grocery merchandising for Kroger Co., has been appointed to newly-created position of executive vice president of Pabst Sales Co., Chicago. He will join firm April 1.

KENNEDY JOINS MAXON
EARL KENNEDY, formerly with Young & Rubicam, New York, to Maxon Inc., New York, in charge of all radio and television production.

RAYMOND GETS POST
In 1950...

**WGN** carried more programs sponsored locally by food and drug advertisers than any other major Chicago station ... in fact, almost as much as all others combined.

... It proves again that when advertisers have a choice of stations, they choose **WGN** ... still producing results ... still reaching more homes each week than any other Chicago station.

A Clear Channel Station... Serving the Middle West

MBS
REPRESENTED BY PETRY
The live-wire Petry organization knows the WGAR story first-hand. Periodically, WGAR presents these facts graphically to Petry men. Pictured here are John B. Garfield and Carl George in a recent meeting at the Ambassador. When you need facts about WGAR's market, coverage, programming, availabilities, promotion and publicity services, contact your nearest Petry man.

INTERRGATOR INTERROGATED
WGAR investigates every public service possibility. When Senator Estes Kefauver conducted his hearings in Cleveland, WGAR carried the actual proceedings. Special-events Director Don Hyde (left) reversed the procedure and questioned the Senator, bringing to WGAR listeners an enlightening interview.

in Northern Ohio... WGAAR
the SPOT for SPOT RADIO

A WGAR ADVERTISER
Here's one man who knows what's brewing! He is Mr. P. G. Byrnes, Advertising Manager of Brewing Corporation of America, Cleveland. Mr. Byrnes, who has had wide experience in the advertising field, points out the superior qualities of Carling's Black Label Beer and Red Cap Ale to John B. Garfield, Sales Manager of WGAR.

WGAR Cleveland 50,000 WATTS... CBS... AMERICA'S GREATEST ADVERTISING MEDIUM

LADIES FIRST?
If your first consideration is to reach ladies first, reach them through Cleveland's first lady of radio, award-winning Esther Mullin. Miss Mullin conducts "Ladies Day", highest Hooperated of all women's programs originated in Cleveland. "Ladies Day" is presented every weekday morning, Monday through Friday. Ask about availabilities.

Represented Nationally by Edward Petry & Company