IOWA PEOPLE APPROVE RADIO'S COMMUNITY WORK

Radio Regarded More Highly Than Any Other Influence Except Churches

In order to determine what Iowa people think of the job radio is doing in this State, the 1950 Iowa Radio Audience Survey asked the following question of every adult in the 9,110 Iowa families surveyed:

"As you know, the schools, the newspapers, the local government, each has a different job to do. Around HERE, would you say the SCHOOLS are doing an excellent, good, fair or poor job? How about the NEWSPAPERS? The RADIO STATIONS? The LOCAL GOVERNMENT? The CHURCHES?"

Replies on each institution or medium were recorded before asking about the next one. Here are the results:

<table>
<thead>
<tr>
<th>ADULT APPRAISAL OF SCHOOLS, NEWSPAPERS, RADIO, GOVERNMENT AND CHURCHES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
</tr>
<tr>
<td>In this area they are doing:</td>
</tr>
<tr>
<td>Excellent job</td>
</tr>
<tr>
<td>Good job</td>
</tr>
<tr>
<td>Fair job</td>
</tr>
<tr>
<td>Poor job</td>
</tr>
<tr>
<td>Don't know</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Men

In this area they are doing:

| Excellent job        | 10.7%   | 7.3%       | 12.2%  | 3.8%             | 20.4%    |
| Good job            | 60.1%   | 65.6%      | 70.9%  | 51.5%            | 66.7%    |
| Fair job            | 15.0%   | 18.0%      | 13.0%  | 24.6%            | 7.1%     |
| Poor job            | 1.3%    | 4.1%       | 1.5%   | 7.5%             | 0.8%     |
| Don't know          | 12.9%   | 5.0%       | 2.4%   | 12.6%            | 5.0%     |
| Total               | 100.0%  | 100.0%     | 100.0% | 100.0%           | 100.0%   |

Notice that except for churches, Iowa men and women believe that radio is doing the best job in their community. When Iowa families think of radio, they think of WHO more often than any other station because WHO is "heard regularly" by 72.8% of Iowa's radio homes in the daytime—by 72.5% at night. Hence their wholehearted approval is a testimonial to WHO's outstanding programming . . . its awareness of civic responsibility . . . and its ability to furnish Iowa listeners with finest radio service.

Get all the facts about Iowa radio listening. Send for your free copy of the 1950 Iowa Radio Audience Survey, today!
The figures here are taken from a 7 to 8 A.M. coincidental radio listenership survey just completed by the University of Louisville, the most intensive such survey ever made in Louisville. The number of homes called during each quarter hour period was twice the usual sample size. And note, particularly, sets-in-use figures.

**SHARE OF AUDIENCE**

<table>
<thead>
<tr>
<th></th>
<th>WHAS</th>
<th>STATION B</th>
<th>5 OTHER STATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Sets in use 17.1%)</td>
<td>49%</td>
<td>20%</td>
<td>31%</td>
</tr>
<tr>
<td>(Sets in use 14%)</td>
<td>38%</td>
<td>21%</td>
<td>41%</td>
</tr>
<tr>
<td>(Sets in use 13.9%)</td>
<td>48%</td>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td>(Sets in use 18%)</td>
<td>39%</td>
<td>26%</td>
<td>35%</td>
</tr>
</tbody>
</table>

50,000 WATTS * 1A CLEAR CHANNEL * 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market
AVERAGE INCOME $5,280
PER FARM HOUSEHOLD

In the 49-county BMB area of Station WOWO, you'll find 116,251 farms... with average income of $5,280 per farm household!

And in the same area, you can count an annual total of more than $730,000,000 in manufacturing wages!

It's mighty hard to find any area where your radio advertising dollar can buy anywhere near such widespread coverage of such a prosperous and diversified audience. For availabilities, check WOWO or Free & Peters.

WOWO FORT WAYNE NBC AFFILIATE

Radio — America's Great Advertising Medium

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDRA • KEK • WBZ • WBZA • WOWO • WBI-TV

Notional Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
RANKS of Washington-bound executives bolstering defense effort soon will be augmented by executive vice president of one of larger New York advertising agencies. He's to take consultant post with Voice of America at less than one-fifth his agency stipend of $55,000 yearly.

PROSPECT OF DETAILED hearings before Senate Foreign Relations Committee on test over ratification of new NARBA Treaty having to do with allocations of broadcast frequencies among North American nations now in prospect. State Dept. has requested detailed hearing to parry reported opposition of clear-channel stations and key witness probably will be FCC Commissioner Rosel H. Hyde, who was chairman of U. S. delegation.

WHOLE ISSUE of clear channels will arise in hearing before Senate Foreign Relations Committee re NARBA. Purported duplication of same network programs on clear-channel stations may become an issue to be raised by FCC. One network—ABC—long has advocated an "equitable distribution" of high-power stations among networks in order to provide what it characterizes as desirable distribution of service and which would presumably make all old-line networks horizontally competitive as to wave lengths and power distribution.

PROCTER & GAMBLE launches radio spot campaign March 12 for Cheer (detergent) using 10 to 25 spots weekly in 32 markets. Advertiser also will use television spots, 8 to 10 weekly, evenings, in four markets. Young & Rubicam, New York, is agency.

THOUGH several lively contests feature balancing for several NAB directorships, voting is surprisingly light on eve of Tuesday deadline.

LEVER BROS. Surf (detergent) through N. W. Ayer & Son, New York, which has already expanded in many states and is now running in about 100 markets, will expand considerably in upcoming months, coincident with distribution.

ANY DAY NOW announcement will be made of appointment of Arthur R. Treanor as director of Printing & Publishing Div. of National Production Authority, which will handle paper allotments. Mr. Treanor, part-owner of WOOD Grand Rapids and well-known in newspaper circles, held same position at War Production Board during World War II. His associate in ownership of WFDF Flint, Harty Biner Sr., former top newspaper executive, also was an incumbent in that office during a portion of World War II.

WITH baseball play-by-play slated to reach record levels, professional leagues are taking quick action to utilize radio cooperation in boosting attendance.

ADVISORY role on important national emergency committee in works for Richard P. (Continued on page 90)

Page 4 • February 19, 1951
Standard metropolitan Wilmington, Delaware area showed following increases in the ten years, 1940 to 1950.

<table>
<thead>
<tr>
<th>Category</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>20%</td>
</tr>
<tr>
<td>Dollar volume retail sales</td>
<td>178%</td>
</tr>
<tr>
<td>Dollar volume wholesale sales</td>
<td>209%</td>
</tr>
<tr>
<td>Dollar volume service trades</td>
<td>154%</td>
</tr>
</tbody>
</table>

In the nine year period, 1939 to 1948, employment rose 3434%.

Data from 1950 Census of Population and 1948 Census of Business, figures released December 1950.

WDEL-TV is the only television station located in this market which is first in the nation—and growing all the time.

WDEL-TV effectively reaches this richest market with NBC and Du Mont network shows, many popular local daytime and evening programs.

WDEL-TV—the TV must on your schedule.

Represented by

ROBERT MEEKER Associates • NEW YORK • LOS ANGELES • SAN FRANCISCO • CHICAGO
Share of Radio Audience

WBIG  STATION  STATION
     "B"        "C"

8:00 A.M.-12:00 N.  Monday thru Friday  38.7  27.9  22.7
12:00 N.-6:00 P.M.  Monday thru Friday  42.3  16.7  19.1
6:00 P.M.-10:00 P.M. Sunday thru Saturday  52.4  20.3  16.7

Total Average Time Periods  44.5  21.6  19.5

WBIG
Gilbert M. Hutchison, President
CBS Affiliate  5000 watts
EST. 1926
represented by Hollingbery

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. Telephone NE 1022

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NBC Sales Drive Set at SPAC Meet............... 25
AFRA Pickets Long-Worth......................... 25
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WASHINGTON HEADQUARTERS

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CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, Manager; Jonah Gillett, Grace Motta, Warren Sheets.

NEW YORK BUREAU
488 Madison Ave., Zone 22, Suite 1300, Room 1301. EDITOR: Edwin H. James, New York Editor; Florence Small, Agency Editor; Pete Dickerson, Assistant to New York Editor; Gretchen Groff, Martha Koppel.

Bruce Robertson, Senior Associate Editor.

ADVERTISING: S. J. PAUL, Advertising Director; Eleanor H. Manning.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, Central 3-911; Bill Thompson, Manager; Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. EMPLOYEE #18; David Glickman, West Coast Manager; Ann August.

TORONTO: 417 Harbour Construction, Eglit 0773; James Montagne.

Broadcasters' Magazine was founded in 1931 by Broadcasting Publications, Inc., using the title: Broadcasters' News—The News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1932 and Broadcast Reporter in 1933.

Reg. U. S. Patent Office
Copyright 1951 by Broadcasting Publications, Inc.

Subscription Prices: $7.00 Per Year, 25¢ Per Copy

Page 6 • February 19, 1951
SQUEEZING the last possible ton of production from every piece of existing equipment. Bigger and more powerful turbo-blowers are being added to blast furnaces to speed up their production of pig iron. Many other new improvements are making steel mills produce above former capacity.

BUILDING new steel mills at the fastest speed in history. Steel is being made now at the rate of more than 104 million tons per year. All the steel plants in the rest of the world can’t equal this, but new equipment will add at least 13 million tons by the end of 1952.

PROVIDING new ore, fuel and transportation facilities to keep pace with the growth of this world’s champion industry. New Great Lakes carrier modeled below will speed ore to blast furnaces...a 1200-ton-per-day furnace uses more than 3700 tons of raw material per day.

THE STORY OF steel in America is too big to tell in a single page. But you should know the story of this vital battle for production. Write for a reprint of the interesting article from STEELWAYS, "Steel Rolls Up Its Sleeves." American Iron and Steel Institute, 350 Fifth Avenue, New York 1, N.Y.
ANY ADVERTISER CAN
AND
MOST ADVERTISERS SHOULD
...USE
Spot Radio

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.
What's the Big News in Ultima Thule?

That far land, so the dictionary says, is the northernmost part of the habitable world. But, for many a listener, the news of what happens in a town two miles away is of much more real and immediate interest.

That's why local news broadcasts, local weather reports, have that special impact that makes for important audiences in the particular markets you choose with Spot Radio.

World-wide events get full coverage, naturally. But it's the home-town touch that makes loyal, personal friends for a station, a newscaster—and his sponsor.

Put yourself into the local picture...in great markets, with great stations like these...

---

**SPOT RADIO LIST**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSB</td>
<td>Atlanta</td>
<td>NBC</td>
</tr>
<tr>
<td>WBAL</td>
<td>Baltimore</td>
<td>NBC</td>
</tr>
<tr>
<td>WNAC</td>
<td>Boston</td>
<td>MBS</td>
</tr>
<tr>
<td>WICC</td>
<td>Bridgeport</td>
<td>MBS</td>
</tr>
<tr>
<td>WBEN</td>
<td>Buffalo</td>
<td>NBC</td>
</tr>
<tr>
<td>WGAR</td>
<td>Cleveland</td>
<td>CBS</td>
</tr>
<tr>
<td>WFMA</td>
<td>Dallas</td>
<td>NBC</td>
</tr>
<tr>
<td>KSO</td>
<td>Des Moines</td>
<td>CBS</td>
</tr>
<tr>
<td>WJR</td>
<td>Detroit</td>
<td>CBS</td>
</tr>
<tr>
<td>KARM</td>
<td>Fresno</td>
<td>ABC</td>
</tr>
<tr>
<td>KPRC</td>
<td>Houston</td>
<td>NBC</td>
</tr>
<tr>
<td>WDAF</td>
<td>Kansas City</td>
<td>NBC</td>
</tr>
<tr>
<td>KFOR</td>
<td>Lincoln</td>
<td>ABC</td>
</tr>
<tr>
<td>KARK</td>
<td>Little Rock</td>
<td>NBC</td>
</tr>
<tr>
<td>KFI</td>
<td>Los Angeles</td>
<td>NBC</td>
</tr>
<tr>
<td>WHAS</td>
<td>Louisville</td>
<td>CBS</td>
</tr>
<tr>
<td>WTMJ</td>
<td>Milwaukee</td>
<td>NBC</td>
</tr>
<tr>
<td>KSTP</td>
<td>Mpls.-St. Paul</td>
<td>NBC</td>
</tr>
<tr>
<td>WSM</td>
<td>Nashville</td>
<td>NBC</td>
</tr>
<tr>
<td>WSMB</td>
<td>New Orleans</td>
<td>NBC</td>
</tr>
<tr>
<td>WTR</td>
<td>Norfolk</td>
<td>NBC</td>
</tr>
<tr>
<td>KOIL</td>
<td>Omaha</td>
<td>ABC</td>
</tr>
<tr>
<td>WIP</td>
<td>Philadelphia</td>
<td>MBS</td>
</tr>
<tr>
<td>KPHO</td>
<td>Phoenix, Ariz.</td>
<td>ABC</td>
</tr>
<tr>
<td>KGW</td>
<td>Portland, Ore.</td>
<td>NBC</td>
</tr>
<tr>
<td>WEAN</td>
<td>Providence</td>
<td>MBS</td>
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<tr>
<td>WRNL</td>
<td>Richmond</td>
<td>ABC</td>
</tr>
<tr>
<td>WOAI</td>
<td>San Antonio</td>
<td>NBC</td>
</tr>
<tr>
<td>KOOM</td>
<td>Seattle</td>
<td>NBC</td>
</tr>
<tr>
<td>KTBS</td>
<td>Shreveport</td>
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</tr>
<tr>
<td>KGA</td>
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<td>ABC</td>
</tr>
<tr>
<td>WMAS</td>
<td>Springfield</td>
<td>CBS</td>
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<tr>
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<td>Syracuse</td>
<td>ABC</td>
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<tr>
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<td>Tulsa</td>
<td>NBC</td>
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<tr>
<td>WWVA</td>
<td>Wheeling</td>
<td>CBS</td>
</tr>
<tr>
<td>KFH</td>
<td>Wichita</td>
<td>CBS</td>
</tr>
</tbody>
</table>

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**THE YANKEE NETWORK**

**TEXAS QUALITY NETWORK**

---

488 MADISON AVE.
NEW YORK CITY 22
MU 8-0200

---

CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • DALLAS
SAN FRANCISCO

---

BROADCASTING • Televasting

February 19, 1951 • Page 9
SOMMERS REXALL drug stores of San Antonio have found that in the formula for success, radio advertising is a highly desirable ingredient. The Texas link sold more Rexall products during 1949 than any other of the Rexall chain in America. It's more than coincidence that Sommers for the past five years has carried an extensive schedule on KABC San Antonio—17 quarter hours a week.

John W. Fraser Jr., KABC sales department, feels that Sommers' good showing is "a real feather in the cap of the broadcasting industry." The radio campaign includes a daily newscast, a daily women's show, a daily western show and a sports cast on Saturday afternoon.

Justin Dart (I), president, Rexall Drug Co., was interviewed over KABC during a visit to San Antonio by Monette Shaw, Sommers radio personality, and Carter F. Sommers, chairman of the board of the 33-store chain.

THE ENTIRE WRC SCHEDULE REPRESENTS A RANGE OF PROGRAMMING TO FIT ANY SALES REQUIREMENT.

Mr. Peterson

FEW months ago Edwin R. (Pete) Peterson, general sales representative of Keystone Broadcasting System, totaled up his lifetime billings and arrived at the astronomical figure of $36 million. Only a small part of this grand total went to Keystone. Pete's "harvest years" were from 1941 to 1948 when he was a salesman for the Blue Network and ABC. But since joining his present employer 18 months ago, he has sold such accounts as General Mills, Murine, American Medical Assn., and U.S. Army—and Pete has "barely scratched the surface."

With the exception of five years during the depression and two years of World War II, Pete Peterson has been a salesman since he left business college 35 years ago. He sold bonds for the old American Bond & Mortgage Co., Chicago, before he entered the service, and after the Armistice he returned to La Salle St., and a six-year tenure with the Continental Trust & Savings Bank. He was with Chicago's Federal Securities Corp., later absorbed by the Central Republic Co., seven years, and ran his own brokerage business for two years. He left selling temporarily in 1936 to become supervisor of field investigators for the Chicago Better Business Bureau, but returned to his "chosen work" in 1941 under General Manager Ed Borroff of the Blue Network's Central Division.

It was Pete Peterson who sold Allis-Chalmers on sponsoring the Boston Symphony Orchestra for two years, and he brought Libby, McNeill & Libby, Pillsbury, Kellogg and Toni to the network. He also increased General Mills' billings substantially.

Mr. Peterson left ABC in 1948 to become Mutual's Central Division manager in Detroit. The following year he joined Keystone in Chicago rather than accept a MBS transfer to New York when Frank White reorganized the network.

In Pete's book, "you must believe in the medium you are selling," and he is completely sold on the potential of Keystone. He notes a "strong trend toward the use of radio at the local level—especially (Continued on page 78)
It's impossible...

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

Don't butcher your chances in the Beeline. That's one of the West's best markets — California’s rich central valleys plus nearby Reno — with more buying power than Detroit ... greater retail sales than Philadelphia.*

To cover this market, you need to use its **own** stations ... the five **BEELINE** stations. Because Beeline people are independent inlanders who prefer on-the-spot radio to outside (Los Angeles or San Francisco) radio.

On all five **BEELINE** stations, you blanket **all** the Beeline. Choose best availabilities on each without line costs or clearance problems. Combination rates. Or use the **BEELINE** stations individually, to cover a major **BEELINE** trading area. For instance ...

**KÖH RENO**

Blankets 18 counties surrounding Reno — whose wholesale grocery trading area ranks 2nd in entire country in per capita retail food sales, with a quality index .53% above U.S. average. BMB home-county audience averages 86% daytime, 90% at night.

*Sage Management's 1950 Copyrighted Survey

---

**McClatchy Broadcasting Company**

**KFBK**
Sacramento (ABC)  
50,000 watts 1530 kc.

**KOH**
Reno (NBC)  
5000 watts, day; 1000 watts, night  
630 kc.

**KERN**
Bakersfield (CBS)  
1000 watts 1410 kc.

**KWG**
Stockton (ABC)  
250 watts 1230 kc.

**KMJ**
Fresno (NBC)  
5000 watts 580 kc.

Sanford L. Hirschberg, vice president in charge of general accounts Norman D. Waters & Assoc., N. Y., elected executive vice president and director of agency.


On all accounts

When, in 1947 the youthful, dynamic William Von Zehle founded his own agency, one colleague observed: "The wonder isn't that Bill is an agency president at 34; the wonder is that he's only 34."

Today, five years later, Mr. Von Zehle's agency bills close to $5 million annually, and the wonder still persists that one man could have done so much in such a comparatively short span.

A rapid and necessarily incomplete rundown of his career will reveal something of his endocrine capacity if not his versatility.

He was born in New York on Jan. 10, 1912, and was educated partly at Dartmouth. These were his first and last leisurely milestones.

In 1928 he got his first job as a final assembly worker at the American Aeronautical Corp. One year later he joined the F. A. Pelot-Glide Boat Co. In 1930 he formed the Woman's Organization for National Prohibition Reform and built all the mobile public address systems for the committee which urged—as did Mr. Von Zehle—repeal of the 18th Amendment. A few months later he formed the company known as New Rochelle Sound Systems. In 1932 Mr. Von Zehle joined his first radio station, WNEW New York, as a first engineer. He also sold and announced for the station's remote programs in Westchester and Harlem. In 1938 he moved to WHN New York (now WMGM) as engineer and announcer.

Three years later he went abroad to study radio stations in eight different countries. Upon his return Mr. Von Zehle joined MCA as a salesman. One year later he moved to NBC Consolidated Radio Artists as radio director. For a short period in 1941 he was a salesman for WINS New York, then he returned to MCA as director of the radio division in the Hollywood office. One year later he was back in New York as a salesman, once again for WINS, remaining for the next three years. In 1946 his own agency was formed in partnership with his sister Kathleen Banks, who also is secretary of the firm. And somewhere in his wide-ranging Odyssey he functioned as a band leader, a boatman and an anti-Nazi observer in darkest Hitler Germany.

Reducing his orbit but not his activity for the past five years, (Continued on page 79)

WILLIAM K. BROOKS, copywriter Kansas City office Rogers & Smith Inc., appointed assistant copy director.

GEBHARDT & BROCSON Inc., Chicago, and McCARTY CO., Pittsburgh, will merge May 1, to be known as MARSTELLER, GEBHARDT & REED. New officers will be E. A. GEBHARDT, board chairman; WILLIAM A. MARSTELLER, president, and R. S. REED Jr., executive vice president and manager of Pittsburgh office.


JOHN A. McCLAVE, vice president and treasurer Lewis & Gilman Inc., Phila., elected president Phila. Advertising Golf Assn. ROBERT G. WILDER, public relations department Lewis & Gilman, elected member of national public relations committee of Reserve Officers Assn. of United States.

JERRY SCHUEPBACH, Sidney Garfield & Assoc., S. F., to Long Adv. Service, S. F.

ROGERT GODLEY, advertising and public relations freelance writer, to N. W. Ayer, & Son Inc., N. Y., as copywriter for radio and TV.


GEORGE GALLUP, advertising research authority, public opinion statistician and director of research Young & Rubicam, N. Y., will be featured speaker at second annual Advertising Institute March 16-17 at Emory U., Atlanta.

RICHARD TYLER, radio-TV timebuyer McCann-Erickson, S. F., assumes additional duty of outdoor media buyer. KEITH LANNING will assist him. JOSEPH R. FOX continues as media director. ALLEN G. JONES, newspaper spacebuyer for agency, also will be magazine and trade paper spacebuyer.

DOROTHY SKALKA, copywriter WCJ Coatesville, Pa., to N. W. Ayer & Son, N. Y., as secretary to director of radio-TV continuity acceptance.

JOHN MEATEE, Charles R. Stuart Adv., S. F., resigns to specialize in county fair exhibits.


GUILD, BASCOM & BONFIGLI, S. F., moves to 130 Kearny St. Telephone number remains Yukon 2-4101.

SIVE & ROSENFIELD Inc., Cincinnati, changes name to LEONARD M. SIVE & Assoc. Inc. ABE ROSENFIELD, vice president, has become advertising manager Welch Grape Juice Co. New York.

ROBERT HAYWARD, radio and TV department Charles R. Stuart Adv., S. F., resigns to freelance in radio and TV field.

DON AVERY to Erwin, Wasey & Co., Chicago, as art director.


LYN CAREY, Harrington-Richards Inc., S. F., to media department Guild, Bascom & Bonfigli, S. F.


ALLAN D. STARR, advertising and promotion manager Starr Bros., Carlinville, Ill., to Lund & Heitman Adv., Honolulu, as account executive.

WALTER BUNKER, vice president in charge of Hollywood office Young & Rubicam Inc., in N. Y. for 30 days of home office meetings and to study new TV techniques.

WMBD Dominates the Rich Peoriarea Market

The USAF F-86 Sabre jet fighter is setting up an amazing record of performance in Korea. Exceeding the speed of sound, its speed, firepower and maneuverability make it one of our most devastating weapons.

Sensational as this amazing fighter is, however, it's PEOPLE that account for its dominant performance. It's the pilot, the ground crew and other manpower working as a TEAM that keep the F-86 supreme in the skies.

It's the same in radio . . . and particularly at WMBD. TEAMWORK makes a winner—teamwork involving expert engineering, skillful programming, presentation of popular personalities. It's no accident that WMBD dominates this rich market . . . that survey after survey shows that WMBD reaches more listeners in any time period than the next two stations COMBINED! It's the result of the TEAMWORK of PEOPLE experienced in the radio preferences of Peoriarea listeners.

"Chuck" Barnhart, Program Director, has been in radio since 1938 ... with WMBD since 1947. Recently he was named Peoria's "Outstanding Young Man of 1949," Wimbiscal, and with a fine sense of the dramatic, Chuck also has his own immensely popular "Chuck Barnhart Show." He has written several network shows as well.

Charles C. Caley, Vice President & General Manager
Don D. Harrington, Director of Sales

See Free & Peters

February 19, 1951 • Page 13
If you don't have tougher going in some markets than in others, we take off our hats to you. But if you do, we'd like to take off our coats, in any of the cities listed at the right. We know them "inside-out"... know how they differ and what they have in common. We can help you make Spot Radio work harder in any of these markets, can help make it produce more results. May we prove it?

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since 1932

ATLANTA      NEW YORK      CHICAGO
DETROIT      FT. WORTH     HOLLYWOOD
SAN FRANCISCO
### EAST, SOUTHEAST

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<tr>
<td>WGR</td>
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### MOUNTAIN AND WEST

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<td>Portland, Ore.</td>
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<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
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new business

THE SSS Co., Inc., Atlanta (SSS Tonic) expands radio spot coverage to 50 stations in southeast for 52 weeks. Spots, placed as far south as Mississippi, are one-minute. Agency: Henry J. Kaufman & Assoc., Washington, D. C.

PERMA STARCH Co., Illiopolis, Ill., names Henri, Hurst & McDonald, Chicago, to handle advertising. Radio and TV will be used.

BARDAHL OIL Co., St. Louis, purchases Bold Ventures, new half-hour Ziv production, for Chicago; Desatur, Ill.; Anderson, Ind.; Springfield and Moberly, Mo. Additional markets to be announced at later date. Agency: Harold Kirsch Co., St. Louis.

BANK OF AMERICA, S. F., purchases Royal Flashouse, half-hour TV film series for weekly showing on KECA-TV Los Angeles and KGO-TV San Francisco. Series starts Feb. 22 on Los Angeles station; San Francisco starting date not yet determined. Both contracts for 52 weeks. Series, recently purchased by ABC-TV, produced by Bing Crosby Enterprises, L. A. Agency: Charles R. Stuart Adv., S. F.

COOL EDGE PAINT STORES Inc., Atlanta, appoints Freitag Agency, same city, to handle merchandising and advertising. JACK MURRAY is account executive. Use of TV is planned.

ROSEFIELD PACKING Co., Alameda (Skippy Peanut Butter), through Guild, Bascom & Bonfigli, S. F., signs for You Asked for It, audience participation show, on KGO-TV San Francisco and 24 other stations in major markets. WALTER GUILD and FRED BYRON are account executives.

DRAKE AMERICA Corp., N. Y. (importers), has bought several programs on Baltimore TV stations, Dairy Boy and Lazy H Ranch, over WAAM(TV), and will use live commercials on Shadow Stumpers and Black Mail over WBAL-TV. Agency: Colman, Prennis & Varley, N. Y.

LEE PHARMACAL Co., Beverly Hills, Calif., names McCann-Erickson, N. Y., to handle advertising.


WILSON PRODUCTS CO., N. Y. (Wil-Hold bob pins), names Beringham, Castlemen & Pierce Inc., same city, to handle advertising. Radio probably will be used.


HOTEL DELMONICO, N. Y., has appointed Buchanan & Co. Inc. as advertising agency.

CLARK-ELLIOTT Co., S. F. (manufacturer of Desert-Air lamps), appoints RICHARD N. MELTZER ADV. Inc., S. F., to handle advertising. PATRICK H. CRAPTON is account executive. TV will be used.

Leslie D. Fairbairn, account executive Maxon Agency, Chicago, named advertising manager Drewrys Ltd. U. S. A. (beer), South Bend, Ind.

William A. Roberts appointed president Allis-Chalmers Mfrg. Co., Milwaukee, succeeding WALTER GEIST, who died last week. Mr. Roberts has served as general executive vice president. He is being replaced by W. C. Johnson, vice president in charge of general machinery division.

Cyril W. Plattee succeeds Abbott Washburn, as manager of department of public services for General Mills, Minneapolis. Mr. Washburn is on leave with Gen. Lucius D. Clay working on committee for Free Europe and The Crusade for Freedom in New York.
THE GEORGIA PURCHASE

THE GEORGIA Trio

WAGA
ATLANTA
5,000w • 590kc

WMAZ
MACON
10,000w • 940kc

WTOC
SAVANNAH
5,000w • 1,290kc

(ALL CBS AFFILIATES)

THE Trio OFFERS ADVERTISERS AT ONE LOW COST:

• Concentrated coverage
• Merchandising assistance
• Listener loyalty built by local programming
• Dealer loyalties

— in Georgia's first three markets.

Represented individually and as a group by THE KATZ AGENCY, INC.

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S FIRST THREE MARKETS

BROADCASTING • Telecasting

February 19, 1951 • Page 17
Agency Recognition

EDITOR: We note the statement in your Feb. 5 editorial that "the chances of stations' being euchred into fraudulent advertising would, of course, be considerably reduced if an active agency-recognition system existed in radio-TV."

You have raised an important point, since other major media have long found it advisable to promote high standards of agency recognition and to have some investigating machinery.

Such work has been carried on for years by the American Newspaper Publishers Assn., Periodical Publishers Assn., Associated Business Publications, American Press Assn. and the Outdoor Advertising Assn. of America, as well as related regional and local groups.

Deciding which agencies he will recognize (grant commission to) is a complicated decision for any medium owner, and one that he must make for himself. Usually it means finding out:
1. Whether the organization is a bona fide agency, free from control by any advertiser or medium.
2. Whether the agency keeps all commissions—does not rebate any—and devotes them to the service and development of advertising as media contacts require.
3. Whether the agency has adequate experience and ability to create successful advertising.
4. Whether the agency is financially sound.

The information furnished by his media group is invaluable and time-saving in helping him to reach his own sound decision.

It pays off not only in avoiding fraudulent advertising but also—mainly—getting successful advertising, advertising that builds repeat business and bigger volume for tomorrow.

Richard L. Scheidker
Vice President
American Assn. of Advertising Agencies

Fascimile Facts

EDITOR: In your issue of Feb. 5 under the heading, "Fascimile Relay," you report that regular multiplexed facsimile service is being released through station WFMN-FM Alpine, N. J., to the Rural Radio Network headquarters at Ithaca.

This is in error as the transmission is relayed via my Alpine station, KE2XCC. The test is being carried out in cooperation with the laboratories of John V. L. Hogan and the School of Journalism, Columbia U., in order to make a determination of a number of factors.

Edwin H. Armstrong
New York

Wrong Pew

EDITOR: On your center-fold Network Showcase for TV in the Feb. 5, 1951, issue of BROADCASTING • TELECASTING, we find the following erroneous listing:

Under DuMont Daytime at the bottom of the page you list:
"Tues. 3:15-3:30  Bride & Groom
Thurs. 3:15-3:30 Bride & Groom,
Hudson Pulp and Paper"

These two programs, while correctly listed as to time and sponsorship, are carried by the CBS network, not DuMont, and therefore should be listed under CBS Daytime in the future.

Since this is a brand-new program, the error is understandable.

Blake Johnson
Duane Jones Co.
New York

Renews Contacts

EDITOR:

... Thanks for... publishing the picture of our agency planning board [broadcasting • telecasting, Jan. 29].

... As a result we have received letters from friends and former associates with whom we had lost contact.

It is gratifying to know that the efforts of this agency to raise the level of advertising in Puerto Rico are supported by such important organizations as yours...

S. E. Badillo
President
Publicidad Badillo Inc.
San Juan, P. R.

Sponsor's Product

EDITOR:

One of the most valuable uses to which some of us put BROADCASTING • TELECASTING is cross-indexing the case histories by types of account, then using them later in presentations to prospects in the same general business category. Your advertisers (and even your reporters on occasion) make it mighty difficult when they print a glowing testimonial from a sponsor—without indication anywhere of the kind of product that sponsor sells.

Example: In today's issue [advertisement, Feb. 5] the president of Bohan-Warne Inc., sponsor of Fulton Lewis jr. on WJEJ-Hagerstown, Md., writes a fine testimonial in the very constructive and very helpful Mutual series ad.

(Continued on page 20)

Coronas or Cadillacs... our wealthy Red River Valley hayseeds have the dough to buy almost anything they want. They're one of the Nation's top income groups. And they prefer WDAY so heavily that they have made it the top NBC station, Hoopserwise, in the entire nation!

Despite competition by the other three major networks, all of which have studios in Fargo, WDAY consistently gets a far greater share of the Fargo-Moorhead Audience than all other stations combined!

WDAY has even greater popularity in rural areas. A new 22-county survey reveals that 78.6% of the farm families within about 90 miles of Fargo prefer WDAY, as against 44.4% for the next station! Yes, urban and rural, WDAY is the overwhelming favorite in the Red River Valley. Write for all the facts, today!

“Gimme a gross of super coronas, dear!”

Fargo, N. D.
N.B. - 970 kilocycles
5000 watts

BROADCASTING • TELECASTING
YOU MIGHT WALK A MILE IN 6½ MINUTES*—

BUT...

YOU NEED

THE FETZER STATIONS

TO PACE

KALAMAZOO-GRAND RAPIDS!

TV OR AM, the Fetzer stations are more than ever Western Michigan's best advertising values.

**TV:** WKZO-TV is Channel 3, official Basic CBS Outlet for Kalamazoo-Grand Rapids. It is a multiple-market station—delivers a good picture to more than 90,000 TV sets within a 50-mile radius. This area includes five Western Michigan and Northern Indiana markets with a buying income of more than one and a half billion dollars!

**AM:** Used as a combination, WKZO, Kalamazoo, and WJEF, Grand Rapids, give unsurpassed urban and rural coverage of Western Michigan. WKZO-WJEF costs 20% less than the next-best two-station choice in Kalamazoo and Grand Rapids—yet delivers about 57% more listeners! (In Grand Rapids alone, for example, they have an unduplicated coverage of 60,000 homes.) New BMB figures credit WKZO-WJEF with a 46.7% increase in their unduplicated daytime audience and a 52.8% increase at night!

Yes, by any standards you select, the Fetzer stations are the best buys in Western Michigan. Write direct or ask Avery-Knodel for all the facts.

---

*Michael Pecora walked a mile in 6 minutes, 27-1/5 seconds in New York City on February 22, 1932.
Open Mike
(Continued from page 18)

...vertising the Lewis syndicated show. But those of us living 5,000 miles away haven't the slightest idea what Bohman-Warne sells, and hence no idea where to file an otherwise very useful success story.

Robert J. McAndrews
Managing Director
Southern Calif.
Broadcasters Assn.
Hollywood

EDITOR'S NOTE: Good point, Mr. McAndrews. The Bohman-Warne firm is in the wholesale-retail kitchen appliances business.

* * *

For Example . . .

EDITOR:

In reference to W. B. McGill's letter as published in Open Mike, Broadcasting • Telecasting, Jan. 29, I would like to submit an opinion. The use of AM and FM, in capital letters, is justified because each letter in each combination is the initial letter for the Amplitude Modulation, and Frequency Modulation systems of broadcasting. "Television" is just one word, and might properly be abbreviated as Tv or tv, depending upon how it is used. For example, "Radio and Tv" or "radio and tv."

L. O. Hutchins
Commercial Manager
WGBG Greenbush, N. C.

* * *

'Ugly Practice'

EDITOR:

"Please wire at once lowest run of schedule transcribed one-minute spot rate based on 1,500 spots in 52 weeks. Product is . . . and we buy direct."

With this enticing telegram the . . . of Lafayette, La., sets the trap for many unsuspecting station and commercial managers. After sending this advertising agency the station's lowest rate, another telegram is sent by the agency explaining that they can only pay half the original quotation. I have checked with station managers in this area and have found that no matter what rate was quoted this agency offers the business at exactly half the quotation. Needless to say, we did not accept the business.

This is another ugly practice which some unethical advertisers and their agencies are trying to get away with. As long as radio stations stand firmly against this sort of practice, radio will maintain its position of respect and, incidentally, stay very much alive.

William S. Haipern, Gen.
Mgr.
WCOJ West Chester, Pa.

* * *

Mail Problem

EDITOR:

I would like to throw open one of the perennial problems that we radio people have, and that is mail sent to our station which is meant for another station . . . an idea projected by Bill Caskey, assistant manager of WPEN, . . . suggests that stations return all correspondence to the writer if it has been misdirected.

Here at WIP we forward mail to the proper station if we know definitely that that station has the program to which the writer refers. I, along with a great many other station men, would be interested in knowing what other stations do . . .

Murray Arnold
Program Director
WIP Philadelphia

Coldowatts

EDITOR:

When the temperature dipped to 48-degrees below zero at the transmitter of WKLY LaCrosse, Wis., the night of Jan. 29, it took skill and extra ingenuity to commence operation the morning of the 30th.

The station's entire transmitter staff had to sit up all night knitting 1,000 pairs of mittens, before a single one of WKLY's 1,000 watts would agree to climb up the icy towers in the cold wind and set to work.

In a remarkable picture, a WKLY staff member caught the attached view of the leadoff watt, just prior to scaling his tower.

Verl Bratton, V.P.-Gen.
Mgr.
WKLY LaCrosse, Wis.

* * *

'Yearbook' Lament

EDITOR:

Thus far my 51 Yearbook has not arrived,
From this, of course, I should not be deprived
Without the good book I'm without my right arm,
This you can see causes plenty of harm.
This poetry is sad, of that I am sure,
But you, my friend, can cause the cure.
Just send me that book and all will be well,
And me and my book will go into our shell.

H. W. Maschmeter, Director
News and Special Events
WPTK Albany, N. Y.

POSTSCRIPT:

Please ignore my earlier plea,
My face is red, but covered with glee.
My Yearbook was here all the time,
Life is serene and all is fine.
'Twas maladad as we hunted high and low
Hence to me what was a terrible blow.
A tribute to Broadcasting . . .
that's a cinch,
You never know who'll put on the little ole 'pinch.'

MORE PAY means MORE SALES

Sell where the money is - FLINT

Treasure chest—FLINT style! Wages are 32% above the national average, and EVERYBODY is working! FLINT is where the money is . . . and it's a must on every advertising schedule. Tell your sales story to the rich FLINT market over WFDF—FLINT'S first station*.

* See your latest Hooper

BROADCASTING • Telecasting

Page 20 • February 19, 1951

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BROADCASTING • Telecasting

Page 20 • February 19, 1951
There is always a most efficient way to do a job...

For your SELLING job in this top U. S. market use WTIC...

because

WTIC DOMINATES
THE PROSPEROUS SOUTHERN
NEW ENGLAND MARKET

Here’s spectacular proof that KWKH Know-How pays off in our rich tri-State area—a case history that speaks for itself!

Early in October, 1950, Freund’s Jewelry Store of St. Louis, bought time on KWKH through their agency, Westheimer and Block, to sell men’s and women’s wrist watches. Here was the offer:

A BULOVA WRIST WATCH AND SPEIDEL BAND . . .
A DOLLAR A WEEK FOR 38 WEEKS!

KWKH plugged this offer with five-minute spots for five successive weekdays—Monday, October 9 through Friday, October 13—from 7:45 to 7:50 a.m. Three weeks later the amazing results above were tabulated. Over $22,000 of orders at a total sales cost of less than 7/10 of 1%!

If you go for this kind of result story, let The Branham Company give you all the KWKH facts!

50,000 Watts • CBS •

KWKH

SHREVEPORT • LOUISIANA
Texas • Arkansas

The Branham Company
Representatives

Henry Clay, General Manager
McDANIEL HEADS RTMA

GLEN McDANIEL, 39-year-old vice president of RCA, begins duties April 1 as the first fulltime paid president of the Radio-Television Mfrs. Assn. He was elected by the board of directors in Chicago Friday after three days of meetings in the Stevens Hotel [CLOSED CIRCUIT, Jan. 8].

Mr. McDaniels, a member of the staff of RCA Board Chairman David Sarnoff and President Frank M. Folson, will handle responsibility formerly held by a top-executive of an RTMA member company. Mr. McDaniels signed a three-year contract. The exact amount of his salary was not divulged, but it is believed he is being paid a sum larger than the proposed last year when a $50,000 figure was mentioned.

Robert C. Sprague, president of Sprague Electric Co., who has served as president and board chairman of RTMA, continues as board chairman, dropping his presidential duties.

The new president has been associated with the radio and television industry since 1946, when he joined RCA Communications Inc. as vice president and general counsel (see OUR RESPECTS To . . . page 45).

As chairman of the RTMA defense profits tax committee, he directed activities relative to the 1960 excess profits tax act which resulted in enactment of special provisions affecting "growth companies," which includes television manufacturers.

Production Problem

Set makers, in three days of committee and board meetings, planned for the upcoming stringent defense effort, attempting at the same time to find a formula for maintenance of civilian production. Most of those attending (150 in all) agreed that civilian production of radio and television receivers may drop as much as 50% within the next year, mainly because of material shortages and diversion to defense requirements. A down estimated 18 to 20% over the peak period of 1950, but is still considerably higher than that of January one year ago, RTMA General Manager James D. Secrest said.

Defense orders, thus far spotty and spread unevenly among manufacturers throughout the country, are expected to gain in quantity the Society considered might well be in the offing.

Expressing inability to believe that these objections on the Society's part to the resumption of negotiations at this time are sound, Mr. Martin pointed out that the ASCAP position is, in effect, "that the Society will not negotiate with our committee prior to announcing a rate, and will not negotiate with us after a rate has been announced." "Shut Door"

This, Mr. Martin stated, "apparently means that your Society has shut the door to further industry-wide negotiations and is in fact forcing the matter into the courts. I cannot believe that the Society intends this meaning because you and others on your committee have frequently echoed our statements that we were extremely reluctant to see this matter go to court."

Mr. Martin said that his committee plans to meet in New York sometime during the week of Feb. (Continued on page 36)
PEOPLES RADIO

Plans $150,000 Budget

PEOPLES Drug Stores, Washington, D. C., plans to spend some $150,000 per year for radio in the Nation's Capital, it was estimated last week.

The 73-store chain is adding a heavy schedule on WRC Washington to its $1,000,000 yearly 5-minute newscasts carried on the half-hour, round-the-clock, 24 hours daily, Mon.-Sat. and five on Sunday, over WWDC Washington.

New schedule on WRC includes Mon.-Sat. 6:05-6:15 p.m. broadcasts by NBC Commentator Lieb Eid and Mon.-Sat. 6:55-7 a.m. weather reports on Bill Herson's show [BROADCASTING • TELECASTING, Feb. 12]. The new placement begins March 5.

Peoples' WWDC contract, also for 52 weeks, started last October.

At that time, the cost of the WWDC-Peoples' contract was estimated at $100,000.

Announcement of the WRC contract and estimated expenditure of $1,000 per week was made jointly by William R. McAndrew, WRC general manager; C. R. Sanders, advertising director, Peoples; and William D. Murdock, head of William D. Murdock Adv. Agency, Washington, D. C.

It is also understood that Peoples is seeking further television placement in the Washington market to add to its current $1,000 per month one-hour afternoo feature film Mon.-Fri. over WJNB (TV) Washington and its local sponsorship over WTTG (TV) Washington of DuMont's Comand of Bands, Tuesday, 9-10 p.m., which is sponsored cooperatively by drug chains.

ABC BILLINGS

Saudek Sees TV Profit; AM Up

ROBERT SAUDEK, ABC vice president and assistant to the president, said last week that the network's television operations should show a profit this year, and predicted that radio will stage a "comeback."

Mr. Saudek spoke at a meeting of the Advertising Club of Boston last Tuesday.

He pointed out that television gross billings for ABC were $5,470,510 in 1950, compared with $3,391,501 in 1949. The present trend in TV time sales indicates that total billings for 1951 will be "well ahead" of those in 1950, he said.

In asserting that radio will have a good year in 1951, Mr. Saudek said some of the emotional reaction to TV which attracted advertisers to the medium in large numbers last year was beginning to wear off. He noted that the huge listening audience provided by radio is being reappraised by advertisers.

AGENCIES NAMED

By American Safety Razor

AMERICAN Safety Razor Corp., Brooklyn, N. Y., effective immediately names BBDO, New York, and McCann-Erickson, same city, to handle the advertising campaign of its products previously serviced by Ruthrauff & Ryan.

BBDO will take over the advertising for Treet and Blue Star razor blades. Spot radio will be used for both accounts, BROADCASTING • TELECASTING learned.

McCann-Erickson, New York, which has had a part of the Silver Star Blade Div., takes over the entire division after mid-March when the firm drops sponsorship of its Chico Marx show, The Sugar Bowl, on ABC-TV. McCann-Erickson will continue to handle the firm's Robert Q. Lewis program, The Show Goes On, on CBS-TV.

'BATTER UP'

Baseball Schedules Set

WITH spring's approach comes baseball and early baseball announcements of radio coverage. WIND Chicago begins its radio schedule March 10 and WERC Erie, Pa., April 17. WFCI Providence also reports the pre-season signing of business.

WIND is covering the Chicago Cubs spring exhibition games. Sponsor is Esserman Motor Sales. The series includes nine games under the joint sponsorship of National League baseball clubs and the National Leaguers, the station reports, with the first game between the Cubs and the Chicago White Sox at Pasadena. Contract was placed through Phil Gordon Agency, Chicago.

In Providence, WFCI has signed for exclusive coverage of Boston Red Sox games under the joint sponsorship of National Brew Co. and the Atlantic Refining Co., two perennial baseball sponsors in New England. Station also announced renewal for a second year of its exclusive coverage of both the major league and National Leagues.

Contract for WRS participation in WAB was signed with William B. Ryan, former NAB general manager, now BAB president.

Mr. Ryan, Mr. Benoit

WORLD STATIONS

Got $10.8 Million in '50

ADVERTISERS paid $10,766,513 to World Broadcasting System member stations in 1950 for the use of recorded programs and features produced by World, the library transcription firm said in an annual report last week.

World, an affiliate of Frederic W. Ziv Co., said member stations received $7,823,893 from 8,041 sponsors of World's 30 quarter-and half-hour programs. The remaining $2,942,620 came from 7,385 advertisers for use of World feature program themes and jingles.

In an accompanying letter President John L. Sinn said if short-term overseas commitments last year had not limited the number of new stations World can add, the firm would concentrate on maintaining its service to present affiliates.

New Daytime Serial


WRS JOINS BAB

Walter Benoit Signs For Group

ALL Westinghouse stations have joined Broadcast Advertising Bureau, Walter E. Benoit, vice president of Westinghouse Radio Stations Inc., announced Friday. The stations have not been members of NAB since 1946 (see NAB-BAB story page 27).

Outlets in the Westinghouse group are WBZ Boston; WBZA Springfield, Mass.; KYW Philadelphia; KDKA Pittsburgh; WOR New York; KEX San Francisco; WJSX Philadelphia; WKTU New York; and KEX Portland, Ore.

In disclosing that WRS had signed a contract for membership in BAB, Mr. Benoit said: "Although the major, and constantly increasing use of broadcast advertising by the nation's leading advertisers proves it to be our greatest mass medium, nevertheless its story must be told and retold, its uses and capabilities explained and demonstrated, and new areas of effectiveness explored.

"The new plans of BAB to promote broadcast advertising aggressively and to work for a united front points to important results on behalf of the medium in this highly competitive field."

Mr. Benoit said that Westinghouse stations topped all previous sales records in 1950. This achievement, he said, offers further proof of the results to be obtained by commerce and industry from broadcast advertising.

Contract for WRS participation in BAB was signed with William B. Ryan, former NAB general manager, now BAB president.

RAYVE ACCOUNT

Names Cecil & Presbyre

LEYER BROTHERS' Pepsodent Div. has named Cecil & Presbyre, New York, to handle advertising for Rayve Home Permanent.

The latter account formerly was handled by J. Walter Thompson, which, however, will continue to service Rayve Shampoo.

Rayve Home Permanent currently is running hitchhikes on the My Friend Irma show (sponsored by Pepsodent) on CBS. The advertiser had its own network show, Junior Miss, on CBS, Saturday, which it dropped last December.

Mr. Ryan, Mr. Benoit

Drawn for BROADCASTING • TELECASTING by Sid Hix

"... our hometown boys once again are captivated with rapture at the sweet strains of the Sergeant's serenade."
PICKET LANG-WORTH

By PETE DICKERSON

BATTLE ROYAL between Lang-Worth Feature Programs and American Federation of Radio Artists began in New York last week when AFRA placed pickets outside the company’s offices and notified stations throughout the country that the firm was on AFRA’s “unfair” list and that union members were forbidden to work for it.

An injunction against the union’s activities will be sought in an action to be filed “shortly” by Lang-Worth, according to the company’s lawyer, Walter A. Socow, of New York. Mr. Socow charged that the strike was directed toward “non-labor objectives” and was “intimidating” the firm’s customers stations.

AFRA national and New York local boards called the strike following refusal of Lang-Worth to sign the new transcription code [BROADCASTING • TELECASTING, Dec. 4, 1950]. A Frank Reel, national executive secretary of AFRA, and Kenneth Groot, New York local executive secretary, alleged that the company had “broken a verbal promise to sign the contract” made at the time settlement was announced.

After two meetings for language changes and an interval for printing the code, it was signed early in January by all transcription companies that participated in the negotiations except Lang-Worth, the AFRA executives said. They charged that Lang-Worth had offered to sign if it were given a “special concession,” making the code effective “as far as it was concerned” on Feb. 1 rather than Nov. 1, as provided in the code and agreed to by other companies.

Lang-Worth Attorney Socow alleged that the code as finally printed contained provisions to which the firm had not agreed during negotiations and that the code as it stood was in violation of the Taft-Hartley and Lea Acts and the common-law prohibition against restraint of trade.

Two aspects of the code in particular were singled out by Mr. Socow.

Binding Clauses

First was a code provision requiring transcription companies to include clauses in their contracts with stations binding the stations to observe code provisions against broadcasting to a national network and dubbing from library service platters, at the penalty of being required to appoint a representative in New York, or send one, for arbitrations there, he said.

Seeing this clause as an attempt to get stations “over a barrel,” Lang-Worth had refused to agree to its inclusion in the new code, the AFRA executives said. Negotiations were opposed to it, he said.

AFRA charged that Lang-Worth had agreed specifically to the provision.

Both parties of the code read as follows:

Contracts With Third Parties: The producer shall not be responsible to AFRA for a breach or violation of this code by a third party to whom the producer has sold, leased or otherwise disposed of a transcription, if the producer had no agreement with the third party.

Binding Clauses: The producer shall be liable to AFRA for the actions of any agent or representative of the producer and all third parties.

(Continued on page 19)

AFRA Charges ‘Unfair’

“Third party” agrees with (producer) for the benefit of producers on library service transcription governed by the AFRA Practice for Transcriptions and Recordings for Radio Broadcasting Purposes to abide by the provisions of said code which prohibit dubbing (Continued on page 9)}
**McFarland Bill**

By DAVE BERLYN

STAGE is being set on Capitol Hill for what may be a preliminary to the showdown on the legislative fate of the 1951 McFarland Bill.

At least two developments point to a probable highway junction in the FCC procedural bill's travels through Congress. These are:

1. FCC testimony slated for today (Monday) before the House Interstate & Foreign Commerce Committee.
2. Re-emergence of a so-called FCC "model bill" which reportedly will be submitted to the House group for consideration with the McFarland measure.

The key communications committee in the lower chamber starts molding its radio platform today by hearing FCC Acting Chairman Paul A. Walker, who is scheduled to explain essential broadcast legislation pending before the committee.

Closed Session

Since the committee is in executive session, all talk will take place behind closed doors.

Broadest plank in the committee's platform most likely will be its stand on the McFarland legislation (S 665), passed by the Senate a fortnight ago, early in the first session of the 82nd Congress. [Broadcasting • Telecasting, Feb. 15, 5, Jan. 29].

To be determined is what action the committee will take on the measure, which provides for the contractual realignment of the FCC, embracing broadcast activities of the Commission, and generally regarded as the major radio legislation before Congress, as it has been for a decade.

The marker placed in the flowing field of speculation was the report last week that FCC is readying a slightly modified version of its model bill which it sent to the House committee during the last session of Congress. It then dealt with the ill-fated S 753, also authored by Senate Majority Leader Ernest W. McFarland (D-Ariz.) [Broadcasting • Telecasting, March 6, 1950].

That document, devised as a guide for broadcast legislation, disclosed a dichotomy among FCC members over their staff's proper role in Commission affairs. This controversy was drawn from extensive discussions accompanying the model bill which presented FCC's own views of how it should conduct its operations.

It aligned five Commissioners against the four who were centering over the majority's insistence on access to staff expert knowledge in any pending case at least until hearing is held.

FCC Chairman Wayne Coy and Coms. Walker, E. M. Webster, George E. Sterling and Frieda B. Hennock took the position then that public interest would suffer if Commissioners could not consult at will with staff members before hearings are held on contested cases. Comr. Robert F. Jones disented on the grounds such advice should be placed on the record at hearings and not before. Comr. Rosel H. Hyde, who was attending a NARBA conference, did not take part.

Other Changes

Under the model bill, other changes would have been made in the McFarland measure, such as:

- Extend reorganization time limits; permit the so-called buffer staff that would function between Commission and regular staff to advise the Commission; eliminate proposed deadlines for FCC action on applications; scuttle the McFarland proposal that filing of a protest against a grant would automatically stay its effectiveness; retain "double jeopardy" provisions of the present law's anti-trust section; define the job-jumping provisions; check out a McFarland provision that would grant a renewal if it would serve the public interest; broaden a proposed specification of "legal" assistant for each Commissioner to "professional."

Matching the latest move from within legal environs of the Commission is the statement of Chairman Coy to Sen. McFarland and Senate Commerce Chairman Ed C. Johnson (D-Col.), that he was "anxious" that some radio procedural bill be enacted by the Congress.

This brings up the possibility that the House committee may follow the course of scheduling extensive hearings on the McFarland Bill with consideration of the FCC version, and report out a bill designed for joint Senate-House conference where differences could be ironed out.

There was no indication late last week whether Comr. Walker would be accompanied by other members of the House committee of the Commission or staff, although the committee had indicated it would welcome such appearances or statements.

**Controversial Issues**

By late Thursday, it was believed that the closed-door session would touch upon such controversial issues as the signal control bill (see story page 31); NARBA (eventual pending legislative ratification); color television, and allocation of UHF-VHF channels to educational institutions (Rep. James I. Dolliver, Iowa Republican and member of the House committee, has introduced a resolution on the latter and has requested a full-dress inquiry into the color problem.

Main purpose of the committee meeting is twofold, it was explained:

(1) To give the committee background on top radio issues within its realm of interest, and (2) to lay groundwork for the setting up of priority on radio bills.

Chairman Robert Crosser (D-Ohio) already has formulated with his House committee a procedure whereby the Committee chairman, the ranking minority member (Rep. Charles Wolverton, New Jersey Republican) and the second ranking majority member (Rep. Lindley Beckworth, Texas Demo- crat) would sift bills sent to the committee. This would set the precedence for the group to take up committee bills.

Included among the bills already referred to the committee are Rep. Harry R. Sheppard's (D-Calif.) measures (HR 10, 73) to require network licensing by FCC and take away control of rebroadcasting rights from networks and give them to sponsors or originating stations [Broadcasting • Telecasting, Jan. 8].

**CD PLANNING**

**Communications' Role Emphasized**

By JOHN OSBON

COMMUNICATIONS and other services were characterized as the "operational troops" of civil defense—a closed front door last week in Washington between state defense directors and officials of the Federal Civil Defense Administration.

Directors converged on the agency Monday for briefings on the progress of federal planning touching on the role of broadcast stations, amateur radio operators and others.

Almost simultaneously, FCC had completed and passed on to the Dept. of Defense and CDA the second or final phase—covering operational functions of stations of its project plan for the broadcasters' role in an all-out national emergency. FCC had previously completed a study on the "alerting system."

Whether stations would be permitted to remain on the air in the event of imminent or actual hostilities—and how long—was a conjectural issue at week's end, since details of the project were "highly classified" [Broadcasting • Telecasting, Feb. 12, Jan. 15].

Officials of the Civil Defense Administration said they had not had an opportunity to analyze the proposal, which the Commission prepared at the request, and for the approval, of the Air Defense Command in Colorado Springs, Colo. On the command's final decision, when forthcoming, hinges a meeting of government and industry representatives, to be called at FCC's initiative.

**Broadcasters' Role**

For that reason, state civil defense directors could only be told last Monday that the question of broadcasters' participation on local level—and of "radio silence"—is "still under study" by the Commission and Air Force, representing the Dept. of Defense (see story, page 31).

Robert Burton, CDA communications director, explained in answer to questions that FCC is working on regulations governing licensing of amateur frequencies for civil defense purposes [Broadcasting • Telecasting, Jan. 22].

Description of communications as one of the "operational troops" of civil defense was given by G. R. Gallagher, deputy assistant administrator, who stated the government had no monopoly to offer on the states' guidance in organizing, training and equipped these forces. A communications or technical manual will be among those booklets slated to be issued by CDA in the near future, probably by March 1.

Also recommended, for the sake of national uniformity, were insignias or designations for communications and other service personnel. They would bear the name of the state within a blue circle.

An offspring of the whole civil defense problem revolves around the question of whether governments could seize radio stations and newspapers in time of war as indicated in President Truman's model plan for state civil defense [Broadcasting • Telecasting, Sept. 25, 1950] is contained in an advisory (Continued on page 82).
HAVERLIN IN LEAD

By J. FRANK BEATTY

The name of Carl Haverlin, BMI president, is believed to head a list of NARTB (NAB) presidential nominees that will be submitted today (Monday) to the new NAB TV board of directors.

Consideration by the TV board of the presidential list, which is the first sounding of member sentiment on the selection of an operating president for the projected National Assn. of Radio & Television Broadcasters.

Meeting in New York, the TV directors will start organizing the video side of the combined radio-TV association. Besides going into organizational details, dues and the ASCAP situation, the TV board will be given a list of presidential nominees picked by a special eight-man committee headed by Mr. Haverlin, and agreed upon among the board from Florida sessions [BROADCASTING * TELECASTING, Feb. 12, 5].

Well over a score of names have been considered by the eight-man group, which has power to sign a contract. The group will not act, however, before the NAB membership votes on revision of the by-laws and it may decide to submit its recommendation for a president to the NAB board during the NAB's April sessions.

Many Developments

Trend of committee sentiment in Mr. Haverlin's direction marked a week in which:

• BAB rocked the industry by signing Westinghouse stations, not NAB members (story page 24).

• Concern developed over aband-

omen of historic name "NAB" for NARTB.

• Interest in convention exhibits indicated annual show will go on as usual.

• Ballots for by-law revision were mailed to NAB members.

• Frank U. Fletcher, WARL Saco, Maine, was proposed as NAB general counsel.

• Signing of Westinghouse sta-

tions by Broadcast Advertising Bureau came as William B. Ryan, BAB general manager, started preparation of a membership drive and planning for greatly expanded sales promotion activities. He will submit an operating program to the BAB board at its March 1 meeting.

Work is practically completed on expansion of the BAB board from five to 26 members. All but one station director had been named and networks had about completed appointing their board members. Names of all directors may be announced in a day or two.

Addition of Westinghouse stations—six in number—provides BAB with a flying start as it opens a membership drive. Westinghouse dropped out of NAB in 1945 shortly before the present administration came into power apparently disagreeing with policies and the handling of promotion for the 25th anniversary of radio.

No one at Westinghouse would comment on attitude of the group toward the new NARTB but the WRS announcement of BAB affiliation spoke glowingly of BAB plans to promote broadcast advertising.

It also was impossible to gain an idea of the Westinghouse policy toward the new TV side of NARTB.

The formal job of obtaining membership vote on the new NARTB by-laws was started Friday when ballots and explanatory statements were mailed to the 1,200 aural and 44 TV members of NAB. These ballots are returnable as of midnight, March 8. Results will be tabulated and announced March 5.

Interest continued to run high in the presidential race. Among names to be submitted to the TV board today besides Mr. Haverlin may be Eugene S. Thomas, WOR-TV New York, chairman of the NAB TV board; Paul W. Morency, WTIC Hartford, and Mr. Ryan, who resigned the NAB general managership to accept the BAB presidency. Perhaps a score of names have been scanned by the eight-man presidential committee but committee members explain that all discussions have been of a preliminary nature.

Not Approached

Mr. Haverlin told BROADCASTING • TELECASTING he had not been approached by any committee. "I have not received any offers," he insisted, but within the committee it was indicated he had been approached informally. Asked directly if he would accept the NAB presidency, if offered, Mr. Haverlin declined comment.

Mr. Haverlin joined BMI as vice president April 15, 1940. Three years later he moved to Mutual network as vice president and then turned to BMI as its first paid president in 1947. He had entered radio in the 20s via KFI Los Angeles where he rose to a sales management position.

He knows thousands of broadcasters through the BMI and Mutual contacts. Since BMI's formation he has attended a high percentage of NAB and state association meetings to stimulate station interest in the industry-operated music copyright organization.

The whole presidential problem will be considered Feb. 27 or 28 at a meeting of the eight-member committee, to be held in New York just prior to the Radio Convention.

Judge Justin Miller, NAB president who has been promoted to NARTB board chairman, is also chairman of the BMI board. Mr. Haverlin replaces him as BMI president and receives without contract. The NARTB presidency would be for a three or five-year term.

Walcer Asked

Last week Judge Miller wrote NAB board members asking their opinion on a proposal that board policy be revised to admit appointment of Mr. Fletcher as general counsel, a vacant post since Don Petty's resignation became effective at the year end.

Judge Miller, in suggesting the possibility of retaining Mr. Fletcher for the general counsel position, requested directors to specify their views on continuance of Mr. Fletcher's law firm. Mr. Fletcher & Midlen though he would not be active in the firm and would devote fulltime to the NAB duties. A proposal also was made against appointment of staff officials having an interest in a broadcasting station.

When NAB's TV board meets today at the New York Advertising Club Dr. Kenneth H. Baker, NAB research director, will sit as guest to advise in setting up a TV dues schedule. TV members are to raise $150,000 for the first fiscal year, starting April 1, with $50,000 going to NARTB for overhead and departmental expenses.

Plans for a membership drive in which effort will be made to sign all 107 TV stations will be considered after the dues matter is settled. NAB has not taken action on the ASCAP contract and the ASCAP president is on the board's agenda. ASCAP interest centers in terms of a per program license and ASCAP's announced intention to issue its own license, without further consultation with TV broadcasters [BROADCASTING • TELECASTING, Feb. 12, also see story page 23]. Final agenda item will be (Continued on page 88)

AFM-NETWORKS

Music Parley Deadline Moved to Feb. 21

EXTENSION of AFM-network negotiations deadline from Feb. 18 to Feb. 21 was announced in New York last Thursday at the close of a second week of meetings. Both sides have refrained from public comment since AFM President James C. Petrollo announced union demands at the first of the high-level conferences Jan. 31 [BROADCASTING • TELECASTING, Feb. 5] and under- took to keep the discussions secret. National AFM-network contracts. The present contract expired Jan. 31.

No formal network counter-proposal thus far have been agreed upon among the network representatives, themselves, it is believed. Union-network meetings are understood to have been held on a plane of negotiation and discussion and without reference to specific issues. However, it is thought that two issues
The Telephone Hour

ON THE third Monday in April, a shimmering musical chord—the opening strain of the “Bell Waltz”—will ring in the 12th year of one of the most honored and promotionally successful programs on the air, The Telephone Hour.

Inaugurated in 1940 to explain in its commercials the policies of the Bell Telephone System and to clarify the intricacies of the system’s physical operation, the program has become in its content a musical institution of the first rank, reaping incalculable good will from the taste and stature of its presentations.

Heard over 156 NBC stations, Monday, 9-9:30 p.m., the program has featured many of the finest vocalists and instrumentalists in the world, and has introduced a great number of promising new artists. It is heard by 7 million families monthly.

Cost of the weekly program to the Bell Telephone System is $1,220,000 annually, with $670,000 representing the cost of time and the rest going to talent. Expense of the program is borne by the 22 operated companies of the Bell Telephone System, together with Western Electric (the manufacturing and supply organization) and the Bell Telephone Labs. Each Bell entity is assessed for the show on the basis of its gross revenue for the preceding year.

Voorhees Helped Start First Series

Now originating from NBC Studio 6 A in Radio City, New York, the show was first broadcast on Monday at 9 p.m. from the Cathedral studio of the old NBC headquarters at 711 Fifth Ave. Donald Voorhees, distinguished American conductor, helped launch the series.

ADVERTISER, agency and network combine talents to make The Telephone Hour an outstanding radio institution: LEFT PHOTO: Representatives of the Bell System directly responsible for the program (l to r) Will Whitmore, radio advertising manager; John Bornholdt, radio advertising supervisor, and John M. Shaw, assistant vice president, all of American Telephone & Telegraph Co. CENTER PHOTO: Personnel comprising the N. W. Ayer & Son staff on the program includes James E. Hanna (seated), vice president in charge of radio-TV, and (standing l to r) Paul Kizenberger, timebuyer; Gordon Braine, director of radio-TV research; Shirley Stone, research; John B. Hunter, vice president and supervisor of service; Raymond F. Jones, service representative; Wallace Magill, producer and director; Barbara Curham, assistant to Mr. Magill; John Caldwell, radio-TV copy chief, and Joseph Stauffer, radio supervisor. RIGHT PHOTO: NBC Producer Paul Knight (standing) and Engineer Don Abbott (foreground) go into action as Mr. Magill signals from the control room to start The Telephone Hour. Beside Mr. Magill is his assistant Miss Curham.
and has continued as musical di-
rector of the 57-piece Bell Tele-
phone orchestra. Mr. Voorhees com-
posed the celebrated "Bell Waits," the program's theme.

The first soloists were Francisca
White and James Melton who ap-
peared weekly with the Bell Tele-
phone orchestra. The program also
featured a chorus, trained by Ken
Christie, who still directs the Bell
Chorus whenever it is scheduled.

This format continued through the
first two years of The Telephone Hour.

The program moved into Radio City in October 1941 when the
sixth floor studios were completed, and almost at the end of the second
year, moved to the 9 p.m. program on
Monday.

At the beginning of the third season, April 1942, The Telephone Hour
inaugurated the "Great Artist"
series with Jascha Heifetz
as the first soloist. This new
format featuring the Bell Telephone orchestra and a different soloist
each week has remained in effect.

Artist List Changes Frequently

The list of artists changes from
season to season but among those
who were heard the first season and who are still on the schedule
are Mr. Heifetz, Lily Pons, John
Charles Thomas and Marian Anderson.

Other noted artists who have
made periodic appearances are
Enio Pinza, Robert Casadesus, Jose
Iturbi, Nelson Eddy, Gladys
Swarthout, Bidu Sayao and Fritz
Kreisler, who for years had been
a "holdout" against radio until he
made his debut on the program.

Among the noted American radio debuts presented on The Telephone Hour was that of Ferruccio Taglia-
vini, Italian tenor who became an
overnight sensation with his broad-
cast early in 1947.

Excellence of the Bell Telephone orchestra is attributed to the high
calibre of its members who have
played with the leading symphonies of the world and to continued
embership of many of the musicians.

Among the original members still playing with the orchestra is
Yacob Zayde, concertmaster. There
are 35 other musicians who helped
start the series and who are on the
current roster. Four more of the
present members joined the pro-
gram within its first season.

The Telephone Hour does not
travel and originates outside of
New York only when an artist has
West Coast commitments in which

![Business of Broadcasting]

One of a Series

RESEARCH, analysis, constant study and adhering to information
learned from these methods are elements which have gone into keeping
Signal Oil sponsored The Whistler on CBS consistently among the high-
est rated shows on the Pacific Coast. According to Ed Bloodworth of
Barton A. Stebbins Adv., Los An-
geles agency handling the account.

Mr. Bloodworth was one of a
panel of four agency representa-
tives giving brief case histories of
radio successes last Tuesday at the
"Radio Pays, And How" session of the Southern Calif. Chapter, American
Assn. of Advertising Agencies, at
Chapman Park Hotel, Los An-
geles.

Other speakers at the ses-
sion, fourth in a series of six boast-
ing various advertising media, were
Ruey Nagel, merchandising direc-
tor, Erwin, Wasey & Co., who spoke on
Carnation Co.; Carl K. Tester, president, Philip J. Meany Co., on
Stanhomor, and John McCarthy,

Success of The Whistler has been no
hit or miss proposition at any

![Mr. Testor and Mr. McCarthy]

worth said.

"There is no question what radio
has done for Fritos," Mr. McCarthy
told the group. He traced spot ra-
dio's importance in building Fritos
from a kitchen operation to an in-
dustry hitting a $15 million annual
sales mark.

Radio's success in opening up the
depth south market for Ashtomor
was told by Mr. Tester. The agency,
which had been using other adver-
tising media, discovered that "the
product was not doing well in that
area and decided to initiate a radio
campaign, he said.

Starts Spot Drive

An intensive two-month trans-
scribed radio spot campaign on 70
stations of the Keystone network was
used, resulting in a tremendous
upsurge of business. A survey con-
ducted in the area following the
campaign revealed that 289 out of
312 drugstores now carry the prod-
uct.

Mr. Testor Mr. McCarthy

Related at Ad Meet

Reviewing the history of one of the
outstanding radio success stories
that of Carnation Co., for its
carpeted milk, Mr. Nagel point-

![George Foster Peabody Award and "Michael"

out that consistent use of net-
work radio in Carnation Contented Hour was the main contribution in
making each year's total sales higher than those of the preceding
year. The program, Mr. Nagel said,
has been on the air since 1933, un-
dergoing only one major change in format by few years. The program
from the classical to the popular format in order to meet what
color. has been and was
the level of sales promotion. Based on successes the
firm has enjoyed through using the
medium, Mr. Nagel concluded that
"radio will continue to be the basic
medium for Carnation for a long
time to come."

Nealy Reviews

Prior to the panel discussion Andrew W. Nealy, vice president and
general manager, BBDO, Los
Angeles, and chairman of the board of directors of the Southern Calif.
AAAA chapter, gave a brief review of
the radio picture. In 1950, he
stated, over 1,200,000 new radio
owners had been added from the pre-
vious year; $448,200,000 was spent
in radio advertising, an increase of
5½% over previous years; 14,589-
000 radio sets were manufactured,
three times the number of televi-
sion sets.

Special guests at the session in-
cluded members of the Southern Calif. Broadcasters Assn. and of the
Los Angeles section of the National Assn. of Radio Station Representa-
tives.
D. C. Court Hears Arguments

EXECUTIVES of Swift & Co., Chicago, are honored at a luncheon marking the company's 10th year of sponsorship of the Breakfast Club on ABC. Present are (1 to r) Vernon Beatty, director of advertising for Swift; Otto Stedman, vice president, Detroit; Louis & Brody; Don McNeill, emcee on the show; A. H. Gunz, vice president; J. Walter Thompson; John H. Norton Jr., ABC Central Division vice president, and A. W. Sherer, vice president, McCann-Erickson.

Goodwill Stations Set Up Councils

SO that the Goodwill Stations might better serve the public interest, as a "giant mirror, reflecting back to the community its desires and necessities, its hopes and accomplishments," special advisory councils of each of the three stations have been set up at headquarters.

In announcing the project last week, John F. Patt, president of the Goodwill Stations, revealed that completed councils of representative citizens in the fields of business, labor, government, religion, education, etc., are already serving at WJR, Detroit and WAGR, Cleveland. The board for KMPC, Los Angeles is near completion and should be announced later this week.

Station general managers — Worth Kramer (WJR), Carl George (WAGR), Bob Reynolds (KMPC) — have cooperated with Mr. Patt in the project which is in accordance with a resolution passed at directors meeting last December.

In operation, the councils will exchange representative views on how the broadcasting needs of the area can be best served. Each council will meet with officers and station department heads at least once a year.

Mr. Patt pointed out that it has always been the practice of Goodwill station personnel to be active in civic affairs, to "offer assistance or leadership as may be required, and to give generously of our time and talents to every representative worthy project." Adding that the continuation of this practice will be encouraged, he ventured his belief that "we shall get a better overall picture by inviting representative leaders to sit in with us. We like to think of each of our stations operating much as a giant mirror over the area it serves, reflecting back to the community its desires and necessities, its hopes and accomplishments."

(Continued on page 38)

No Compulsion

The transit firm's lawyer said he did not consider compulsion to be involved since there is a difference between hearing and listening. He said the PUC record shows no effort is forced to listen since there is a "conscious choice" factor involved. To another question, he explained the vehicle operator cannot control the volume of the speakers, which are checked by experts, but can turn them either on or off.

Judge Bazelon asked if the operator could call the passengers' attention to radio advertising. Under the PUC statutes as they are now constituted, Mr. Myse said he could.

Judge Edgerton interjected the court took "judicial notice it is an obvious, universally known fact that it is easier not to read than not to listen."

PUC's attorney, Lloyd B. Harrison asked the question is not whether the programs are "desirable or undesirable" but rather think of each of our stations operating much as a giant mirror over the area it serves, reflecting back to the community its desires and necessities, its hopes and accomplishments.

The WJR advisory board is as follows:

Francis X. Martel, president, Detroit Urban League; Murray D. Van Wagoner, consulting engineer; Charles Fitz, director, Michigan Dept. of Agriculture; Lloyd Gooch, chairman, Michigan State Police; Harvey Campbell, executive vice president; George Rakavy, secretary, Detroit Board of Commerce; Judge D. H. Healy, Probate Court, Juvenile Division; Mrs. Clyde E. Bickel, radio chairman, Michigan State Federation of Women's Clubs; Boniface R. Malle, national commander, Disabled American Veterans; John C. Dancy, executive director, Detroit Urban League; Edgar A. Guest, Detroit Free Press; John A. Hassab, president, Michigan State College; Harry Klingler, vice president, General Motors Corp.

At WAGR the board is:

Ellsworth Augustus, director; Civilian Defense; Mark C. Schinner, superintendent of schools, Cleveland; Judge Perry B. Jackson, Municipal Court of Cleveland; Raymond L. Soper, head accountant, Western Reserve Telephone Co.; Fred D. P. Stushower, vice president, Lang, Soper & Stushower; Leonard W. Scott, vice president, V. Magee, vice president, Ohio Federation of Women's Clubs; James Myse, general counsel, Cleveland Graphite Breather Sales; Donald C. De Vos, regional director, CIO.

BROADCASTING • Telecasting

ADVISORY UNITS
Industry Prepares Stand

MILITARY proposal which would give the President sweeping power to "control" radio and television broadcasting "because of electromagnetic radiations" whenever he deems it advisable in "the interest of national security" will receive a thorough examination at a meeting this week [BROADCASTING • TELECASTING, Feb. 12].

Industry and government officials were preparing the stand the Administration plans to put forth in the controversy with the Defense Dept. plan, on which the Senate Interstate & Foreign Commerce Committee will hold hearings starting this Wednesday. Technically, the committee will hear views on legislation (S 537) sponsored by its chairman, Sen. Ed C. Johnson (D-Col.) at the request of the Defense Dept. Authorities said that if members can sit through without interruptions, the hearing may last only one day. It was held possible, however, that the sessions would go on to Thursday and possibly Friday.

The hearings will be open, notwithstanding the security aspects of the federal broadcasting inasmuch as Sen. Johnson is known to favor placing all comments of the military and FCC "on the record."

NAL to Appear

At week's end it appeared that industry would send the army through NAB and probably Radio-Television Mfrs. Assn., while officials of FCC, the Air Force and the Federal Civil Defense Administration indicated they would submit their respective agency's comments.

NAL will be represented by President Justin Miller, who is expected to say that industry is not in favor of the proposal or its policy with regard to the bill; Engineering Director Neal McNaughton, who will discuss the technical phases; Ralph Hardy, government relations director, who will draw the measure from the local station angle.

RTMA had indicated informally that it would file its views, probably reflecting a general stand rather than commenting on specific issues.

Both FCC and the Civil Defense Administration are known to be plainly skeptical of certain provisions of the proposal—but for different reasons. And industry authorities, while contending that the military must hold supreme in time of actual crisis, fear that the power must be clearly delineated and not allowed to encompass all situations short of crisis [BROADCASTING • TELECASTING, Dec. 25, 1950].

Comm. George E. Sterling, who considered an expert in the radio fields, will offer the Commission's reaction on the plan which would, in effect, extend Sec. 606 (e) of the Communications Act, representing the military will be Maj. Gen. Francis L. Ankenbrandt, USAF.

Civil defense officials said late Thursday that the agency's legal counsel had studied the bill and planned to confer with Dept. of Defense officials before deciding whether to appear. Some CDA authorities are reported to be displeased with the proposal which would lay the groundwork for similar control of radio and television; the military feels might serve to guide bombers of missiles to U.S. targets.

Called "Nerve System"

Communications has been described as the "nerve system of civil defense" by the President and civil defense agency.

The issue of radio control also was slated to arise today (Mon.) in the lower chamber of Congress. Paul A. Walker, FCC acting chairman, will be asked to give his views on the legislation when he appears in closed session before members of the House Interstate & Foreign Relations Committee on important issues now pending before it (see separate story, page 28).

The committee wants to hear specifically whether the plan would involve an amendment to the 1934 Communications Act; an explanation of the measure, and why provisions in the act are not adequate. There has been some speculation that the Senate committee may report out the bill in the form of an amendment to the Communications Act, if necessary, rather than enact new legislation.

Technically, the House Commerce Committee at present has no jurisdiction over the plan—or the companion bill introduced in the House by Rep. Carl Vinson (D-Ga.). The measure has been referred to the Armed Services Committee, of which Rep. Vinson is chairman and which had taken no action on it.

As currently written, the bill would empower the Chief Executive to control radio-TV broadcasting and radiations from industrial heating plants and die-thrimer machines "in time of war, national emergency, or whenever the President deems it advisable in the interest of national security."

[BROADCASTING • TELECASTING, Jan. 8, et seq.]

The latter fields are not covered in the Communications Act, nor are there express provisions for penalties which, under the military plan, would be a maximum $50,000 fine or five years imprisonment, or both, for corporations "knowingly" violating security. That section, which would amend the U.S. Criminal Code, also carries provision for compensation to owners of such equipment, to be set by the President.

Authorities also point out that the phrase, "in the interest of national security," is broader in some respects than the pertinent section of the Communications Act, which reads:

Upon proclamation by the President that there exists war or a threat of war requiring the establishment of an emergency or defense agency or other national emergency, in order to maintain the national security of the United States, the President may suspend or revoke the privilege of any station for such period as he may see fit, the rules and regulations applicable to any or all stations within the jurisdiction of the U.S. . . . , and may cause the closing of any station for radio communication and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station . . . , by any branch or department of the government under such regulations as he may prescribe. It is just compensation to the owners.

RADIO-TV ROLE

Civil Defense Mobilization Plans Take Shape

EXTENSIVE plans to mobilize radio-TV activity on behalf of the nation's civil defense program are expected to take shape in the next few days within the newly-created Civil Defense Administration.

Heading the division, which operates within CDA's Public Affairs Office, is Jesse Butcher, former radio and agency executive, who joined the agency last month [BROADCASTING • TELECASTING, Jan. 8].

Mr. Butcher is supervising a four-pronged operation—radio, television, motion pictures and public affairs. Each unit has its own director when plans materialize and candidates for the posts are screened in line with loyalty provisions for setting up the administration.

Mr. Butcher's division will formulate programs for radio-TV activity on the national level. In this connection, the division is expected to work with the Advertising Council and other groups to put across campaigns with specific themes evolved by the federal civil defense officials. A CDA chairman and which had taken no action on it.

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Most of the radio and TV support was donated without any cost whatever to the Census Bureau, aside from the production costs involved in a series of TV shorts. The Department of Commerce, National and local sponsors, along with agencies, joined in the promotion through the Advertising Council.

Themes are expected to follow those already indicated for the film branch, with stress on such topics as atomic survival, biological warfare, fire-fighting, first aid and others.

Mr. Butcher has enjoyed a varied radio background in both the network and station fields as well as in government service. He started his radio career with the New York Times and later went on to hold positions with NBC and CBS public relations, West Coast office of Kenyon & Eckhardt Inc. and KMPC Hollywood, where he was program manager and later assistant manager of broadcasting operations. He also has held political radio campaigns for the Democratic and Republican parties and, during World War II, was radio director for the USO-National War Fund.

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STONGER ‘VOICE’

SEN. WILLIAM BENTON (D.Conn.), author of the proposed “Marshall Plan of Ideas,” will take his plea for a stronger Voice of America to the Senate floor this week and formally request a full-dress inquiry into operations of the State Dept.’s radio information arm.

It was revealed by close associates of Sen. Benton, who has been absent from the capital scene, amid growing controversy, over the question of whether the Voice might operate more effectively as a separate independent agency.

The issue reached a new pitch last week in further correspondence between the Connecticut Senator and the State Dept. over its wage freeze.

WAGE FREEZE

Radio Aspect Reviewed

APPLICABILITY of government wage freezes to employees in radio, newspapers and related fields will be reviewed to more effectively prepare the Voice of America for an emergency before the Wage Stabilization Board, scheduled to start Feb. 28.

Panel of six persons—two management, two labor, two public—will be named to review the matter. It was explained that when the original wage freeze order was issued by Economic Stabilization Administration, it applied to all employees, with some exceptions. Printing pressmen, radio-TV employees and other groups whose industries had been exempted from prize freezing, held it was unfair to freeze wages of employees in those industries.

In other developments, Economic Stabilizer Eric Johnston announced that the price-wage control violations will be from 1950, and an assistant U.S. attorneys as a result of “complete agreement” reached between the Justice Dept. and the Office of Price Administration.

Special attorneys will be sworn in as Justice Dept. employees but will work closely with regional OPS offices.

Early Friday, three labor members of the WSJ walked out of a meeting, protesting a majority-approved policy to allow raises to 10% above rates a year ago.

The move was seen as a threat to WSJ’s existence.

Meanwhile, Michael V. DiSalle, director of OPS, asked New York City Police Commissioner Thomas F. Murphy to take over direction of the agency’s enforcement for 60 days. Comm. Murphy was an assistant U.S. attorney for eight years and was government counsel in the Alger Hiss case.

The job pays $16,000 a year and has been held by two others who have served briefly. Joseph F. DeBonis, current director of the investigation division, was appointed by President Truman as a commissioner of the District of Columbia.

The two-pronged proposal urging exploration of Voice of America from the department and reviewing anew the efficacy of the radio short-wave “campaign of truth” [Broadcasting • Telecasting, Feb. 12].

Sen. Benton is expected to call for the inquiry in the form of a resolution prepared for delivery either today (Monday) or tomorrow, authorities said. The proposal will be referred to the Senate Foreign Relations Committee.

In the latest exchange, Sen. Benton charged that the Voice has been held in limbo by the State Dept. and that his latest proposal is intended to be “friendly and constructive.” Summing up his convictions, he stated:

“I have repeatedly asserted that the State Dept. under Secretary of State Dean Acheson’s leadership has been indecisive in its requests for funds and in its leadership in the newly-emerging psychological warfare. I don’t believe the State’s posture has recognized the gravity of the vital area and is not doing all it could. It’s my purpose to marshal support in the Congress to back State Dept. leadership in this new and little understood field. I hope to encourage the department through constructive studies and suggestions and through the cooperation of Congress.

Differences Traced

Sen. Benton traced his differences with Secretary Acheson to hearings before the special Senate Select Committee last summer on his “Marshall Plan of Ideas” resolution (S Res 243) and implied the department had not been adequate “stimulated” with strong endorsements by top military leaders.

He also cited a proposal by Brig. Gen. David Sarnoff, RCA, chairman of the board, and himself calling for a $200 million worldwide radio network and an additional $300 million operating budget [Broadcasting • Telecasting, July 10, 1950]. The committee took no action on the resolution and, Sen. Benton also observed, the requested 1961 $67 million budget for the Voice was based on pre-Korean estimates.

Expressing admiration for Edward W. Barrett, Assistant Secretary of State for Public Affairs, and the “marked progress” made by his organization, Sen. Benton felt the department is “working under the handicap of a lack of funds, personnel and other facilities needed to make this a vastly more effective operation than it has been.”

Congress should supply it with the “sinews and muscles necessary to make this not merely a Voice of Freedom and Democracy but a Voice of Peace and Freedom for the free world,” as well, he declared.

The Voice drew $57,602,167 in regular and supplemental funds for the current year, comprising $41 million for radio facilities and equipment and about $16 million for broadcasting and programming.

APS CONFERENCE

To Draw 75 Broadcasters

APPROXIMATELY 75 broadcasters from the Carolinas and Virginia are expected to meet today (Monday) with Associated Program Service officials at Sedgefield Inn, Greensboro, N. C., in the first of a series of subscriber sales-program conferences sponsored by the transcription library.

Harold E. Esenick, general manager of WSJS Winston-Salem, is slated to preside as honorary chairman. Discussion leaders will be Maurice B. Mitchell, APS general manager, and James Lucas, APS director of program development, and Leslie F. Biebl, APS program director.

The session is designed to integrate the transcription library more closely into stations’ overall sales and program operations. APS officials plan similar conferences with other APS stations in the near future, with meetings tentatively scheduled for Orlando, Fla.; Memphis, New York, Chicago, Dallas and several West Coast points.

PRINCIPALS in the sale of a 65% interest in KSBW Salinas, Calif. [Broadcasting • Telecasting, Feb. 12], are (1 to r) Ray V. Hamilton, Blackburn-Hamilton Co., station brokerage firm which negotiated the sale; Albert Segalman, Dimba Calif., department store owner, a buyer; A. M. Cohan, Houston, Tex., wholesale, a second buyer; W. M. Ottes, present owner of the remaining 35% interest, and John C. Cohan, former commercial manager of KNX, Hanford, Calif., who completes the list of buyers.

—about half of the sum allotted for the whole information program. Authorities estimate that requests for fiscal 1951-52 are approximately $25 million for radio broadcasting, and additional outlays in future supplementals if the need arises. Hearings are slated for early March.

In an open letter to Sen. Benton, Secretary Barrett said the State Dept. would welcome a probe of VOA activities but cautioned against quick expansion of the Voice because we could lose much ground if we merely set up a vast firecracker of a “Marshall Plan.”

At the same time, he cited advantages for retaining the Voice within the department.

Secretary Barrett said a briefing this week that Congress had been looking at Public Affairs subcommittees of Congress was desirable and would indicate that:

(1) The Voice has made "extraordinary progress" in the campaign of truth; (2) the U.S. is winning the propaganda fight against Communist terrorism; (3) while "dollars are needed, dollars alone are not the answer"; (4) the U.S. must maintain "a constant information program" and "an independent establishment of the Voice on an independent basis" so that field workers are "a group of experts, not professionals hired by any agency, private or public."


"We have relegated " our Voice programs... to a relatively insignificant place n our military and diplomatic scheme of things," Sen. Smith declared Feb. 8. The Voice should be dis- connected "from the State Dept. because of its importance" and re- named the Voice of Freedom or the Voice of the Free World, he as- serted on the Senate floor.

VOICE’ SETUP

A Job for Ad Agencies?

THE STATE Dept. and the Voice of America “are not doing a good job of selling America and our way of life to the other nations of the world. . . . Perhaps . . . a few of our top-flight advertising agencies could do a much better job.”

These views were expressed by Sen. Edward Martin (R-Pa.) in reply to a letter from Ogden De- vore, publisher of the WKAP Advertising compensation to the town, Pa., who had posed the issue in letters to the senator and Broad- casting • Telecasting last month [Oral History, Jan. 12]. Mr. DeVore said he “thought U. S. propaganda is "entirely too high in standard" and suggested that five top advertising agencies could "sell" American products and other lands much as they sell soap.

“Our advertising agencies can sell every type of product,” Sen. Martin added. "Perhaps the best product America have the biggest product in the world —freedom—and yet we don’t seem to be able to sell it. Perhaps as you suggest, a few of our top-flight advertising agencies could do a much better job.”

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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
CBS OPTIMISTIC
District Hears Sales Plans

REPORTS on CBS' biggest income year, 1950, and predictions that color TV as developed by CBS would be definitely established by the courts and accepted by the industry during the coming year, were issued at closed sessions of CBS District 9 in San Francisco last week. Discussion at the meetings in San Francisco's Mark Hopkins Hotel was led by CBS President Frank Stanton and other network officials. Wayne Coy, FCC Chairman, attended.

Arthur Hull Hayes, vice president of CBS and general manager of KCBS San Francisco, and Clyde Coons and KNEW San Francisco, were hosts. Thirty-seven station and network executives from California, Oregon, Washington, Idaho, Nevada, Arizona and Texas attended.

Reports that 1950 was the biggest gross income year in CBS history and that 1951, including programs for sales promotion cooperation between the network and its affiliates, paralleled those issued at the Dallas meetings [BROADCASTING • TELECASTING, Feb. 8].

Mr. Stanton predicted that the U.S. Supreme Court would hand down its final decision in the TV color suit next month and that he would support the FCC approval of the CBS system. He thought San Francisco would have color television before the end of the year.

Chairman Coy accused TV manufacturers of lack of cooperation on the color question and said they were missing a great opportunity for advancing the industry and increasing their own income.

Mr. Coy defended the FCC ruling on color at a news conference and defended the CBS system as the best thus far advanced. He said that when the tri-color tube is perfected it will work in sets already adapted to the CBS system.

Network executives at the sessions, in addition to Stanton and Mr. Hayes, were H. Louis Hausman, vice president in charge of advertising and sales promotion; John Karlington, manager of network sales; Merle Jones, manager of KTSF (TV) Hollywood and Columbia Pacific Network; Edwin Buckalew, sales manager of Columbia Pacific Network.

Grass Roots Lesson

TWELVE advertising students from six midwestern universities and colleges will take part in the Sixth Annual "Week in St. Louis" March 13-16 under the sponsorship of the Advertising Club of St. Louis. The students' participation in the "grass roots" sessions will be part of the club's college awards program.

SPORTSCASTER Bill Dyer (center) is all smiles after signing a radio-TV contract with Globe Brewing Co., Baltimore (Arrow beer). None the less happy is Joseph Katz (l), president of Joseph Katz Co., Baltimore, Globe agency, and Francis McNamara, Globe Brewing Co. president. Mr. Dyer will do a daily two-hour show on WWJN Baltimore for Arrow. Several TV programs are in the planning stage.

Research Plan

Report Expected This Week

COMMITTEE on audience research methods held what the group hopes was its final meeting Thursday in New York and, after some final rechecking of details, expects to release its report late this week, according to Dr. Kenneth H. Baker, research director of NAB and chairman of the committee.

The group was organized last summer at the request of Staley Breyer, commercial manager, KJBS San Francisco, who in an advertisement in the July 3, 1950, issue of BROADCASTING • TELECASTING asked for a special research project in that area to dispel the confusion created by differing program ratings produced by Hooper and Pulse surveys in that region. The committee named by Mr. Breyer subsequently expanded its membership and the scope of the project to include test surveys in markets typical of the country that would measure all audience research techniques, not merely the aid-recall, personal-interview method used by Pulse and the coincidental telephone technique of Hooper.

Test Surveys Seen

The completed report is expected to recommend a number of test surveys in a number of sample markets with the aim of comparing and evaluating the results obtainable from each type of audience measurement research. Whether these recommendations will be carried out by some existing research body or by an organization created specifically for the job, and how the work will be financed, are questions yet to be answered.

Thursday's meeting, lasting from 10 a.m. until mid-afternoon, was held at the BMI offices. Present were:

Dr. Baker; Matthew Chappell, Hofstra College; Fred Manlicher, HDHO; Wells Wilbur, General Mills; Lewis H. Avery; Avery-Kneale; Lawrence Deckown, bow; H. M. Reville, NBC; and Herbert D. Krueger, WTAG Wor- cester, were unable to attend. The observer members of the committee—get, a committee on the air before Sydney Rosow, the Pulse Disc; T. R. Shearer, A. C. Nielsen Co.—were not included at the final committee meeting but they did attend the next-to-San Francisco network and participated in the overall review of the committee's findings.

"BIG SHOW" Seeks 6-6:30 P. M. Sponsor

NBC, whose Big Show is as yet only two-thirds sponsored, sought for the opening act in the third in a New York Times full-page advertisement, Feb. 13. Enhanced by a half-page caricature of Tallulah Bankhead, mistress of ceremonies for the show, the ad was headed "Everybody's Darling," and lamented: "Thirteen weeks ago, The Big Show, radio's greatest weekly show, took the air with Tallulah Bankhead as m.c., sponsored, on NBC Sunday 6-7:30 p.m. It's a crying shame that a show with such an enthusiastic response isn't sold out. But here it is, 13 weeks old and the first half hour—Sunday 6-6:30 p.m.—is still available for sale. . . ." It continued:

Week after week The Big Show presents a roster of star names bigger than any in radio or television. . . . The unbelievably low cost for this matchless talent: $6,820 gross per week for one-half hour. . . . Its audience is just about the fastest growing in all radio up 81% in six weeks, according to Nielsen.

The time period Sunday 6-6:30 p.m. gets good advertising on the air before the heavy competition starts. Best of all, most of it is figured at daytime rates, $16,962.20 net per week for a full NBC network.

The total cost for 30 minutes of showbusiness at its best is $19,512.20 per week. Where else in all advertising can you find a bargain like that? Frankly, we're embarrassed.

To relieve our embarrassment, and to give your 1951 advertising a solid start, let us tell you about the best buy in town. . . . The Big Show Sunday 6-6:30 p.m. on NBC. Call CI-7-8800 extension 294.

RAW MATERIALS
Plan to Increase Output

AN international program to increase output of scarce raw materials—assuming them, metals used in electronics production—is being set in motion by the United States, France and Great Britain, with the British Commonwealth and Western countries invited to participate.

The nations will be asked to set up six international agencies dealing with such commodities as cobalt, copper, nickel and tungsten, looking toward allocation of their use similar to the system used during World War II.

At the same time there was speculation last week that estimates for some of these vital materials may be lowered after March 1, thus easing current restrictions on their use for the civilian electronics end products and component parts. After March 1, it was speculated, about 75% of spending for major military equipment will be scheduled. (Also see RTMA story page 18.)

The international commodities phase cuts across the field now being explored by the President's new Materials Policy Commission and William Paley, CBS board chairman, who heads the group. The five-man advisory commission is studying the materials shortages problems at long-range and will report to the President later this year [BROADCASTING • TELECASTING, Feb. 5, Jan. 29].

The commission held a series of meetings last week. Mr. Paley has been devoting virtually all of his time to the survey.

POLICY REPORT
Set For White House

REPORT of the President's Temporar- Communications Policy Board was to be submitted to the White House over the weekend by Dr. Irvin Stewart, West Virginia U. president. Chairman of the group created to recommend broad steps for frequency allocation and regulation.

The board expired Feb. 18 after a year of study. It had been ap- pointed originally to submit recommend-ations by last Oct. 31 but obtained an extension because of the enormity of the task. Without a clear-cut list of the findings was obtainable, it was believed the board would recommend forma- tion of a permanent national tele- communications policy board of three to five members. The findings will not be made public for about a month, it was indicated. Other board members are President James Killian Jr., Massachusetts Institute of Technology; President Leo D. Bridger, California Institute of Technology; William L. Everitt, dean of engineering, U. of Illinois, and Senator Hubert H. Humphrey, co-opted chairman and former War Assets Administrator.

BROADCASTING • Te lecasting
My Diary
Isn't Banned in Boston...
but it makes
"Red Hot" Reading!

Yes, a diary study recently conducted by Audience Survey, Inc., makes mighty interesting reading for every time-buyer.

Of the 52 stations receiving mention in the diary study—WNAX received top rating in 439 (88%) of the 500 quarter-hours studied. This is more than ten times the number of "wins" granted the second station. Listeners like WNAX best 89% of all daytime quarter-hours . . . 84% of all evening quarter-hours.

The purchasing power of WNAX's 267 BMB-counties in Minnesota, the Dakotas, Nebraska and Iowa is $3.9 billion (after taxes)—greater than San Francisco, Philadelphia or Washington, D. C.

This area, known as Big Aggie Land, is overwhelmingly dominated by one powerful radio station . . . WNAX. BMB shows that 405,210 families listen to WNAX—80% of them 3-7 times a week. Also, remember, in Big Aggie Land, T. V. means 'Tain't Visible!

WNAX has a list of sales success stories as long as your arm. Most likely there is one for your type of product or service. Ask your nearby Katz man about the diary study that proves WNAX alone can sell for you in Big Aggie Land.

WNAX - 570
A Cowles Station
570 kc * 5,000 Watts
YANKTON-SIOUX CITY * AFFILIATED WITH THE AMERICAN BROADCASTING CO.
TAX BATTLE

WASHINGTON's tax battle flamed into the open last week as President Truman said he felt the House Ways & Means Committee was endangering the nation's anti-inflation program by delaying tactics on his request for more taxes [BROADCASTING • TELECASTING, Feb. 12].

The Chief Executive's opinion was registered in discussion at his Thursday news conference of a committee decision to hold lengthy hearings on his $10 billion tax program.

Original idea, the President said, was to get the first bite in new taxes into effect as soon as possible, then for Congress to look into the need for additional taxation to finance the defense program. Mr. Truman indicated he would stand pat on his plan to ask for another $6.5 billion in new taxes.

First phase of the administration tax request takes in a proposed increase in radio and television set federal excises at the manufacturing level. The boost as outlined by Treasury Secretary John W. Snyder would lift the total excise on radio and television have been able to reach agreements in the past without any great sacrifice of principle. Accordingly, it is our desire to make certain that every conceivable avenue of possible agreement be explored before resorting to the necessity of asking the court to fix the license terms."

Truman Demands Action; Hits House Committee

N.B.C. AFFILIATE 5000 WATTS

BISMARCK, N. DAK.
P. I. OFFERS

Stations Report New Deals

PER INQUIRY propositions ranging from screw drivers to robber foilers are being offered stations throughout the country.

A home decoration book titled Designs for Living, claimed to have sold in cloth binding for $2.50, is offered in paper form for $1, with the station getting 35 cents per order. The offer was submitted by National Radio Advertising Co., Seattle, of which Edwin A. Kraft is manager.

A set of six "long-life" screw drivers is offered on a $2 basis, with the station getting 67 cents noncommissionable. The offer was made by G. A. Adams Co., Cleveland.

From Philip Merryman & Assoc., Bridgeport, Conn., comes a per inquiry proposition for "Stop Thief," a device claimed to stop theft of a parked auto. The item sells for $8.95 with the station getting $2 "per legitimate inquiry." Mr. Merryman notes he is general manager of WLIZ Bridgeport.

Don Juan Sales Co., New York, is staging a campaign on behalf of Don Juan razor blades. "Before buying time on your station as one phase of our campaign, we would first like to try this on a P. I. basis," according to a letter from Don Juan Sales Co., signed by Mort Walker.

TOSCANINI
Quits NBC Series

ARTURO TOSCANINI was slated to make his last appearance in his current series as conductor of the NBC Symphony Orchestra last Saturday night, after a sudden decision that he would not be able to appear on the last two scheduled concerts.

NBC said the series, sponsored by E. R. Squibb & Sons and heard Saturday, 6:30-7:30 p.m., will continue with guest conductors to be announced later.

Mr. Toscanini's decision to make last Saturday's appearance the last of the series was reached on the advice of his physician, who recommended further treatment of an internal knee injury which the conductor, now 84, received in a fall in his home two years ago.

Hoover Report Jingles

CITIZENS COMMITTEE for the Hoover Report, in conjunction with the Advertising Council's campaign for the Hoover Report, is offering all radio stations and disc jockeys a series of recorded jingles describing the report. The jingles are composed and sung by Jack Thayer, of J. Walter Thompson, New York, who is acting as the task force from the agency to the council.

THE TELEPHONE HOUR
(Continued from page 29)

Elio Pinza and Blanche Thebom. Both films have been shown extensively throughout the country in theatres, club groups, schools and musical organizations. Arrangements for showings of the film are made through the local Bell Telephone company managers.

Commercials on The Telephone Hour, prepared by the agency, N. W. Ayer & Son (see table of personnel), are classic examples of interesting, informative yet entertaining intervals.

As an example of heroism on the part of telephone men and women, the following excerpt is from a commercial read by Mr. Shirley:

There is something about a tree that has an irresistible attraction for a small boy. He just has to climb it and, in many cases, build a treehouse in it.

Bobby Martin, Detroit, Mich., was no different from any other eight-year-old boy. Bobby was perched in his treehouse 30 feet above the ground, enjoying the view and shouting down to his playmates.

Then—his shouts turned to screams, as flames licked suddenly at his clothing. A fire had started in a mattress in the tree-house. Bobby tried to climb higher to safety. His clothing ablaze, he clutched blindly at the rough bark of the tree. Below him a crowd gathered, helpless with horror and fear.

That was the scene that greeted Paul Spright, telephone exchange repairman... Paul turned his truck off the highway over the grass, up to the tree. He grabbed a ladder from the truck and in a matter of seconds, had climbed to the frightened little boy and carried him down to safety.

And to indicate the installation of the five millionth telephone in New York State the following was presented on the program:

At 10:30 this morning in the home at 4512 Wilder Ave. in New York City, tow-headed three and a half year old Robert E. Reynolds Jr. looked on with wide, blue-eyed interest while a telephone installer tied up his job of putting in a telephone. Robert and his father, a veteran of the last war and now a credit interviewer in a nearby bank, then watched Mrs. Reynolds proudly make the first call on their new telephone.

There was something rather special about the Reynolds telephone. It happened to the five millionth Bell telephone installed in New York State.

Harry Frank Luedeke
FUNERAL SERVICES for Harry Frank Luedeke, originator of the Town Crier and Hi Neighbor programs on WMBD Peoria and chief announcer and staff man on the station for more than 15 years, were held Thursday in Peoria. Mr. Luedeke died Tuesday after an illness of three years. An investment broker in New York and Chicago before joining WMBD in 1929 at the urging of former President Edgar L. Bill, Mr. Luedeke, an accomplished linguist, scored a hit his first time on the air with a St. Patrick's Day skit. He leaves his widow, Florence, a WMBD account executive.
McDaniel Heads RTMA
(Continued from page 38)

of the Treasury John W. Snyder's proposed 25% excise tax on television and radio sets, and to the Senate Interstate & Foreign Commerce Committee hearing on the signal control bill (see story page 31).

Although no formal resolution and no positive action was taken by the group regarding the suggested levy of a 25% excise tax, members approved formal opposition to the move. An investigating committee will "take aggressive action in opposing" the proposal under the chairmanship of A. W. Freeman, RCA tax attorney.

RTMA seeks exemption from tax for commercial and military electronic equipment, thus limiting the tax to the home consumer, and for components and parts.

Board Chairman Sprague will name a committee which will arrange conferences with the National Production Authority, from which reports will be submitted as to what the industry is doing to conserve critical materials and contain them for defense work as they are needed.

To back up television's side of the conflict in which sports promoters claim TV has an injurious effect on gate attendance, RTMA's 315 member publication released their report to a "cooperative" effort. Members organizations will promote the general attendance of baseball games and support local teams. No RTMA money was appropriated for the campaign, and the initiative will be taken by each member company working through its own salesmen, dealers and distributors.

Transicasts
(Continued from page 30)

the factors of safety and comfort. He reiterated Mr. Myse's observations on this point.

Judge Faby observed the PUC action in effect forced people to listen to transit radio if they used the vehicles. Mr. Harrison denied this, indicating no private right was involved in the hearing. He continued to explain the PUC action did not constitute a "final determination," was not a ruling that is "enforceable" and hence cannot be appealed.

Mr. Harrison commented he personally doesn't like the musical part of the local transit radio simply because "I don't like that kind of music, but I don't object." He said certain other portions of the program fare he enjoyed.

W. Theodore Pierson, broadcast attorney representing Washington Transit Radio Inc., contended no "government" action was involved in the PUC ruling and hence there can be no argument on the Constitutional issues. He said the Constitution prohibits restriction of communication, including "captive audiences."

The "captive audience" and "forced listening" are not new, he said, pointing out that of the Apostle travelled the highways and entered the "marketplaces to tell their new ideas to the people required to be there."

Government Restricted

Judge Faby considered transit radio a different case, entering a discussion with Mr. Pierson on sound trucks and other similar court cases. The transit radio attorney concluded the only use made of the Constitution in these instances was to bar the local government involved from restricting speech.

Mr. Pierson said PUC ruled in favor of "sound," while the appellants want "silence." He indicated appellants incorrectly contend the minority has a constitutional right not to listen while the majority has no such right to listen.

If Constitutional issues were involved in the case at all, Mr. Pierson said, they would be had the PUC denied continuance of the transit radio programs.

In rebuttal to the transit radio defense, Mr. Segal contended the PUC dismissal of its hearing had the effect of affirming the Constitutional question in favor of transit radio. Hence, he argued, the PUC, having no obligation to rule on the Constitutional issues. Mr. Segal said the minority right could be recognized, citing a parochial school case in which the court found the government could compel children to attend school, though not necessarily a public school.
Top Management:

YOUR BOOST IS NEEDED MOST

IN THIS CAMPAIGN TO BUILD EVERYONE'S INDEPENDENCE

The period May 15-July 4 marks an important campaign to strengthen the financial independence of the nation's people—and there's nothing of more basic importance to your own and your company's future than the country's economic well-being! What's more, you and other leaders of industry are the men who will be the principal deciders of the success of this campaign.

For this is the Treasury Department's Independence Drive to increase purchases of United States Savings Bonds. And the Payroll Savings Plan, now operated by 21,000 companies, is responsible for the greatest share of Series E Bond sales.

If your company doesn't have the Payroll Savings Plan, now's the time to install it! (A nation-wide survey shows that people are more than twice as inclined to invest their extra money in Savings Bonds as in any other form of investment. So it's good "employee relations" to provide this convenience.)

If your company does have the Plan, now's the time to put extra push behind it! Employees who pile up money in Savings Bonds feel more secure... are actually better workers. Moreover, Bond sales build a backlog of future purchasing power—good "business insurance" for all of us in the years ahead.

The Independence Drive will be powerfully promoted throughout the nation by radio, television, publication advertising, posters, car cards, and special ceremonies. The public will be extra Bond-conscious during this period. Make sure your company adequately informs your employees that the convenience of "automatic" Bond buying is available through your Payroll Savings Plan.

This is your country—and it's your Drive. Help to put it over! All the material and assistance you need are available from your State Director, Savings Bonds Division, U.S. Treasury Department. Remember—employees appreciate Payroll Savings.

The Treasury Department acknowledges with appreciation the publication of this message by

BROADCASTING

The Newsweekly of Radio and Television

This is an official U. S. Treasury advertisement prepared under the auspices of the Treasury Department and The Advertising Council.
On the dotted line...

A 52-week contract for Sunday afternoon musical show, Down Memory Lane, on KXOK St. Louis was forged between KXOK, Mutual Bank & Trust Co. and Erskine, Delorenczis & Whiteside Adv. Agency. Seated is Edmund B. Welshans, bank v. p. Standing (l to r) are Charles E. Burge, KXOK salesman; John J. Whiteside and Marjorie Steem, pres. and radio dir. respectively of agency.

WJVS Owensboro, Ky., signs Grant Jewell for some 11,000 spots featuring World time jingles. Sonny Clark, firm adv. mgr., is shown ink ing contract. Standing are (l to r) Malcolm Groep, WJVS v. p. and gen. mgr.; John T. Rutledge, WJVS comm. mgr.; Oscar Grant, firm owner.

KOMA Oklahoma City's female disc jockey, Nicky, signs for her program, Your Late Date, an hour devoted to friendly conversation and musical minutes. Much pleased are J. J. Bernard (l), station v. p. and gen. mgr.; and Bob Eastman, station program director.

RENEWAL of Mystery Is My Hobby, weekly half-hour program over KLZ Denver by sponsoring Western Appliance Co.'s Joe Mengold (l), brings smile to face of Lee Fondren, KLZ national sales mgr.

WTTM Trenton, N. J., will air 15 trackside broadcasts of Roller Derby from Trenton. Account Executive Harry Barsum and Station Manager Fred Bernstein watch George W. Lee, of H. D. Lee Co., set contract.

SIGNING 13-week contract to sponsor Norrell Gillespie's Garden Guide over California NBC network, which started Feb. 18, is Louis F. Cazinio, of California Spray-Chemical Corp. Standing (l to r), Walter G. Tolleson, asst. sales mgr. for NBC Western Network; Carson Magill, McCormick-Erickson account executive, and Richard Tyler, M-E timebuyer.

**RADIO HISTORY**

Columbia U. Given Funds for Project

FUNDS to carry on a radio history project, in which leading personalities are recording their recollections of broadcasting's growth, have been contributed to the "Study of Radio Broadcasting" project to be conducted by the Oral History Project, Columbia U., in cooperation with the Twenty Year Club.

Work has been under way nearly five months, financed by such organizations as BML, General Electric Co., Westinghouse Electric Corp., Institute of Radio Engineers, C. E. Hooper Inc., Broadcasting, *Transcending*, several stations and a number of other groups.

Thus far $8,450 has been contributed, enough to carry on the work for 10 months in the New York area. Additional funds 3,900 has been pledged. When move funds are available the field work will be extended.

Director of the study is Frank Ernest Hill, with Prof. Allan Nevins, director of the Oral History Project, and Dean Albertson, assistant director, assisting in an advisory capacity.

Thirty-two persons have begun to record their reminiscences, with 16 completed and the others well along. Another 25 industry figures will be interviewed within the next three months. Interviews are conducted via tape recorder, with material then transcribed for permanent reference.

**Varied Activities**

Wide range of personalities and activities features the project. Ex-President Herbert Hoover, for example, recited a history of the first six years of radio control when he was Secretary of Commerce. O. H. Caldwell, editor of Tele-Tech, gave a history of the Federal Radio Commission, predecessor of the FCC. He was a member of the original regulatory body.

Coverage of the era prior to 1930 will be handled in the first year of the project, with two years needed for adequate coverage up to 1940. Many of those interviewed have supplied material right up to the present time.

Original objectives of the study development of additional $4,000, were to: William S. Hedges, NBC, president of the Twenty Year Club; H. V. Kaltenborn, its founder and past president, and others.

Areas to be covered include: Organization and development of stations, networks and other important units in the radio field; technical equipment; engineering; broadcasting; government regulation; technical facilities, including studios, transmission units, long lines, etc.; network and station policy (which may overlap other areas at a number of points); programming, including general patterns and such particular areas as news, music, special events, drama, discussion, education and sports; legal developments affecting broadcasting; FM and television; audience research and measurement.

Interviews were delayed on legal, FM-TV and research has been deferred. The general plan will be altered as experience dictates. A few of those interviewed include Dr. W. R. B. Baker, General Electric Co.; Walter Evans, Westinghouse Radio Stations Inc.; Jack Poppele, WOR New York; Abe A. Schechter, formerly MBS, now with Crowell-Collier; John V. L. Hogan, pioneer engineer; Arthur Judson, CBS, and many others.

By using the tape method, an hour's interview can produce 9,000 words, many times the quantity that could be obtained if stories were written. In the first 33 interviews some 800 typed pages, or 250,000 words, were produced.

"The material already gathered also throws valuable light on the early days of radio," Mr. Hill said. "We have testimony about De Forest's early experiments and broadcasts, about Fessenden's experimental work and about early AT&T experiments. We have personal accounts of early WJZ, WOR, KYW and WGY. We have testimony about the work at the General Electric laboratories, about the first serious news programs and about the beginnings of advertising and news coverage."

"The fund of present episode and anecdote is valuable, amusing and often sensational. We have the promise of a new kind of history; human, abundant and in the highest sense exciting. Most of what we are receiving shows the most scrupulous desire to give a true and full record, and we believe that this will be a characteristic of the majority of those who help to tell the story of radio."

"A few tapes are preserved in full, but in most cases samples are taken to show the voice of the personality in question."

**NAMES GOTTLIB**

To CBS Radio Program Post

LESTER GOTTLIB, leading producer at CBS, last week was appointed to the network's director of radio programs, New York.

Mr. Gottlieb was CBS three years ago from Young & Rubicam where he had been supervisor of the talent division of the radio department and producer of *We the People*.

He entered radio in the publicity department of WOB New York in 1935, a year later becoming head of the MBS press department. He joined Young & Rubicam in 1944 as head of radio and became supervisor of the agency's radio talent division in 1946.
advertising is one of the few enterprises where the boss can walk into your office, find you reading a magazine, and not get apoplexy. But the working day isn't long enough, so you go home with a bundle—under your arm—and read magazines. Man, we're for you, and we'll reward you with some economy-size intelligence about our favorite topic, Iowa. The usual approach is to try to cajole your interest with frivolity, then smack you in the budget with an ineluctable fact. But here's a straight syllogism:

1. Iowa is a get-out-the-superlatives-this-is-uptown-stuff kind of market ($2 billion annual agricultural income; retail sales up $115 million over 1949's record; cash farm income $4.50 to $5 per acre per month; more cattle fed and sold than in any other state; $2 billion industrial income, with factories employing 50% more workers than in 1940).

2. WMT reaches the Eastern Iowa market.

(We've got more analyses than you can shake a stick at which prove this.*)

3. Your client can effectively reach same via WMT, where a one-minute Class A commercial (52-time rate) budgets at a mere $27.

*So has the Katz Agency, which please see for stick shaking and dotted line talk.
DAY-LONG radio and television seminar will be held Tuesday at the Statler Hotel by the Washington Ad Club, bringing leaders from all phases of industry activity into a quick course in broadcasting and TV.

Chairmen of the seminar will be Ben Strouse, WWDC Washington, and Walter Compton, WTTG (TV) Washington.

Opening the seminar and speaking at a luncheon session will be Linnea Nelson, retiring chief time-buyer of J. Walter Thompson Co.

[Closing Circuit, Feb. 5.]


Spot Radio


*"The Case for the Network Station" will follow, with Mr. Strouse presiding. Speaker will be Bill Shaw, CBS. On the panel will be Mr. Baylor; Mahlon Glasscock, WRC Washington; George Hartford, WTOP Washington, and Fred Palmor, WOL Washington.

Mr. Compton will direct a TV panel with Edward D. Madden, NBC, as speaker. On the panel will be Kenneth H. Berkeley, WMAL-TV Washington; John S. Hayes, WTOP-TV Washington, and William R. McAndrew, WNBW (TV) Washington.

FM Panel

Mr. Fletcher will direct an FM panel, with Frank E. Pellegrin, Transit Radio, as speaker, along with Allen Jones, Storecasting, and Everett L. Dillard, WASH (FM) Washington.

Dinner meeting will open at 6 p.m. with Bill Sigmund, Henry J. Kaufman & Assoc., presiding as president of the club. Speaker will be Robert K. Richards, NAB public affairs director, who will introduce winners of the Voice of Democracy contest.

Jack Neff, WOI Washington, will preside at a dinner on radio copy, with Lee Hart, Broadcast Advertising Bureau, as speaker. Mr. Compton will preside at a discussion of TV production. Don McClure, McCann-Erickson Inc., will be speaker. On the panel will be Alvin Epstein, of Alvin Epstein Adv.; Robert S. Maurer, Henry J. Kaufman & Assoc.; William D. Murdock, of William D. Murdock Adv. Agency; Walter Lee, Courtright D. Ferguson Inc.

Mr. Stanwill will direct a radio-TV research session with Dr. Kenneth H. Baker, NAB, as moderator. Participants will be Ward Dorrell, C. E. Hooper Inc.; James W. Sclae, American Research Bureau; Sydney Roslow, The Pulse Inc.; Joe Ward, Audience Research Inc.

DEFENSE NEWS

ODM Plans Coordination

PLANS for creation of an information coordinating office within the government's top mobilization agency—the Office of Defense Mobilization—were revealed last week by ODM officials.

The unit would serve on the policy level, coordinating but not absorbing all information released from the Defense Production Administration, National Production Authority, Economic Stabilization Agency and other agencies concerned with mobilization developments. These departments, however, would retain their operating status on information activities.

At the same time ODM officials indicated plans for establishment of a "clearing house" which would direct industrial and business groups to proper government departments for any information they may request [Broadcasting • Telecasting, Feb. 12.]. The office would function as an advisory unit, channeling requests for data to the agencies concerned, and not as an overall information center, it was stressed.

In this connection, ODM officials also said to rest reports that the government is planning shortly to resubmit a new version of the World War II Office of War Information. There was some speculation that Howard Chase, assistant to Mobilizer Charles E. Wilson, now on leave from his post as public relations director at General Foods Corp., may head up such an organization when and if it materializes.

Close associates of Mr. Chase, who formerly served as assistant to William H. Harrison at NPA, denied reports that an OWI is either "immortal" or in the immediate planning stage. They said that Mr. Chase has expressed himself as opposed to establishment of such an organization at this time, indicating the subject had been broached.

It also was explained that, while Mr. Wilson told a Congressional committee that plans were afoot to create a mobilization public information office, he had referred to the proposed coordinating group within ODM and not to another war information office. Agency officials clarified the statement, explaining that the possibility had been studied for some time but was not imminent [Broadcasting • Telecasting, Jan. 15].

Prior Plans

Early planning had been mapped by the National Security Resources Board, which formerly supervised mobilization under the act which created the agency. With the advent of ODM, however, jurisdiction over blueprints for an OWI—and also an Office of Censorship—was shifted to Mr. Wilson's department.

In that connection, Scott Hersey, who headed up NSRB information activities, has transferred his base of operation to ODM where he is assisting Mr. Chase in that field. The coordinating unit, slated to take shape within the week, will employ a small staff—possibly four or five—and maintain press rooms within ODM. Business groups will be able to take their queries on mobilization phases to the group and be directed to the proper operating agencies.
UNION CURBS

Would Deny NLRB Benefits

LEGISLATION designed to deny National Labor Relations Board benefits to any union comprising reporters and correspondents of newspapers or periodicals is currently pending before the House Education & Labor Committee with little hope of action.

The bill (HR 2518), sponsored by Rep. Richard B. Vail (R-Ill.), also could apply technically to members of newspaper unions if they appear on radio and television as "commentators." Authorities said, however, the bill if enacted would have little practical application here.

Rep. Vail said it would apply to all unions—primarily the American Newspaper Guild—"directly involved in the gathering or presentation of news" on the premise such members are influenced by their union membership.

Explaining his measure, the Congressman said it probably would not work much job on radio newsmen or announcers who may belong to the American Federation of Radio Artists. AFRA authorities pointed out that while commentators are union members in scattered areas, AFRA has not pressed for their membership on a national scale and, in any event, none could hold membership in both the ANG and AFRA.

As now written, the bill would prohibit NLRB from hearing complaints of any labor group affiliated with a national or international union whose members are employed by newspapers as "writer, reporter, correspondent or commentator...."

CBS' HPL PLANS

Foreign Markets Proposed

PLANS for expansion of CBS' Housewives Protective League programs to include Canada, Mexico, Cuba and South and Central America were announced last Tuesday by J. Kelly Smith, CBS vice president in charge of station administration.

Fletcher Wiley, who originated the HPL local-sponsor-participation service in 1934 and became HPL consultant to CBS when the network acquired the productions in 1947, is to leave shortly for Mexico to make arrangements for the Mexican version. The job of producing HPL programs in the other countries is expected to be completed by February 1953.

BAB Portfolios

BROADCAST Advertising Bureau, New York, has released general interest radio and TV portfolios on the shoe industry to its member stations. Reports are designed to aid radio and TV stations sell shoe retailers on the value of advertising through this media.

WBOK ON AIR

Opens In New Orleans

WBOK New Orleans is now on the air as that city's 10th outlet. Dedication ceremonies are scheduled for March 1.

The start of WBOK operations a month in advance of dedication ceremonies was marked by a special "WBOK section" of the New Orleans Item, which hailed the station's "official bow." Its eight pages were crammed with previews of station personalities and description of WBOK's management and operation.

The new daytime station is jointly owned by Jules J. Paglin, New Orleans business and civic leader, and Stanley W. Ray Jr., former practicing local attorney who has been associated with radio since 1945. Mr. Paglin will serve as president while Mr. Ray acts as vice president and general manager.

Mr. Ray was associated with WJMR-WRCM (FM) New Orleans until last Dec. 1, when he resigned to join Mr. Paglin in the WBOK operation. Mr. Paglin was a stockholder and member of the board of directors of WJMR when he resigned in April 1956 and applied to the FCC for his own station. A permit was granted Sept. 6.

WBOK operates on 800 kc with 1 kw. Transmitter is situated near Marrero, La., on a 20-acre site. Two 278-ft. towers are used in a directional array.

Financial reports on WBOK Bldg. at Baronne and Poydras and occupy the entire second and third floors—over 10,000 square feet of floor space. Air-conditioned throughout, the studios and offices are modern both in facilities and in color scheme. Cost is estimated in excess of $32,000.

Other officers of the station are Ed Prendergast, formerly of WJW and WSDU New Orleans, assistant manager; Bob Murphy, formerly at WJMR, program director, and Robert Sanders, formerly of WSKB McComb, Miss., chief engineer. Additional members of the staff include, John Hardy, of Chicago; James Smith, of Laurel, Miss.; Earl Davis, of Cincinnati; John Rhodes, Bob Mason and Allain Cooper of New Orleans.

LESTER PATEE

Dies From Gun Wound

LESTER G. PATEE, 85, uncle-by-marriage of the late Thomas S. Lee, at the time of his death owner of Don Lee Broadcasting System and KTSL (TV) Hollywood, died from a self-inflicted gun wound at his San Marino, Calif., home early Tuesday morning.

Formerly Pasadena manager of Don Lee Cadillac agency, Mr. Patee had been ill for two years. Mrs. Nora S. Patee, maternal aunt and former guardian of the late Thomas Lee, found her husband shortly after he shot himself. Death followed a few hours later, and just 15 months after his nephew leaped from the 12th story of a Los Angeles building.

Meaning and authenticity of her nephew's will was challenged by Mrs. Patee in February of last year. The entire estate was left to E. D. Merrill, Seattle lumberman and uncle-by-marriage for division "as he sees fit.

Meanwhile, Los Angeles Public Administrator Ben H. Brown was empowered to dispose of the Lee holdings. Don Lee Broadcasting System and television facilities were acquired by General Tire & Rubber Co. [BROADCASTING • TELECASTING, Jan. 1].
**WIST (FM) Suspends Operation**

WIST (FM) Charlotte, N. C., this Saturday (Feb. 24) will suspend operations until construction on its new AM station is completed, Ray A. Furr, managing director, announced last week.

When the AM station, for which a construction permit was granted Jan. 26, is completed, The Broad-casting Co. of the South will go on the air as WIST-AM-FM, Furr added. The new AM station in Charlotte will operate on 1590 kc with 5 kw day, 1 kw night.

Mr. Furr explained that the interim suspension of FM operations will free technical personnel and management to devote full time to construction of the new station.

He added that the company in February 1948 filed application for permission to operate a TV station and was looking forward to the lifting of the freeze.

**FTC Order**

ORDER by the Federal Trade Com-mission prohibiting alleged advertis-ing misrepresentations in the sale of Arrid (Carter Products Inc., New York) has been affirmed by the U. S. Court of Appeals for the Seventh Circuit (Chicago). The court modified and affirmed the order the past fortnight. The product, a deodorant cosmetic, has been advertised in radio continuities and other media copy.

**VOD WINNERS**

Mr. Barnett  
Miss Harmon

Mr. Romulo  
Miss Newbrough

FOUR high school students picked from a million-and-a-half entrants in the annual Voice of Democracy contest are meeting high Washington officials this week as they receive scholarship awards and TV combination consoles. The week-long program started with a Friday dinner, followed by a weekend at Colonial Williamsburg.


Winning entrants were Marcie Anne Harmon, San Bernardino, Calif.; Norita Newbrough, Baton Rouge, La.; Robert A. Burnett, St. Louis, and Ricardo Romulo, Wash-

**Week-Long Events**

**Fete Students**

- Call your WINS representative  
- . . . see him when he calls!

*Source: Pulse of N. Y.—Dec. 1950*

**Put Yourself on a spot!**

Reach 1,000 radio homes for 44¢

WINs spots move mountains of everything—from collar buttons to "Constellations"—fast! Let us give you examples!

WINs spots have a high Pulse but a low rate per thousand homes. Let us show you!

WINs spots, in other words, sell more, cost less.

Get the straight facts on a WINs spot buy.

**Buy WINs... it Sells!**

CROSLEY BROADCASTING CORPORATION

**WINs** 50KW New York

that included 30,000 high schools in 48 states, District of Columbia and Puerto Rico.

National Judges were Erwin D. Canham, editor, Christian Science Monitor; Rabbi Norman Gersten-feld, minister, Washington Hebrew Congregation; Frieda B. Hennock, FCC; H. V. Kaltenborn, news analy-sist; Corna A. Mowrey, presi-dent, National Education Assn.; Secretary Pace; W. L. Spencer, president, National Assn. of Secondary School Principals; Lowell Thomas, news analyst. The contest started last October as a feature of National Radio & Television Week, with contests in individual high schools. After community eliminations, prizes were given by the station among radio dealers coordinated by RTMA.

NAB member stations turned out transcriptions and recordings of community winners for use in the state and national judging. Over 200 were identified only by key numbers.

**ANNUAL AWARDS Announced By Conference**

ANNUAL radio and television awards of the National Confer-ence of Christians and Jews were announced last week by Dr. Everett R. Clincey, conference president. The awards are presented each year to networks, stations, pro-grams and individuals “for outstanding contributions during the past year to mutual understanding and respect among American racial and religious groups.”

The six radio winners were:

- Individual radio personality, Ted Cott, general manager of WNBC and WNBTV (TV) New York, for his radio series as "Little Songs on Big Subjects" and the New Freedom Documents series.
- Mr. Cott

Network series, Horace Heidt, for his Youth Opportunity Program over CBS radio and television.


Individual stations, KPOJ Portland, Ore.; WAVE Louisville, and WEEI Boston.

The television award was won by Captain Video and the DuMont Television Network.

Presentation of the awards is to be made this week, Feb. 18-25, celebrated nationally as Brotherhood Week, under the sponsorship of the conference.

**INDIVIDUAL stars of the WLS Chica-go National Barn Dances are being spotlighted in a new series Hayloft Spotlight, Saturday night shows by the station.**
Standard Radio announces a NEW BETTER-THAN-EVER CATALOG SYSTEM!

- Individual color schemes for instant section identification!
- Big, plainly-printed index tabs for quick finger-tip reference!
- Complete information for announcers covering artists, composer, orchestration style and history of music

Our subscribers asked for it . . . and here it is! — a catalog system that cuts hours off programming time!
— A clear, concise, better-than-ever indexing and cross-indexing of the complete Standard Library!

Now, combined in two handsomely embossed leatherette binders is everything you need for fast, easy programming! Section I carries a complete alphabetical listing of the Standard Library by talent. Section II breaks the big, best-selling Standard Library down by title, type, composer and year.

This light-weight, easy-to-handle catalog system will soon be on its way to Standard Subscribers. It's only one of many Standard Services to be coming your way in '51—another reason why Standard Library Service is the best buy of them all!

SELL WITH Standard Radio

TRANSCRIPTION SERVICES, INC.
140 N. LaBrea, Hollywood
360 N. Michigan, Chicago
665 Fifth Ave., New York

BROADCASTING • Telecasting

February 19, 1951 • Page 45
The most smashing success ever!

HUMPHREY BOGART

In Ziv's new thrill-filled show

"BOLD VENTURE"

All Star Cast

Brilliant Scripts

Orchestra Direction

David Rose

250 markets already sold! Have
Have you wired us your order yet?
When Silence Isn't Golden

HEARINGS begin Wednesday before the Senate Interstate Commerce Committee on a bill to give Government power to silence radio and TV, and all other "electromagnetic radiations" in event of enemy attack.

Striped of its technical gobbledegook, the measure would give the military power to control communications now—in peacetime.

The bill should not pass. It isn't needed. Even Chairman Ed Johnson, who introduced the bill in the Senate at the request of the military, has serious misgivings about it. There will be no military testimony for it. The opposition should be potent.

The military theory is that in modern-warfare, "electromagnetic waves" can be used by enemy craft to "home" to their targets. The facts are that these waves already well integrated in our radio and TV stations are believed adequate by responsible government as well as private authorities.

Moreover, under existing law (Section 606 (c) of the Communications Act) the President can commandeer any and all communications, with the proviso of ultimate compensation after due process of law. To take all stations off the air under an enemy attack would be to blind-fold and gag the populace when information and guidance is needed most.

Under classified civilian defense plans now in intensive preparation, and already locally tested, means have been found to thwart use of radio signals for "homing" and at the same time keep the public informed.

Guided-missiles, radio-controlled, whizzing through the stratosphere like supersonic comets, won't depend on radio or TV signals. The greatest danger may be special low power pretrained stations installed by enemy agents and operated only when needed. International point-to-point beams would be more vulnerable than broadcast frequencies.

There's lots of cloak-and-dagger stuff being spread about the broadcast services under war conditions. Of course, stations would go off the air when attack is imminent. But it would be done on predetermined schedule. The public would be informed. Predesignated stations would continue prescribed operations— to alert civil defense workers and buoy public morale. What could be worse than the summary silencing of all stations, with no word of extasion?

Congress won't be stampeded into handing over the military to it doesn't need. But Congress has to be edified with the facts.

NCAA Offside

IT SEEMS CERTAIN the National Collegiate Athletic Assn.'s ban on telecasting of football is going to backfire.

The action itself is a classic example of the lengths to which a misguided gate-happy college athletic director may go. The odd quirk about the move is that television could easily become the greatest gate promoter for college football yet devised.

Barring of football television has aroused the long-suffering public whose tax dollars support a "segment" of the colleges that would be excluded under the ban. It is the public that has made football the stellar drawing attraction it is. And it is the public that demands to see important games on TV. Now that same public takes it as a kindness that it is allowed to see them.

In many states bills are planned, or have been introduced, requiring state-supported schools to sell the right to telecast to the highest bidder. Minnesota, Michigan, California, Washington, Ohio, Illinois and Texas are all taking steps in that direction. If even a few of these bills become law, the entire NCAA campaign will be effectively blocked.

Last week the Fort Worth Star Telegram, owner of WFAA-AM, went to war with this subject in its lead editorial. Its argument was summed up in the following paragraphs:

"Maybe the proposed legislative measures will accomplish what the tyrcons of football have been attempting to without the shadow of stubbornness. Once the ban is lifted by law over state-supported schools are concerned, it is difficult to see how an effective ban could be enforced anywhere in the conferences."

"FootBall would be back on television screens with a bang. Those who believe in the public right, the game would get some of the finest promotion possible, and the school athletic departments would receive the television fees which currently go down the drain with no proved offset in higher gate receipts. And the athletic director would be back where they started from—directing athletics instead of attempting to direct educational policy, electronic progress, and the public's business."

To those paragraphs we add a hearty Amen!
proof of the year-in-year-out
selling power of WWJ...

In radio business, you don’t get renewals unless you give results. WWJ must be giving them.

Detroit’s largest department store, on WWJ for the past 16 years with an hour-long daily program, renewed again. A utility, on WWJ since 1945 with three programs weekly, renewed again. A foremost men’s clothing chain, on WWJ for 12 years with a nightly news program, renewed again. An automobile dealers’ group, on WWJ 5 programs a week, just renewed again for its third year. And so it goes.

What better proof is there of the effectiveness of WWJ... NBC station in Detroit... now celebrating its 30th year of community leadership... in a market of 1½ million radio sets in the homes and cars of workers who spent more than 3 billion dollars last year in Detroit’s retail stores!
JACK W. ROGERS, promotion-publicity and merchandising director, WBAP-AM-FM-TV Fort Worth, appointed regional sales manager. He replaces JACK HOLMES, who becomes sales manager in film division for Frederic W. Ziv Co., N. Y. THAINE ENGLE, commercial film director, will succeed Mr. Rogers, as promotion-publicity director.

JOHN F. NOONE, sales and promotion assistant to E. T. MEREDITH, vice president and general manager, E. T. Meredith Publishing Co., appointed sales director, WPIX (TV) New York, effective March 1. He will have direct charge of all sales merchandising, sales promotion, development and service, in addition to his duties as director of station's sales staff.

E. P. H. JAMES, onetime advertising manager of NBC and later MBS vice president, appointed director of centennial public relations for Corn- ing Glass Works, Corning, N. Y.

TOM HAWLEY, sales staff WCBS New York, transferred to N. Y. office CBS Radio Sales, as account executive.

SIDNEY RICH, salesman WLOL, Minneapolis, to WDGY same city as sales manager. He takes over duties handled by HARRY PECK, vice president and general manager.

RA-TEL Representatives Inc., N. Y., appointed representative for WTSP Tampa, Fla.

J. MCCARTHY MILLER appointed commercial manager WSPB Sarasota, Fla., replacing WILLIAM BASKERVILLE Jr., now with WFMY-TV Greensboro, N. C. [Broadcasting • Telecasting, Feb. 12].


GLEN RINKER, commercial manager KAFY Bakersfield, Calif., named station manager replacing FRANK WILBUR, resigned.

ADAM J. YOUNG Jr. Inc. appointed representative for Greater St. Louis Broadcasting System (KSTL and WDIV St. Louis; KXKX Clayton, Mo.; WTMW East St. Louis). Stations will sell time at combination rate.

VIRGIL V. EVANS Jr., account executive WFMY-TV Greensboro, N. C., appointed commercial manager. He replaces ROBERT M. LAMBE [Broadcasting • Telecasting, Feb. 12].

BUD WHEELER to sales staff CKXL Calgary.


DICK BAKER, sales staff WNJO West Palm Beach, Fla., to active duty with Air Force, as captain. ROY PARKER, station's sales-service representative will take over Mr. Baker's duties along with his own.

DR. M. POTOSKI appointed president CKDM Dauphin, Man., new 250 w station on 1230 kc. K. S. PARTON named managing director. GEORGE GALLAGHER, CJGX Yorkton, named sales manager, and JOHN M. HENDERSON, CKRM Regina, appointed production manager. Station is represented by Broadcast Representatives Ltd., Winnipeg, and Radio Representatives Ltd., Toronto and Montreal.

LEM C. HALL, Los Angeles zone manager retail sales promotion Life magazine, to Columbia Pacific Network and KNX Hollywood as account executive.

PERSONALS

HOWARD S. MEIGHAN, vice president and general executive CBS Hollywood, in Hawaii on month's vacation. . . . D. L. PROVOST, business manager WBAL-AM-TV Baltimore, appointed to volunteer emergency stabilization cooperation committee for city by Mayor Thomas D’Aleandro Jr. . . . KEN CRAIG, executive assistant to general manager WBEM Chicago, returns to work after two weeks illness. . . . GEORGE HEINEMANN, TV operations chief NBC Chicago, appointed civilian defense coordinator in television by Mayor Martin H. Kennelly. . . . KING MITCHELL, account executive KOMO Seattle, father of boy King Jr. . . . MORT WERNER, manager KVEN Ventura, Calif., in New York for 10 days.

SAM ROSS, assistant manager CKWY Vancouver, elected director of advertising and sales bureau of Vancouver Board of Trade.


ORVILLE F. BURDA, general manager KDIX Dickinson, N. D., elected president of city's Chamber of Commerce. . . . WALTER HAASE, station manager WDBC Hartford, re-elected member of board of directors of Greater Hartford Community Chest. . . . HARRY BUTCHER, manager KIST Santa Barbara and JACK R. WAGNER, manager KDB Santa Barbara, named mayor to serve on Emergency Price Stabilization Committee. . . . D. M. BALTIMORE, general manager WBRE Wilkes-Barre, Pa., elected president Wilkes-Barre Advertising Club.

Mr. Scott had closed his radio law practice years ago, devoting his time to travel with his wife, Jane, who survives him. He had been spending winters at Palm Beach and San Diego, summing at his Alpena home. Among his clients had been WOR New York, KMBC Kansas City, WKBW Buffalo, WRVA Richmond, WHO Des Moines and the McClatchy stations.

Born Aug. 25, 1878, he was educated in the Alpena public schools and U. of Michigan. He was graduated from the Michigan law school in 1901. After practicing law and serving as city attorney he was elected in 1911 to the Michigan State Senate, serving two terms.

In 1914 Mr. Scott was elected to Congress from his native district, serving in seven Congresses. He was a member of the House Committee on Merchant Marine and Fisheries which wrote the original Communications Act in 1926-27.

Mr. Scott set up a law practice in Washington in 1927, concentrating on a relatively small number of radio clients. He served as special counsel to the Federal Radio Commission in one of its first court actions. He was a leading citizen of Alpena and was an ardent supporter of civic enterprises in that city. While in Washington he lived at the Raleigh Hotel.

He was a member of the first board of directors of the Federal Communications Bar Assn.

NEWSPRINT

20% Production Cut Seen

NEWSPRINT production may be curtailed as much as 20% this year because of the “acute” shortage of sulphur or some other factor, but the government plans no controls over the supply at present. These opinions were expressed by the National Production Authority before the House Interstate & Foreign Commerce Committee which opened hearings on newsprint and how it will be affected by the nation’s mobilization program.

Authorities have agreed that rationing of newsprint could have far-reaching implications on broadcast advertising budgets, touching on national network spot billings, rate structures and other phases. Additionally, about 25% of the nation’s radio-TV stations are newspaper owned.

Gabriel J. Ticciat, director of NPA’s Pulp & Paper Div., told the House group that while the government contemplates no controls now, the nation’s publishers face a shortage of 130,000 tons of newsprint notwithstanding the sulphur shortage. Continued curtailment of sulphur, he added, would mean at least a 20% cutback in newsprint production.

NPA ordered paper mills, however, to set aside about 5% of monthly newsprint output (and up to 10% of other types of paper) for government use. The directive, NPA explained, “is not expected to reduce the amount of paper available for civilian production.”

Appearing before the House committee were representatives of the American Newspaper Publishing Assn., National Editorial Assn. and Newsprint Service Bureau.

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February 19, 1951 • Page 51
INCOME RISE

Noted by Commerce Dept.

PERSONAL income in December 1950 was at an all-time high with an annual rate of $240.7 billion, compared to a rate of $232.9 billion in November of the same year. Total personal income in 1950 amounted to $223 billion, $17 billion higher than 1949's total of $206 billion, according to the U. S. Dept. of Commerce Business News Reports.

Wage and salary receipts in December were at an annual rate of $153.5 billion, $1.4 billion higher than November. Total wages and salary receipts amounted to $142 billion in 1950 an increase of more than $10 billion over 1949.

Total nonagricultural incomes amounted to $995.6 billion in 1950, a substantial increase over the $882.2 billion set in 1949. Total nonagricultural income, however, dropped slightly to $17.8 billion from the $17.9 billion of 1949. Federal, state and local government payrolls showed an increase of $2 billion over 1945, totaling $22.4 billion in 1950. Factory payrolls showed the largest increase, amounting to $5 billion (12%) more than in 1949.

GOODYEAR Tire & Rubber Co., sponsor of ABC's Greatest Story Ever Told, has given permission to schools, religious and civic groups to tape record the broadcasts off the air and play them back on a non-commercial basis.

ABA ELECTS

KGRH's Stevenson President; Other Officers Named

FRED J. STEVENSON, KGRH Fayetteville, was elected president of the Arkansas Broadcasters Assn. at the annual ABA winter meeting in Little Rock last fortnight.

Others elected included S. C. Vinsonhaler, KGHI Little Rock, vice president, and Storm Whaley, KUOA Siloam Springs, secretary-treasurer.

New board of directors is composed of Sam W. Anderson, KFKA Helena; Harold Sudbury, KLCN Blytheville; Ted Randall, KDRS Paragould; Julian Haas, KARK Little Rock; John Weaver, KTHS Hot Springs, and Leon Sipes, KEEL El Dorado.

The delegates heard Ralph Hardy, director of government relations, NAB, describe the overall operation of NAB and its recent reorganization and significance.

Jim Cox, BMI, New York, explained BMI program directors clinics.

Oliver Granling, Associated Press, New York, told his audience that news broadcasting is still radio's prime service to listeners.

Major Cari Martin, Arkansas director of civil defense, lauded radiomen for their willingness to cooperate in civil defense preparations.

Attending

Among those who registered at the meeting were:

Melvin Spann, and June Spann, KWAK Stuttgart, Glen Robertson and Leonard Cox, KVLG Little Rock; Harold Sudbury, KLCN Blytheville; George Frazier and L. E. Tookey, KXAR Noyes; Dick Crane, KNEA Jonesboro; S. C. Vinsonhaler, KGHI Little Rock; Adrian White, KROG Pocahontas, Robert Wheeler, KIOU Harrison; Lloyd L. Bryan and C. H. Morse, KXJO Russellville; Ray Dexter and Ted Rand, KDRS Paragould; Bred Woods and T. D. Woods, KOSO Osceola; Sam W. Anderson and Bill Bigley, KFFA Helena; Fred J. Stevenson, KGRH Fayetteville; Frank Browne, KWFC Hot Springs; Leon Sipes and W. N. McKinney, KEEL El Dorado; Carroll Bixler and Richard Tuck, KVMA Magnolia; Walcott Wylie, KBBR Springdale; James P.

Have You Seen the "Primer"?

Just off the press! Eight pages of facts and figures presented in simple "first grade" style that gives you the low-down on this tremendous market as concisely CKLW. Reading time: 2 minutes! Use: Unlimited! Write today...it's FREE.

50,000 WATTS • 800 KC

CKLW

Guardian Bldg., Detroit 26

Adam J. Young Jr., Inc.
National Representative

J. E. Campeau
President

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Caldwell Meets Press

MILLARD F. CALDWELL JR., chief of the nation's Federal Civil Defense Administration, was scheduled to appear on NBC-TV's Meet the Press yesterday (Sunday), 4:40-5:30 p.m. Mr. Caldwell, former governor of Florida, returned early last week from England where he conferred briefly with British civil defense officials on mutual problems. He was expected to review national progress in defense planning on the show under questioning by Lawrence Spivak and other reporters.

Shown at the speakers' table at the ABA winter meeting are (1 to r) John Esau, Tulsa, NAB board member; Tom Mull, educational director, Arkansas Fish & Game Commission; Jim Cox, BMI, New York; Sam W. Anderson, retiring president of ABA; C. Hamilton Moses, president, Arkansas Power & Light Co.; and Oliver Granling, assistant to the general manager for radio, Associated Press, New York. Not present when the picture was taken was Arkansas Governor Sid McMath.

Walker and John Esau, KFJW Fort Smith; David M. Regal, KDMS El Dorado; Bill Hutt, Karka Owen, Joe Myers, Mark Weiser, Omar Alaged and Kermi Tracy, KLRN Little Rock; Bill Deaton and J. M. Moore, KVRC Arkansas; Dr. H. E. Williams, Southern Baptist College, Walnut Ridge; Jared Troundhiss, Albert West, Jim Higginbotham and W. H. Smith, KBBF Blytheville; David James and Bill Fogg, KOKR Forest City; David Crockett, KAMD Camden; A. H. Bell, KENA Mem.; Weldon Stamps, KFSA Fort Smith.

PLANS for a supersonically-controlled air raid warning system to blanket the nation's capital—utilizing a 260 w FM transmitter and 84 high-powered amplifiers—were revealed last Wednesday by the District of Columbia's Civil Defense Communications Advisory & Planning Committee.

The blueprint was disclosed at a meeting Feb. 9 of District officials and local civil defense representatives, including Ross Beville, WWDC Washington [BROADCASTING • TELECASTING, Feb. 12]. Plan still must be approved by the D. C. board of commissioners.

Purpose of the plan, according to Mr. Beville and Herbert A. Friede, D. C. communications superintendent and committee chairman, is to increase the efficacy of civil defense by "providing it with an instantaneous medium for mass public communication before, during and after air raids."

Three radio frequencies in the 40-50mc band, made available to local civil defense by FCC, will be used for the District air raid warning system. Equipment is now on order to construct the 260 w transmitter plant at the Communications Command Center, already designated by the local Office of Civil Defense.

Three frequencies still (1) connect the command center with the 34 supersonically-controlled amplifiers, to be activated by special FM receivers controlled at the center in the event of warnings and for mutual aid purposes; (2) permit communication between the command point and four control centers, to be equipped in turn with 50 w FM transmitters; and (3) permit reservation for special services such as "walkie-talkie" communication, pack receivers and other mobile equipment.

Officials pointed out that installation and operation of supersonically-controlled devices that new departure for air raid warning systems, makes it unnecessary to use telephone and other lines now in demand for other uses. Moreover, such lines are vulnerable during emergency, they added.

Hook Up Plans

While the 34 amplifiers (described as modified public address horns) are to be located in the District proper, other communities have been committed and invited to "hook up" with the network by installing similar equipment. Permission also would be granted to private industry, it was explained.

Officials also noted that while supersonic devices are new for air raid warning applications, the development is the outgrowth of experimental work in transit radio and other specialized FM broadcast services. WWDC-FM is the capital outlet for Transit Radio Inc.

Mr. Beville has been supervising broadcast phases (AM, FM, TV, transit radio) in current District planning and will consult periodically with station executive and engineering personnel.

VOA BOOSTS TIME

More Programs, Languages

VOICE OF AMERICA last week boosted its daily program output to 35 hours and number of languages to 28 with the addition of Lithuanian, Amoy (Chinese) and Mandarin dialects to its expanding schedule. Lithuanian is the first of three Baltic republic languages to be added, with Estonian and Latvian slated later.

The new daily schedule calls for 16 minutes in Lithuanian consisting of news and commentary beamed from the U. S. and abroad; 30 minutes of Amoy with news, and features on American-Paro Eastern relations, emanating from New York and relayed by shortwave transmitters in Manila and Honolulu, and 16 minutes of Mandarin, bringing the Voice's China output to five hours daily.

Electronics

"Womanpower" Needs Cited

INTEREST in the radio-electronics field has increased substantially since the outbreak of the Korean war last year, according to the Capital Radio Engineering Institute, Washington, which reports an influx of requests daily from both industry and the armed forces.

The growing shortage of manpower will stimulate the need for women, who are being encouraged to enter the radio-electronics field, CREI added. The institute called attention to positions opened during World War II to the women who filled defense jobs. Present mobilization may re-open such positions, CREI said, citing its own course which may be completed in 30 months.

Security Plan

Joint Hill Group Urged

A PROPOSAL urging a joint Senate-House Un-American Activities Committee, to replace the present standing committee in the lower chamber, was sponsored Feb. 8 by Rep. Jacob Javits (R-N. Y.).

Rep. Javits' plan was in the form of a concurrent resolution which would set up a combined unit to study administration of the McCarran subversive-control law, espionage, sabotage, international security and other phases now handled by the House Un-American Activities Committee. Group also would probe Communist and Fascist propaganda and individual rights.

Profits Tax Returns

BUREAU of Internal Revenue has released schedules and instructions dealing with corporation filing of returns under the new Excess Profits Tax Law.

The tax applies to corporations for tax years ending after June 30, 1950, but not to tax years that ended prior to July 1, 1950. First returns are due by March 15. All corporations must file the returns even though not subject to the tax. Revenue collectors have been instructed to be "sympathetic" to "meritorious requests" for time extensions.

Needs Copper

SHORTAGE of available copper wire has become so acute among communications firms that at least one has advertised its willingness to trade with manufacturers.

In a recent ad in the Wall Street Journal, Federal Telephone & Radio Corp., Clifton, N. J., said it is offering "large quantities" of switch-board and magnet wire, cable, non-ferrous metals and other items in return for 20,000 lbs. each of certain types of soft bare and soft tinned copper wire. Federal also reportedly needs plain enamelled magnet wire and cold rolled steel sheet.

Randau Named

Assumes New CDA Post

APPOINTMENT of Clem J. Randau, radio and newspaper executive, as executive director of the Federal Civil Defense Administration was announced last Wednesday by Administrator Millard F. Caldwell Jr. Mr. Randau has been serving as assistant to Mr. Caldwell since the first of the year [BROADCASTING • TELECASTING, Feb. 6].

The CDA official, who is a member of the board of directors of WNEW New York, also is chairman of the CDA Policy Committee. In his new capacity he is expected to supervise all management phases of civil defense at the government level, working directly with the administrator under James J. Wadsworth, acting deputy administrator.

Mr. Randau formerly was associated with United Press and Field Enterprises Inc., including the four Field-operated stations and its newspaper, the Chicago Sun-Times. After 1947 he was president and director of KPFI Wichita and also Illinois-Wyoming Oil Co. He was retired following his federal appointment, though he still retains interest in the New Milford (Conn.) Times.
**Political Libel**

BEST HOPE of solution to the broadcaster's predicament from the ban on censoring political broadcasts and possible resultant libel suits rests in appropriate state legislation such as exists in California, Florida and certain other states, according to Carl L. Shipley, Washington broadcast lawyer.

Writing in the current issue of the Federal Bar Journal, (Vol. X, No. 2), Mr. Shipley states that since Congress has been aware for nearly 25 years "of the confused interpretation surrounding Section 315 of the Communications Act (requiring stations to give all candidates for an office equal access to the air if one is granted time, while also prohibiting censorship of matter aired)" and is in the process of taking action, it is reasonable to suppose that ultimate clarification must rest with the courts.

Until the U. S. Supreme Court does clarify Sec. 315, which it may do in the Felix v. Westinghouse Radio Stations Inc. case involving Westinghouse's KTW Philadelphia as well as WCAU and WPIL there [BROADCASTING • TELECASTING, Feb. 12; Jan. 22; Dec. 26, 1960], "broadcasters can best protect themselves by requiring as a condition precedent to providing time that copies of political speeches be submitted in advance, and, if defamatory material is found, politely pointing out the possible consequences," he says.

Right Post Bond

"Without censoring," Mr. Shipley writes, "this may evoke cooperation from the speaker. If not, the only alternative may be to require political speakers to post adequate bond, or to sign an agreement to indemnify the radio station against defamation suits, or for the station itself to carry defamation insurance."

Mr. Shipley explains the underlying problem is the "reach" of state laws and the "confines" of federal laws "operating in the same general field." He notes FCC's Port Huron decision (warning that stations censoring political talks in violation of Sec. 315 could be denied renewal of license) concluded the federal government had so occupied the field that state laws must be subordinated to federal law. The courts have differed over FCC's interpretation of Sec. 315, however, he states.

The problem is further confused, he says, by the conflict in statutes among various states as to the basis for liability of a broadcaster issuing a defamatory political speech. One aspect is whether radio defamation is libel or slander, the latter generally considered to be less difficult to prove and hence an advantage to stations in jurisdictions where this rule applies.

Another aspect, he says, is whether the liability is to be based on the law of defamation or negligence. Mr. Shipley explains that under common law an original publisher of defamatory material is absolutely liable, "even in the absence of intent or negligence." In this class, he points out, fall

**State Law Is Best Answer—Shipley**

**Radio Corporation of America**

**New Contact Subscription Order Always Gets DELIVERY**

Quality and Service . . . are always assured at RCA Victor!

LARGE or SMALL, your transcription order always gets the same careful attention—the same world-famous engineering. With this, plus prompt HANDLING & DELIVERY, your ET can't miss...

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**RCA Victor**

Contact a Custom Record Studio today at Dept. 2B in New York, Chicago or Hollywood

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Radio Corporation of America  RCA Victor Division

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**WIS**

Lansing's Most Powerful Station

BROADCASTING • Telecasting

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**About the Image**

The image contains a newspaper article discussing political libel and the implications of state laws on broadcasting. The article explores the difficulty broadcasters face in adhering to both federal and state laws, especially regarding censorship and libel. It mentions a case involving a radio station in Westinghouse, and the courts' decisions on how to handle political broadcasts.

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**Facilities**

The facilities mentioned in the article are likely those of the broadcasting stations mentioned, including WEAU in Eau Claire, Wisconsin, and others in various states. The mention of facilities like "telephone and telegraph companies, libraries and publishers of 'canned news.'"

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**Political Libel**

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With Personal Touch
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Latest Set Count
By Markets
Page 62

tv buyers—did you know?

1. That WOR-tv, channel 9, is tops in local sports,*
   Tues. thru Sat.?

2. That WOR-tv—the newest tv station in
   New York—is 4th in national spot business?
   That WOR-tv clocks more spot business than the
   two leading independent tv stations and one
   leading network outlet?

3. That 10 WOR-tv shows attract audiences of
   more than 1/4-million viewers per broadcast?

4. That WOR-tv's wrestling matches are the
   top-rated for real sock-seeing in New York?*

5. That one WOR-tv program, "The Merry
   Mailman", has averaged at least 2,000 pieces of
   mail per week during the past two months?
   ... that's selling! that's getting tv audience!
   that's why you are losing tv money if you're
   not using

WOR-tv
channel 9

*January 1951 Pulse
Here are some of America's most successful salesmen. They sell scores of products to thousands of eager customers. They are invited guests into these customers' homes...invited because they are homemaking experts and entertainers. Their endorsement of the products they sell gives people confidence in buying. Their record of sales successes is impressive.

Here are the salesmen who are setting sales records for delighted advertisers in the most vital markets of the land. They are leading spot television personalities who are unusually equipped to sell your product too. They sell when people buy...by day.

1 Kathi Norris . . . . WNBT New York
2 Herbie Mintz . . . . WNBQ Chicago
3 Chef Milani . . . . KNBH Hollywood
4 Ernie Kovacs . . . . WPTZ Philadelphia
5 Polly Huse . . . . WBZ-TV Boston
6 Mildred Funnell . . WNBK Cleveland
7 Nancy Osgood . . . WNBW Washington
8 Bob Stone . . . . WRGB Schenectady—Albany-Troy

NBC SPOT SALES

NEW YORK		CHICAGO		CLEVELAND		SAN FRANCISCO		HOLLYWOOD

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CONSERVATION TECHNIQUES

By FRED FITZGERALD

ALREADY within the lengthening shadows of material shortages brought on by the accelerated defense measures, the nation's set makers last week gave further tangible evidence of the conservation techniques that are being readied for production lines throughout the industry.

In Washington, Philco Corp. unveiled a new television receiver which was described as the outgrowth of a two-year engineering project at Philco. Leslie J. Woods, vice president, research and engineering, the new TV chassis "has proved its superiority in field performance tests and also conserves many critically scarce materials."

Meanwhile, RCA made its report last Friday on the fruits of its laboratory research towards the end of conserving scarce materials. RCA through its patent pool licenses the major portion of the radio-TV industry.

At the Philco showing last Thursday it was brought out that the new chassis eliminates the use of cobalt entirely and the amount of aluminum needed is reduced 65%; silicon steel, 58%; ferrite, 51%; copper, 26%; and nickel, 15%. Most of the savings are effected through substitution of non-strategic materials as well as re-designing and reducing some parts. It was emphasized by Mr. Woods that the completed receiver achieves an over-all performance level superior to present TV sets."

Techniques Available

According to Philco, which stated that all its economy techniques are available to other set manufacturers who desire to utilize them, if such a conservation plan had been instituted by the industry during 1950, there would have been a total estimated savings of about 4,000 tons of copper, 27,000 tons of silicon steel, 440 tons of cobalt, 224 tons of nickel, 2,050 tons of ferrite (which includes 20% nickel oxide); 2,100 tons of aluminum. These figures were based on a 1950 production figure on nearly 7½ million television sets.

Among the more important changes in the new TV chassis of Philco are "more efficient and economical" deflection circuits. These circuits control the electron beam, both horizontally and vertically, as it traces the picture on the television screen. Another development is the design of a new power supply, including two selenium rectifiers in a voltage doubler circuit, which works with the new deflection circuits and eliminates the usual heavy power transformer.

Third step by Philco is a new electrostatic-focus picture tube which is specifically designed for use with the aforementioned deflection circuits and power supply, which gives "excellent picture quality" and also saves important quantities of scarce materials.

Philco said it would have the innovations in its production line by April with possibility of complete changeover by June.

RCA, in its report, elaborated on technical developments which industry-wide "will save millions of pounds of critical metals and still enable radio and TV manufacturers to maintain present high-quality standards."

Officials said the developments include an electrostatic picture tube and redesigned loudspeakers. These alone, they said, cut the amount of critical cobalt by 90% in the average TV receiver.

RCA President Frank M. Folsom said that "when these conservation steps are applied by the industry, they will save millions of pounds of cobalt, copper, nickel, aluminum, brass, steel, and other critical metals."

Growing out of stepped-up conservation research work initiated at the outbreak of the Korean war, the developments have already been made available by RCA to radio, television, and tube manufacturers throughout the industry, RCA reported, adding that the manufacturers were assured that additional engineering advances will also be made available.

Find New Ways

Mr. Folsom noted that manufacturers have been able to maintain a substantial level of production by finding new ways to use scarce materials, but said the length of time during which the current production rate can be maintained will depend both on restrictions imposed by the nation's mobilization program and on manufacturers' continued ingenuity in meeting conservation needs.

For every million average 17-inch TV sets produced by the industry, Mr. Folsom said these material savings would be made:

- Alnico, an alloy containing 24% cobalt and other scarce materials, 732,800 pounds; steel, 784,000 pounds; copper, 510,700 pounds; aluminum, 224,000 pounds; brass, 146,400 pounds; nickel, 46,000 pounds.

Officials said the conservation program has been extended by RCA Service Co. to include installation of television sets, with a redesigning of the antenna which cuts the use of aluminum by 50% and, on an industry-wide basis, would result in an annual savings of 2 million pounds for each million installations. Use of copper in transmission lines also has been reduced.

SNOw CROP Sales

Hamilton Lauds TV Results

TELEVISION has been doing a tremendous job for Snow Crop products, H. T. (Tom) Hamilton, advertising manager of Snow Crop Marketers, Division of Clinton Foods Inc., told Broadcasting * Telecasting last week.

In the past few months the trend in sales on frozen coffee, which was introduced and promoted through television only, has risen steadily.

Snow Crop Marketers has been sponsoring Your Show of Shows Saturday night on NBC-TV, but cancels it in mid-March. (Broadcasting * Telecasting, Feb. 5) to buy a film, dramatic, half-hour shows twice a week on afternoon station option time in 30 to 40 markets. Approximately three-quarters of the stations are already lined up, Mr. Hamilton said.

One of the reasons for cancelling the network program and starting the new series is that the network can't clear the specific markets that we want," Mr. Hamilton declared.

Although Snow Crop was covering 53 markets by sponsoring part of Your Show of Shows, they were not necessarily the urban type of market that the company is interested in," Mr. Hamilton explained.

The network show cost the firm approximately $30,000 weekly for time and talent. Mr. Hamilton estimated that the new series would probably run on a similar budget.

(Continued on page 68)
Mass Auto Sales
With a Personal Touch

When 17-year-old Jim Moran opened his own filling station in 1936, he adopted a simple get-ahead formula. He said to each and every customer: "Good Morning (Afternoon or Evening)," he asked: "How are you?" whether or not the patron liked it; he closed with: "Hope you drop in again."

Men who have watched the progress of low-headed James Moran, president of Chicago's Courtesy Motor Sales Inc., say his manner hasn't changed one iota in 15 years.

"It isn't what Jim Moran says to you, it's the way he says it," is the comment of one of Jim's first customers. "At that Sinclair station up in Rogers Park where I first met him, he was always quick to check my car for oil and water, wash the windshield—even before he was asked to do so. But a lot of station attendants did that. The difference between Jim and the average salesman was that he looked you in the eye when he talked to you. You felt that you were transacting business with a friend. You found yourself going back to see him again."

This friendly approach, which Jim calls common courtesy—the name he gave his Hudson automobile agency in 1945—has carried Jim Moran to phenomenal heights in the automotive sales world. His sales volume totaled $20 million in 1950.

Jim is the first to acknowledge that, were it not for television, he would be "just a neighborhood success."

Today, two years after Courtesy Motor Sales bought its first TV time, a few Chicago advertising men still are asking what makes the Courtesy TV campaign click. The answer is: It has Jim Moran's personal touch. A "nice guy" to everyone he meets—shoeshine boys, elevator operators, mechanics, grease monkeys, and doormen and waiters at the Illinois Athletic Askn., where he often dines with fellow members—Jim is the perfect example of a low-pressure salesman. It is his simple charm, together with husky good looks (176 pounds, 6 feet, engaging grin, close-cropped, curly, blond hair) that puts him over.

When he first took television seriously in the fall of 1948 (automobile dealers then were having to do a selling job for the first time since World War II), he at once sensed its "auto showroom" possibilities. But he also saw in the new medium an opportunity to project his comparatively quiet, subdued technique of selling, which had brought him success whenever he found time to deliver a pitch in person.

Early in his business career he had found himself penalized because there are only 24 hours in one day. As long as he had one filling station, he stayed on the job from 7 a.m. to 11 p.m. and attracted an increasing number of patrons. But when he expanded his early operations to four stations, business at one or the other fell off in his absence. Now, through television, he can do a personalized mass selling job.

By February 1949, he became "Jim Moran—the Courtesy Man" on WENR-TV (ABC) Chicago, sponsoring wrestling matches Wednesday nights from Rainbow Arena. He made a personal appearance five times during each program when the camera shifted to "Opera Drive" in front of the station's headquarters at the Civic Opera Bldg. Here, alongside a procession of new Hudsons and highly polished used cars, beautified by klieg lights, Jim calmly pointed out the best features of his cars during each announcement period. There was no hokum, no come-on to his selling. He was "courtesy" personified.

Sets Pattern For Other Dealers

This $1,200-per-week show set a pattern for other Chicago auto dealers to follow, resulting in a bonanza for the city's TV stations. The Courtesy wrestling show brought such prosperity to Jim that within eight months he was able to bankroll Courtesy Theatre on WGN-TV, the Chicago Tribune station. This Sunday night show, most highly rated of his TV ventures, brought Chicago viewers their first feature-film TV theatre. Mr. Moran wisely chose to break in for an announcement only once during the program.

Last February he unveiled the QUICK to sense the "auto showroom" possibilities of television, Jim Moran personally handles Courtesy's commercials. With the informality of an in-store salesman, he points out the best features of his cars during each announcement period.

Friday nightCourtesy Hour, a 60-minute daily show with himself as m.c., at WENR-TV's Civic Studio. This show is interrupted only 2 minutes and 56 seconds for commercials, which approaches Jim Moran's ideal of "no commercials at all—Courtesy can speak for itself."

From the beginning of his TV activities Jim has worked with Account Executive Hal Barkun, of Malcolm-Howard, Chicago agency, who spends much of his time on the Courtesy account.

Mr. Moran's 1950 expenditure of $30,000 monthly for TV paid off handsomely. Last May, he sold 1,436 new and used cars. His sale of 690 new Hudsons that month topped every other auto dealer in the United States. During a contest last spring, Jim was awarded Hudson Motor Car Co.'s "Oscar" for having sold more cars than any other Hudson dealer, exceeding his quota by 218%. Presentation of the award was made July 15 in Chicago by Robert Smith, district manager of Hudson Sales Corp. Currently, he sells more Hudson "Baby Hornet" models than any other because he is pushing this exclusively Courtesy development. The car is really a Hudson Pacemaker soupied-up and improved by Moran mechanics.

Courtesy Motor Sales, which...
opened for business May 1, 1948, in a 40-foot storefront at Grand and Central Park Avenues, on Chicago's west side, now occupies three blocks with facilities valued at $1,820,000. This includes a $500,000 service center, where 61 cars can be "Courtesy-conditioned" at one time, and an "assembly line" where used cars are reconditioned and given a 6,000 mile guarantee. Courtesy has 167 mechanics, and a total of 346 employees, as compared with 14 in its pre-TV days.

Hudson officials in Detroit think so much of Jim Moran's merchandising and advertising methods that they use him as "model" from time to time on national policies, and send groups of dealers to Chicago to study his far-flung operations.

One of the Courtesy Man's most commendable practices is to campaign for the automobile industry as a whole. He has never been known to rap a competitor. His reputation for square dealing has spread far beyond the borders of Chicagoland, attracting orders from as far as the East and West Coasts and south to Florida. He has shipped cars to England, France and Norway.

Courtesy Noted For Community Service

Locally, Courtesy Motor Sales distinguishes itself by contributing heavily to the Community Fund, Boy Scouts, Christmas Clearing House, and giving benefit TV shows for such drives as the annual Cancer Campaign. Many churches and charitable groups raffle off Hudsons because Courtesy furnishes them at cost.

In December, Santa Claus was on the job at Courtesy headquarters every night during the week before Christmas from 7 to 10 p.m. He gave away toys valued at $9,860 to deserving children. Courtesy's pony cart, drawn by a pony ponies, "Honey" and "Sugar," appeared in Chicago's big pre-Christmas parade on State St. Jim Moran spent a total of $14,000 during the Christmas season on various charitable projects. A large amount went toward a gala Christmas Eve party which was telecast.

The Moran organization has had the same set of officers since its beginning. Jim is president, Stanley Courtesey, secretary, and Peter De Met, treasurer.

KTSF Goes CBS April 1

KTSF (TV) Los Angeles, which CBS bought in December, becomes the network's Los Angeles TV outlet April 1, when the CBS affiliation with KTTV (TV) Los Angeles, in which the network owned 49% of the stock, terminates.

Merle S. Jones, general manager of KTSF, KNX and the Columbia Pacific Network, said that about 22 hours of network programs would be added to the KTSF schedule on that date.

PETRY MANUAL

Gives Full TV Sales Data

SALESMEN of the TV division of Edward Petry & Co. have just received a 220-page sales manual containing complete descriptions of the 287 local programs currently being telecast by the 15 TV stations represented by Petry. Also included are market data sheets and coverage maps of the stations, program pictures and success stories.

The book is prepared in looseleaf form so the salesman can leave, with the advertiser or agency the pages on any station or program as "tangible, factual, sales-conductive reminders of each station's availability" (to quote from the manual).

Publication of the sales manual is the fourth step in a long-range program to improve, expand and standardize all sales service material of the company's TV division. First step, made last September, was a survey of key timebuyers to determine what kind of material they wanted from TV station representatives, the form in which they wanted it and the preferred method of delivery. Next, facts about each station were collected and published as standardized single-page station market data sheets. Third, program information was gathered and processed along the lines indicated as preferred by the bidders. Finally, all this information was collected in the manual, which will be kept up-to-date by a weekly bulletin, "TV News in Review."

WAAM SEMINAR

102 Students Register

REGISTRATION of 102 students for the first annual Regional Television Seminar, held in Baltimore last Friday and Saturday, was announced last week by WAAM (TV) Baltimore. The seminar represents 18 colleges and universities from Pennsylvania to North Carolina. The educational institutions are co-sponsoring the project with WAAM [Broadcasting * Telecasting, Feb. 6].

Four of the major addresses at the seminar were slated to be telecast. WAAM reported it had cleared time for talks by representatives of three networks and one leading advertising agency.

Seminar officials said time had been cleared for addresses by Charles Underhill, general manager, CBS-TV; William I. Kaufman, casting director, NBC-TV; Robert Sauake, vice president, ABC, and a script editor from BBDO.

Titled "Career Opportunities in Televison," the seminar was to conclude with a summing-up session in which students, broadcasters reviewed results of the meetings and the outlook for careers in TV. All meetings were held at the WAAM building.

On the dotted line...


HERMAN MERGARD Jr., owner of bowling alley chain, takes sponsorship of WCPO-TV Cincinnati's Midday Merry-Go-Round. L to r: Wilfred Guenther and David Brown, pres. and v. p., respectively, Guenther, Brown & Benne Inc., agency; "Big Jim" Stacy, program m.c.; John Patrick Smith, WCPO-TV representative, and Mr. Mergard.

More than ever, television-wise sponsors are giving TV news shows their close scrutiny... then snapping up the choice availabilities fast. News today is a hot commodity!

**FREEDOM TO VIEW**

Choice Limited, Hennock Says

DECLARING that people have no freedom to choose what they want to view, Comr. Frieda B. Hennock last "only the choice of viewing what is being sold at all."

Comr. Hennock, guest of honor at a dinner of the Philadelphia Adult Educational Council last Thursday when she received a special award for her espousal of the educational cause in radio and television, described TV as "perhaps the ultimate mass medium of communications. It is a medium of radio, the press and the film; it is superior to each and all of them."

She cited the "great" effect of video upon the culture and mores of our society and, labeling the medium "the educators" challenge, maintained "we must work with television and not in competition with it."

Some critics of the plan for reservation of TV channels for educational stations have maintained that education has operated "TV stations without television's benefits," Comr. Hennock asserted. She continued:

To answer this we need only to examine the history of our country. Through education we have developed the world's greatest democracy. This democracy has in turn helped to develop the greatest and most productive forms of industry. This industrial structure has created television. To complete the cycle, television must be utilized to expand and vitalize education.

Comr. Hennock praised the far-sightedness of the Philadelphia Board of Education and the "public-spirited cooperation" of three local stations—WPTZ (TV), WCAU-TV and WIFIL-TV—for setting up a working model of how video can be used for educational purposes. Although she conceded these programs to be "a shining token," Comr. Hennock nevertheless said it was necessary for educators to have their own independent stations, controlled and operated by educators in order to realize the "full educational potential" of the medium.

"Education is too important to be handled on a half-way basis. Commercial broadcasters, no matter how cooperative and willing, cannot devote sufficient time to meet educational needs."

Walter Winchell is presented the second annual Champion Sportsman of the Year Award for his untiring efforts on behalf of the Damon Runyon Cancer Fund and for his contributions to all humanity. L. to r: Frank Stranahan, of the Champion Spark Plug Co., which originated the award last year; Harry Wissam, ABC sports director, and Mr. Winchell. Award was presented on Mr. Winchell's ABC program Feb. 11.

being unable to afford increased rates, are arguing not that the rates are too high for the advertising delivered but that the budget of some given advertiser cannot afford the cost of a specific type of program he may desire," Mr. Dannenbaum said. "In my opinion, the answer rests in the advertiser's TV purchases being tailored to meet the size of his budget."

"The responsibility for finding more ways of advertising the television advertising dollars rests with the advertisers, agencies, networks and stations alike. Many steps in this direction have already been taken. Prime examples are the Kate Smith participation type of sponsorship and the Saturday Night Revue approach. Still more recent arrangements are the policies being followed by Pet Milk, Norge and Motorola on the NBC three stations show, "Here comes the baby." Each advertiser sponsors a show every three weeks. The two weeks he is off the air he receives an identification of his sponsorship on the other sponsors' shows."

"Television is the most forceful selling tool yet devised. But let's not forget that it's a new tool with new uses and new applications. It's up to all of us to find and use them."

"Rather than criticize television costs per se, let's look at television in respect to what it delivers per dollar invested. This is the advertiser's responsibility to any other medium; why not television? We in television honestly believe that the present rates are justified. And we believe we always will be able to justify our rates."

**WAFM-TV**

"TELEVISION ALABAMA"

Live Camera • CBS in Birmingham
Represented by Radio Sales

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**TV costs DOWN**

Dannenbaum Cites Rates

TELEVISION circulation costs and per-impression rates are going downward, not upward, according to Alexander W. Dannenbaum Jr., commercial manager of WPTZ (Television) in Philadelphia.

Disagreeing with claims that TV is "too expensive," Mr. Dannenbaum reminded the media is not charged with failing to deliver an adequate return for monies invested.

Referring to an article titled "Weeds Away Costs" in the Jan. 22 BROADCASTING • TELECASTING, in which a discussion at the Television Assn. of Philadelphia meeting was reviewed, Mr. Dannenbaum said a paragraph in the story did not properly represent his position. The paragraph quoted him as saying during informal debate that TV is merely getting back some of its original investment.

His position, Mr. Dannenbaum said, was that TV is delivering a high return per dollar invested. Referring to "an incipient crusade" by some buyers to establish the premise that television rates are too high, he said, there have appeared "seeds of fact concerning the ability of advertisers to afford the costs" but these "become lost in charges that the rates are not realistic and not worth the price asked."

"It is my belief that most people, when they speak of advertisers

---

**TV News**

TV news in Birmingham is good news for you. Because Birmingham is loaded with new industry... and booming with new industry's fat payrolls and heavy spending.

**Buy**

Buy time on these TV news shows for your product and you'll have a headliner on your hands in no time at all. For complete details, get in touch with Radio Sales, or

---

**WAFM-TV**

“TELEVISION ALABAMA”

Live Camera • CBS in Birmingham
Represented by Radio Sales

Page 60 • February 19, 1951
WOC-TV Sells! It is now pulling more than 1,000 proofs of purchase a month (4,698 in January) for a cracker concern using a ½-hour local live show a week!

WOC-TV Sells! It enabled an auto dealer, sponsoring a weekly wrestling film, to move into third place last summer—and the dealer’s car is an independent make NOT in the low price field!

WOC-TV Sells! It helped a potato chip maker, using two one-minute live announcements a week, increase his sales 400% a week.

WOC-TV Sells! And it has a host of success stories like the above to prove it sells! If you want sales in the rich Quint-City market, you want WOC-TV! Get the facts from your nearest F & P office—or from WOC-TV direct.

WOC-TV, Channel 5
Davenport, Iowa

Free & Peters, Inc.
Exclusive National Representatives

The QUINT CITIES

B. J. Palmer, President
Ernest C. Sanders, Resident Manager

Telecasting • BROADCASTING
MORE network TV time was aired during the Pulse survey week in January 1951 than in December 1950. Multiple program trends indicate. Most of the increase went to comedy-variety, musical-variety and interview programs.

In the order of average ratings, the 10 top-ranking program types for January were:

1. Boxing (including Louis-Bassel fight) 26.0
   2. Westerns & Serials 19.6
   3. Talk Show Programs 16.8
   4. Drama & Mystery 16.8
   5. Pra. Trumpet Shows (all nets combined) 15.9
   6. Comedy Variety 13.3
   7. Musical Variety 13.3
   8. Children Shows 11.3
   9. News 11.2
   10. Comedy-variety shows lead the list of multiple programs by types in the period Jan. 3-8. Top 10 types follow:

   Comedy-variety: 123
   Children Shows: 97
   Drama & Mystery: 57
   Quiz-Audience Participation: 67
   Women's Interest: 60
   Musical Variety: 40
   Interview Programs: 26
   Comedy Situation: 20
   Wrestling: 12
   Basketball: 8

   'Star Theatre' Tops Nielsen Report

   NATIONAL Nielsen ratings of television programs for the two weeks ending Dec. 29 show Texaco Star Theatre in first place. Your Show of Shows was in second place in the list of multiple programs.

   Complete list follows:

   In total U.S.,

   Rank Program
   1. Texaco Star Theatre 3,805
   2. Show of Shows (Crosley) 3,741
   3. Show of Shows (Participation) 3,677
   4. Tex of the Town 3,676
   5. Philco TV Playhouse 3,667
   6. Fireside Theatre 3,527
   7. Show of Shows (Snowdrop) 3,531
   8. You Bet Your Life 3,262
   9. Martin Kane, Private Eye 3,124
   10. Sister Alice, CBS 3,047

   In program station areas,

   Rank Program
   1. Texaco Star Theatre 49.1
   2. Show of Shows (Participation) 49.1
   3. Tex of the Town 47.5
   4. The Tex of the Town 44.1
   5. Routine Shows (Crosley) 40.6
   6. Robert Montgomery Presents 40.6
   7. Philco TV Playhouse 38.6
   8. Arthur Godfrey's Scents 37.7
   9. Gillette Cavalcade 37.5

   "First in Indiana"

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

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

   Today there are 120,000 Sets in use in WFBM-TV's coverage area.

   Weekly Television Summary—February 19, 1951, TELECASTING

   Network Programming Trends Reported by Pulse (Report 151)

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

Today there are 120,000 Sets in use in WFBM-TV's coverage area.

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERAGE by WFBM-TV.

Represented nationally by The Katz Agency Inc.

Weekly Television Summary—February 19, 1951, TELECASTING
Sunday Evening February 18th marks the 171st consecutive time that the Century Shoe Repairing spot has flashed on WMAR-TV’s Channel 2 just before Ed Sullivan’s much loved “Toast of the Town.” That the Century people are pleased with their spot is self-evident.

Spot business is good business—premium time guaranteed by contract. Within the range of any budget, the client makes quite sure his message reaches and stays with a vast audience.

Century Shoe Advertising is placed on WMAR-TV by Dundon & Rosenbush Company
They're buying a new product

The show is sponsored by a new brand of toothpaste. And tomorrow, the housewife will be asking her druggist for it. So will thousands like her. We know. We planned it that way.

Radio Sales TV analyzed this advertiser’s sales and distribution problems in a major metropolitan market. Recommended a homey, live-talent show on the Radio Sales-represented TV station. A show built to hit home with children and adults alike.

So well did we fill the bill for this sponsor that he wrote, “We have had phenomenal success with the sale of the toothpaste. In checking drug stores, we have found many instances in which customers asked for the toothpaste ‘mentioned on the program.’”

By getting an early start in television... by getting to know the medium from every angle, Radio Sales TV has learned all the ins and outs of selling all kinds of products...yours included. As you will see when you call...

Radio Sales
Radio and Television Stations
Representative... CBS

Representing WCBS-TV, New York; WCAU-TV, Philadelphia; KTLV, Las Vegas; WTOP-TV, Washington; WBTV, Charlotte; KSL-TV, Salt Lake City; WAFM-TV, Birmingham; CPN and the leading (the CBS) radio station in 13 major markets.
**Television**

**Approximately One Half of the More Than 70,000 Television Sets in the Memphis Area Tuned in Daytime!**

Sets-in-use survey conducted by independent market research firm

The results of a television ownership survey conducted among Memphis television set owners by the Psychological Service Center have just been released (the Psychological Service Center is a survey and research organization directed by W. R. Atkinson, Ph.D.).

The findings of this study prove conclusively that approximately 50% of WMCT's more than 70,000 television homes have their sets tuned in between 12:00 Noon and 6:00 p.m.

The survey employed the usual coincidental manner. Telephone calls to set owners were scheduled on a half-hour basis, and the results carefully tabulated. Between December 4 and December 10, 1950, the survey compiled 3,840 interviews during the hours of 12:00 noon to 6:00 p.m. The following high percentages for half-hour listenership are significant: 92% high Monday through Friday, 62% for Saturday, and 79% for Sunday. The survey establishes the following averages:

1. 38.3% of the more than 70,000 television sets in this area were in use from 12:00 noon to 6:00 in the afternoon... Monday through Friday.
2. 41.6% of these 70,000 sets were in use on Saturday afternoon.
3. 53.25% of these 70,000 sets were in use Sunday afternoon.

**Here is an assured audience of tremendous proportions, which you can reach in the daytime. In Memphis, this takes on extra importance for you, in that this television audience is unbroken. WMCT is the only television station in the Memphis market area—the one and only station telecasting to the entire Memphis area.**

**A Sales Demonstration in these Memphis homes at only $0.015 each**

This survey proves that you can show your product to an assured audience in the Memphis market area at a cost of $0.015 (fifteen one-hundredths of a cent) per home. In other words, you could make $484 such sales demonstrations for only $1.00.

Day and night, here is the entire television audience in Memphis and the Mid-South, ready to receive your sales message. May we suggest that you call or wire your nearest Brannah office for availability. They're going fast!

Based on the WMC/C one-minute-class "C" weekday rate.

To sell Memphis you need the undivided audience of

**TV Channels**

Educator Wants to Share

Educational and commercial television do not conflict, and can live side-by-side as supplements, in the opinion of Dr. Dallas W. Smythe, an associate in the Institute of Communications research at the U. of Illinois.

Dr. Smythe, who co-directed the New York video study which based an educational TV program for the FCC in solicitation of educational channel allocations, spoke to members of the Chicago Television Council last Thursday.

"Despite contrary impressions in the press, education wants to be friends with commercial television," Dr. Smythe said, decrying "the popular intellectual prejudice against television." Pointing out that educational and commercial telecasting need not be competitive, the speaker suggested that two factions are supplementary in nature.

Regarding sources of income for educational institutions which want to support a TV station, he said "sometime in the future," advertising could be tapped. "These might include foundations, tax support or contributions."

Outlining highlights of the recent New York study, in which Dr. Smythe and his colleagues checked programming on all seven stations from sign-on to sign-off for a week, the speaker concluded that advertising and educational telecasters can work together "in terms of program ideas, experimenting with new forms and program schedules" and profiting mutually "by living together in the same community and on the same bands."
WBAL-TV

TOPS

IN TV AUDIENCE SURVEY

AMERICAN RESEARCH BUREAU SURVEY PROVES VIEWERS IN BALTIMORE PREFER WBAL-TV*

TOPS

in over-all rating
WBAL-TV scored 16.4 against 13.3 for its nearest competitor.

TOPS

Monday thru Friday—daytime
WBAL-TV polled 7 out of 7 firsts in highest rated daytime programs.

TOPS

in number of 15 minute periods
WBAL-TV scored 145 firsts against 90 for its nearest competitor.

TOPS

in total programs of the week
6 out of 7 days.....daytime
4 out of 7 days.....nighttime
5 out of 7 days.....over-all

It all adds up to this: The greater the audience . . . the greater the potential market . . . the more reason to use WBAL-TV in Baltimore.

*While all stations were telecasting—Jan. 15, Quarterly Survey

Ask Your Petry-TV Man
....He'll Tell You More

NBC Affiliate

WBAL-TV

CHANNEL 11
Baltimore, Md.

THE AMERICAN JEWISH Committee has produced three animated ballad cartoon films especially for television and is making them available free of charge for use during Brotherhood Week, Feb. 18-25.

RAULI - GODAL-HOFFMAN AS SOC., New York, is a new production firm, specializing in animated cartoon films for TV. Offices are in the Hotel Sulgrave, 57th St. and Park Ave. Firm is composed of Dr. Otto Peter Radl, motion picture photographer, producer and director; Eric Fewsmith, illustrator, cartoonist and artist, and Richard H. Hoffman, radio commentator and publicist.

TELEVISION ARTS PRODUCTIONS has moved from Berkeley, Calif., to 1506 Kingsley, Hollywood. J. T. Ward is president and Alexander Anderson is production manager. Firm is currently engaged in doing animation work for JERRY FAIRBANKS PRODUCTIONS' TV film series, Crusader Rabbit.

RELIGIOUS GROUPS

TWO RELIGIOUS groups last week signed as sponsors with ABC-TV.

America for Christ Inc. (non-profit organization under guidance of The Methodist Church) will sponsor The Circuit Rider, 11-11:30 p.m., Monday, starting March 5. Agency is Turner & Dyson Inc., New York. Lutheran's Laymen League will sponsor Bringing Christ to the Nation, one time, 4-4:30 p.m., Feb. 25. Agency is Gotham Adv. Co., New York.

SWG ISSUES

Picture Strike Averted

THREATENED Screen Writers Guild strike against the major motion picture studios on television and other issues [BROADCASTING + TELECASTING, Dec. 18, 1950] was averted last week, when the groups came to an agreement on basic terms of a new collective bargaining contract following two weeks of intensive negotiations reopened early this month. Previoulsy the 18-month discussions between the two parties on a contract to replace an extended one which expired Feb. 15 ended in a stalemate with SWG filing strike intent Nov. 15, 1950.

The contract marks a victory for the guild on the major issues of television and separation of rights. It provides for reopening of the contract every two years on the question of television, with a further provision for reopening any time the producers make offer concerning TV to Screen Actors Guild or Screen Directors Guild.

TBA Meeting Postponed

BOARD meeting of Television Broadcasters Assn. was postponed from last Thursday (Feb. 15) to Feb. 27 when four directors reported themselves unable to attend last week's session.

COAST BASEBALL

Telecasting Limited

ONLY three Pacific Coast League baseball clubs will permit telecasting of games this season. Los Angeles team has granted rights, on a limited basis, to KLAC-TV Los Angeles. Hollywood Stars club is holding out for a $150,000 guaranteed basic, sliding attendance figures and will permit no telecasts unless attendance figure hits 600,000 or more.

The San Diego club tested on KFMB-TV last season and, according to Bill Starr, club president, found prospects so promising that station time is not available this year. San Francisco and Oakland tried TV on a limited scale last season and blame the medium for poor gate attendance. Hence no TV this year. Sacramento and Portland location of other PCL teams, have no TV outlet.

Eastside Beer Sponsors

KLAC-TV for $40,000 acquired TV rights to 87 Los Angeles Angels home games and a contract was expected to be signed this past weekend with the Los Angeles Brewing Co. (Eastside beer) to sponsor the series at a similar figure, plus station time and facilities. Beer company has first refusal.

Under the contract, only day games will be completely televised, with Friday night contests eliminated because KLAC-TV has prior commitments. KLAC-TV will start telecasting night games at 9 p.m. 46 minutes after regular starting time of 8:54 p.m. Telecasting rights for last season went to KFI-TV for $25,000.

Eastside beer, it is understood, would also like to sponsor the Hollywood Stars games but shied off because of the price.

'Show of Shows' Sponsor

SWIFT & Co., Chicago, has bought the 9-9:30 p.m. CT portion of Show of Shows on NBC-TV starting March 10 for 13 weeks, through J. Walter Thompson, also Chicago. The company's current contract for two participations weekly in the Jack Carter Show ends March 3. Meats and other Swift products will be advertised on the full, live and cable NBC-TV network lineup.

New TV Series

for telecasting...for research...for merchandising...for industry...

there's nothing finer than

Dumont
television transmitting equipment

Wherever you wish eyes and ears to extend beyond their physical range...wherever you wish to have many eyes see a closeup...whether in color or in black-and-white TV — Du Mont equipment assures you of the finest in precise, dependable, economical performance.
SECURITY

The Nation's Internal Security

The newly-created Senate Judiciary Subcommittee on Un-American Activities, which prepared to probe enforcement of the Subversive Activities Control Act.

(1) The House Un-American Activities Committee, which hinted it may investigate into Communist influence in the entertainment field.

(3) The Nimitz Commission on Internal Security, which last Monday was presented to President Truman to look into security and individual rights without "witch-hunting."

(4) The Subversive Activities Control Board, with the Chief Executive referring to Congress formal nominations of members now serving under recess appointments.

Out of the maze of developments on the governmental level came only an indication that the Communists involved in radio-TV may be broached inadvertently during the course of possible hearings on entertainment talent in general.

Fresh Expense Fund

Authorities at the House Un-American Activities Committee, newly armed with a fresh $200,000 expense fund, said last week that no probe is contemplated for the industry specifically, although it is possible the issue may arise in individual cases.

Authorities declined comment, in view of controversy within the radio-TV industry the past year, on whether the issue had arisen in any correspondence between broadcasters and the committee. Previous committee reports had served in

COLOR TV PROBE

Hill Group Postpones

Amateur Station License

AMATEUR operator and station licenses of John Mark Vanding were revoked by FCC last week on grounds he participated last fall in operation of an unlicensed TV station at Williamsport which picked up and rebroadcast programs from WFL-TV Philadelphia.

FCC indicated others involved were the manager of a local electrical appliance distributor and the proprietor of a radio service company. The Commission reported the "illegal" station was located on a farm and that it was operated on Channel 2 during September, October and November, when it was stopped. FCC said its investigation showed the station had been built in order to "bring television to Williamsport" and to sell TV receivers.

FCC stated it learned 30 sets had been sold with the "guarantee" that programs would be supplied for five days of the week.

Mr. Vanding was given 15 days in which to request a hearing and should such a request be made, the revocation order would be held in abeyance pending disposition of that proceeding, FCC said.

Nov. 20, 13, 1950] at the insistence of Pilot Radio Corp. and in the heat of the post-color decision controversy.

It was said that these files are the only material supplied the Small Business Committee by Sen. Johnson, which bear directly on controversial aspects of the color issue.

Sen. Sparkman told the committee that he was during the executive session that the committee should "keep its eye" on color developments, but that no further investigation or hearing would be conducted.

DOROTHY DOAN (seated, l), star of the CBS-TV show Vanity Fair, ad- mires a souvenir program designed by WCAU-TV Philadelphia before ad- dressing a dinner-meeting of The Philadelphia Club of Advertising Women last month at the Poor Rich- ard Club. With her are (l to r) Gladys Webster, WCAU-TV star and chair- man of the meeting; Robert N. Pryor, vice president of WCAU-TV, and Alice Lynne Mooney, club presi- dent.

COLOR TV PROBE

Hill Group Postpones

AN AMBER light has been given the color television probe by the Senate Select Small Business Committee, it was learned last week.

The cautious approach is being taken because of court proceedings and still in progress and the controversy stirred in the broadcasting industry, authorities have disclosed. RCA, it is understood, has complained privately to committee staff members that the committee's review summary released last month [BROADCASTING • TELECAST- ing, Jan. 22] in effect justifies the FCC decision on color TV, although that decision now is a matter of legal contention [CLOSED CIRCUIT, Feb. 12].

It is understood further that Senate members, conveying their attitude to Senators on the committee, have wanted to let the issue drop because of the "hornets nest," which they felt had been poked up in the industry as a result of the report.

Wait for Court

At a closed session Feb. 9, Sen- ators agreed to shelve the color issue at least until the FCC completes its final determination. There is speculation that the U. S. Supreme Court may act not later than spring [BROADCASTING • TELECAST- ing, Feb. 12].

Meanwhile, it was revealed that Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, has been in touch with the small business unit, which is headed by Sen. John Sparkman (D-Ala.).

Sen. Johnson turned over his corres- pondence with FCC and CBS which had been made public last fall [BROADCASTING • TELECAST-
Another great new G-E triode for FM and Television

- Has an output over one-third higher than the famed GL-9C24, its predecessor.
- Requires 1,100 W less filament power, or a 75-percent reduction.

Plenty of output... Two GL-6039’s will put out 25 kW in FM—10 kW in television. Here’s sufficient final power for medium-size transmitters... or output to spare for the intermediate stage of large commercial installations.

Low operating cost... The modest 5-v, 78-amp requirement of the GL-6039’s filament, slashed by three-quarters the watts needed for Type GL-9C24, itself a pioneering FM-TV triode with fine performance.Thoriated-tungsten construction, among other filament features, cuts your power bills materially.

Real v-h-f operation... 220 mc at max plate input gives you full FM-TV band coverage.

Easy to install... The GL-6039 needs no neutralizing, when employed in a properly designed grounded-grid amplifier circuit. Features which help make the tube so efficient, are its low lead inductance, the fact that all outer metal parts are silver-plated to cut r-f losses, and the large terminal-contact areas made possible by G-E ring-seal design.

Sturdy, dependable... Newest of a family of modern G-E power tubes for FM-TV that has proved its worth in hard station service, Type GL-6039 is engineered to stand up! The tube is trim, with real built-in structural strength—mounts solidly and closely in today’s compact transmitters. You can rely on its full-time, full-life performance. Ask for a visit by a G-E tube engineer, to prove that the GL-6039 will give your new circuit peak power, improved economy! Electronics Department, General Electric Company, Schenectady 5, New York.

Ratings

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Filament voltage</td>
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<tr>
<td>Filament current</td>
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<tr>
<td>Grid-plate transconductance</td>
<td>11,000 micromhos</td>
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<td>Grid-filament capacitance</td>
<td>24 micromicrofarads</td>
</tr>
<tr>
<td>Grid-plate capacitance</td>
<td>15.7 micromicrofarads</td>
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<tr>
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<td>0.47 micromicrofarads</td>
</tr>
<tr>
<td>Type of cooling</td>
<td>Water and forced air</td>
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</table>

Plate ratings per tube, Class B v-h-f power amplifier (video service, synchronizing peak conditions):

<table>
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<tr>
<th>Parameter</th>
<th>Value</th>
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<tr>
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<tr>
<td>Max input</td>
<td>13.5 kW</td>
</tr>
<tr>
<td>Max dissipation</td>
<td>7 kW</td>
</tr>
</tbody>
</table>

* Power output, typical operation (at 5,000 V and 2.2 amp, band width 5 mc) 5.4 kW

Plate ratings per tube, Class C v-h-f power amplifier (key-down conditions without amplitude modulation):

<table>
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<tr>
<th>Parameter</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Max voltage</td>
<td>7,500 V</td>
</tr>
<tr>
<td>Max current</td>
<td>2.25 amp</td>
</tr>
<tr>
<td>Max input</td>
<td>16 kW</td>
</tr>
<tr>
<td>Max dissipation</td>
<td>7 kW</td>
</tr>
</tbody>
</table>

* Power output, typical operation (at 7,000 V and 2.08 amp) 12.8 kW

Includes power transferred from driver to output of grounded-grid amplifier.

General Electric

February 19, 1951 • Page 71
RCA TUBES

The standard of comparison

Disc Jockey Dixon’s arm didn’t need to be twisted to sign this contract but just the same he was given assistance by Mr. LeBrun (1) and Mr. Watters.

PLATTER CHATTER
Makes Dixon’s Purse Fatter

PAUL DIXON’S talents as a television disc jockey have won for him a four-year contract with WCPO-TV Cincinnati calling for perhaps the highest sum ever paid a local entertainer in the greater Cincinnati area.

The contract was signed in the presence of M. C. Watters, vice-president of Scripps-Howard Radio Inc. and general manager of the WCPO stations, and Harry LeBrun, director for television at WCPO TV.

Reportedly, 42 television stations have sent representatives to Cincinnati to observe Mr. Dixon’s technique.

WDTV PROGRAMS
To Take Networks’ ‘Best’

DR. ALLEN B. DuMONT, president, DuMont Labs, has worked out a system for WDTV (TV) Pittsburgh programming which would please even a man with a revolting sense of preference.

Dr. DuMont has devised a rotating system which will enable WDTV, only TV outlet in Pittsburgh to carry 12 of the 15 top-rated shows in the country. The shows, now being cleared with networks, will feature the “best” from ABC, CBS, NBC and, of course, DuMont.

The television pioneer said that the station was giving up local revenue in favor of the system but that it may serve as the answer to the big problem that has faced all one-station markets in the country. Under the planned system, Dr. DuMont hopes to please “most of the people, most of the time.”

It was also announced that WDTV had designated 3:45-4 p.m. on Thursday as a public service package, available to any local or national group whose efforts are aimed at serving the public. Donald A. Stewart, WDTV manager, said: “We promised Pittsburgh an ambitious public service program as soon as we get our studio facilities established. And we have lived up to our word...”

SCHOOL SERIES
Set For March by WBAL-TV

WBAL-TV Baltimore is collaborating with 12 leading universities and colleges in Maryland on a series of college-level educational telecasts, tentatively set to get underway about March 1. Announcement was made by the station last Monday following a luncheon meeting with educators at the WBAL-TV studios.

The weekly program will be under the auspices of a different school each week, with the institution, stressing its scholastic specialty in each presentation. Plans for the series also include call for dramatics, visual displays, film clips and working models. It was agreed that every effort should be made to inject showmanship into the series to hold audience interest. A script-writer will be assigned by WBAL-TV to work with each school.

The Maryland State Department of Education will serve as liaison between the institutions and the studies for the project, which is designed to offer educational opportunities to an unprecedented multitude of people through the medium of television.

Schools participating in the series are: U. of Maryland, Johns Hopkins U., St. Johns College, U. S. Naval Academy, U. of Baltimore, Maryland State Teachers College, Loyola College, Morgan State College, Peabody Conservatory of Music, Western Maryland College, Hood College and Goucher College.

HELPFUL TECHNIQUES AND IDEAS FOR TV PROGRAMS

This new book shows you how to use movies most effectively

MOVIES FOR TV
by J. H. Battison

A COMPLETE, HOW-TO-DO-IT GUIDE TO THE PRODUCTION AND TRANSMISSION OF MOVIES ON TELEVISION.

This book gives practical information on all cameras, projectors, recording equipment, etc., showing how each piece operates and how to use it most efficiently. It tells how to produce titles and special effects, newsletters, all kinds of commercials; how to edit and splice, how to light scenes for best results on TV; how to combine movies with live scenes. Here is a wealth of useful information together with much experienced advice on what is good and what is bad in movies for television, and why.

SEE IT ON APPROVAL

The Macmillan Co., 505 Fifth Ave., New York 18

Please send me a copy of Movies for TV. I will either remit the full price of $4.25 or the balance within 10 days.

Signed

Address

February 19, 1951
To see it... again For the record...

for review... for future release...

put television programs on 16mm. film with

the Eastman Television Recording Camera.

Basic design includes 1200-foot double chamber magazine, separate synchronous motor drives for sprocket-and-shutter and film transport mechanisms, unique lens and shutter features. Camera records directly from monitor receiving tube.

Available in two versions
— for image recording only,
or image and sound recording.

For complete information
write to: Motion Picture
Film Department,
Eastman Kodak Company,
Rochester 4, N. Y.

Record every program on film
EASTMAN TELEVISION RECORDING CAMERA
Dennis King Jr., radio-television producer Maxon Agency, N.Y., to WFIL-TV Philadelphia as production-director.

Lee F. Merhling, assistant program director WNUR (FM) Evanston, Ill., to WMNP same city as production manager.

Joe Guidi, production director WXG1 Richmond, takes on additional duties as publicity director.

Vern Diamond, senior director WXYZ-TV Detroit, appointed to staff of directors WCBS-TV New York.

George Varnum, WPI Pittsburgh, appointed production manager of AM programming and head of announcers at station. Rosemary Calabrese, actress, model and TV performer, named secretary to Don Iosef, vice president and station manager.

Paul Toeppe, independent producer, to WXYZ-TV Detroit as program assistant. George Mannino, producer-program assistant WXYZ-TV recalled to active duty with Army.

Elliot W. Henry, director of publicity ABC Central Division, resigns.

Mark Olds, WCAU Philadelphia, to production staff KYW same city, replacing Charles Boland, now free lance. Earl Higgins appointed to station's business staff.

Fred Pfaehler named to announcing staff KJNE Jonesboro, Ark. Has been with several other stations in South.

Jim Stair, formerly with WROL-FM Knoxville and WICO Morristown, to WILJ-AM-FM Lenoir City, Tenn., as station personality.

Muriel Titus returns to WNAK Yankton as publicty writer in promotion department. Richard S. Bean, ECOM Sioux City, to station as continuity writer.

Jackson Lowe, disc jockey WWDC Washington, to WIXN same city in similar capacity [Broadcasting • Teletcasting, Jan. 29], George DIN- nock appointed music director for WIXN.

Howard Nelson to announcing staff WEEI Boston.

Jim Murphy, WFRS Alexander City, Ala., to WABB Mobile announcing staff.

Michael Cashin, announcer CKEY Toronto, and Hazel Turpin married Feb. 10.

Joe Kramer, announcing staff KFXI Wichita, Kan., father of boy.

Jack Keith, KCVP Stockton, Calif., to KFUR Turlock, Calif., as general manager, Don Chamberlain, KCVP, to KHBC Mho., T. L., as announcer-engineer.

Bill Fountain, announcer-disc jockey WKY Oklahoma City, and Joyce Davenport married.

Bill Fries named staff artist KMTV (TV) Omaha.

Fred Erber, assistant in record and transcription department WBEM Chicago, to active duty with Air Force.

Fred Fasbel, page, to duty with same unit.

Bing Crosby in St. John's Hospital, Santa Monica, Calif., recovering from kidney operation performed Feb. 12.

Norma Bellows, KXOL Dallas, has resignation as house manager of program as BID-AM and replaced by Margaret Casket who joins continuity staff KCNC Fort Worth.

Dick Becher appointed announcer-engineer WKNK Kanakakee, Ill., Sylvia Jeffery, women's director, resigns.

Cecile Lindsay, noted dancer and dance producer, to WLWT (TV) Cincinnati, as choreographer.

Bill Lawrence, singer featured on other Godfrey's programs over CBS-AM-TV, was inducted in Army Feb. 14.

Dick Barnett, writer-producer KNBC San Francisco, announces engagement to Jeanne Williams. They are to be married Easter Sunday.

Howard O. Pierce, noted showman and radio pioneer, has opened group duplex villas and apartments called El Mirador Ocean Villas, outside of Ft. Lauderdale, Fla.

Dick Clem, new to radio, named page WMAL-AM-TV Washington.

Joe Stover, KCVP Stockton, Calif., to KTUR Turlock, Calif., in sports department.

Bob Ede11, director of news and special events WSDR Sterling, Ill., to WROK Rockford, Ill.

Bill Stern, NBC sportscaster, received a letter of appreciation from National Foundation for Infantile Paralysis for "outstanding work as radio sports chairman in the March of Dimes."

Gene Goss, news department KLRA Little Rock, father of girl, Iris Elaine.

John Allen, newsman WKNK Kanakakee, Ill., and Mary Bohmier married.

Jonathan Rice, news editor KTLA (TV) Hollywood, father of girl, Kathy May.

Wlok transmits, Los Angeles, has been complimented by the Lima City Council for transmitting the round-table, on-the-air forum that ended in settlement of a two-month controversy over a proposed downtown parking ban.

The ban, passed by the city council, evoked strenuous opposition from civic groups. Lyl Lee, news editor of WLOK, arranged a forum featuring representatives of the opposition and the seven city councilmen.

The round-table was originally scheduled for half an hour, but ran to an hour and seven minutes, with commercial programs cancelled. Near the end of the forum the council voted a traffic control compromise that made everybody happy.

Protect yourself, your staff, your clients from the daily hazard of libel, slander, infringement of copyright, invasion of privacy.

Artistic from Editorializing, Speeches, Newscasts, Ad lib, Financial Comment, Mystery Plot, Gossip Announcements. Man-on-the-street interviewing.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special tailored-to-the-risk insurance.

Use caution—Lady Luck is a desoler! It costs so little to be sure with us.

For details, write to the Pioneer in this line.

IEMPLOYERS REINSURANCE CORPORATION Insurance Exchange Bldg. Kansas City, Mo.

Radio Scripts

Compiled in Book Form

Prarie Schooner on the Air

Lincoln, Neb.: U. of Nebraska Press. 160 p.

A collection of 13 radio scripts, already "well received by a general audience and most acceptable for educational broadcastings," as foretold in the forthcoming publication, Prairie Schooner On the Air. The scripts are adaptations of 13 stories selected from the U. of Nebraska's literary quarterly, Prairie Schooner, and among those accorded recognition as the best short stories of 1950.

Included in the series are three scripts appropriate for holidays and other special occasions; seven adaptations of modern short pieces by well known writers, and three others representing contributions of new women. Collection touches on such qualities as comedy, fantasy, tragedy, drama, history and others. The scripts are described as "a genuine challenge to interpretive imagination and acting ability" of students, and the artistic and creative direction of producers. Sheets are perforated so that scripts may be removed to serve as copies for drama casts.

LISTENERS BACK

WCFM Sets Subscription Plan

Subscription plan calling for listener sponsorship of certain BBC and other classical music programs on WCFM (FM) Washington has been announced by the Listener Committee for Better Radio in the capital area.

The committee plans to send out noncommercial listeners of the hope that it may raise an estimated $10,000 this year to pay for a weekly four-hour Sunday afternoon series of programs. The booklet was mailed to stockholders in the station, recipients of regular program guides and other listeners. The series would last 52 weeks and also feature drama fare. The plan was formulated, the committee said, because BBC-originated programs cannot be commercially sponsored and WCFM is unable to carry them as sustainers.

PARKING BAN

WLOK Forum Ends Dispute

WLOK Lima, Ohio, has been complimented by the Lima City Council for transmitting the round-table, on-the-air forum that ended in settlement of a two-month controversy over a proposed downtown parking ban.

The ban, passed by the city council, evoked strenuous opposition from civic groups. Lyl Lee, news editor of WLOK, arranged a forum featuring representatives of the opposition and the seven city councilmen.

The round-table was originally scheduled for half an hour, but ran to an hour and seven minutes, with commercial programs cancelled. Near the end of the forum the council voted a traffic control compromise that made everybody happy.

WRUL Transfer

Bid has been filed with FCC for approval to assign the license of international broadcast station WRUL Boston from World Wide Broadcasting Corp. to World Wide Broadcasting System Inc., new owner of same station but with greater stock issue. Switch is for tax purposes and to permit possible financing of later facilities expansion, it was indicated. Holding of President Walter Lemon would be increased from 4,000 shares to 28,000 shares while that of Radio Industries Corp., controlled by Mr. Lemon, would be upped from 6,000 shares to 42,000 shares. Total stock authorization would be 100,000 shares. Remaining 30,000 shares would be unissued at present.
BERNAYS AWARD
Will Be Made Sept. 15
FIRST annual Edward L. Bernays Foundations radio-television award, a $1,000 U. S. government bond, will be presented Sept. 15 by the American Sociological Society to "the individual or group contributing the best piece of research on the effects of radio and/or television on American society." Originally scheduled for inauguration last year, the lack of suitable papers for consideration caused postponement of the initial award until 1951.

Regulations for entrants include: Any research study completed since Jan. 1, 1949, and submitted in duplicate before June 15, 1951, with both published and unpublished studies eligible for consideration.

Further inquiries should be addressed to Clyde W. Hart, National Opinion Research Center, 4901 S. Ellis, Chicago 15, Ill.; or Executive Officer of American Sociological Society, New York U., Washington Square, New York 3.

EARL GODWIN, Washington news commentator, celebrates his birthday with the help of the WRC Washington staff. Looking on are (l to r): Miss Henriette Young, Mr. Godwin, Leif Eid, Jay Royan, Arthur Barriault, Richard Harkness and Morgan Beatty.

BOOK 'LARNIN' IS GOOD
ACEJ Employer Reaction Survey Shows

THAT old saw that journalism, audible or otherwise, cannot be learned in college is being systematically disproved by the American Council on Education for Journalism, which released a report last week emphasizing the progress and improvement being made in the preparation of students for careers in the radio, publishing and advertising fields.

Alfred H. Kirchhofer, president of the council and vice president of WIBN Buffalo, released the report, emphasizing that "not only have journalism graduates found ready employment in their respective fields, but . . . many employers rate them well above average. This finding contradicts the time-worn theory still held in some . . . offices that the fundamentals . . . cannot be learned in college." Mr. Kirchhofer also said that the study, prepared by Dr. Karl English, associate dean of the Missouri School of Journalism, shows "that many employers regard the journalism graduates about whom they comment as having exceptional qualifications, well prepared for the work they have undertaken."

He said that "the American Council is seeking to promote better selection of students and better college training in the field to the extent that schools participating may turn out better qualified graduates for service in journalism."

In his report to the ACEJ on the status of the "Employers Appraisal Project," Dr. English explained that "the 89 instances accredited by ACEJ issued undergraduate degrees to 2,728 students. Of these, the accrediting committee is currently investigating the success of 2,903 employed in some phase of mass communications. . . . For the past four years, the accrediting committee has been gathering data on the success of journalism graduates at the end of their first six months of employment . . . Employers have cooperated almost unbelievably well in returning completed evaluations."

The employer evaluations of 136 radio news journalists recommended for their positions by their alma maters, ranged from "average" to "above average," being judged on more than 20 points. One radio employer's comment was that the graduate had been "on the job for about three months . . . We . . . believe him to be competent and we are most satisfied with his background, character, and ability to work well with others. He is developing and I believe that in another year he will be a well rounded radio news reporter."

"Evidence is mounting," Dr. English continued, "that journalism schools, perhaps partly as a result of the employer appraisals, are placing more emphasis on placements that prove satisfactory to both employer and graduate. . . . And demand for graduates is high "as the actual employment records reveal. Schools are reporting many more requests for help than they are able to fill."

CITE NANCY CRAIG
Gets Understanding Award
NANCY CRAIG, women's commentator of ABC, and Anne O'Hare McCormick, special writer for The New York Times, were recipients of the 1950 Better Understanding Awards of the English Speaking Union last Thursday afternoon, in a presentation ceremony that was broadcast on Miss Craig's program at 4 p.m. Awards are given to women of radio and press in recognition of outstanding contributions toward greater friendship and understanding between peoples of the United States and of the British Commonwealth of Nations.

In addition to the main awards, the English Speaking Union awarded better understanding citations to Julie Benell, WFAA Dallas; Evadna Hammersley, KOA Denver; Mary Wilson, WTTM Trenton; Margaret Parton, India correspondent of the New York Herald Tribune; Honor Balfour, London correspondent of Time magazine. Special commendations went to Ann Ford, WSM Nashville, and Pearl Baum, WCSC Charleston, S. C.

WIBW
The Voice of Kansas in TOPEKA

FARMERS
Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

WIBW

BROADCASTING • Telecasting

CANADIAN RATINGS

U. S. Programs Dominate
OF THE FIRST 10 evening programs heard in Canada in January, only one originated in Canada, according to national ratings of Elliott-Haynes Ltd., Toronto. The sample in January was enlarged to cover 23 English language urban centers where all English-language networks were heard, with 2,000 calls made. Previously, 1,600 calls had been made in 15 Canadian cities. There has been no change in the French-language sample, but the English-language change was necessitated by the growth in stations and doubling of networks since the sampling method was started in 1944.

First 10 most popular evening programs in January were Charlie McCarthy, 37.4; Amos 'n Andy, 34.4; Radio Theatre, 33.3; Our Miss Brooks, 31.3; Twenty Questions, 29.6; My Friend Irma, 28.8; Your Host, 24.5 (Canadian program); Aldrich Family, 24.5; My Favorite Husband, 24.1; Roy Rogers, 24.1.

Leading five nighttime French programs were Un Homme et Son Peche, 33.3; Radio Canadi, 29.3; Metropole, 28.9; L'olvier, 28.3; La Pauc Qui Rafric, 27.5; leading daytime shows were Rue Principale, 21.3; Jeunesse Doree, 22.4; Maman Jeanne, 22; Tante Lucie, 24.9; Quart D'Heure de Detente, 24.9.

Wells Sells Erie

Pennsylvania's 3rd City
and Adjacent Areas

0.5 MY/M 1890 Sq. Mi. 259,874 Pop.
0.1 MY/M 3636 Sq. Mi. 576,164 Pop.

Write for latest brochure and coverage maps.

5000 Watts Day and Night

NATIONAL REPRESENTATIVES
WEED and COMPANY

February 19, 1951 • Page 75
TWENTY-FIVE stations reportedly have bought the syndicated package, ‘Tune-Test,’ from Walter Schwimmer Productions, Chicago, within the past two weeks. The musical giveaway show, which has been tested on WGN Chicago for the past year, has been offered only in a mailing piece this far, Mr. Schwimmer said.

Stations which have bought the show are:


SPARKY, the “Top Dog” symbol of CKNW New Westminster, B.C., is a lovable canine who would howl resentment over being termed an ordinary publicity hound. Owner-manager Bill Rea put a leash on the cartoon pup to tell his sales and listener promotion story after deciding that an animated character like Sparky would snuff along the trail to listener loyalty and possibly tree an advertiser or two.

The cartoon canine character is the brain-pup of Vancouver Artist-writer Peter Carter-Park, currently with Walt Disney. He has featured Sparky in situations ranging from spinning records as a disc jockey to tending goal for New Westminister’s Royals of the Pacific Coast professional hockey league. Sparky’s feats are invariably phenomenal and performed with mirth-provoking ease, and are tied in with a plug for the station.

SPARKY TREES ADS

As ‘Top Dog’ Symbol of CKNW

Strictly Business

(Continued from page 10)

the use of Keystone’s facilities supplementing TV in those areas having no television coverage.”

During the past several months Keystone reportedly has added more new accounts than in any like period in the company’s history. Included are food products, flour, drugs, hosiery and toilet preparations. Several accounts involve 15-minute, five-a-week shows, while others have spot announcement campaigns.

Edwin Rubin Peterson was born 55 years ago in St. Paul. His father, Gustaf, now in St. Paul, was coachman for the fabulous Jim Hill, builder of the Chicago, Milwaukee & St. Paul Railroad—in fact. Pete was born on the Hill estate. When the elder Peterson moved to Chicago where he became a construction superintendent for a real estate concern, his son was enrolled in Harrison School on the city’s south side. At Wendell Phillips High School, Pete distinguished himself at basketball.

A year at the Watson Business College, “to keep from being a laborer,” preceded Mr. Peterson’s invasion of the city’s financial district when barely out of his teens. His war service was confined to this country, he says, and he rose from a private in artillery to a first lieutenant in the motor transport corps.

Mr. Peterson married Dorothy Megger of Chicago in 1922. There are two sons—Robert, 26, veteran of nearly three years on a Navy LST in the Pacific who is now taking his master’s degree in English at Drake U., and Edwin Richard, 29, a sophomore at Lake Forest College. The family lives on the far south side of Chicago.

A former member of the board of governors of Chicago’s Merchants & Manufacturers Club, Mr. Peterson is active in that organization, as well as in the American Legion.

TECHNICAL information on ground conductivity, effect of terrain on transmission and tests of various types of equipment will be sought by a College of the Pacific radio crew, on a mobile tour March 18-22.

Advertising succeeds with continuity.
Continuous advertising in Printers’ Ink develops a cumulative impact that creates a vivid picture of your station and market in the minds of the leading buyers of advertising and helps you sell more advertising.

Mrs. Mary Akerberg

MRS. MARY Akerberg, mother of Herb V. Akerberg, CBS vice-president in charge of station relations, died Feb. 11, after a long illness in her home in Worthington, Ohio. Funeral services were held Feb. 13 in Worthington.

SALES CLINIC

SALES CLINIC will be held at the Royal York Hotel, Feb. 23-24, by H. N. Stovin & Co. Toronto station representative firm. About 43 managers and executives from stations represented are expected to attend while on their way to the annual meeting of the Canadian Assn. of Broadcasters at Quebec, Feb. 26-March 1.

The sales clinic will deal with a variety of topics, including accounting practices, market research and promotion, development of national spot business, advertisers’ views on media, commercial programming and a general survey on rates. The meeting will be chiaimed by Harold Stovin and speakers will include J. E. Potts, Lever Bros., Toronto; J. E. Palmer, radio director, Walsh Adv. Co., Toronto; Spence Caldwell, transmission distributor, Toronto; Walter Elliott, Elliott-Hays Ltd., Toronto; S. Smith, James Lovick Ltd., Toronto; W. N. Hawkins, CFOs Owen Sound, and R. M. Hope, CHOV Pembroke.
programs promotion premiums

COLLEGE SHOWCASE  ■  ■  ■
WMAC Macon, Ga., Georgia College Showcase, Sun., 2:23 p.m., Macon Kraft Co. (wood pulp processor.) Series designed to foster better understanding and appreciation of various colleges in area. Featured live broadcast Feb. 11 from Wesleyan College Conservatory Chapel, including 100-voice glee club.

LOW COST OFFER  ■  ■  ■
WMQ Chicago offered sponsors special radio bargain last week. Sales Manager Howdee Meyers pinned price tag of $18.95 on five-minute news package, complete with announcer. The show, aired six days weekly, 7:55-8 a.m., is sponsored by Talman Federal Savings & Loan, on week days, when News Chief Bill Ray handles news-casting chores. The Saturday slot, still available, was given benefit of "cut-rate."

INDIAN SHOW  ■  ■  ■
KPIX (TV) San Francisco, Powwow Indians, Wed. 4:45 p.m., West Coast Soap Co., San Francisco (Powwow Cleaners), featuring Staffor Regional Chief Powow and Kenton King as Chief Powow. Six children chosen each week to visit Chief Powow and tribe on "Indian reservations," and participate in dances, stories and games. Glenn Heyward, ventriloquist, and his dummy, Pale Face Pat, are featured on show.

SHOES FOR BABIES  ■  ■  ■
WGY Schenectady, Feb. 5, extended Disc Jockey Earle Pudney's morning show, due to popular demand. To observe new addition, station giving shoes to every born in WGY's listening area. Each name submitted will be enrolled in "WGY Stork Set" with booties and card of congratulations going personally from Mr. Pudney. Shoes supplied by Ed White Shoe Co., Paragould, Ark.

WDTV (TV) SALUTE  ■  ■  ■
WDTV (TV) Pittsburgh opened its studio facilities to a Sea Scout division for live demonstration Feb. 6, when station's public service department saluted 41st anniversary of Boy Scouts of America. Victor Skaggs directed show. Kathy Rosser was coordinator.

KOREAN VETS SPEAK  ■  ■  ■
VETERANS of the Korean and other overseas campaigns were heard Feb. 11 on a new program, Your Servicemen Speak, over WTOP Washington. Taped interviews made at hospital beds furnish source material. American Building Assn. sponsors new Sunday program through Mellor & Wallace Agency. Dick Powell is producer for WTOP. Ted Tingo tapes interviews and serves as emcee.

THE DRAFT  ■  ■  ■
WAAM (TV) Baltimore, Lawyer's Briefcase, Feb. 18, discussed subject of "Who and When in Current Draft Legislation." State director of selective service and two local young attorneys discuss the present draft situation. All prospects for persons covered by current law we're to be discussed, as well as outlook for future changes in the law.

FOOTBALL CLINIC  ■  ■  ■
WCOJ Coatesville, Pa., plans delayed broadcasts of football clinic beginning there today (Feb. 19). For second year, broadcasts will be sponsored by Lukens Athletic League. Coaches Paul Bryant, Kentucky U; Charlie Caldwell, Princeton; Frank Kavanagh, Cornell, and many others are scheduled to participate.

HAT CONTEST  ■  ■  ■
WWOD Lynchburg, Va., conducted contest for Wood Bros. Coffee Co. in connection with firm's program, Breakfast at the Ponce, heard on state network basis. Hats entered in contest could be made out of any material, only requirement being that H & C Coffee bag had to be used as base. Don Jarvis, program manager, judged entries.

EYE OPENING SERIES  ■  ■  ■

THE MUTUAL GAIN  ■  ■  ■
MBS last week placed full-page advertisement in New York Times, sent richly-decorated Valentine mailing piece to 7,000 advertising and agency executives, and used space in trade publications for Valentine's Day message pointing out that network's average for commercial projects had gained 10% in number of homes listening from December 1949 to December 1950. Advertising theme was based on Nielsen average audience data, and Mutual said that it was only network to show such a gain in audience.

ALL AROUND CALENDAR  ■  ■  ■
ASSOCIATED Program Service has issued APS Program, Promotion and Merchandising Calendar for 1951, listing all important merchandising events, special days and weeks, birthdays of noted composers and artists, noting daily 13-week expiration dates and mentioning special APS programs tying in with various times and dates. Calendar is part of overall sales, field service and merchandising plan developed by Maurice B. Mitchell, vice president and general manager of APS division of Muzak Corp.
Tuned By Ear

AT THE SOUND of the metronome—listeners know they're tuned in to WDRC Hartford. The station goes on the air officially at 6:30 a.m., but while the engineers are warming up the transmitter about 6:15 a.m., a metronome begins ticking away.

RCA VICTOR, Camden, N. J., has established Specialized Employment Division, with responsibility for supervising and coordinating program to develop manpower resources to meet company's need for experienced engineering personnel. ROBERT E. McQUISTON, veteran personnel administrator, has been appointed manager of the new division.

CLAROSTAT MFG. Co., Inc., Dover, N. H., has developed new precision-builtin potentiometer. It has tapered winding held to tolerance of plus-minus 1/1000% linearity as measured at 10 test points. Mechanical tolerances reportedly are held as close as plus/minus 0.00025 inch.

J. BERKELEY DAVIS, manager, General Electric's receiving tube division, Owensboro, Ky., has accepted commendation plaque on behalf of division employees. Plaque was given by leading U.S. airlines. Presentation made by F. C. Dyer, vice president of engineering for Aeronautical Radio Inc.


POLARAD ELECTRONICS Corp., Brooklyn, N. Y., announces development of new studio picture monitor, Model M-104. It reportedly features high resolution in excess of 500 lines; 16-inch kinescope; excellent vertical and horizontal linearity; lightness of weight, and a minimum of maintenance.

DYNOMASTER Corp., 541 Madison Ave. N. Y., now distributing Harmonic Record Library of mood, bridge and background music. Catalog free on request.

PHILCO Corp., Philadelphia, has announced new expanded program of factory supervised service on all its products, it was announced by Henry T. Smith, Jr., vice president, quality and service.

IRE CONFERENCE

Fink and Sterling Slated

KEYNOTE address by Donald G. Fink, editor of Electronics magazine, on the "New Frontier in Electronics" is scheduled for the Southwestern Conference of the Institute of Radio Engineers to be held April 20-21 on the Southern Methodist U. campus in Dallas, Tex. [BROADCASTING • TELECASTING, Dec. 4, 1956]. Also scheduled to speak is FCC Comr. George Sterling.

Twelve technical papers will be read by leading authorities, including Dr. Cornelius Lonczo, National Bureau of Standards, Institute of Numerical Analysis, U. of California, who will speak on the "Radiation of a Cylindrical Antenna." Also to be featured is a large engineering exposition where many of the newest developments in radio and electronics will be displayed.

Facsimile Course

DAILY transmission of a facsimile newspaper, carrying news from one part of the campus to another, is one of the features highlighting a new radio production by the University of North Carolina-Charlotte. The radio is the output of the journalism division of Emory U., Atlanta, Ga. Students who produce the radio newspaper obtain valuable experience in editing, makeup, broadcasting, writing and "writing under pressure," according to Milton Krueger, university instructor. Course was made possible by the Atlanta Journal (WSB-AM-FM-TV), which donated the facsimile equipment.

Technical

JOHN GASKIN appointed studio technician WTMJ Milwaukee, S. C.

CHARLES H. COLMAN, technical director KECA-TV Hollywood, leaves March 6 for duty with Air Corps in communications and radar.

RAY KUBLY appointed chief engineer WXTL San Antonio, Calif., replacing GENE FARNSFIELD, now with KPOA Honolulu.

MICHAEL KONITCHAK, chief engineer WPIT Pittsburgh, father of boy.

CHARLES E. HASTINGS, Hampton, Va., named new chairman of North Carolina-Virginia section of Institute of Radio Engineers, succeeding C. E. SMITH, Winston-Salem. Other new officers are: Victor E. Carvin, Raleigh, vice chairman; and Robert P. Hedrick, Winston-Salem, secretary-treasurer.
E. ROLAND HARRIMAN (I), national chairman of the American Red Cross, realizes the value of radio to the upcoming funds drive. Here, Mr. Harriman is interviewed over a B.F. Bowyer by announcer-producer Von Haften. A New York banker, and president of the Union Pacific Railroad, Mr. Harriman appointed president of the American Red Cross to succeed Gen. George C. Marshall, who resigned to become Secretary of Defense.

All Accounts
(Continued from page 12)
Mr. Von Zehe has built his agency into an imposing entity. A few of his accounts include the Brotherhood of Railway Trainmen, Pluto Water and Romans Ravil." Mr. Von Zehe also operates a subsidiary firm known as Package Shows Inc. He personally produces one of its programs, It's In the Bag, on the DuMont Television Network. The Von Zehes—she is the former Dorothy Benson, an ex-model and actress—have been married since Oct. 17, 1947. They live in Manhattan. Sailing is Mr. Von Zehe's favorite hobby. He owns a 75-foot schooner called Tondelayo, which sleeps 10 people.

PHILADELPHIA Fire Department's new two-way mobile radio communications system XGB-476, was placed in operation Feb. 13. Mayor Bernard Samuel officially threw switch that put RCA Victor engineered and built station on air. It is designed as one of the key measures in city's civilian defense set-up.

KGW carries the weight in the Oregon Market

In 'THE' lifeblood of U.S. economy, advertising encourages incentive, assures the consumer of a quality buy and tells him so in the fastest way possible.

That is the way Otto Kleppner, part-owner of The Kleppner Co., New York advertising agency, answers the question, "Is There Too Much Advertising?" title of his article printed in Harper's Feb. issue.

In a scholarly approach, Mr. Kleppner counterpoints repeated criticisms lodged against national advertisers, objections heard more often now because of the defense economy.

Most basic objection, Mr. Kleppner says, is the claim that national advertising echoes the clamor of competitors who "merely swap customers. . . . at the customers' expense."

Actually, according to the author, advertising goes further than that. The basic value of advertising, Mr. Kleppner believes, is that a maker tells of some development affecting the quality, price, design, packaging or special flavor of his product. He goes on to show how "there has been a growth of values of all products in a [given] field today, compared with those of some years ago."

'Fastest Way'

"Advertising is the fastest way of telling many people about these developments at the lowest cost per message. Mass communication is as important to our economy as it is mass production. That it is available on a nationwide scale to anyone with a price of an . . . advertisement, and not merely to government bureaus or state trusts, is evidence of democracy at work," Mr. Kleppner writes.

Another charge is that "product differentials" breed monopolies. He answers that to take away a man's right to be known for the quality of the product he offers to the public and deny him benefits of being recognized for an improvement in the product, is to reduce incentive to make further improvements. "It is just as important to preserve this incentive, as it is to provide a way in which an individual can discover the products available to him."

Any curtailment or limit on advertising expenditures, Mr. Kleppner observes, is to usurp the liberty of an individual to tell about his product. "An advertiser must assume responsibility for what he says, but to curb how much he may say about his product when newsprint is available and radio and television stations have time, to sell is an invasion of freedom of speech."

Fraid in advertising is dismissed post haste by Mr. Kleppner, who cites an FTC examination of over a million newspaper, magazine, radio and television advertisements, of which less than 5% were seen as possibly misleading. Referring to the "double your money back if not satisfied" guarantee, Mr. Kleppner opines "we could well ask that politicians and statesmen keep their promises nearly as well as do national advertisers."

He makes the salient point that "the more a man has invested in advertising his trade-marked product, the more will he protect his asset by guarding its quality. (The larger the advertising appropriation, the larger usually the investment in product research and in quality control.)"

It is true, Mr. Kleppner says, that the consumer pays the cost of advertising as he does for everything else—but, the author asks, does he get more or less for his money because of that advertising? According to Mr. Kleppner, the answer depends on whether advertising lowers production costs, reduces selling costs and what management does with resulting profits.

He notes that advertising helps reduce personal selling expense to the consumer, which is costly; that it enhances additional orders for the product thus increasing business volume which is needed to lower the cost of the product. How much the businessman decides to pass on to the consumer via the product and in what form it fits in with the function of advertising. That function "is to help create and distribute the better values a business offers in competition for the buyer's selection," Mr. Kleppner concludes.

Mr. Horace Hagedorn, Kleueoeters Associates, Inc.
New York City

Dear Horace:

These boys at WCHS shore done a job we fermintor for SHARE THE WELOVE, now when hits come forter you better come West Virginia. You shore was th' big city outgoing packed with th' world. Peter Donald and other shore had lost fun! Incidently anybody, Algy, here in th' after

BROADCASTING • Telecasting

E. ROLAND HARRIMAN (I), national chairman of the American Red Cross, realizes the value of radio to the upcoming funds drive. Here, Mr. Harriman is interviewed over a B.F. Bowyer by announcer-producer Von Haften. A New York banker, and president of the Union Pacific Railroad, Mr. Harriman appointed president of the American Red Cross to succeed Gen. George C. Marshall, who resigned to become Secretary of Defense.

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Respects
(Continued from page 48)

Dallas and enrolled in Southern Methodist U. Graduating with an A.B. in government, he became his university’s candidate for a Rhodes scholarship. A vote of the candidates among themselves gave him the scholarship, but the judges decided differently. So he stayed on a year teaching fellowship to take a degree of Master of Arts in government.

Leaving Southern Methodist in 1938, he entered Columbia U. Law School and earned an editorship of the Columbia Law Review before graduating in 1940. Admitted to the New York State Bar shortly thereafter, he joined the law firm of Sullivan & Cromwell in downtown New York; and remained there until 1942, gaining experience as a trial lawyer before the courts and before government bodies such as the Securities & Exchange Commission and the Federal Trade Commission.

With the advent of World War II, Mr. McDaniel was appointed special counsel to the late James V. Forrestal, then Under Secretary of Navy, but later to a lieutenant (jg) of the Naval Reserve in 1942 and assigned to the Office of the general counsel of the Navy. Promoted in 1945 to lieutenant and to lieutenant commander, successively, Mr. McDaniel worked on procurement of aircraft for the Bureau of Aeronautics. In 1945 he was retired to inactive duty to become chairman of the Navy Board of Contract Appeals. At this time also he received an official commendation from Secretary of Navy Forrestal for his “unremittent efforts, astute judgment and ability to handle an extraordinary volume of business” which the commendation said, had “contributed greatly to successful prosecution.”

Mr. McDaniel left the Navy Board in January 1946 to become general counsel of RCA Communications Inc. In 1948 he was elected a vice president of RCA, where he served on the staff of the chairman of the board and the president.

“I get gloved at when things go wrong in Washington,” he says with a smile, by way of explaining that he was brought into RCA because of his trial experience to coordinate its legal and business relations with the federal government.

Unacquainted with the radio-television industry before joining RCA, Mr. McDaniel since has developed an extensive knowledge and interest in its affairs. Representing RCA Communications Inc., he has traveled in South America and in Europe, where in 1948 he met with the International Telegraph Consultative Committee to plan for the World Telegraph Conference in Paris the following year.

Cites TV Future

Television in America, he believes, “has given us only a hint of what it will become. It has the greatest potentialities, particularly as a force for democracy. Too often television is looked upon solely as a device for amusement. Actually it holds forth the prospect of an enormously wider and more intimate participation by the public in national affairs.”

As RTMA’s new president, Mr. McDaniel is hopeful of “contributing in some way toward making the radio-television industry a useful as possible in the national emergency.” The civil defense authorities have called for the television of 20 million Americans in first aid. “How can this be done except by television?” he asks.

“It would be a great tragedy,” Mr. McDaniel points out, “if increased costs and penalizing excise taxes should make television sets too expensive for the Louis Cyress without sets to buy.” The federal government, he feels, instead of hindering production and ever-wider distribution of TV sets should “affirmatively sponsor” such developments.

Mr. McDaniel assumes his new office with a demonstrated capacity for solving intricate problems. While working on Navy aircraft contracts, he was credited with developing the incentive-type contract to replace the cost-plus-fixed fee type in use. Effect of the new contract was to save the government millions; for example the cost of one type of airplane dropped from $70,000 to $35,000.

In 1942, Mr. McDaniel married Dorothy Sandlin of Dallas, well-known in light opera and concert fields, who has appeared on the Ford Sunday Evening Hour and in the Los Angeles Light Opera Assn., Paper Mill Playhouse and others.

The Mc丹ileans have a house in Putnam County, Carmel, N. Y., where they pursue hobbies of oil painting and occasional fresh-water bass fishing.

Other leisure interests of the new RTMA president include Columbia U. Law School, where he lectures occasionally, and the Administrative Law Committee of the New York Bar Assn. The committee’s study of relations between independent radio, consumer, and Congress particularly has absorbed his interest. The nightshirt has been replaced by the toga.

WVOP to Liberty

WVOP Vidalia, Ga., last Thursday was slated to affiliate with the Liberty Broadcasting System as the network’s newest southeast Georgia outlet. WVOP also plans to carry baseball broadcasts during the 1951 season. Licensed to Vidalia Broadcasting Co., the station operates on 1450 kc with 250 w. Owners are M. Fr. Brice and E. E. Ledford. Howard C. Gilreath is general manager. WKN Ashland and KFIR North Bend, Ore., also have signed as affiliates of Liberty.

McCARThY TALK

Kilgore Cites WWVA Record

RECORDINGS of a 1950 Lincoln Day speech made by Sen. Joseph McCarthy (R-Wis.) and aired by WWVA Wheeling, W. Va., figured prominently last week in a floor attack on the Senator’s Committee on Government Operations.

Sen. Harley Kilgore (D-Wa.) told Senate colleagues that the Wisconsin Republican had twice retreated from his original claim that he had a list of 205 members of the Communist Party “still working and shaping the policy of the State Dept.” Sen. Kilgore quoted Sen. McCarthy as saying that he had used the figure of 57.

He told the Senate that the Wheeling speech was recorded and that affidavits had been signed by Paul Myers, WWVA program director, and James K. Whitaker, news editor, testifying that Sen. McCarthy had used the figure 205. The speech was aired twice by WWVA, he added.

Sen. Kilgore asserted that the Senator had been subjected “for one year to a blue whirl of charges and accusations” but claimed that Sen. McCarthy had offered no proof to support his charges.

He said Sen. McCarthy had told him last May that the station was given a rough draft of the speech and that “it is entirely possible that there was an error and that 205 was used in place of 57.” Sen. McCarthy later explained the 57 referred to Communists in the State Dept. and the 205 to “security risks” according to the President’s Security Board.

Pope Honors Lucey

POPE PIUS XIII has appointed William F. Lucey, business manager of W LA-W-AM-FM Lawrence, Mass., and a director of the Richardson & Rogers Co., owner-operator of the stations, as a Knight of Malta. The order which dates from the 11th century, is the highest honor the Pope can bestow on a Catholic layman. There are fewer than 200 Knights of Malta now living.

In 5 clinical surveys, KFAL outselled Tulsa newspaper advertising 3 to 7 times its volume, actual sales. Ask for details. KFAL, the Fred Jones Station, Tulsa, Okla. One of America’s top Independents. Lawson Taylor, Mgr., Rep. by Jack Keane, Independent Metropoli.

Time Buyers, NOTE! NO TV Stations within 50 miles of YOUNGSTOWN, O. Ohio's 3rd Largest Trade Area Buy WMFJ The Only ABC Station Serving This Market 5000 All programs duplicated on WMFJ-FM 50,000 Watts on 105.1 Meg. CALL Headley-Reed Co., National Representatives

National Nielsen Ratings* Top Radio Programs

<table>
<thead>
<tr>
<th>Rank</th>
<th>Previous Rank</th>
<th>Program</th>
<th>Current Rank</th>
<th>Current Rating</th>
<th>Nielsen-Rating</th>
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<tr>
<td>1</td>
<td>2</td>
<td>Jack Benny (CBS)</td>
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<td>18.7</td>
<td>60,700,000</td>
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<tr>
<td>2</td>
<td>5</td>
<td>Godfrey's Talent Scouts (CBS)</td>
<td>2</td>
<td>16.3</td>
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<tr>
<td>3</td>
<td>14</td>
<td>Your Life (NBC)</td>
<td>3</td>
<td>14.7</td>
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<tr>
<td>4</td>
<td>6</td>
<td>Amos 'n Andy (CBS)</td>
<td>4</td>
<td>14.1</td>
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<tr>
<td>5</td>
<td>20</td>
<td>People Are Funny (T.W.) (NBC)</td>
<td>5</td>
<td>15.0</td>
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<td>6</td>
<td>12</td>
<td>Mystery Theatre (CBS)</td>
<td>6</td>
<td>14.3</td>
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<tr>
<td>7</td>
<td>50</td>
<td>Mr. and Mrs. North (CBS)</td>
<td>7</td>
<td>14.1</td>
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NOTE: Number of homes is obtained by NIELSEN-RATING* (') to 15.4

Copyright 1951 by A. C. Nielsen Company

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WAGE-PRICE LINE
CED Urges New Program

A FOUR-POINT program for effective wage-price controls—accepting twin needs of increased production and checked civilian demand for goods and services—was urged last Tuesday by the Committee for Economic Development in a policy statement prepared by its Research and Policy Committee.

"Price and wage controls will not by themselves stem the tide of inflation," CED warned. "They deal with symptoms rather than with underlying causes. They can be helpful provided other steps are taken... They will be harmful if we are lured into a false sense of security and fail to take... other steps.

In the policy statement, "Conditions Necessary for Effective Price-Wage Controls" (also see separate story), the committee suggests four points, among them: (1) Reduction of nonessential government expenditures; (2) a "sharp and prompt" tax increase; (3) check on expansion of bank credit; and (4) inauguration of a national savings program.

Evil Effects
"So long as the total demand for goods and services is greater than the supply, the evil effects of inflation will operate throughout the economy," CED asserts, tracing its expression in higher prices and wages, black markets, deterioration of goods, distortion of the production-distribution pattern, weakened efficiency and reduction of incentives.

Increasing production is essential though "not enough," the committee adds, suggesting the U. S. bring women and older men into the working force, lengthen the work week, expand output and improve productive techniques.

Regarding government expenditures, the committee recommends a "rigorous screening" to hold down waste of material, manpower and money; at the same time taxes should be raised substantially to restrain consumers' expenditures as well as to increase revenues.

"Further and more extensive excise taxes, already proposed by the administration, "should be imposed," CED feels. Other proposals:

(On bank credit)—"It is of the utmost importance that... power to check... expansion be used to reduce inflationary pressure... The contribution that (such)... monetary policy can make... and the holding down of the cost of the defense program is more important than the preservation of an existing pattern of interest rates in the security market."

(On savings)—"A national program of education is needed to bring home to our people their individual responsibility to save. As part of such a program we should enlist the cooperation of the leadership... in our communities... The program should be more than a drive for savings bonds—all forms of savings should be encouraged."

(National policy)—"We need a clear and consistent national policy... that will convince our people that our government is facing the realities of the situation... so that direct price and wage controls will have a reasonable chance of success."

With such a policy, the committee concludes, "we can then proceed first to live with controls and later, as production rises and demand is stabilized, to live without them."

Members of the Research and Policy Committee include Gardner Cowles, Des Moines Register and Tribune and Cowles Broadcasting Co. (KRNT Des Moines; WNAX Sioux City-Yankton; WOCB Boston; Philip D. Reed, General Electric Co.; Philip Graham, Washington Post (WTOP-AM-TV-FM Washington); and Eric Johnston, ESA administrator.

SHOW TRAIN
WTIC, NBC Back Special Trip

NOW it's a Big Show "Show Train"—the first time the New Haven Railroad's run to New York was made for radio fans exclusively. WTIC Hartford and NBC cooperated with the railroad to supply passengers with free tickets to the Sunday night hour-and-a-half extravaganza at NBC's Center Theatre studios, scheduled for yesterday (Sunday).

More than 200 Big Show fans were to be aboard as the train left Hartford, and passengers who made reservations were to be picked up at nine cities along the way.

The "Connecticut audience" was to arrive at 4:25 p.m. in New York, in time to get to the Big Show studio at 5:30 p.m. for the performance at 5:30 p.m. The "Show Train" was selected to leave for home at 9:30 p.m., the Big Show through the idea was conceived by Anne Norman, radio-TV editor of the Hartford Times.

THE PHILADELPHIA INQUIRER has started complete TV and Radio Section, which will appear every Sunday. It will include entire week's programs, description of programs and Inquirer's own column of TV news and criticism. The Philadelphia Evening Bulletin also has started special Sunday TV section.

KSWM
JOPLIN, MO
REACHES 446,600 PERSONS WHO SPEND...
$285,500,000 ANNUALLY IN TOTAL RETAIL SALES!

The small map above shows airline lines to metropolitan centers. KSWM's unduplicated CBS service to the KSWM market.

Now in its fifth year of service, KSWM is an integral part of all community affairs and activities.

KSWM
CBS in
JOPLIN, MO
Nationally Represented by William G. Rambeau Co.

Austin A. Harrison, Pres.

February 19, 1951 * Page 81
**CHURCH COUNCIL**

Expands Broadcasting Unit

THREE specialists in the field of religious broadcasting were added to the staff of the Department of Broadcasting and Films of the National Council of Churches (formerly Protestant Radio Commission) last week.

Rev. Charles Schmitz, chairman of the Radio and TV Committee of the American Baptist Convention, has been named education director of the department. Dr. Schmitz will head planning and conducting of radio and TV workshops and institutes for the organization. Arthur Austin, former production director of NBC and Compton Adv., New York, has been appointed special events director to develop special radio and TV programming concerned with religious activities. Richard M. Gray, British TV and film director, has joined the department to handle special production assignments.

Rev. Robert Williams, former special events director with Protestant Radio Commission, has resigned to return to the church ministry, it was also announced.

**GEORGIA PRESS**

Ethridge to Address Meet

A HOST of distinguished speakers, including Mark Ethridge, publisher of the Courier-Journal and Louisville Times (WHAS-AM-TV), has been announced for the 25th annual Georgia Press Institute to be held in the U. of Georgia campus Feb. 21-24.

Other prominent speakers scheduled for the Institute are Jonathan Daniels, editor of the Raleigh News and Observer (WNAO-AM-FM); Edward Weeks, editor of the Atlantic Monthly; Sylvia Porter, syndicated financial columnist; Ernest Vakaro, AP White House correspondent; Grant Willard, general manager, American Newspaper Publishers Assn.; Robert Low, assistant to the publisher of Life, and Robert Brown, editor of the Columbus Ledger and Sunday Ledger-Enquirer.

**FEBRUARY 9 TO FEBRUARY 15**

**FCC ACTIONS**

**CP**-construction permit

DA-directional antenna

EMF-effective radiated power

SFL-studio-transmitter link

synch. amp.-synchronous amplifier

STA-special temporary authorization

**Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.**

**February 9 Applications . . . ACCEPTED FOR FILING**

CP Amended

WKDZ Muskeseeg, Mich.—CP to change power from 5 kw-1 kw to 5 kw under AMENDMENT request to 5 kw-1 kw DA.

Modification of CP

KSCJ-FM Kemo, Idaho—New CP new FM station for extension of completion.

APPLICATIONS RETURNED

WLDB DeKalb, Ill.—RETURNED application for relinquishment of control of DeKalb Radio Stations Inc. licensee, by Theodore A. Lanes. (FCC ROUNDUP, Feb. 3.)

Alma, Mich.—RETURNED application for assignment of license from Alma Bells Co. Inc. to WYFC Radio Assn., N. Sea. (FCC ROUNDUP, Feb. 3.)

KSLJ Idaho Falls, Idaho—RETURNED request for CP to change from 1020 to 1070 kc.

**MEETINGS SET**

By Electrical Engineers

H. H. HENLINE, secretary, American Institute of Electrical Engineers, has announced three district meetings to precede the summer general meeting of the institute in Toronto, Canada, June 25-29.

Southern district meeting is scheduled April 11-13 at Miami Beach, Florida. Speakers are: Ken- tucky, Virginia, Tennessee, North Carolina, South Carolina, Louisiana, Mississippi, Alabama, Georgia and Florida.

Northwestern district will convene May 2-4 in Syracuse, N. Y. with engineers and scientists from New York, Vermont, New Hampshire, Connecticut, Massachusetts, Rhode Island and Maine.

The Great Lakes District meeting, May 17-19 in Madison, Wis., will bring together delegates from Minnesota, Iowa, Wisconsin, Illinois, Michigan, Indiana, North Dakota and a large portion of South Dakota.

**SERVICE DIRECTORY**

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**Columbia, Mo.**

**EMERGING as first-place winner in the 1 kw-to-5 kw station category of RCA’s 1954 Question promotion contest among NBC stations, WORZ Orlando’s Gene Hill (1), station manager, and Sammy Roen, promotion manager, examine the prize, an RCA Victor console. On top of console are some other first-place prizes won by Mr. Roen during NBC station promotion for network’s People Are Funny.**


By Examiner H. B. Hutchins.

KLMK-FM, Los Angeles, Calif.—Granted in part motion that further hearing re application be continued from Feb. 12 to Feb. 20.

By Examiner Fannay N. Lilvin.

FCC General Counsel—Granted in part petition for correction of transcript of testimony of petitioners of WSHD Boston and KGA Denver, and application of WZWK Albany, N. Y. to take effect Mar. 29.

**February 13 Decisions . . . BY THE COMMISSION**

CP to Replace CP

WIPR Boston, Mass.—CP to replace expired CP in change from WIPR to WIPR-A at New Bedford, Mass. to 1960 application for assignment of license to Providence (RI) Broadcasting Inc., based upon petition for reconsideration of change of call sign to WIPR from WIPR-A and approval of modification of CP. (FCC ROUNDUP, Feb. 2.)

CP to Replace CP

WZFH Fort Pierce, Fla.—CP to replace expired CP in change from WZFH to WZFH-A at Perry, Fla. to 1960 application for assignment of license to American Broadcasting Co. Inc., based upon petition for reconsideration of change of call sign to WZFH from WZFH-A and approval of modification of CP. (FCC ROUNDUP, Feb. 2.)

By the Secretary

KBDU—CP—Granted.

By Examiner J. E. Bond.

KDSJ Deadwood, S. D.—Granted continuation of hearing for change of call sign from KBDU to KDSJ. (FCC ROUNDUP, Feb. 9.)

By Examiner C. S. Smith.

Vermilion Best Co., Burns, Oregon—Granted joint motion to move hearing on stations and construction permit from March 15 to March 31, 1960, for adjournment of hearing on same.

By Examiner C. S. Smith.

WLKX Salina, Kansas—Granted continuance of hearing from Feb. 18 to April 6, 1960, for application and that of the licensee.

By Examiner A. E. Quigley.

KRCU El Paso, Texas—Granted disapproval without prejudice of application for additional power for KRCU.

By Examiner R. L. Satter, Salmon, Idaho—Dismissed as moot petition requesting hearing on change of call sign from WSSC to WSSC-A and immediate grant of new application.

By Examiner R. L. Satter, Salmon, Idaho—Dismissed as moot petition requesting hearing on change of call sign from WSSC to WSSC-A and immediate grant of new application.

By Examiner M. H. Wulff.

WPAQ Mount Airy, N. C.—Granted in part motion to grant substitute permit at place prizes in use, and approval of modification of CP. (FCC ROUNDUP, Feb. 12.)

By Examiner L. F. Green.

KPST-AM Jacksonville, Fla.—Granted continuance of hearing from Feb. 20 to Feb. 24, to file reply brief to general counsel’s exception to initial decision issued re application.

By Examiner J. B. Dow.

WJRT-AM Lansing, Mich.—Disapproved application for renewal of CP in change from WJRT-AM to WJRT-AM-A on condition that the application for renewal of CP in change from WJRT-AM to WJRT-AM-A be considered and that a hearing thereon be held.

By Examiner C. S. Smith.

K remorse.

Davis—Amended to include Twin Cities Broadcasting Co., Minneapolis, Minn., for extension of permit, and approval of modification of CP.

By Examiner C. S. Smith.

KAZT-AM Oklahoma City, Okla.—Granted renewal of license for new AM station at Fort Smith, Ark. to 1960 application for assignment of license to World Broadcasting Co., Inc., based upon petition for reconsideration of change of call sign to KAAT from K蚝.

By Examiner J. F. Allen.

KSTP-St. Paul, Minn.—Granted renewal of license for new AM station at La Crosse, Wis. to 1960 application for assignment of license to WBEA Co., based upon petition for reconsideration of change of call sign to KSTP from KSTP-A and approval of modification of CP.

By Examiner C. S. Smith.

KRLP-AM Lexington, Ky.—Granted renewal of license for new AM station at Paducah, Ky. to 1960 application for assignment of license to Kentucky Valley Broadcasting Co., Inc., based upon petition for reconsideration of change of call sign to KRLP from KRLP-A and approval of modification of CP.

By Examiner J. F. Allen.

KRLG-AM Lexington, Ky.—Approved for renewal of license for new AM station at Paducah, Ky. to 1960 application for assignment of license to Kentucky Valley Broadcasting Co., Inc., based upon petition for reconsideration of change of call sign to KRLG from KRLG-A and approval of modification of CP.

By Examiner J. F. Allen.

KRLY-AM Lexington, Ky.—Approved for renewal of license for new AM station at Paducah, Ky. to 1960 application for assignment of license to Kentucky Valley Broadcasting Co., Inc., based upon petition for reconsideration of change of call sign to KRLY from KRLY-A and approval of modification of CP.

By Examiner J. F. Allen.

KRLQ-AM Lexington, Ky.—Approved for renewal of license for new AM station at Paducah, Ky. to 1960 application for assignment of license to Kentucky Valley Broadcasting Co., Inc., based upon petition for reconsideration of change of call sign to KRLQ from KRLQ-A and approval of modification of CP.

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AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WOPA-FM Oak Park, Ill.—Granted license new FM ch. 272 (102.3 mc) 1 kw.
KLJW Huron, S. D.—Granted CP install new trans.
WFDF Monticello, Ala.—Granted mod. CP to change trans.
WPKM Honolulu—Granted mod. CP for extension of completion date to 4-30.
WADC Mountain View, Calif.—Granted license new FM station ch. 262 (100.4 mc) 9.6 kw.
WAGA-TV Atlanta, Ga.—Granted license new TV station Ch. 5 (76-82 mc) 277 kw vis. 10 kw aur.
KXGJ-FM Stockton, Calif.—Granted license new FM station Ch. 225 (92.9 mc) 1.4 kw.
WOKK-FM Silver Spring, Md.—Granted license new FM station Ch. 246 (88.9 mc) 590 w.
KCBS-FM San Francisco—Granted CP for extension of completion date to 8-22.
WSBN-FM Milwaukee—Granted mod. CP for extension of completion date to 8-22.

February 13 Applications . . .
ACCEPTED FOR FILING
License for CP
KGER Boise, Idaho—License for CP change frequency, power etc.
KTBW Emperou, Kan.—License for CP new trans. etc.
WNAR Ann Arbor, Mich.—License for CP increase power etc.
KROP Miami, Fla.—License for CP new AM station.
KBE-FM Berkeley, Calif.—License for CP authorizing changes.
WOKL-TV New York—License for CP new TV station to request change of studio location.

Modifications of CP
WARD-FM Johnstown, Pa.—Mod. CP new FM station for extension of completion date.

February 14 Applications . . .
ACCEPTED FOR FILING
Extension of STA
WNYC New York.—Extension of STA to operate additional hours with DA between 6 a.m. EST and sunrise in N. Y. and between sunset in Minneapolis and 16 p.m. EST.

AM-450 kc
KBZY Tacoma, Wash.—CP to change from 810 kc D to 850 kc C D to 850 w DA-N. Amended to change to 850 kw 1 kw aur.

WAYR-TV Syracuse, N. Y.—Mod. CP new TV station for extension of completion date to 9-12.

CP to Replace CP
WLAB (FM) Lebanon, Pa.—CP to replace expired CP new FM station.

APPLICATION TO AMEND
WBEN-TV Buffalo, N. Y.—Application to amend CP new TV station to request change in ERP from 14.2 kw vis. 10.2 kw aur. to 5.6 kw vis. 2.5 kw aur.

APPLICATION RETURNED
K Пет Lamesa, Tex.—Returned application for voluntary assignment of license to new partnership.
Help Wanted

**Managerial**

North Carolina station wants manager with proven sales ability. Must be available immediately. Good record, no bad habits. Box 82H, BROADCASTING.

Sales manager western New York full- time regional station. Large market. Substantial experience and picture. Box 83H, BROADCASTING.

Staunton sales manager—sought 250 watt network station, adjacent area. virginia's largest price market. Good opportunity. Excellent background. Salary plus commission. Fifteen years experience. Box 88H, BROADCASTING.

Salesman—pennsylvania independent offers sales position in prosperous market. Excellent opportunities. Excellent commission. Box 89H, BROADCASTING.

Help Wanted

**Managerial**

**Classified Advertisements**

**Payable in advance. Checks and money orders only.**

**Situations Wanted, 10¢ per word;—$1.00 minimum • Help Wanted, 20¢ per word;—$2.00 minimum**

All other classifications 25¢ per word;—$4.00 minimum • Display ads. $12.00 per inch

**No charge for blind box number. Send box reply to:**

BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

**Television**

**Situations Wanted**

Manager, commercial manager, over 10 years newspaper and radio sales and management, with excellent background. Available reasonable notice. Prefer midwest. Write Box 426H, BROADCASTING.

Twenty years of constructive radio background as commercial manager. With very best of references as to character and work ethic. Seeks job as manager or commercial manager of substantial station. Married, 45 years, 60,000 watt station. Box 870H, BROADCASTING.

**Help Wanted**

Continued.

Help Wanted (Cont'd)

**Managerial**

Staff announcer for 1,000 watt daytime station—Washington, D.C. Immediate opening. Box 789H, BROADCASTING.

**Help Wanted (Cont’d)**

Staff announcer, long established evening and weekend station. Soon to be affiliated with major network. Excellent opportunities. Box 789H, BROADCASTING.

Combination announcer-engineer, first phone line, with emphasis on announcements. Good first day salary. Box 780H, BROADCASTING.

Announcer-engineer. Will pay salary, commission, plus permanent. Box 800H, BROADCASTING.

Transmitter operator wanted immediately. Wbss 550 AM, Springfield, Ill. Box 900H, BROADCASTING.

Engineer wanted for daytime radio station. Good opportunity. Excellent background. Box 910H, BROADCASTING.

Help Wanted (Cont'd)

**Managerial**

Manager, director, salesmen for all phases. Desires to hear from manager interested in all phases. Box 920H, BROADCASTING.

Manager, commercial department manager. Unemployed. Excellent reference. Box 930H, BROADCASTING.

Manager, director, salesmen for all phases. Desires to hear from manager interested in all phases. Box 940H, BROADCASTING.

Help Wanted (Cont'd)

**Managerial**

Manager, director, salesmen for all phases. Desires to hear from manager interested in all phases. Box 950H, BROADCASTING.

Manager, director, salesmen for all phases. Desires to hear from manager interested in all phases. Box 960H, BROADCASTING.

Manager, director, salesmen for all phases. Desires to hear from manager interested in all phases. Box 970H, BROADCASTING.

Manager, director, salesmen for all phases. Desires to hear from manager interested in all phases. Box 980H, BROADCASTING.

Manager, director, salesmen for all phases. Desires to hear from manager interested in all phases. Box 990H, BROADCASTING.

Help Wanted (Cont'd)

**Managerial**

Manager, director, salesmen for all phases. Desires to hear from manager interested in all phases. Box 1000H, BROADCASTING.

Manager, director, salesmen for all phases. Desires to hear from manager interested in all phases. Box 1010H, BROADCASTING.

Manager, director, salesmen for all phases. Desires to hear from manager interested in all phases. Box 1020H, BROADCASTING.

Manager, director, salesmen for all phases. Desires to hear from manager interested in all phases. Box 1030H, BROADCASTING.

Manager, director, salesmen for all phases. Desires to hear from manager interested in all phases. Box 1040H, BROADCASTING.

Manager, director, salesmen for all phases. Desires to hear from manager interested in all phases. Box 1050H, BROADCASTING.

Manager, director, salesmen for all phases. Desires to hear from manager interested in all phases. Box 1060H, BROADCASTING.

Manager, director, salesmen for all phases. Desires to hear from manager interested in all phases. Box 1070H, BROADCASTING.

Manager, director, salesmen for all phases. Desires to hear from manager interested in all phases. Box 1080H, BROADCASTING.

Manager, director, salesmen for all phases. Desires to hear from manager interested in all phases. Box 1090H, BROADCASTING.

Manager, director, salesmen for all phases. Desires to hear from manager interested in all phases. Box 1100H, BROADCASTING.

Manager, director, salesmen for all phases. Desires to hear from manager interested in all phases. Box 1110H, BROADCASTING.

Manager, director, salesmen for all phases. Desires to hear from manager interested in all phases. Box 1120H, BROADCASTING.

Manager, director, salesmen for all phases. Desires to hear from manager interested in all phases. Box 1130H, BROADCASTING.

Manager, director, salesmen for all phases. Desires to hear from manager interested in all phases. Box 1140H, BROADCASTING.

Manager, director, salesmen for all phases. Desires to hear from manager interested in all phases. Box 1150H, BROADCASTING.
Salesman

Salesman, eight years' experience, including commercial manager, staff and sports announcer. Veteran, draft exempt. Dependable, sober. Box 868H, BROADCASTING.

Announcers

Baseball man. Available now or spring. Experienced all sports-staff. Box 227H, BROADCASTING.

Baseball broadcaster, major league; staff; veteran; married; college grad; experienced. Box 868H, BROADCASTING.

Sports announcer, three years experience, managing baseball, football, basketball, top-rated sports programs. Experienced in announcing, DJ, board operation, all-round broadcasting. Will relocate in sport-minded community. Moderate salary plus talent. Currently employed, available two weeks notice. Consider all offers. Box 859H, BROADCASTING.

Baseball play-by-play man experienced in live and recorded broadcasts available for this season. Air check available. Excellent references. Box 858H, BROADCASTING.

Baseball man wants year-round sports. Top two minor league experiences. Great experience. Family man, veteran. Box 869H, BROADCASTING.

Top notch baseball announcer available because sponsor lost bid. Midwest. References. Box 854H, BROADCASTING.

No claim to fame. No specialist. Just staff announcer with four years experience. Drains, flex or as manager. Eastern territory. Box 852H, BROADCASTING.

Announcer: 28, draft exempt; vet. 7 years experience news, dj, staff, handle and concert. Currently announcer, program director metropolitan inde- pendent. Experience available immediately. Box 853H, BROADCASTING.


Top notch baseball announcer available for commercials. Three years experience in location. Experienced in live and recreately play-by-play. Box 867H, BROADCASTING.

Experienced announcer: Sports play-by-play. Staff announcing and sales work. Vacancies. Large city, sound background, and excellent references. Box 847H, BROADCASTING.

Announcer available. Experienced all phases radio and television. Ten years background. Box 846H, BROADCASTING.

Twenty years radio and show business. Experienced announcer, news editor, drama producer. Box 856H, BROADCASTING.

Experienced announcer - continuity writer. Two experiences. One play-by-play, dj newscast, console operator. Disc, tape available. Box 858H, BROADCASTING.


Announcer, network experience, special- ity football. Two years draft exempt. Box 851H, BROADCASTING.

Competent announcer, available now for programming work. Three years thoroughly experienced, draft exempt. Good dj ears and news voice. No southern stations please. Box 852H, BROADCASTING.


Television

Tele-technician: Veteran, fourteen years motion picture experience. F.M., V.U., V.B. and V.H. graduate. Can double on camera or audio. Desire permanent position. Write Box 857H, BROADCASTING.

Future television director, presently inexperienced, versatile, imaginative, energetic, experienced. Veteran, 25, single. B.S. speech major, pianist-organist, member R.W.G. Small experience announcing acting. Travel anywhere, start any capacities in TV station or agency, will prove ability. Box 859H, BROADCASTING.

Equipment, etc.

For sale, RCA FM 10B-10 kw FM transmission with 500 ft. 3/4 inch, four Federal 1100kw, and Hewlett-Packard frequency modula- tion monitor model 1100,000. Box 1306H, BROADCASTING.

Presto WA-2 recording console, as new, two track, 4 inch tape, with direct, $350.00. Box 865H, BROADCASTING.

Two Blaw-Knox 500 foot self supporting towers 10 feet 6 inch transmitting mast, 4 inch base plate. WE 510768 sample line, new other equipment for immediate construction. Contact Chief Engineer, KGGP, Coffeyville, Kansas.

For sale: Presto recorder type EN complete with amplifier, equalizer, in good condition. Make an offer. Station WCBN, Anderson, Ind.

Wanted to Buy

WANTED LIST.

Wanted: Used FM limiting amplifier. Also 1/4 or 1/8 inch coaxial cable. Box 869H, BROADCASTING.

WANTED: Used FM transmitting equipment. Write Box 860H, BROADCASTING.

Reproducers, Western Electric vertical type D-530D wanted regardless of condition. Write to details Box 868H, BROADCASTING.

Miscellaneous

Wanted: Stations interested in quality (or not at all) radio. Quality guarantees repeat business. Box 867H, BROADCASTING.

(Continued on next page)
**Help Wanted**

**Production-Programming, others**

- Man who can direct people and who knows legitimate, vocal and instrumental music. Must build and maintain top musical shows for top mid-west radio station; no TV. Address Box $45H, BROADCASTING.

**Situations Wanted**

**Managerial**

- **COULD YOU USE A GOOD MAN?**
  - Fully experienced radio veteran. 12 years network radio station successful management. Employed but unattainable. Box 2741H, BROADCASTING.

**Miscellaneous**

**OPPORTUNITY**

- For men with experience as radio announcer. Is your present position 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 personnel assets. You may be able to capitalize on them in a position where they will help speed your progress. Write for complete information. Please give personal details. All replies confidential.

**BOX 66IH, BROADCASTING**

**A REAL OPPORTUNITY**

to enter the TRANSCRIPTION BUSINESS

- **$8000.00**

  - is all you need; your first two sales should return your investment. Inquiries invited from all states. Unless you are really interested in a money making proposition and have $1000, please don't write.

**Box 82IH, BROADCASTING**

**Western Radio-TV Meet**

THE 1951 Western Radio-TV Conference will be held March 2-3 in Hollywood. This will be the fourth in an annual series of the conferences. William Sener, manager, KUSC, U. of Southern California, will head the program committee in the Los Angeles area. John C. Crabbe, director of radio, College of the Pacific, Stockton, Calif., is chairman of the board of directors of the conference.

**Catholic Meet**

Radio-TV Trends on Agenda

SPECIAL emphasis on new trends in radio and TV will be the keynote of the Annual Summer Convention of the Catholic Broadcasters Assn. to be held at Seton Hall U., South Orange, N. J. All Catholic radio-TV workers, whether clergy or laymen; are invited to attend. The date has not yet been set.

The Rev. Thomas J. Gilhooley, head of Seton's speech and radio department, and Lewis Arnold Jr., member of the radio staff, are official hosts and convention leaders. Those interested are invited to send their names and addresses to the association at P. O. Box 1873, Wilmington, Del. Dates and further details will be mailed when available.
FCC roundups

New Grants, Transfers, Changes, Applications

SUMMARY TO FEBRUARY 15

Box Score

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<td>FM Stations</td>
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<td>682</td>
<td>135</td>
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Docket Actions

FINAL DECISIONS

KFAB Laredo, Tex.—Final decision affirming on the record of the Commission’s partial decision of Jan. 11 revoking license of KFAB, Laredo, is affirmed. A request for reconsideration after the record of the decision is closed. Petition for reconsideration of the grant of license is denied. Denied Feb. 14.

No-Docket Actions

AM GRANTS

Albuquerque, N.M.—Frank Quinn granted CP new AM station on 1260 kHz; estimated cost $12,000. Quinn is general partner of KPQO Albuquerque. Granted Feb. 14.

KSDK St. Louis, Mo.—Broadcast Assn. Inc. granted CP in facility from operation limited to KSDK Modesto, Calif. (limited on 1260 kHz, increase power from 5 kW to 19 kW, and 5-kW night First Class license; also granted CP to install new transmitting equipment, with conditions including installation of a Freshman, and KELO Sioux Falls to reduce maximum illumination above 500 feet radius of re-transmission caused by proximity of two transmitter sites. Petition for reconsideration of the granting of the CP is denied. Granted Feb. 14.

KRMW Williston, N.D.—Granting of license from Lester T. Taylor to new corporation, Ruthwill Broadcasting, Inc., controlled 47.5% by Mr. Taylor; two other persons. Granted Feb. 14.


KNCE Knoxville, Tenn.—Granting of control of KSNB, Inc. licensee is approved. Granted Feb. 14.

KFRO Longview, Tex., reports it had gross over-all increase of 117% for 1950 over 1949.

The LITTLE Station with the BIG WAlLAP!

BROADCASTING

Telecasting

FCC Applications

Applications Cont.: for CP new TV station.

APPLICATION RETURNED

KCMJ Palm Springs, Calif.—RETURNED application for station WBSL. Granted Feb. [FCC ROUNDUP, Feb. 12].

February 15 Decisions

BY COMMISSION ER BANC

License Renewal

KYOU Greeley, Colo.—Granted renewal of license AM-1600 kHz.

Madison Bestg. Co., Richmonds, Ky.—Denied for hearing April 1 renewal application new station 1600 kHz. Made WTEL Elizabethtown, Ky., party to proceeding.

AM-1600 kHz

KJAY Topper, San.—Designated for hearing April 1 application to change from 5 kW-day to 5 kW-night, and made WHEF Louisville, Ky., party to proceeding.

Change DA

WMAK Nashville, Tenn.—Granted CP to change DA; cond.

Restatement of CP

WCCN Minneapolis, Minn.—Granted restatement of expired CP change from 90 kW to 1.1 kW day 5250 N-WJN on 1150 kHz.

Application Denied

KLSW Minneapolis, Minn.—Denied application for CP new FM station, for six-month extension of expiration date.

CP to Replace CP

Following wereerase of new CPs, bearing expiration dates of six months from date to re-register CQ WGST-FM Atlanta, Ga.—WCOH-FM Newman, Ga.; WLIB New Haven, Conn.

February 15 Applications

ACCEPTED FOR FILING

Modification of CP

Following request mod. CP for extension of completion date: WDWM Woodstock, Ga.—To extend completion date of WDSM, Atlanta, Ga., 231.8 (131.9) mc. Granted Feb. 15.

License for CP

KFV-FM San Diego;—License for CP new TV station, specifying 12.7 kW day.

APPLICATIONS RETURNED

Cleveland Bestg. Co., Opp., Ala.—RETURNED operation application AM 860 kHz 1 kW D [FCC ROUNDUP, Feb. 12].

AM Stations—AM-1200 kHz

WATF Tampa, Fla.—RETURNED application CP new AM station on 1200 kHz.

WALTampa, Fla.—RETURNED application for license renewal.

When It's BMl Hi Time

AnotherBMI "Pin Up" Hit—Published by Duches

(What God Can Do)


HarveyIssue

Subsidies on Hill

CONTROVERSY over the security case involving ABC Commentator Paul Harvey’s “unauthorized entry” into the grounds of the Argonne National Laboratory, an atomic experiment plant, appeared to have subsided last week in government circles.

Sen. Brien McMahon (D. Conn.), chairman of the Senate-House Committee on Energy and Aeronautics, reversed himself and said his group does not plan to hold special hearings on the incident. The committee will, however, study comments or resolutions presented by both the FBI and the Atomic Energy Commission.

Freeedom Seen

“The by-law and charter amendment upon which you are to vote provide the framework upon which we will build a new and greater national association for all broadcasters. It will assure, on the one hand, freedom of action for the radio licensees and for the TV licensees regarding matters which each of them separately, and on the other hand, it will provide a combined governmental structure available to both groups where there is need for unified action in defense of the industry and in the public interest.

“Equally important, the new structure and new programs are based on the concept of making it possible for all broadcasters to contribute—according to their ability—in financing the services which the association provides to the membership.”

A summary explanation of proposed by-law changes [Broadcasting • Telecasting, Feb. 12] accompanied Judge Miller’s letter and the ballots.

DAYLIGT TIME

Proposed On Hill For D. C.

LEGISLATION to give the District of Columbia daylight saving time has been introduced in the House by Rep. Arthur G. Klein (D-N. Y.) and has been referred to the House District Committee.

Rep. Klein introduced two measures (HR 2611 and 2612). The first would set up DST in Washington, beginning the last Sunday in April and ending the last Sunday in September each year. Second measure would set the time change for this year only.

Name Stewart Agency

APPOINTMENT of the James A. Stewart Co., Carnegie, Pa., as its advertising agency was announced last week by Harry A. Hackmeister, president of Hackmeister Inc. The agency will employ a full complement of media including radio and television. Corporation manufactures plastic construction materials and tile flooring.

Haverlin In Lead

(Continued from page 87)
deal with excess profits taxes and the year’s scheduled excise taxes on radio and TV sets.

Ten of the 11 board members are expected to attend today’s meeting with one, Robert D. Sweeney, WDSU-TV New Orleans, being unable to take part. Others besides Chairman Thomas are:

Campbell Arneux, WYAR-TV Norfolk, Va.; Harry Bannister, WWHO-TV, Detroit; Harold Hough, WBAP-TV Fort Worth; Clair R. McColough, WGAL-TV Lancaster, Pa.; Paul Rol-lick, KSL-TV (Salt Lake City); W. D. Rogers Jr., KEYL (TV) San Antonio; Frank M. Russell, NBC Washington; George V. Horner, Fort Industry Co. and Chris J. Witting, DuMont TV Network.

At NAB headquarters plans were moving forward to stage the annual equipment and service exposition during the April convention. Arthur C. Stringer, former NAB staff director, has been retained to manage the show, which he has handled for over a decade.

The heavy equipment show in the basement of the Stevens Hotel will be almost as large as last year despite defense developments, judging by preliminary indications. The fifth floor light exhibits, however, promise to set an all-time record.

NAB associate membership rules have been broadened to admit a number of new types of equipment and services.

In explaining to the NAB membership the changes proposed in the By-Laws and Rules of Order, Judge Miller recalled that broadcasters have been talking for several years about the idea of bringing all industries together and “under one tent.”

Experiments with separate organizations, based on the theory of competitive promotion, didn’t work, he wrote the membership, pointing to the need for “a single voice which can speak and act for all segments.” Otherwise wires get crossed, industry elements fight each other, and “two adversaries gleefully picking us off and capitalizing on our inter-fractions”.

Recognizing that some broadcasters don’t want to change the association’s name, Judge Miller said: “Times change in this civilization of ours, and we, who represent the world’s newest medium of communication, are the first to recognize such growth and development.”

Although the word “broadcasting” can be so defined as to include TV along with AM and FM, most people do not understand that fact. Members of Congress and others in the business frequently ask, just whodunnit NAB represent? The new name leaves no doubt. The TV operators, themselves, naturally feel they are not recognized as such in the addition. The manufacturers have changed the old RMA to RTMA; Broadcasting magazine added Telecasting.

These are significant signs of change.

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Haverlin in Lead

(Continued from page 87)
Picket Lang-Worth  
(Continued from page 25)
and playing to a national network, and which provide certain enforcement measures under the law.

Another section provides that "any third party is included in the word "producer" as used in the following:

Producers under this code and AFRA agree to submit to arbitration any and all controversies or disputes between or among any of them and AFRA relating to this code, the intepretation of breach thereof, or any matters requiring amplification on which have not been covered in the recording field by the code. The producers and AFRA further agree to submit to arbitration all controversies between or among any of the producers and any member of AFRA relating to the engagement of artists in the recording field. In such latter case, however, the producer is hereby notified of AFRA's rule that no AFRA member may institute an arbitration without AFRA's consent. AFRA shall have the right to appear in any arbitration as amicus curiae with all the rights of a party there to.

Lang-Worth further objected Mr. Socolow said, to AFRA's insistence that the code category of "singers" include performers who, in addition to singing, play instruments and are therefore members of the American Federation of Musicians. Effect of this, he said, would be a raid upon AFM membership, a division of AFRA scales under the new code were higher than Instrumentalists scales under past AFM contracts. The transference of AFM members to AFRA would be "caught in the middle.

An AFRA spokesman in New York said that the matter had not been brought to that union's attention and accordingly there was no comment to be made.

Multiple Jobs
An AFRA spokesman said that it was commonplace in the entertainment field for one person to have several occupational activities bringing him within the jurisdiction of several unions, each of which customarily insisted upon his joining it. He said that it worked both ways: That an AFRA singer who turned instrumentalist would be required to join AFM.

Each side has filed charges against the other with the National Labor Relations Board.

Mr. Socolow pointed out that Lang-Worth is prepared to provide service to some communities indefinitely. The latest must runs and hits were recorded with AFRA performers during October and November in preparation for any contingency, he said.

REPRESENTATIVES of six stations whose coverage areas coincide with territory served by the Public Service Co. of Northern Illinois met at Chicago headquarters of the utility concern to witness the signing of a contract by William E. Pierce, advertising manager, for sponsorship over the stations of Illinois' state high school basketball tournament March 15-17.

L to r: Seated, Florence Summers, WHFC Cicero, and Mr. Pierce. Standing, William H. Colwell, public relations director of Public Service; Joseph J. Garvey, WJOL Joliet; Angus D. Pfohl, WNW Evanston; Orren Allain, WKAN Kankakee; Joseph B. Kirby, WKBS Waukegan; Foly M. Faltysek, WOAP Oak Park; and Robert J. Hawkins, WKAN Kankakee.

CBA MEET  
Set for March 19-20
CURRENT broadcast programs and civil defense will highlight the Colorado Broadcasters Assn. convention March 19-20 at the Broadmoor Hotel in Colorado Springs.

A program clinic the first day will feature such speakers as Ted Cott, WNBC New York general manager, "Building Station Personality Through Programming"; Reggie Schuebel, of the newly-created Wyatt & Schuebel agency, "How Would You Spend the Advertiser's Dollar?"; Robert J. Burton, BMI vice president in charge of publisher relations, "History and Applications of Copyright Law in Broadcasting"; and Robert Saudek, ABC vice president and assistant to the president, "Radio and Television Programs Worth Paying For."

Civil defense will provide the keynote for the second day. Discussion will explore the broadcaster's role in civil defense, political rate policies, broadcast rights for sports events, manpower shortages, and other pertinent topics.

CBA President Rex Howell, KGLN Glenwood Springs, has invited broadcasters in nearby states to attend the convention in order to participate in the BMI clinic.

HOME OWNERS  
Outnumber Renters—Census
MORE families owned their homes than rented, as of April 1960, reversing a historical trend, according to Director Roy V. Peel of the U. S. Census Bureau.

Owner-occupied dwelling units in the United States numbered about 23.4 million compared to 19.1 million renter-occupied units, preliminary census data show.

Home ownership increased 54%, or 8.2 million units, after 1940 as the result of new construction and the sale of existing rental homes for owner occupancy. The shift from renter to owner occupancy was so great, Mr. Peel said, that even with the large volume of rental units constructed since 1940 there was a net decrease of about a half-million in the number of renters.

Mortgage Data
Data on occupancy have been collected by the bureau since 1890.

Over 8.5 million nonfarm homes occupied by their owners were free of mortgage debt last April—the census shows, or more than half of the owners in structures containing one to four dwelling units. In urban places about half of the owner-occupied units were free of debt while in rural nonfarm areas about two-thirds of such units were mortgage free.

Average rent for nonfarm dwelling units was $39 a month in 1950, it was found, an increase of 62% over the 1940 figure of $24 a month. Average rents in urban areas were about 50% higher than rural rents.

Some 290,000 auto trailers were being lived in last April, the census shows, 169,000 in urban places and 121,000 in rural areas. About 234,000 were occupied by owners and 66,000 by renters.

The prospect for adequate national civil defense preparations this year was summed up by CBA Administrator Millard F. Caldwell Jr. after a conference with President Truman last week. Mr. Caldwell, who just returned from England for discussions with British officials, felt that "by the end of the year, we can take it."

New School Courses
NEW SCHOOL for Social Research, 66 West 12th St., New York, is offering four courses on radio and television. The courses are conducted by Dr. Arno Guth, radio expert, writer and consultant, with the participation of leaders of public opinion and specialists in the fields of communications and international information.

CD Planning  
(Continued from page 26)
booklet and carries no absolute authority.

Another point arising in the wake of last week's meeting was discussion of the nation's air raids warning system. Some delegates questioned the wisdom of the present plan, which embraces two public alerts—"red," meaning attack is imminent, and "white," indicating "all clear." They felt the public should be given more warning in the event of a heavy air attack—a system much nearer approximating the one for confidential alerts.

Under this plan, "yellow" and "bluel" alerts are provided for key civil defense personnel. They tie in with proposed use of coded or sub-audible signals over broadcasting frequencies, and indicate, respectively, "planes approaching continent" and "attack likely."
TIDE of international radio battle has turned and Voice of America is no longer losing the propaganda war, Edward W. Barrett, Assistant Secretary of State for public affairs, stated in Friday talk. He showed how Communism is now on the defensive.

New techniques are big factor in reversal of trend, he said, explaining scientist team recruited from industry has been working on broadcast problems. Anti-jamming techniques and new equipment suggested by scientific advisors rapidly being put into operation.

Story of Voice progress to be told at joint hearing of Senate foreign relations subcommittees, slated March 5 (early story page 32).

VTMA GROUP FORMED TO CONSERVE MATERIALS

TEN-MAN policy committee to cooperate with national defense agencies in conservation of critical materials used in manufacturing was created Friday by Robert C. Sprague, retiring president of Radio Television Mfrs. Assn.


BAB URGES ACTION

HUGH M. P. HIGGINS, director of Broadcasting Advertising Bureau, told stations Friday that American Newspaper Publishers Assn. has prepared series of strip films depicting alleged breakdown of business in Pittsburgh during autumn newspaper strike. Films follow full-page ads carried in newspapers. Mr. Higgins urged stations to supply BAB booklet answering questions about strike.

BAB booklet answering ANPA claims titled "What Happens When Newspapers Don't Hit Town?"

CBS COLOR SHOWN

JOHN W. CHRISTENSEN, chief engineer of CBS Engineering Research Development Dept., demonstrated CBS color TV system and onensubcommittees, slated March 5 (early story page 32).

WBBM-CBS TO REINSTATE THREE ENGINEERS

WBBM-CBS Chicago to reinstate three engineers fired Jan. 3 because ofuff on air. Action taken few hours before arbitration board acceptable to CBS and IBEW was scheduled to begin conferences.

Arthur Maus, Kendall Davis and Paul Kalbfleisch, engineers at WBBM for 18, 19 and 10 years, respectively, will return to jobs next Sunday for six-month probationary period. Terms of agreement provide resumption of original jobs at same money, without payment for two-month inactive period when union-management negotiations took place. Final terms were arrived by Walter Thompson, president; George F. C. Fritts, General Manager, and Maury Rosenfeld, attorney for H. Leslie Atias, CBS Central Division vice president. Men were discharged on charges of carelessness after obscene language was broadcast during station break New Year's Day.

NLRB ELECTION SET AT CBS FOR WHITE COLLAR WORKERS

NLRB election set March 7 in New York for CBS white-collar employees to choose union for bargaining purposes. New York Newspaper Guild (COI), Local 135 of Office Employees International Union (AFL) and Local 50 of District 65 of American Federation of Radio Works of America (independent) have complied with NLRB requirements and will be on ballot.

Newly created independent union group has until Feb. 28 to qualify. Another AFL union, Local 63, Home Office Employees Union, IATSE, has dropped out. One union must get simple majority of votes for certification. Arthur Goldberg, NLRB hearing officer, is in charge.

TVA ACCEPTS KTLA SCALE

TVA's Western Section accepted wage scale offers of KTLA (TV) Los Angeles after separate negotiations for basic contract, and authorized strike against six other Los Angeles TV stations if contract with them is not concluded in near future. KTLA agreement calls for $35 for 15-minute program, $45 half-hour, and $60 hour, for performers having five or more lines; rehearsal fee to be $4 per hour; special weekly strip rates $113.25, $146.25, $195 for those time categories respectively. Group of TV stations from which KTLA withdrew will continue negotiating. TVA national board to determine strike date.

TOMPKINS APPOINTED

GEORGE TOMPKINS, McCann-Erickson, New York, to Lennen & Mitchell, New York, as television director. He was with McCann-Erickson for past four years and before that served in Navy two years.

VAIL GETS B&B POST

C. R. VAIL, former director of marketing research for Crossley Inc., joins Benton & Bowles, New York, as account executive on Walter Baker chocolate products.

Doherty, NAB's labor expert, but assignment wouldn't take him away from association work.

INTERESTING data on mileage separations in flat terrain might come out of TV signal measurements to be made by one station in Texas. According to unofficial reports, findings will be passed along to Bureau of Standards, for if larger agencies evidence an interest. At present time, FCC's television allocations have no flexibility as to mileage separations in flat terrain.

BBDO, New York, looking for daytime radio strip for American Tobacco Co.

BIOW CO., New York, preparing daytime TV strip to submit to one of its major advertisers.

CLUETT, PEABODY & Co., New York (Arrow shirts), will start co-sponsorship of Holiday Hotel, starring Don Ameche, on ABC-TV, Thursday, 9-9:30 p.m., in mid-March. Program promotion Division of New England Package Motor Co. Firm will continue to co-sponsor show.

STRICTLY unconfirmable is suggestion that NARTB (NAB) presidency might be offered Harold Stassen, U. of Pennsylvania president and political figure.

FCC RENEWAL PROPOSAL DRAWS LITTLE COMMENT

ONLY two favorable and one unfavorable comment received by FCC on its proposal to change license renewal procedure to geographic expiration system rather than present frequency schedule, Commission reported Friday.

ABC, attacking clear channel situation, and KLUP Galveston, Tex., indicated approval while WIKD Camden, N. J., said geographic plan wouldn't achieve goal because of congested East. FCC sees less paperwork and expense for it and stations through modifications.

ABC suggested all Class I (clear channel) stations be grouped together since signals cross state boundaries. In making out decision in clear channel proceeding, network explained, basic defect in present arrangement of clear channel frequencies rests in fact most neighboring stations having one or more overlapping layers of signaling which merely duplicate one another. ABC stated it was in fact duplicating its clear channel case data NBC service was duplicated in large important areas on a scale comparable, as much as 11 times. ABC and MBS provide little secondary service, to Maxon lack of stations. ABC said.

By having licenses expire at same time FCC could approve use being made by all clear channel stations "to determine whether or not the maximum service is being provided. It is evident that if any clear channel station contributes excessive skywave duplication of a program service, the Commission would be in a position to examine the renewal applications of that station and of the other stations which compete for coverage to determine whether the renewals applied for are really in the public interest. In the event the assignments involved should be granted to another applicants, he would be required to occupy the frequency with one or more additional stations.

MARCY JOINS NBC-TV

LEWIS M. MARCY, former assistant to managing director of Advertising Research Foundation, appointed supervisor of Sales Planning Division of NBC Television Network. He replaces Lance Ballou Jr., who has become member of network's sales staff.

MCCULLOUGH TO MAXON

FRANK McCULLOUGH, merchandising and account executive, Young & Rubicam, New York, joins ABC, New York, as merchandising executive.

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...at deadline

(Continued from page 4)
in Cincinnati... MORE local and national spot advertisers buy MORE time on WLW-T to sell MORE products to MORE people... ...than any other TV station in Cincinnati

in Dayton..... MORE local and national spot advertisers buy MORE time on WLW-D to sell MORE products to MORE people... ...than any other TV station in Dayton

in Columbus... MORE local and national spot advertisers buy MORE time on WLW-C to sell MORE products to MORE people... ...than any other TV station in Columbus

this is

WLW TELEVISION

WLW-T  WLW-D  WLW-C
CHANNEL 4  CHANNEL 5  CHANNEL 3
CINCINNATI  DAYTON  COLUMBUS

Serving the second largest TV market in the Midwest

Audience: Videodex, December, 1950
Basic research at RCA Laboratories has led to most of today's all-electronic television advances.

At the heart of every television set!

Why show RCA Laboratories inside your television receiver? Because almost every important advance leading to all-electronic TV was pioneered by the scientists and research men of this institution.

The supersensitive image orthicon television camera was brought to its present perfection at RCA Laboratories. The kinescope, in these laboratories, became the mass-produced electron tube on the face of which you now watch television pictures. New sound systems, better microphones— even the phosphors which light your TV screen— first reached practical perfection here.

Most important of all, the great bulk of these advances have been made available to the television industry. If you've ever seen a television picture, you've seen RCA Laboratories at work.

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., N.Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20.

Through research from RCA Laboratories, today's RCA Victor home television receivers are the finest example of modern electronic engineering.

RADIO CORPORATION of AMERICA
World Leader in Radio—First in Television