We hope you're not forgetting that...

1. WOR has the largest audience, during the day and during the night—from Maine to North Carolina—of any station in America.

2. During the day and during the night, WOR brings its advertisers into the homes of more families at a lower cost-per-thousand than any other station heard in Metropolitan New York.

3. WOR’s nighttime audience is 25% greater than the combined nighttime audiences of New York’s four leading independent stations. During the day, families listening to WOR far outnumber those listening to the three leading independent stations. In fact, WOR’s daytime listening audience is 159% greater than the leading independent station in New York. (During the night, WOR tops this station by 270%!) 

4. WOR’s average daily audience is greater than the weekday circulation of any newspaper in America.

5. In Metropolitan New York, WOR’s audience each night is greater than the combined circulation of LIFE, LOOK, THE SATURDAY EVENING POST, COLLiER’S, TIME and NEWSWEEK!

frankly, how can you not buy WOR to sell what you want to sell?

our address is that power-full station at 1440 Broadway in New York
TODAY'S NATIONAL BARN DANCE ADVERTISERS

PHILLIPS PETROLEUM 7 CONSECUTIVE YEARS

FLEX-O-GLASS 13 CONSECUTIVE YEARS!

MURPHY PRODUCTS CO. 14 CONSECUTIVE YEARS!

KEYSTONE STEEL & WIRE CO. 19 CONSECUTIVE YEARS!

And now Pequot Mills, Inc., who began ½ hour sponsorship of the NATIONAL BARN DANCE late last year — another advertiser destined to turn people into customers!

In the eighteen years since the NATIONAL BARN DANCE was moved to the 8th Street Theatre (it was a studio broadcast for eight years before that) 2,008,065 loyal WLS listeners have paid $1,462,750 to see the program broadcast from this one spot alone — an unequalled record in paid admittance for any radio program. And with age, its share of audience has increased — in the last year alone, according to A. C. Nielsen Company, by 49%.

It is more than just another program. The NATIONAL BARN DANCE is radio's oldest continuous, commercial program. It is a tradition — which has maintained — and increased — WLS leadership in developing loyal listeners — and customers. Its list of sponsors is impressive — even more so is the constancy of their sponsorship. It has proven and will continue to prove that radio is the magic touch that turns people into customers.

WLS can introduce you to new customers in the rich Midwest. Write WLS, or contact your John Blair man today for availabilities and facts on how Radio's magic touch can sell for you.
Right Down Your Alley!

- EXTRA IMPACT FOR YOUR ADVERTISING DOLLAR—WHERE IT COUNTS MOST!
- STRIKE THE BILLION-DOLLAR MARKET OF EASTERN OKLAHOMA—Plus THE RICH FORT SMITH TRADE AREA OF WESTERN ARKANSAS With——

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

KTUL - KFPW

JOHN ESAU - Vice President - General Manager

AFFILIATED WITH KOMA, OKLAHOMA CITY

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1939, at Post Office at Washington, D. C., under act of March 3, 1879
ENTHUSIASTIC response of retailers to new point-of-sale technique pitting radio against newspapers—and consistently showing superiority of time over space—will bring proposals to Broadcast Advertising Bureau that it conduct nationwide survey project. Series of 50 tests by Advertising Research Bureau Inc. reveals radio produces more traffic and more buying per retail advertising dollar than newspaper space.

WHEN LINNEA NELSON, dean of lady timebuyers, retires March 31 after 23½ years' service, her post as chief radio and TV timebuyer at J. Walter Thompson Co., New York, probably will go to her team of assistants. They are Jim Luce, Jayne Shannon and Anne Wright. Chief buyer may be appointed later, however.

SOME SMOKE, but apparently little fire, in persistent report that General Tire's Don Lee and Yankee Networks might get together with Liberty Broadcasting System on some kind of amalgamation. There have been conversations, it's admitted, and Liberty also has been talking to a director of broadcast services is Harry Plofkin, assistant general counsel, FCC's most powerful and controversial staff figure. So far, no others mentioned and Mr. Plofkin himself has not formally announced his candidacy.

SEQUEL to new era of harmony in Radio-Television Mfrs. Assn. elected in unanimous election of RCA Vice President Glen McDaniel as first paid president. [BROADCASTING • TELECASTING, Feb. 19], may be affiliation of Admiral—only top manufacturer outside fold. Admiral's president, Ross D. Siragusa, understood to like new organization structure, which becomes effective with Mr. McDaniel's assumption of office April 1.

CONVENTION hall will be needed if NAB, NAB-TV and first cousin, BAB, ever bring boards of directors together. Sixty directorships now filled by 54 persons with NAB having 27, NAB-TV 11 and BAB 22 directors.

LESS COMMERCIALISM for Canadian Broadcasting Corp., separate regulatory body for Canadian broadcasting, and divestiture of CBC from regulating industry, are to be recommended by Royal Commission on Arts, Letters and Sciences. Report to be out March 1.

AMERICAN Cigarette & Cigar Co. (Fall Mall) planning to go weekly with Big Story program effective May 6. Program now running alternate Fridays 9:30-10 p.m. on NBC.

(Continued on page 82)
If you ran a single diner
a solo sandwichman might
make a perfectly adequate
advertising campaign

But if you ran a thousand diners

in scores of different markets... if you had to keep many thousands of chairs occupied, instead of only a dozen... you'd want to tell the world of your wares. Literally, you'd want to broadcast your story... to an ever-growing number of men and women and children, at home, at work, in cars, and on vacation. This is exactly what leading advertisers are doing today... in the rich and populous market-areas of Philadelphia, Pittsburgh, Boston, Springfield, Fort Wayne, and Portland, Oregon... via Westinghouse Radio Stations. All told, these stations reach areas with a population of more than 23 million. And their audience keeps increasing! For availabilities, check Free & Peters.

WESTINGHOUSE RADIO STATIONS Inc
KDKA - KYW - KEK - WBZ - WBZA - WOWO - WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
The NATIONAL ASSOCIATION OF RADIO NEWS DIRECTORS awarded WOW its 1950 plaque for

"OUTSTANDING PREPARATION and PRESENTATION of the NEWS"

- When 400 men in the same profession agree that WOW's news presentation is the best, it MUST be good!

WOW Newscasts carried 77,237 stories in 1950 — an increase of nearly 2,000 stories over the previous year!

RIGHT NOW NEWS is the Hottest Advertising Buy in Radio.
“What's the right time to cut down on radio?”

“When any other major advertising medium reaches more people per dollar.”

CBS reaches 591 people per dollar
Magazines reach 365 people per dollar
Newspapers reach 249 people per dollar
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**.broadcast schedule for [date]**

**Daytime Programming**

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**Evening Schedule**

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**SUNDAY**

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**MONDAY - FRIDAY**

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<td>ABC</td>
<td>&quot;Homicidal Pharmacist&quot;</td>
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<td>ABC</td>
<td>&quot;The Night of a Thousand Dolls&quot;</td>
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<td>ABC</td>
<td>&quot;The Downfall&quot;</td>
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<td>ABC</td>
<td>&quot;The Five-O Clock extensions&quot;</td>
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<td>&quot;The Seven-Year Itch&quot;</td>
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### THURSDAY

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<td>&quot;The Danny Thomas Show&quot;</td>
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<td>7:00 PM</td>
<td>ABC</td>
<td>&quot;The Doris Day Show&quot;</td>
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<td>8:00 PM</td>
<td>ABC</td>
<td>&quot;The Alfred Hitchcock Hour&quot;</td>
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<td>&quot;The Nichols Show&quot;</td>
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<td>&quot;The Red Skelton Show&quot;</td>
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### FRIDAY

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<td>7:00 PM</td>
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<td>&quot;The Andy Griffith Show&quot;</td>
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<td>ABC</td>
<td>&quot;The Kate Smith Show&quot;</td>
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<td>&quot;The Jack Paar Show&quot;</td>
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<td>ABC</td>
<td>&quot;The Jack Carson Show&quot;</td>
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### SATURDAY

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<td>ABC</td>
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### SUNDAY

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<th>Show</th>
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</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>ABC</td>
<td>&quot;The Jack Benny Show&quot;</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>ABC</td>
<td>&quot;The Andy Griffith Show&quot;</td>
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<tr>
<td>8:00 PM</td>
<td>ABC</td>
<td>&quot;The Kate Smith Show&quot;</td>
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<tr>
<td>9:00 PM</td>
<td>ABC</td>
<td>&quot;The Jack Paar Show&quot;</td>
</tr>
<tr>
<td>10:00 PM</td>
<td>ABC</td>
<td>&quot;The Jack Carson Show&quot;</td>
</tr>
</tbody>
</table>
**Radio-TV Audience Gains In 28 Cities**

Radio listening and TV viewing has risen to a new high in 28 of 33 cities, according to the January Hooperatings Pocketpiece just released. In 22 of these cities 40 per cent or more of the homes called were using TV and/or radio in the evening. This is a record high in broadcast audience reception in Hooper's sixteen years of continuous comparative broadcast audience reporting. This high was achieved despite the fact that December, the month reported, is not normally the peak month of the year.

Cities with the highest per cent of evening set-use reported in the January Hooperatings Pocketpiece are:

<table>
<thead>
<tr>
<th>City</th>
<th>Audience Over '48 Dec. '49 Per Cent of Broadcast Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cincinnati</td>
<td>49.4 38</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>48.9 35</td>
</tr>
<tr>
<td>Buffalo</td>
<td>48.5 28</td>
</tr>
<tr>
<td>Dayton</td>
<td>48.1 44</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>47.4 30</td>
</tr>
<tr>
<td>Syracuse</td>
<td>47.3 38</td>
</tr>
<tr>
<td>Cleveland</td>
<td>46.9 35</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>46.8 11</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>46.8 64</td>
</tr>
<tr>
<td>Columbus</td>
<td>46.1 28</td>
</tr>
</tbody>
</table>

Compared with 1948, the last pre-war year, the increase in the percentage in total broadcast audience also is unusually high.

Philadelphia, which boasts three TV stations of its own, shows the highest gain (44 per cent), while Dayton (44 per cent), Syracuse (39 per cent), and Cincinnati (38 per cent), also registered steady gains. The lowest gain is the Minneapolis-St. Paul section, which, although having two TV stations operating in its immediate area, shows only an increase of 11 per cent over 1948.
For a limited time the 1951 BROADCASTING — Telecasting Yearbook will be sent as a bonus to new subscribers.

You'll refer to this 3½ lb. radio-tv source book throughout the year for vital business information, available from no other source.

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

Start your subscription with next week's issue. For $7.00 you'll receive 52 weekly issues and the 1951 Yearbook. Use this handy order form:

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

□ $7 enclosed □ please bill

NAME

TITLE

STREET

COMPANY

CITY ZONE STATE

BROADCASTING • Telecasting

870 NATIONAL PRESS BLDG.
WASHINGTON 4, D.C.

feature of the week

MEDIA of exchange vary from one part of the world to another. Some people like to trade with gold, others with dollars, and some primitive folks will even sell you their house for a handful of sea shells. But in Duluth, Minn., they use bottle caps at times.

At least that's the way it was every Saturday morning at the Arrowhead Auction on KDAL Duluth. Kids and grownups—anybody who had a few thousand Arrowhead milk bottle caps stowed away in an old sock—used to throng to the studio and bid for skates, bikes, sleds, dolls, Erector sets, using the bits of round cardboard for money.

Crowds got so big at the auctions, bottle caps became so plentiful, the market became so bullish, that KDAL personnel were often marooned out in the street during the weekly program, unable to get through the human log-jam to their offices. The shrewd Minnesota traders didn't help the situation much by hauling their bottle caps to the station in gunny sacks and duffle bags, boxes and bushel baskets, which often made the studio look like an Army loading depot.

As foreign governments have sometimes done, station and sponsor got together and made drastic

(Continued on page 49)

strictly business

Don Dahl (1) and Hunter Como of KDAL with some of the 100,000 bottle caps received.

* * *

“It's a Law…”

Stuart Finley, the author and voice of WRC's “Capital Scrapbook” uneartns unusual Washingtonia for his listeners. Spending long hours to prepare original and sprightly copy, Stuart recently intrigued his ever-growing list of fans with the information that—

Any person who shall throw into the Potomac River, or any of the docks, any brickbats, shall forfeit and pay a sum of not exceeding twenty dollars, nor less than one dollar.

—Alexandria D.C. Corporate Laws, 1844

Finley compiles a 15-minute program of light chatter, music and drall Americana from 1:30-1:45 PM Monday through Friday. The popularity of the series has necessitated a special 45 minute airing from 9:15-10:00 AM on Sundays.

You may never wish to toss around a brickbat in the Washington market . . . but for a fraction of the above fine, you can forcefully draw attention to your product with thousands of loyal “CAPITAL SCRAPBOOK” listeners.

Mr. DUNCAN

A MIDWESTERN station manager visiting New York asked an amused salesman from the Paul H. Raymer Co. recently, “Do you by any chance have two men on your payroll named Wally Duncan?”

The mild bewilderment of the station manager was understandable. Quite a lot of people among agencies, stations and clients think there must be at least two Raymer executives with the name of Wally Duncan. No one man, they feel, could be in so many different places in such a short space of time.

Walter Irving Duncan, who holds the title of assistant to the president of the Paul H. Raymer Co., station representative, has pretty much of a free hand in promoting new agency contacts and new affiliations for his firm, and covers an enormous amount of territory—70% of his working time is spent "in the field"—calling on the managers of Raymer radio and TV stations.

When in New York, Wally Duncan will nearly always be found in the company of some major agency executive, discussing trends in spot radio and television, local programming, and new services of the Raymer firm. At other times, Mr. Duncan holds what he calls "bull sessions" in his office at 444 Madison Ave. These consist of small-group meetings with the Raymer staff and conducting what amount to advanced seminars in radio-TV advertising techniques.

Wally Duncan, who went to the Raymer firm from the sales management of the New York News TV station, WPIX, even lives in the "storm center" of the advertising business. His New York

(Continued on page 48)
Program now 12:15 and graph records In Brothers perform.

30x29]

In 1950 alone, over 350,000 people from coast to coast paid to see the Blackwood Brothers perform.

In addition, the Blackwoods have released 44 phonograph records which enjoy nationwide distribution and their three books of radio's favorite songs are in constant demand.

CONLAN'S??

See Memphis November 1950 Conlan's!

Blackwood Brothers Quartette are heard from 12:15 to 12:30 P.M., which is currently sold out. Program now expanding from 12 noon until 12:30.

FOR PARTICIPATION DETAILS Contact

RADIO REPRESENTATIVES, INC.

68 ON YOUR DIAL
Memphis, Tennessee

AMERICAN BROADCASTING COMPANY

---

JULIEN FIELD, vice president and creative director William Esty Co., N. Y. appointed vice president and creative director Grey Adv., same city.

BETTY LANCASTER, MacWilkins, Cole & Weber, Portland, named vice president Alport & O'Rourke Adv., Portland and San Francisco.

TED M. WHITE, manager Beaumont & Hohman, Seattle, for past 12 years, named manager of San Francisco office of firm. He succeeds HERBERT D. CAYFORD. Mr. Cayford will continue as Pacific Coast manager of agency. Mr. White will be succeeded in Seattle by CAM BEAUMONT who has been with Los Angeles office for 15 years.

DUANE JONES, board chairman of Duane Jones Co., N. Y., named last week to head promotion of New York City's cancer committee for third straight year.

ROBERT G. GRIAR, traffic manager Maxon Inc., N. Y., named assistant to EARL KENNEDY, on radio and TV production.

A. C. BOYD Jr., creative staff Erwin, Wasey & Co., L. A., named assistant copy chief.

CHARLES B. STRAUS Jr., Federal Adv., N. Y., to Cunningham & Walsh, same city, as service executive.

---

In THE ADVERTISING agency fraternity Stanley C. Boynton is known as a custom tailor.

Mr. Boynton may not be able to run up a double-breasted sharkskin, with a modified drape, but he is handy at the intricate job of putting together custom-tailored radio networks.

That is one of the fortes of the Detroit agency which bears his name. Organized 30 years ago, after Mr. Boynton abandoned his first career as a freelance artist, the Stanley C. Boynton agency began specializing in building custom networks for its clients some 20 years ago.

Among the early examples of his work were broadcasts of professional football games under sponsorship of the Wilson Sporting Goods Co. For the past 10 years Mr. Boynton has planned the annual broadcasts of the national tennis matches and those Davis Cup matches that were played in the U.S., under sponsorship of A. G. Spalding & Bros.

Spalding's agency, Hanly, Hicks & Montgomery, New York, but that firm engages the Boynton organization to arrange the special networks that carry the tennis features.

The reason that Spalding uses a custom network instead of buying time on an established one is to reach only those markets where the biggest. Spalding retail outlets are situated. Mr. Boynton buys the telephone lines that link the stations on these occasions, and arranges the scheduling of the broadcasts.

The Boynton agency does not confine its radio activities to tailored networks. At present its accounts include the Radio Bible Class, carried by MBS and a number of other stations; the Calvary Hour, America Back to God and the Highland Park Baptist Church program—all of them transcribed and placed on a spot basis.

Mr. Boynton's advertising success came in the city where he was born Jan. 20, 1895, Detroit. His two sons, Stanley Jr., 21, and Bud, 19 appear destined to follow the same formula. Both intend to join their father's agency some day.

Young Stanley is now in the Air Force. Bud, at Michigan State, expects to be called into service.

Mr. Boynton is a member of the Rees cub and the Orchard Lake Country Club as well as the New York Radio Executives Club.
F. MICHAEL CARROLL named vice president J. R. Pershall Agency, Chicago.

LOU R. MAXON, president Maxon Inc., Detroit, received hand-illuminated scroll from the Sisters of Bon Secours commemorating his chairmanship of successful drive for funds to furnish and equip the new Bon Secours Hospital, Grosse Pointe, Mich.

VIRGINIA MILLER, Biro Co., S. F., to Harrington-Richards, S. F., in media department.

PHILIP KLEIN Adv. Agency, Philadelphia, received award from Junior Advertising Club of Philadelphia, for help to young people entering the advertising field.

BARNEY McCLOURE, Conner, Jackson, Walker & McCloure, S. F., named publicity chairman Pacific Dairy & Poultry Assn.'s convention in San Francisco March 4-6.

JAMES C. CAMPBELL, BBDO, S. F., to Mervin D. Field & Assoc., same city.

FRANK X. BANKO and FREDERICK W. PAYNE to G. M. Basford Co., N. Y., as account assistants.

BETTY McNEILL, Grant Adv., Chicago, to Foote, Cone & Belding, S. F.

FRANK C. PETERSON appointed creative director Grant Adv., N. Y.

E. H. BROWN Adv., Chicago, announces publication of 1951 Advertiser Rate and Data Guide. The 26th annual edition lists rates, circulation, closing and issuance dates for general, farm, mail order and direct selling magazines. Complete classified advertising information for all leading newspapers is tabulated by states. Guide is available to advertisers without charge upon request. Agency is located at Opera Bldg., 20 N. Wacker Drive, Chicago 6.

BBDO New York held its annual staff meeting last week, with all executives reporting to New York for the event.

WALT GRANDBURG, art director Joseph Magnin Co., S. F., to art department of McCann-Erickson, same city.

ALFRED W. MQUILLAN, business and government economist, lecturer and administrator, named head of all research activities at Pediar & Ryan Inc., N. Y. Mr. McQuillan was director of post war planning for Sylvania Products and before that director of market research at Paramount Pictures. He also worked at J. L. Hudson, Detroit, and Acme Steel Co. among others.

SAM ELKINS, KVON Vallejo, to Richard N. Meltzer Adv. Inc., S. F., as assistant radio and TV director.

What kind of a TEST CITY is ROCHESTER, N. Y.?

According to figures in "Sales Management" November 10, 1950 test market study, Rochester, N. Y., is a MUST on test market programs. Here are the exact rankings for Rochester:

No. 1 in New York State
No. 1 in the Middle Atlantic States
No. 7 in all cities of population from 250,000 to 500,000
No. 15 in all American cities of all sizes

BUT . . .

"Rochester, N. Y."—as any market analyst knows—is much more than a city. It's a closely-integrated, wonderfully varied market area of both urban and rural population. Hence the next question:

What is the BEST RADIO BUY in ROCHESTER, N. Y.?

WHAM—and WHAM outstandingly—the only station that offers complete coverage of this rich area. BMB figures prove it: no other Rochester station comes within miles of WHAM's coverage.

FACTS FOR FREE!

Write WHAM—or ask your Hollingsbery representative—for a copy of the newest completion of market figures for the WHAM-lead area. It's in a convenient file-folder form, ready to slip right into your market-data drawer.

The Stromberg-Carlson Station

ROCHESTER, N. Y.

Basic NBC—50,000 watts—clear channel—1180 kc

February 26, 1951 • Page 13
PHILCO Corp., Philadelphia, has prepared 30-second and one-minute radio announcements to be used by Philco dealers and distributors throughout country on local level to promote its television sets. Series features 12 television stars who promote their own shows and sponsors as well as Philco. In effect performer says: "I hope when you tune in on my show (name of show, time and network) you will watch it on a Philco set because Philco is the finest set... etc." The stars lined up to record the announcements are Ralph Bellamy, Joe DiMaggio, Faye Emerson, Bill Garrigan, Groucho Marx, Bob Montgomery, Ken Murray, Ed Sullivan, Paul Whiteman, Peggy Wood, Alan Young, and Art Linkletter. Agency: Hutchins Adv. Co., N. Y.

WESTON ELECTRICAL INSTRUMENT Corp., Newark, appoints United Adv., same city, to handle advertising and public relations campaign for recruitment of personnel. Radio and television will be used.

ART-COPY Adv. Agency, Newark, appointed by Patricia Stevens Model Finishing School, Philadelphia, to handle advertising. Radio, television will be used.

KAYWOODIE Co. and KAUFMAN BROS. & BOND, N. Y. and London (Kaywoodie Pipes and Yello-Bole Pipes) names Grey Adv., N. Y. to handle advertising.


PABST SALES Co. (Palast Blue Ribbon beer), Chicago, appoints Publicidad Badillo Inc., San Juan, P. R., to handle advertising in Puerto Rico.

CANADA & DOMINION SUGAR Co. Ltd., Chatham, Ont., starts daily spot announcements on five Ontario stations. Account is placed direct.


Network Accounts...

U. S. STEEL in conjunction with RCA VICTOR will present one and a half-hour special production of Hamlet, on March 4 over NBC. Advertiser will use its usual Sunday time, 8:30-9:30 p.m., plus following half-hour for that day only, 9:30-10 p.m. The 30-minute broadcast will star John Gielgud, Dorothy McGuire and Pamela Brown. BBDO N. Y. is agency for U. S. Steel and J. Walter Thompson for RCA Victor.

WILSON ELECTRIC SUPPLIES Ltd., Calgary, Alta. (appliances distributor), starts weekly half-hour transcribed program on four Alberta stations. Agency: Stewart-Bowman-Maepherson Ltd., Calgary.


LEVER BROS. Ltd., Toronto (Lipton products), starts for 52 weeks French-language program, Entre nous Mesdames, on nine CBC French network stations, Mon. through Fri. 10:30-10:45 a.m. Agency: Young & Rubicam, Toronto.

BENJAMIN MOORE Co., Ltd., Toronto (paints) starts for 13 weeks Betty Moore Decoration Talks on 11 Dominion network stations, Tues. 10:30-10:45 a.m. Agency: O'Neill, Larsen & McMahon, Toronto.

Adpeople...

PAUL H. HILL appointed director of sales Nesco Inc., Chicago.
A great new idea in selling comes to life!

Beginning this month, all APS subscribers will receive regular, instructive talks on radio selling, prepared and delivered on transcriptions by Maurice B. Mitchell. Here's a service every live-wire station manager in the country has dreamed about, but never before been able to give his sales staff. These are complete sales meetings, covering all phases of radio selling, and presenting frequent guest experts who have many important suggestions to offer. The scope of these talks will range broadly through sales fundamentals, facts about important retail fields, selling techniques—everything needed to make a sales staff more aggressive and more productive.

Each month a new meeting...each meeting complete with outline and operating forms so that you can quickly judge its effectiveness through actual selling results.

It's just one more example of how Associated is giving stations what they want!

Think how this series of professional, informative sales meetings right in your station, staged expressly for your staff, can help you plan new business efforts. Then remember that this service is actually yours—at no extra cost—IF you're an APS subscriber.

And you still can be. There's room for a few more stations to share the sales-building potential of the Associated library. If you want to be one of them, wire, write or phone for details today.

Maurice B. Mitchell, General Manager
Associated Program Service
151 West 46th Street
New York 19, N. Y.

Tell me how I can get this valuable training aid, plus all the other great APS features, for my station.

Name
Title
Station
Street
City Zone State
'More Such Champions'
EDITOR:
I was delighted to read the account (Feb. 5) of Lloyd Vernard's talk before the SCBA. AM radio needs more such champions whose realistic grasp of the TV-AM controversy can restore the industry's confidence.

As a radio commentator, listener and viewer, I have marveled at the anxious defeatism rampant throughout the profession. Ever since the advent of TV I've watched AM operators, consisting with worry and fear—chewing their nails and yielding to a defeat which is nothing more than a sorry manifestation of their own chicken-heartedness. AM radio is sound and, in my opinion, far superior to anything yet offered by TV. It can stay on top if its leaders will place their faith in this great entertainment and educational medium and knuckle down to the job at hand.

If station managers would take into consideration the public's reaction to AM listening they'd be comfortably reassured on the question of AM's real power. The imagination factor alone is one of its greatest assets. Can TV, for example, offer the listener anything which equals the wonderful pay of conjecture and curiosity which are so important to listening pleasure? An imagined personailty is frequently more acceptable than many of those viewed on TV. Another AM triumph lies in its daytime audience acceptance. I cite the American housewife who for years has coordinated her listening habits with her daily home activities. Mr. Vernard's figures on the number of AM sets in the average home dramatically illustrate this fact....

Ethel Grey
78-12 35th Ave.
Jackson Heights, N. Y.

'Midland Caper'
EDITOR:
I should like to add my comments on the Midland caper and the long gone Mr. Jett....

"All I want for Xmas is my two front teeth" is usually pretty popular around the Yuletide season. If one of the rooted station managers wrote a ditty entitled "All I want is Mr. Jett about two feet away," I am sure it would be a tremendous hit....

Al Tedesco
General Manager
WJLK Cloquet, Minn.

Great Loss
EDITOR:
My hut in Tasmania was broken into and, among a few other things, my highly valued 1949 Broadcast- ing & Telecasting Yearbook was taken. Although I got a spot of dough from the Scottish Union Insurance Co., Ltd., in compensation for its loss (the full amount of value, in fact) it did not bring that very, very fine publication back to me. I almost feel as if it had been a Holy Bible stolen from me, though fortunately your Yearbook does come out once a year. Please dispatch a copy of the latest Yearbook immediately.

R. T. Hargreaves
% The National Bank of New Zealand Ltd.
North Island, N. Z.

What a Pulse!
For
WGR in Buffalo

COLUMBIA NETWORK

Broadcasting Corporation
RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.
Leo J. ("Fitz") Fitzpatrick
1. R. ("Lo"") Loansberry

Check Buffalo's Pulse Ratings lately? See the record number of top shows on WGR!
Tape Recording gives WIP on-the-spot news coverage

WIP SPECIAL EVENTS DIRECTOR, Sam Serota, covers a fire in downtown Philadelphia with his portable tape recording unit.

"TAPE IS FLEXIBLE—words, sentences can be dropped with the flick of a splicer," says Varner Paulsen, WIP Production Manager. "That's a great asset to me in cutting down production problems. And in addition, tape reproduces the sound QUALITY that enters the microphone."

WIP SPORTS DIRECTOR, Stoney McLinn, got more than 80 exclusive interviews with big-league ball players and officials on a single swing through spring-training camps, credits tape recording with making the feat possible. Immediate playback proved invaluable.

"BATTERY-OPERATED RECORDING UNIT GOES EVERYWHERE, HEARS EVERYTHING"

Dramatic, close-up coverage of all kinds of special events . . . that's what WIP, Philadelphia, offers its listeners. Using a portable tape-recording unit, WIP staffers get news events on tape while they're still news . . . cover fires while they're still hot, follow stories and celebrities into moving taxis, elevators, helicopters, blimps.

Tape takes down everything, reproduces it with lifelike fidelity . . . voices, background noises, music. The tape can be edited and spliced, padded or cut. It can be erased and re-used, or played thousands of times with no noticeable loss of quality.

Want more information about the shortcuts, new twists, savings you can make with sound recording tape? Write to Dept. BT-21, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and we'll have a sound engineer give you the whole story.

"IMPORTANT: There's more than one brand of sound recording tape on the market. Insist on the "SCOTCH" brand, for matchless fidelity, clarity of reproduction, freedom from mechanical and physical distortion. It's used by all the major networks and recording companies."
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
RESEARCH SHOWDOWN

By J. FRANK BEATTY

RADIO research, whipping boy of the competitive media field, is starting to fight back.

The whole research structure is entering a period of wide-open analysis in which the merits of different measurement systems will be exposed to field testing and professional scrutiny.

At stake are millions of radio and TV dollars as the three parties most concerned—advertisers, their agencies and the broadcast media—join in a sincere effort to learn the facts about audience research.

Also involved is the share of advertising dollars that competing media will obtain.

A series of developments in the research field includes:

- Completion of a preliminary analysis of radio research by the Special Committee on Audience Measurement, headed by Dr. Kenneth H. Baker, NAB research director.
- Demand by two top-timebuyers that radio show who is listening and to what.
- Charge that radio and TV research need housecleaning.
- Growing confusion over differences in research data of different firms measuring the same programs.
- Disclosure that radio is vastly superior to newspapers as a medium for retailing, as based on 50 separate point-of-sale studies.
- Announcement by WWDC Washington of point-of-sale research showing radio's powerful impact (see story this page).

For the first time in radio's three-decade history a joint effort is about to be made by agencies, advertisers and radio itself to clear up the whole audience research structure; to reconcile the merits of different measuring systems, and to satisfy the demand for a continuing picture of what listeners and viewers are doing.

This joint action gets its first public airing later this week in the form of a detailed analysis of the radio research problem by the Special Committee on Audience Measurement. Dr. Baker is chairman of the committee, which was formed last summer at the suggestion of Stanley Breyer, commercial manager of KJBS San Francisco.

In an advertisement published in the July 3, 1950, BROADCASTING Telecasting, Mr. Breyer threw the whole radio research subject into the open by proposing a special analysis of different program ratings and apparent inconsistencies in their findings.

The report, likely to be couched in the drab, scientific jargon of the professional analyst, is expected to dissect radio research and show the way each method works, what it purports to portray and how such material should be used.

Preliminary answers to these questions would be welcomed by broadcasters and telecasters in meeting powerful and persistent attacks by competing media—attacks that have left their mark in the form of countless millions of dollars of lost radio-TV business.

Besides explaining legitimate differences in survey results covering identical situations, the report is expected to show what comparisons have been made of existing survey services and what additional experiments should be conducted.

It will not be a "this is right, that is wrong" type of report, however, judging by committee discussions.

A principal feature, judging by present indications, will be a recommendation that NAB take the responsibility for initiating a series of field tests in perhaps a half-dozen cities. Committee members are said to feel NAB should provide the initial push to carry out the long-range project.

The committee's report will reflect months of study and meetings by a number of top researchers.

Even so, signs are apparent that not all firms conducting professional research will approve all phases of the report and research doctors disagree frequently and violently, committee members are steered for all types of comment (Continued on page 80)

RADIO'S POWER

RADIO advertising outpulled newspapers, producing more customers who spent a great deal more money in two large Sears Roebuck & Co. department stores in Washington, according to a series of tests conducted by Advertising Research Bureau Inc., Seattle, for WWDC Washington.

Scientific studies conducted in Kent's Jewelers and Bates Jewelers, Washington, bore out the basic conclusion that radio is an effective medium for retailers and that it produces more results than newspapers per dollar spent.

A study of transit radio's appeal showed it on a par with newspapers in traffic brought into Julius Lahnbusch Furniture Co. and only slightly below newspapers in amount of money spent.

The Washington tests confirm findings produced in 50 research projects conducted in Pacific Coast, southwest and midwest markets.

Joseph B. Ward, ARBI managing director, told BROADCASTING Telecasting (see story this page).

Ben Strouse, vice president and general manager of WWDC, said, "Radio gets less than a nickel of the retail advertising dollar and has to fight for that. Now we can prove we're entitled to a greater share of store advertising budgets."

"We think the end result will be greater use of radio in the Washington area."

Cites Radio Pull

Mr. Ward said the Washington tests marked "the first move into the highly competitive East" by ARBI with its point-of-sale technique. "Washington has four newspapers, four television stations and more than a dozen AM stations along with about that many FM outlets.

"The Washington tests showed that radio brought into Sears Roebuck and other test stores many people who had never been in the stores before, making a much better showing than newspapers in this respect. We added a new question in the Washington studies, designed to show if customers had shopped in the store before. Two transit tests have been completed and they show the importance of transit radio for the first time.

"A higher percentage of radio traffic will buy, and they will buy more than newspaper customers." ARBI began its experimental work in 1948, Mr. Ward said. First actual field tests were started in January of last year in Bellingham, Wash., and other northwest cities [BROADCASTING Telecasting, June 26, 1950].

Mr. Ward said the results show, (Continued on page 80)

Field Testing Demanded

SCROLL in appreciation of 24 years of service to advertising was presented to Linn Tinkham, chief timebuyer of J. Walter Thompson Co., by Washington Ad Club at Feb. 20 radio-TV seminar. Taking part in ceremony (l to r): Walter Compton, WTTG (TV) Washington, seminer co-chairman; William F. Sigmund, Henry J. Kaufman Assoc., club president; Miss Nelson; Ben Strouse, WWDC Washington, also seminar co-chairman.

Tops Papers in D. C. Tests

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Mr. Ward said the results show, (Continued on page 80)
VOD CLIMAX

WEEK-LONG activities in honor of four young Americans who won the nationwide Voice of Democracy National Radio & Television Week, were climax by presentation of awards at a Feb. 22 luncheon held at the Statler Hotel, Washington.

Frank Pace Jr., Secretary of the Army, presented $500 scholarship checks to each of the contestants on behalf of the NAB, Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce. Chairman of the luncheon was Dr. Earl J. McGrath, U. S. Commissioner of Education. The U. S. Office of Education co-sponsored the contest with the three private groups.

Each of the winners received radio-television consoles presented by RTMA member companies, who also joined with dealers and distributors in awarding hundreds of local and regional prizes. Richard W. Kemler, president of the USGCC, presented inscribed Bulova wrist watches to each of the winners.

High government, Congressional, diplomatic and broadcast officials took part in the Thursday ceremony. Speakers included NAB President Justin Miller, James D. Seecrest, RTMA, and Robert K. Richards, NAB public affairs director and chairman of the Voice of Democracy Committee.

TV consoles were unveiled by W. B. McGill, Westinghouse Radio Stations Inc., a committee member for RTMA.

Also receiving console gifts were Secretary Pace and Justice Tom C. Clark, of the Supreme Court, honorary chairman of the committee. The consoles were provided by Philco Corp., General Electric Co., Hallicrafters Co., Stromberg-Carlson Co. and Westinghouse Electric.

Winners presented exact copies of their winning broadcast scripts at the awards luncheon. They were introduced by Mr. Richards.

The week's events included a visit with President Truman at the White House, audiences by Supreme Court justices, reading of winning scripts into the Congressional Record, visits with Cabinet and other high government officials. The winners were chaperoned by C. E. Arney Jr., NAB secretary-treasurer, and Mrs. Arney. Over the previous weekend they had been guests of Colonial Williamsburg, Va.

Numerous broadcasts and telecasts marked the week, as well as transmission of the spoken scripts by Voice of America to the entire world.

Preliminary estimates indicated that the total number of entries in the contest would approach the 2,000,000 mark. The four winners were selected after local and regional eliminations. State and national judgments were done by transcriptions identified only by key numbers.

Contest Finalists

The winners were Robert A. Burnett, 17, St. Mary's High School, St. Louis; Marcia Anne Harmon, 16, St. Bernardine's High School, San Bernardino, Calif.; Norita Newchurch, 16, Baton Rouge High School, Baton Rouge, La.; Ricardo Romulo, 17, St. John's College High School, Washington.

Gen. Carlos P. Romulo, famed diplomat, sat at the head table and heard his son, Ricardo, speak with the skill and ease characteristic of an experienced orator. Mr. Romulo explained that young Romulo had complained his father "got all the credit but he did all the work."

In the annual contest the winners wrote and delivered five-minute broadcast scripts on the subject, "I Speak for Democracy." The contest is in its fourth year.

National judges who selected the winners were Erwin D. Canham, editor, Christian Science Monitor; Rabbi Norman Gerstenfeld, minister, Washington Hebrew Congregation; Frieda Hennock, Commissioner, FCC; H. V. Kaltenborn, NBC news analyst; C. A. Mowrey, president, National Education Assn.; Secretary Pace; W. L. Spencer, president, National Assn. of Secondary School Principals; Lowell Thomas, CBS news analyst.

Realtors' Radio Plans

NATIONAL Assn. of Real Estate Boards is thinking of taking to the airwaves to dramatize home ownership as an integral part of American living. Herbert U. Nelson, executive vice president of NAREB, has revealed that the association at regional boards' level is seeking approval and fundraising for a 15-minute weekly radio program. It is estimated by the national board that some $600,000 would have to be raised through voluntary pledges from realtors before the radio campaign can get started. Benton & Bowles, New York, is the agency.

Clear Young Voices . . . and the Future

THERE IS so much florid oratory on the misused subject of "democracy" to be heard these days that a thoughtful person must occasionally conclude that deafness can be an asset.

Last week, however, this publication was grateful that its hearing is good. Four winners of the annual Voice of Democracy contest spent the week in Washington. If what they had to say were representative of the 2,000,000 others like them who competed in the contest this year, this nation's great history is only beginning.

The Voice of Democracy contest has attained about the most admirable level that any promotional effort could reach. The fact that it enrolled 2,000,000 high school students in a healthy purpose is in itself commendable. That they were engaged in the not-easy assignment of articulating what democracy meant to them seems to us about as sensible a method of encouraging good citizenship as anybody has yet invented.

It is also the very best kind of insurance policy that broadcasters, who through the NAB provide one-third of the stimulus for the contest, could buy. Some of the 2,000,000 youngsters who this year spoke out for freedom will some other year be in a position to defend it or let it expire.

Their defense of it could mean the difference between the kind of society we have today and the hopeless other kinds that are future alternatives—more specifically, the difference between the relatively unblacked radio and television system of today and one indentured to an authoritarian government.

This publication hopes that the Voice of Democracy contests will go on indefinitely. At least once a year the clear, young voices—speaking serious young minds—should be heard above the babble of the professional and self-serving orators.

AN EDITORIAL
PROCTOR & GAMBLE, with 12 soap operas, two news programs and six other type programs, spent $15,581,752 for network time purchases in December 1950 to lead all other network advertisers in gross time purchases during that period, according to Publishers Information Bureau figures. P&G spent top place during December 1950, with expenditures of $1,054,288 for network advertising.

A total of $7,992,791 for nine programs was expended by Miles Labs, which placed second for 1950 purchases, while the December figure of $547,184 placed Miles in seventh among the monthly leaders. General Foods ranked third during January-December 1950 by buying $7,820,752 worth of network time but the food company was sixth in December with $576,503.

Fourth and fifth in gross 1950 time sales were General Foods’ expenditures of $7,696,216 and Sterling Drug’s of $7,591,040. During December, General Foods ranked third as a one-month performer with $779,721 in total purchases. General Foods spent $704,069 during the month.

Analysis of the expenditures by product groups showed that 10 had evidenced an increase, and 2 a decrease during January-December 1950, while in December 1950, 13 classifications increased and 13 decreased their purchases. The food producers bought the greatest amount of time in both December 1950 and January-December 1950.

TOP RADIO NETWORK ADVERTISERS FOR PRODUCT GROUP IN DEC. 1950

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<tbody>
<tr>
<td>Agriculture &amp; Farming—Mead, Chas. H. &amp; Co.</td>
<td>$4,185</td>
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<td>Apparel, Footwear &amp; Access.</td>
<td>$47,336</td>
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<tr>
<td>Automotive, Automotive Equip. &amp; Access.</td>
<td>$76,792</td>
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<td>Beer, Wine &amp; Liquor</td>
<td>$144,849</td>
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<td>Bldg. Materials, Tile, &amp; Concrete—Johns-Manville Corp.</td>
<td>$107,072</td>
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<td>canned goods—Wm. H. Wrigley Jr. Co.</td>
<td>$160,386</td>
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<td>Cigarettes—Mills Labs</td>
<td>$547,184</td>
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<td>American &amp; Hawaiian—Foods &amp; Food Products</td>
<td>$792,729</td>
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<td>Gasoline, Lubricants &amp; Other Fuels—Standard Oil Co.</td>
<td>$144,641</td>
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<td>Horticulture</td>
<td>$201,205</td>
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<td>Household Equip. &amp; Supplies—Phillips, Inc.</td>
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<td>Household Furnishings—Armstrong Cork</td>
<td>$44,735</td>
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<td>Industrial Materials</td>
<td>$137,063</td>
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<td>Insurance</td>
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<td>Life &amp; Health Insurance</td>
<td>$113,115</td>
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<td>Jewelry, Optical Goods &amp; Cameras—Dominick &amp; Haff</td>
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<td>Lumber &amp; Building Materials—Weyerhaeuser</td>
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<td>Office Equip., Writing Supplies &amp; Stationery</td>
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<td>Political—Paid &amp; Political—Publications &amp; Media</td>
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<tr>
<td>Chrome Science Monitor</td>
<td>$9,482</td>
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<tr>
<td>Radios, TV Sets, Phonographs, Musical Instruments</td>
<td>$90,366</td>
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<td>Retail &amp; Direct Mail</td>
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<td>Soap, Soaps &amp; Cleansers—Colgate-Palmolive</td>
<td>$2,024</td>
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<td>Sporting Goods &amp; Toys—Taylor-Wharton</td>
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<td>Gillette Safety Razor Corp.</td>
<td>$466,574</td>
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<td>Transportation, Travel &amp; Resort—Western Union</td>
<td>$67,460</td>
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<td>Miscellaneous</td>
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<td>Tobacco</td>
<td>$1,602,310</td>
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<td>Tobacco &amp; Clothes</td>
<td>$20,700,173</td>
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<td>Tobacco &amp; Cigarettes</td>
<td>$1,615,367</td>
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<tr>
<td>TOTALS</td>
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<td>$15,833,131</td>
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with purchases mounting to $5,831,238 and $46,312,432 respectively.

Within this group General Foods ranked first in December with $672,739. Second place was taken by the Toiletries and Toilet Goods manufacturers who spent $2,042,307 during December and $29,370-134 for the year. Gillette Safety Razor Corp. invested $486,574 in December, up from the $383,470 of November. The decrease during the December 1950 was 3.5% less than the December 1949 gross of $16,408,884.

HILL DISCS

BY DAVE BERLYN

FREE use of the airwaves to tout the good name and political fortune of a Senator or Congressmen is illegal but hard on the pocketbook of the broadcaster, who is assessed as station owner and is also paying the Federal Tax. This is a general view of certain broadcasters who have been approached by their Senator or Congressmen to give free air time in the airwaves to public service type of programs which they, feel, is putting a strain on their resources.

Some of the disc offers, these critics admit readily, do serve the public interest and provide an avenue for official information to be passed to the voter at home. But, they add, the line between “public interest” and “propaganda” wears thin at times.

Two events, independent of each other, pose interesting sidelights to the general nature of the broadcaster’s public interest—political problem. They are:

- A sampling of Capitol Hill legislators by BROADCASTING has shown that 25% of Senators and a like percentage of Representatives turning out records for radio station use.
- A widely circulated report last week that Sen. George W. Malone (R-Nev.) allegedly has been using his Senate telegram privilege to wire news releases to radio stations and newspapers throughout the country at the government’s expense.

The Senate disclosure reportedly showed news handouts, ranging up to 500 words on at least three of Sen. Malone’s Lincoln Day speeches broadcast early this month, and one charged to the government.

The report, as published in the Washington Post last Wednesday, also claimed that last month a 300-word news release from a band leader was bally-hoed by the Nevada was wired “unofficially to about 110 newspapers and broadcasting stations at an estimated cost of nearly $900. This also was Government charged.”

Senate Rules Cited

It was indicated by the newspaper that the Senate Rules Committee would be asked to look into the matter. Senate rules provide for no fixed ceiling on the number of telegrams that can be charged to the Senate but stipulate that only telegrams “on official Government business” can be so charged.

The committee’s regulations say “personal telegrams, the subject matter of which relates to the private interests of the sender, cannot be sent by Senators and charged as official Government business telegrams.”

Last January, BROADCASTING • TELECASTING learned that Sen. Estes Kefauver’s office sent telegrams to stations in Tennessee offering a series of weekly radio broadcasts, From Your Senator’s Office, in which Sen. Estes Kefauver reports to the people of Tennessee on the happenings in Congress each week. These 15-minute programs are to be carried as a public service.”

The telegrams continued: “Discs cost $3.50 each week plus transportation. Tapes are $4.80 each (you would probably need three) and service charges of $1.50 plus mailing charge is made each week for re-use of tapes. First program is to be transmitted tomorrow, Jan. 5. Please advise us official business collect [italics ours] whether or not you can schedule these programs.”

One irate broadcaster wired the Senator’s office, “We are not interested in carrying Sen. Kefauver’s propaganda and believe he should devote his time to the critical situation we are now in.”

Sen. Kefauver is chairman of the celebrated Senate Crime Investigative Committee that has been making headlines and getting top play in newsicals and special radio news features throughout the country (see story page 6).

One program has been prepared by the Joint Senate-House Recording Facility, which is responsible to the House and to the Senate, for an accounting of its expenditures.

At the time that the Kefauver office solicited stations in Tennessee, see that plans were to line up about 30 stations in the (Continued on page 24)

February 26, 1951 • Page 21
EIGHT changes have been made in the NAB board of directors as a result of the elections for odd-numbered districts and at-large positions. News of the ballots was announced last week by C. E. Arney Jr., NAB secretary-treasurer.

Four present board members were re-elected. In a number of cases, incumbent directors were not eligible for re-election because of an NAB by-laws clause that limits service to two consecutive terms.

One tie developed in the ballot, John Esau, KTUL, Tulsa, incumbent director-at-large for medium stations, had the same number of votes as Hugh B. Terry, KLZ Denver, who retired last year as District 14 director under the two-term rule.

Runoff election will be completed as soon as possible in the case of the Esau-Terry contest.

Another board post remains in doubt—election of a successor in District 8 (Ind., Mich.) to George J. Higgins, WISH Indianapolis, who resigned from the board last month when he moved to KMBC, Kansas City. Ballots are to go out this week for nominations. After that the final election will be held. It will be completed by early April.

Re-elected to the board were Glenn Shaw, KLX Oakland, who had no opposition in District 15; John H. DeWitt Jr., WSM Nashville, director-at-large for large stations; Edgar Kobak, director-at-large for small stations; Ben Strouse, WWDC-FM Washington, director-at-large for FM stations; Mr. DeWitt, Kobak and Strouse are completing their first four terms under revised NAB by-laws.

New directors elected to the board were:

- District 1 (New England)—Craig Lawrence, WCPB Boston, succeeding Paul W. Morency, WTIC Hartford.
- District 3 (Pa., Del., W. Va., Md. in part)—Leonard Kapner, WCAE Pittsburgh, succeeding George D. Coleman, WGBI Scranton, Pa., ineligible.
- District 5 (Ala., Fla., Ga., P. R., V. I.—)Thad Holt, WAPL Birmingham, unopposed, succeeding Allen M. Woodall, WDAK Columbus, Ga., who declined nomination.
- District 7 (Ky., Ohio)—Robert T. Mason, WMRN Marion, Ohio, succeeding Gilmore N. Nunn, WLAP Cincinnati, Ky., ineligible.
- District 9 (Ill., Wis.)—Merrill Lindsay, WSOY Decatur, Ill., succeeding Charles C. Caley, WMBD Peoria, Ill., ineligible.
- District 13 (Tex.)—Kenyon Brown, KWFT Wichita Falls, succeeding Clyde Rembert, KRKL Dallas, ineligible.
- District 15 (Calif., Nev. in part; T. H.—)Mr. Shaw re-elected until District 17 (Alaska, Ore., Wash.)—H. Quentin Cox, KGW Portland, Ore., elected last August at district meeting to succeed Harry R. Spence, KXBO Aberdeen, Wash., ineligible.

Even-numbered districts hold their elections in even-numbered years.

Serving the second year of two-year terms on the board as directors-at-large, starting at the NAB convention in April, are James D. Shouse, WLW Cincinnati, for large stations; A. D. Willard Jr., WGAC Augusta, Ga., for medium stations; Patt McDonald, WHHM Memphis, for small stations; Frank U.

NEWLY ELECTED NAB BOARD MEMBERS

Kenyon Brown

KENYON BROWN is a new director with benefit of past board service. He first joined the board in 1949 as director-at-large for medium stations but returns after a year's absence to represent District 13. He is president of KWFT, Wichita Falls, Tex., and previously was at KOMA Oklahoma City, serving NAB in various roles with both stations. Born in 1913 in Kansas City, he taught for a while at First National Radio & Television School and still holds a first-class broadcasting license. Past radio career includes engineer-announcer at former KXBY Kansas City; announcer at KCKN Kansas City; announcer and sportscaster at Iowa Broadcasting Co. stations; active in sales at KVVO Tulsa; and then general manager at KOMA.

Thad Holt

THAD HOLT, who had no opposition in the District 5 election, is president—treasurer of Voice of Alabama Inc., Birmingham, (WAPI-A.M.-FM-TV). Born in 1927, he was graduated in 1950 with AB degree from Colorado College. He spent a score of years in advertising and sales work before getting into radio. He has held many important public positions, including assistant national administrator of the WPA in Washington. Other activities—vice president and half-owner of Famous Features Syndicate; consultant with Swann Chemical Co.; chairman of the board, Birmingham branch, Federal Reserve Bank of Atlanta. This is his first NAB board service but he has served on committees.

Leonard Kapner

LEONARD KAPNER entered radio 20 years ago at WCAE Pittsburgh and has been there ever since, holding the position of president since 1937. Born in New York in 1905, he went to evening school at U. of Pennsylvania and later attended the Pittsburgh Business School. During the '20s he sold space in Pittsburgh publications, joining WCAE in 1931 as salesman and continuity writer. In four years he had become sales manager, a few months later general manager and soon president. He represented WCAE on the MBS board until it joined ABC. Since 1942 he has been a director of BMI. In 1944 he added the job of Hearst Radio Inc. general manager, resigning in 1946 to confine his activities to WCAE. He is active in Pittsburgh civic and radio affairs and served on many radio committees.

Craig Lawrence

CRAIG LAWRENCE, executive vice president and general manager of WCPB Boston, will soon reach the 20-year mark in broadcasting—all of it spent with the Cowles group. He became interested in advertising while studying journalism at Iowa State U. and turned his interest into a career in 1926 by joining Pauli Co., Des Moines, known at that time as Continental Adv. Service. At
NO RADIO DOOM

RADIO and television will move forward side by side, offering high value per advertising dollar, in the typical advertising of two whole races who took part in the annual Radio TV Seminar of the Washington, Ad Club, held Tuesday at the Statler Hotel, Washington.

Jennifer J. Nelson, who retires next month as chief timebuyer of J. Walter Thompson Co., New York, and George Castlesman, vice president and radio manager of Berming- ham, Castlesman & Pierce, cit- ed loose remarks and printed comments that assign radio to an early death.

Miss Nelson, described as Miss Timebuyer, was presented a scroll in tribute to her 24 years in time- buying (see photo page 19).

The day-long ad club seminar brought together a group of adver- tisers, agency and media leaders who wound up debating the relative merits of media and finally divided into two halves of the TV research structure (see re- search story page 19).

Mr. Castlesman took the premise that radio is doomed. The "death struggle" concept is entirely wrong, he contended. Ac- tually, he explained, it can be demon- strated that both are good buys, including daytime and late-evening television.

He advised timebuyers to ac- quire a good knowledge of stations and found too much buying by

BAB SPOT KIT

Show NRDA Winners' Plans

BAB last week began distributing a 40-page "Spot Saturation Sales Kit" outlining plans, copy tech- niques and results of radio cam- paigns of four department stores which won prizes in the spot saturation division of the 1960 retail radio contest sponsored by the National Retail Dry Goods Assn. and the BAB.

The stores are Joske's of Texas San Antonio, which won the grand prize with a six-day campaign for Joske's Days Sale; George Wyman & Co., South Bend, first prize with 10-day campaign for its 90th An- niversary sale; Pomeroys Inc., Pottsville, Pa., second prize with a daily, year-around campaign for First Floor Flurries; and Wolf & Dessauer, Fort Wayne, third prize with eight-day campaigns for three events.

The kit distributed to BAB members and available at BAB headquarters in New York at $1 per copy, reports on four features of the prize-winning campaigns: (1) How sales were improved more from radio spot saturation campaigns?; (2) "How we sell with radio," by Advertising Man- ager Paul C. Robinson of Wyman's; (3) How new spots were produced," by Retail Sales Man- ager Mitchell Morris of WSBT South Bend, and (4) "Radio sales event advertising techniques."

ASSN. of National Advertisers, whose campaign against radio rates last summer stirred up wide- spread opposition and was finally abandoned, may revive the issue next month, when it holds its 42d spring meeting March 28-30 at the Huntington Hotel in San Francisco.

A new radio rate study within the ANA organization, now in progress, is expected to be com- pleted in time for the Hot Springs ses- sions.

New Factors Considered

The first survey, covering radio rates in markets, also is under- taken to account of changes in radio tune-in resulting from the Korean war and the national emer- gency [CLOSED CIRCUIT, Jan. 1].

Last summer's campaign, based on a report prepared by ANA's Radio-TV Committee, held rate cuts ranging as high as 80 and 85% for some individual stations in TV markets might be "reasonable," based on mathematical calculations [BROADCASTING • TELECASTING, July 31, 25, 1960].

The networks that at that time re- jected an ANA invitation to a meeting, and the campaign subse- quently was "abandoned," have been "reopened." It was passed over lightly at the ANA convention in September, reportedly with a decision that their "rates are in line." Each advertiser should handle his own rate negotiations, as he saw fit.

The ANA Radio-TV Committee

CRITES HEADS

LOWRY H. CRITES has been named director of radio and tele- vision programming for General Mills, Minneapolis, S. C. Gale, vice p resident in charge of adver- tising, announced last week. Mr. Crites continues as a director of the comptroller and media director.

Mr. Crites has hired Denny Cox, former program manager at ABC New York, as his assistant, with the title of man-ager of radio and television pro- gramming [BROADCASTING • TELECASTING, Feb. 19]. Mr. Crites has been associated with General Mills since 1947, when he joined the statistical department in Wichita Falls, Tex. He was transferred to Minneapolis' headquarters in 1948 as advertising comptroller, and in 1942 was given the responsibility as media director. His former supervision of the adver- tising production and premium de- partment, coupon service and adver- tising warehouse is now handled by George S. Barnes. Mr. Barnes is also advertising manager of gen- eral foods and feeds, farm service and special commodities activities.

Among other changes announced by Mr. Gale is the appointment of A. Wells Wilbor, former market analyst director, as coordinate of Betty Crocker activities for the firm. Gordon A. Hughes, former manager of market analysis, takes Mr. Wilbor's former position.

May Be Revived by ANA

Advertising in a defense econ- omy will provide the theme of the sessions, according to Ben Donald- son, director of advertising and sales promotion of Ford Motor Co., who was named ANA committee chairman. Mr. Donaldson said present plans "call for a careful review of advertising so that it can continue to meet the many new problems in our constantly shift- ing economy."
SELECTION of a top-level group of executives of all phases of broadcasting to serve on the first board of directors of Broadcast Advertising Bureau, the industry's projected million-dollar sales agency, was announced today by BAB President William B. Ryan.

Networks, stations of all size groups, transcription companies, and the consulting field were represented among the 21 directors named, and these are to be joined shortly by two from the station representative field, one from the talent field, and probably two from the manufacturing industry. With President Ryan automatically a board member under BAB's by-laws, the first board, now envisioned will consist of 27 members.

Robert D. Swezy, WDSU New Orleans who was chairman of the BAB board when Mr. Ryan selected the permanent board, was named acting board chairman. The first meeting is scheduled Thursday, March 1, at the BAB headquarters, 270 Park Avenue, New York.

Board members thus far chosen, with the two from the station representative field expected to be selected before the March 1 meeting, are as follows in addition to Messrs. Ryan and Swezy:

Other Members

NBC Board Chairman Niles Trammell; CBS President Robert E. Kintner; ABC President Robert E. White; Paul Kesten, consultant and former executive vice president; Frederic W. Ziv of Frederic W. Ziv Co., transcription and program package firm; Theodore C. Kanan, former executive and chairman of the board of Mutual; George B. Storer, Fort Industry Co.; John Witt, Richards stations; Walter Evans, Westinghouse Broadcasting Co.; and Martin Campbell, WFAA Dallas.


Industry-wide response to the BAB project was praised by Mr. Ryan, who compared the overall success of BAB with that achieved in the ASCAP battle of 10 years ago. He also noted that there were no refusals among any of those invited to serve on the BAB board.

The invitations were extended by BAB's incorporating board, composed of Chairman Swezy and Messrs. Kobak, Quatrz, Caley, and Woodall.

Board officers will be elected, terms of office will be fixed, and other organizational details will be handled by the new board itself in its March 1 meeting.

In their first session the directors also are slated to receive a tentative program and budget estimates being prepared by President Ryan, as well as chart broad policies and define fields of activity. While BAB's initial budget remains closely guarded, the ultimate goal is at least $1 million.

AFM-NETWORKS

Talks Enter Final Stages

AFM-NETWORKS negotiations for national-local, radio-television contracts entered the final stages in New York last week. Contracting parties any, arrangements at meetings was narrowed to network vice presidents, AFM President James C. Petillo, his assistant and representatives from Los Angeles and New York local.

Meetings shifted to a hotel room and continued through the George Washington Birthday holiday, as arrangements for the final sessions were made.

Deadline for retroactivity of any agreement reached to Feb. 1. Expiration date of the old contracts, was extended to last Saturday midnight, it was announced.

Discussions, it was understood, had reached "the hard core," although none of the major issues apparently had been resolved—such as a ban on recordings over the air between 8 a.m. and midnight and TV film terms. A negotiations subcommittee was scheduled to meet Friday afternoon to discuss these items, it was understood to be so complex that major negotiators would not deal with them immediately.

Spot Campaign Planned

FIFTH Army, Chicago, begins a radio spot recruiting campaign March 1 in 13 midwestern states and St. Louis, Minneapolis & Green Ltd., Chicago. Campaign will be expanded to 500 stations.

In pressing for action last Monday, Sen. Benton stressed that his "Marshall Plan," which included a proposed $250 million worldwide radio network, had the strong support of Brig. Gen. David Sarnoff, RCA board chairman, and other broadcasting executives.

"The first and most important argument for pulling out of our State Dept. the Voice and kindred activities," Sen. Benton stated, "is the seemingly greater chance to bring into operation the best brains and talent in the country." With a proposed staff of 13,000 for the information service, proposed by State Dept. Acheson indicated that figure is contained in the current budget—the operating force "will be larger than the combined forces of ABC, NBC and MGM," Sen. Benton noted.

While government "can never compete" with private industry for services of outstanding communicators and executives, it could attract them "if they are given the recognition and status it deserves," Sen. Benton felt. Under the present setup, no Assistant Secretary for information would have "the title and the creative and talent," he added.

Asserting that "we are amateurs" (Continued on page 78)
IT WAS no folly back in 1938 when three young producers under names of Shipstads & Johnson decided to test the selling power of radio in building the box office for their Ice Follies.

They now consider it one of their wisest investments. For the modest $2,000 they allotted in 1938 for radio spots, they have received returns in the form of hundreds of thousands of dollars. It was a marketing decision that they considered soundly made.

McCreery Inc., Beverly Hills, Calif., has been using radio advertising as a primary selling tool ever since 1938 when it first appeared over a Los Angeles station.

**Broadcast Formula Draws Crowd**

Resultant attendance at Ice Follies during the Los Angeles show was beyond the fondest expectations of the youthful owners. For the second year, radio has been an integral part in selling their annual production.

The formula worked, according to Mr. McCreery. Hard-to-sell Angelenos flocked to the box office.

And it worked so well that the three producers have continued to use radio in their cross-country tours. Here, too, they came upon a minor obstacle. The planning and actual cost of the advertising budget depended upon individual audience in which it played.

This meant that use of radio, to be effective, had to be sold individually to each area manager. This was no easy task for the partners, who decided to use the same concepts in each area.

Next step, after radio was in general use in the local campaigns throughout the circuit, was to fill the need for unified, strong-selling material to be used in each city.

Transcribed spots, done with top talent and production obviously were the answer to this problem. Here again Mr. McCreery and the agency stepped into the picture and put to work his background in radio which extends back to the early '20s.

The first transcribed spots were good ones, station managers throughout the country agreed. Ice Follies was one of the first organizations to make use of name voices and identify them in the body of the spot announcement. Mr. McCreery pointed out.

Cream of radio industry talent was used for these transcribed spots. There were Ken Carpenter, Ted Husing, Phil Stewart of the Lady Esther program, Franklin McCormick, Bob Burns, Ozzie and Harriet Nelson and a host of others. And that has been policy over the years.

Included in the set were 16 different cuts of varying length. They include station breaks, 30-second and one-minute.

Entire series was trade-marked musically by a lilting string arrangement of The Swing Waltz by Josef Strauss. This particular melody has been used to close the first act of every edition of Ice Follies in its 15 years of existence to accompany an exuberant dance on skates.

Another problem had to be solved to make those same transcribed spots usable in every city on the circuit. Playing dates, performance time and price scales varied in the different cities. To accommodate these changes, a portion of each transcribed announcement was left open for a live tag, Mr. McCreery explained.

A "tag book" accompanied each set of transcriptions. It was for convenience of the arena manager to use in his local campaign. Included in this book was format of live tags for every possible contingency, Mr. McCreery declared.

One illustration of the intense faith those youthful Ice Follies producer-partners have in their radio spot plans was displayed in 1946 prior to show opening in Madison Square Garden, New York.

Up to that time, Madison Square Garden, where the ice show plays annually, had never used spot radio to promote any of its attractions, Mr. McCreery said. When approached with the Ice Follies spot plan, Garden officials were dubious.

**Radio Put to Test In New York**

"Maybe it will work in other places, but not in New York," they said. "New York is different." Ice Follies owners, to give their radio spot plan a test in the metropolitan area, agreed to gamble. They undertook a ten-day $12,000 campaign.

(Continued on page 40)
CAB REPORT

Signpost To Future

NO CONTEMPLATED increase in license fees, cooperative war reporting for member stations and increasing public relations were featured in the annual report of General Manager Jim Allard of the Canadian Assn. of Broadcasters, Ottawa.

On finances, Mr. Allard reported that despite a heavy drain on the CAB reserve due to the NABRA and Royal Commission hearings in the past year, there is no need for an increase in license fees, basis of which has not changed in the last 11 years. With "prudent management and barring substantial rises in cost of doing business," Mr. Allard said he felt present fees would be sufficient.

He reported the CAB attended all 11 conferences has resulted in only two minor changes for British Columbia member stations. Mr. Allard told in detail of preparations and help for stations appearing before the Royal Commission on Arts, Letters and Sciences last year, and intimated the Commission report will not be available before April.

The report also contains details on civil defense planning for broadcasting stations, associations with the Brand Names Foundation, plans for the World's Fair, a trip to Great Britain to round up radio business, issuance of a CAB booklet on the Canadian media market, and the United States to advertisers and agencies, operations of CAB Radio Bureau at Ottawa, sending Bert Cannings, CKWX Vancouver, to Alaska, Japan and Korea for member stations, and liaison with various government departments.

He dealt in detail with public relations functions, from giving talks before various public organizations to supplying data for theses on commercial radio to university students, and contacts with many national associations. Report mentioned close cooperation with other national and international broadcasting station bodies, advertising agencies, technical planning board, special services planned for French-language stations and the assistance given to individual member stations. There are now 103 member stations plus 30 associate members, from giving talks to many national organizations.

CAB CONVENES

By JAMES MONTAGNES

ABOUT 300 Canadian broadcasters, agency executives, station representatives and their associates from the United States are expected to attend the annual meeting of the Canadian Assn. of Broadcasters at the Chateau Frontenac at Quebec City this week from Monday to Thursday. While no definite assurance has been given the CAB, it is hoped that the report of the Royal Commission on Arts, Letters and Sciences, headed by Hon. Vincent Massey, will be available for discussion by CAB members on the final day.

Unlike previous annual CAB meetings, this year's meeting will be largely in the form of panel discussions. Business meetings will be left to two sessions, on Tuesday afternoon and on the last day. New directors have been appointed by the various regional groups, and will hold their first meeting on the afternoon of March 1. Business to be discussed will include, in addition to annual reports, changes in wording on rate cards and contracts and related matters.

Agenda for the annual meeting includes Monday morning panel on "Earnings and Services" under chairmanship of F. H. Elphicke, CKWX Vancouver; Monday afternoon panel, "Information Please," with W. Vic George, CFPC Montreal, as chairman, and will deal with national business; Tuesday morning session, "Earnings and Audience," under chairmanship of Ralph Snegrove CKBB Barrie, will deal with audience measurement. The Tuesday afternoon program on "Civil Defense and Local Disaster" will be a closed session at which it is expected that the neutrality of the United States the President, if he deems it necessary in the interest of national security or defense, may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations or devices capable of emitting electromagnetic radiations within the jurisdiction of the United States as prescribed by the Commission, and the closing of any station for radio communication, or any device capable of emitting electromagnetic radiations between 10 kilocycles and 100,000 megacycles, and the removal therefrom of its apparatus and equipment. Under the whole or control of any such station or device and/or its apparatus and equipment, by any department of the government un-der the direction of a committee upon just compensation to the owners.

NAB, which felt an amendment to the Communications Act would be preferable to new legislation, was studying the proposed amendment and its amendments, was studying the proposed amendment and its amendments, at a meeting held Wednesday.

The annual meeting of the Bureau of Broadcast Measurement is slated for the Wednesday morning session. Maurice Mitchell, Associated Program Service, New York, will be luncheon speaker on the opening day. Dr. J. R. Petrie, Canadian Tax Foundation, will be guest speaker at the annual dinner Tuesday night when the first John J. Gillin award will be made.

Annually Canadian General Electric Award and the CAB Quarter Century Club memberships will be presented. E. G. Lewis, Canadian Broadcasting, will be luncheon speaker on Wednesday.
MR. SPONSOR:
SубTURDAY AFTERNOON MAGIC
60 TO 75% OF AUDIENCE AND TOP SPONSOR
IDENTIFICATION... ALL IN THREE WEEKS!

Richard Jones, Gen. Mgr.,
Radio Station WJBK,
Detroit 1, Michigan

Dear Dick:

The January Videodex rating of Twin Pines Farm Dairy "Twin Movie Party", which appears on WJBK-TV, is so terrific that I want to tell you how we feel about the program's success.

Within the four half-hour segments on WJBK-TV from 1:00 to 6:00 P.M. each Saturday afternoon, the Twin Pines double feature western program captures from 60% to 75% of the audience.

And talk about sponsor identification! "Milky", the Twin Pines magician-clown who handles the commercials, appeared at a Mother-Son party in a Detroit public school. Without fanfare and with no introduction, "Milky" came out on the stage. The kids, in a single voice, roared... "It's Milky!"

At the time, Twin Pines "Movie Party" had been on WJBK-TV for only three weeks. Yet the program had so endeared itself that all the young fry immediately identified "Milky" and the sponsor!

We frankly feel that no other medium could possibly have made so complete and deep an impression in so short a time as did this television program on WJBK-TV.

I'm happy to report all this to you, Dick, and to tell you how pleased we are with the cooperation we have had from WJBK-TV in making this program such a rousing success.

Sincerely yours,

LUCKOFF, WAYBURN & FRANKEL, INC.

Leon S. Wayburn

YOU, TOO, CAN REGISTER YOUR NAME AND SELL YOUR PRODUCT WITH REAL IMPACT IN DETROIT. WJBK delivers the goods—YOUR GOODS!

WJBK DETROIT

The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 8-2465

Represented Nationally by THE KATZ AGENCY, INC.
ASCAP LICENSE RATES

Meeting Set On TV Issue

By FRED FITZGERALD

TWO more state broadcaster associations have ratified the proposed new NARBA agreement, which, on the Capital front indications grew stronger that proposed detailed hearings before the FCC as a foreign relations' Committee of Sen. Tom Connally (D-Tex.) may evolve into a first-rate donnybrook.

Though no hearing date has been set, it's expected that sessions will be scheduled for late March or early April. It's also felt that in addition to study of reported opposition, the committee will delve into the whole issue of clear channel stations [ClosEd Circuit, Feb. 19] with purposed duplication of network programs on clear channel by history as one issue.

State Dept. has requested the hearings, and key witness will be FCC Comr. Rosel H. Hyde, chairman of the U. S. delegation, which successfully negotiated the treaty last Nov. 15 with Canada, Cuba, Dominican Republic, Bahamas and Jamaica.

Further support for the new NARBA agreement, sent Feb. 5 by President Truman to the Senate for ratification, came from the California State Broadcasters Asn. and the Florida Assn. of Broadcasters.

The California group at its fourth annual meeting Feb. 16 in San Francisco (see story, page 38), voted its favor of ratification in the following resolution:

California Resolution

Whereas, an agreement between the United States and other North American nations relating to the use of radio frequencies in the various countries concerned is vitally important to the welfare of all radio stations in this country; and, whereas, the FCC and the State Dept. of the United States have, after four years of negotiation, concluded an agreement which is, in their opinion, the best one obtainable at this time; and, whereas, this agreement will soon go before the U. S. Senate for ratification; now therefore it is resolved that the California State Broadcasters Assn. do hereby go on record as favorably approving the said agreement and instruct the officers of the association to send to the appropriate Senate Committee this resolution expressing the association approval of the agreement.

In a like manner, the Florida Assn. of Broadcasters notified the Commission that its organization had gone on record favoring ratification.

Spokesman for the Clear Channel Broadcasting Service last week reiterated CBBS view of CBBS' position as to what it termed "a paper treaty" and declared that appropriate testimony would be presented by farm groups and other organizations involved in the fielding of the fact that "the treaty should be rejected." Pointing out that neither Mexico nor Haiti had signed the agreement, CBBS stated that there was no guarantee of engineering procurement to U. S. stations even if the treaty were accepted. The period covered by the treaty was also scored by CBBS, which contended that any part "should be a long-term treaty" and that the current agreement could be terminated by a signatory nation should it desire to demand reopening of negotiations.

The CBBS spokesman added that the treaty is both more than a tentative agreement and the public protests that may exist in the future as radio operations within the United States are concerned are well-deal up if there is any quarrel, "it's fight it legally and victoriously."

Also heard last week were conflicting reports as to which certain organizations are standing on the side of the NARBA fight. One source maintained that though some
Half of the Married People in the KFAB Area are Women

By HARRY BURKE
General Manager

YES—half of the married people are women—BUT, 81% of all the radio listening is by women, both daytime and nighttime. Furthermore, women are the motivating force behind 92% of ALL purchases.

This is one of the biggest reasons why radio is the best advertising medium today. The people you must sell, to make profitable sales, are women. They are the ones you can reach easiest, most often and at least expense.

In KFAB's great "Midwest Empire," according to recent reports from Hooper and Conlan, more women listen to KFAB than any other radio station.

It is non-sense that "half of the married people are women"—BUT, nonsense-that-makes-sense because women are your largest group of listeners and your best prospects.

KFAB offers you this year's audience at this year's price. Let us submit program ideas and availabilities to help you sell more women.

Represented by FREE & PETERS INC.

General Manager, HARRY BURKE
Mr. Miller:

"I am pleased to report how WCPO achieved a 95.2% increase in evening audience through the exclusive use of Lang-Worth's transcribed music.

The period from 6:00 PM to 10:30 PM, Monday through Friday, has always presented a problem to us in the winter months. The evening competition of other network stations in Cincinnati has always been strong. Added to that situation now is television. Our metropolitan area has the highest saturation of television sets in the country.*

To offset these two bulwarks of competition, we decided to program our evening hours with music—but not, however, of the disc jockey variety. Our head librarian, Miss Betty Geisler, was given the responsibility of selecting the right kind of music to provide rich entertainment for those TV set owners who prefer an evening of music and for those many radio listeners who have often indicated their desire for this type of musical program.

We cleared our evening schedule from 7:45 PM to 10:00 PM and decided to use music from the Lang-Worth Program Service—exclusively. I repeat that this is not a disc jockey show wherein success is largely dependent upon a personality—the format is simply good music intelligently selected and presented.

We inaugurated this new type of programming last October. The Hooper reports for this evening period (November and December 1950) are in.

*Population 456,000—TV Sets 235,000
The signed statement from Glenn Clark Miller, Station Director of WCPO, Cincinnati, proves that AM broadcasting is strong and healthy despite TV hullabaloo . . . that dollars alone cannot guarantee a high program rating because People (may the good Lord bless 'em) still listen to what they like!

Lang-Worth Feature Programs, Inc.

We are delighted to report that WCPO's evening Hooper rating for this period jumped to 12.3 which is a 95.2% increase over the Hooper evening rating of one year ago. Our position among the Cincinnati stations, nighttime, has moved from fifth place to a virtual tie for third!

It occurred to us that other radio stations in highly competitive markets might find this information useful. We believe that the intelligent use of the Lang-Worth Program Service can do much to increase programming ratings for any station that finds itself in the same competitive situation as WCPO.

Glenn Clark Miller
Station Director, WCPO
Cincinnati, Ohio

Send Today for a typical WCPO (Cincinnati) program schedule—Monday through Friday—and free 48-page booklet containing sample pages from Lang-Worth's 1951 program manual and music encyclopedia. This 260-page book is an integral part of Lang-Worth's amazing new program service used exclusively by WCPO and many other successful broadcasters to increase prestige and revenue and decrease program cost.
HILL BRIEFING

FCC Briefed the Full House Interstate & Foreign Commerce Committee last week on legislation it believes essential in the broadcast field in the light of present conditions. [Broadcasting * Telecasting, Feb. 15, 12, 6].

Significantly, the Commission's spokesman, Acting Chairman Paul A. Walker, did not request action on the McFarland Bill (H.R. 2659), pending before the committee, nor did he refer to the measure as one needing immediate attention. The McFarland legislation, passed by the Senate early in the Concurrent session, would realign FCC procedures, strip away powers of the Commission's staff and set deadlines on the FCC workload.

Closed Session

Behind closed doors, Comm. Walker reviewed the McFarland Bill and formally presented the FCC's majority objections to a number of its provisions. He also offered the Commission's recommendations in the form of a "model bill," similar to that presented on Capitol Hill a year ago [Broadcasting * Telecasting, March 6, 1950]. It was revealed last week that the FCC had revived the document [Broadcasting * Telecasting, Feb. 19].

It was understood that the "model bill" again shows how FCC

RENEWALS

INDICATING that questions about ABC's relations with its affiliated stations have been resolved to the satisfaction of the FCC, regular license renewals were issued last week to the ABC outlets operating with temporary licenses since the fall of 1949.

At the same time, the Commission announced its extended-term license to ABC's owned affiliates to June 1, 1951.

ABC and NBC stations along with those of CBS had been put on temporary licenses at the same time. Eventually, CBS was given regular renewal when the FCC upheld the networks' rights to serve affiliates as advertising representatives—a point challenged by the National Assn. of Radio Station Representatives as a violation of the FCC network rules or at least contrary to the public interest [Broadcasting * Telecasting, July 24, 1950].

Question involving ABC and NBC differed for a moment, with the Commission advising those networks that it wished to further study networks' relationships with their respective affiliates. Issues involved referred to those in the Don Lee renewal case. The Don Lee case involved charges relating to affiliate relationships with respect to FCC rules on option time, exclusive affiliations, territorial exclusivity and rights of an affiliate to reject programs offered by a network.

The FCC at that time advised the major network that any action on regular renewal would have to await the outcome of the Don Lee case, a decision rendered Dec. 28, 1949, when the Commission found the network not in violation of the violations but nevertheless proposed to renew the licenses for a want of a penalty short of a "death sentence."

In the case of ABC, complaints had been filed by WING Dayton, WJW Cleveland and KPRO Riverside, Calif., charging violation of the FCC network rules.

Telegram Cited

Insofar as ABC was concerned, the Commission referred to a telegram by Sidney A. Strong, then administrative vice president of the network, to KHQ Spokane, an NBC affiliate, during negotiations over a program to be broadcast in stations (non-AM stations) the telegram, introduced during FCC hearings arising from the NARSR charges, referred to "loyalty" to NBC and added, "if you don't like our affiliation we would like to know about it now."

FCC advised NBC that this testimony would appear to present a substantial question as to the network "has violated or attempted to induce or coerce its affiliate to violate certain of the Commission's Chain Broadcasting Regulations."

From time to time, sentiment has been expressed at the FCC and on Capitol Hill that a study of the network practices with affiliates would be in order. The pre-World War II influx of stations into the competitive market picture gave further fuel to these views.

The FCC was also on record as labeling as "clumsy" the present procedure whereby action against a network for alleged coercion of an affiliate must be taken through the network's owned stations.

In the order last week, the ABC stations given regular renewal were WENR-AM-TV Chicago, KGO-AM-FM-TV San Francisco; WJZ New York and WXYZ-TV Detroit.

The NBC outlets given temporary extensions to next June 1 were KNBC San Francisco, KOA Denver, WMAQ-AM-FM Chicago, WNBC-AM-FM and WABC-AM-FM New York, WRC-AM-FM and WNBN-TV (TV) Washington, WTAM-AM-FM Cleveland.

Other stations owned by ABC or NBC were reenewed only since their licenses did not come up for renewal within the time period between the order original in late 1949 and the present date.

Hill Briefing

FCC Still Split on McFarland Bill

Granted Network Owned Outlets

 Granted Network Owned Outlets

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LANG-WORTH Files Complaint Against AFRA

DESCRIPTING American Federation of Radio Artist picketing and boycott activities as an attempt to "ruin the reputation of Lang-Worth Feature Programs Inc., New York, and to "drive it" from the industry, the library service firm last week filed a complaint in the New York State Supreme Court against AFRA to enjoin further union activity [BROADCASTING • TELECASTING, Feb. 19].

In addition to AFRA and its New York officers, the complaint named Knox Manning, A. Frank Reel, Janet Baumhower and Alan Bunce, respectively national president, executive secretary, treasurer and first vice president. Mr. Bunce was named a second time as president of the AFRA New York local, along with its executive secretary, Kenneth Groot.

Complaint alleged that AFRA members with whom Lang-Worth dealt were "engaged independently and for their own account in the radio industry" and were themselves employers; that AFRA had demanded abandonment of transcription libraries; and that Lang-Worth had been asked to sign a contract (transcription code) "providing, among other things, for the control and supervision of the business and commercial relationships between . . . (Lang-Worth) . . . and performing artists . . . and radio . . . stations.

Lang-Worth had refused to sign, the complaint contended, under the laws and statutes of the state of New York and of the United States, the plaintiff is not required to enter into such agreements . . . and because plaintiff does not wish to become a party to the violation of said laws and statutes."

As a result, the complaint said, AFRA had "maliciously and intentionally performed and carried out with deliberate design and purpose by unlawful means to destroy plaintiff's business and the Lang-Worth program service, to ruin plaintiff's reputation and good will and to drive the plaintiff from the radio broadcasting industry."

AFRA had ordered its members to refrain from further contractual relations with Lang-Worth, as well as refuse to perform existing contracts, the complaint alleged. The union also had advised station managers in New York state that the firm had been "unfair" to AFRA, and had said that it believed stations "will not want to pay good money" for "non-AFRA talent," or "give financial support to the Lang-Worth method of doing business," it said.

WNEW New York had discontinued use of Lang-Worth transcription libraries because AFRA had "willfully and intentionally issued and circulated false statements and publicity," concerning the firm, the complaint alleged.

Placards that were "untrue," it continued, were carried by pickets in front of the company offices in New York. The placards read: "AFRA, American Federation of Radio Artists (A.F.L.), against Lang-Worth Feature Programs Inc.," and the like.

Alleging that "there is no labor dispute" between the company and AFRA, and that Lang-Worth was being injured, the complaint requested a temporary injunction, to be followed by a permanent injunction, against union activities. In an affidavit to support the request for an immediate, temporary injunction, C. O. Langlois, Lang-Worth president, elaborated on the allegations of the complaint.

CSBA ELECTS

WILLIAM B. SMULLIN, president and general manager of KIEM Eureka, was elected president of CSBA at its fourth annual membership meeting in San Francisco Feb. 16, president and general counsel of the organization's role in civilian defense.

In recognition of the increasing importance of television, the members voted to change the name of the organization to the California State Radio and Television Broadcasters Assn. They also voted to go on record favoring ratification of the NARBA agreement and voted to反对 the proposed 20% excise tax on radio-TV sets.

WALTER L. BLAIR, vice president, and Ralph Hatcher, treasurer, were elected vice presidents. Directors serving a second year were Galen Gilbert, general manager of KGBR Long Beach; Arthur Westlund, president and general manager of KFRE Fresno; Don Lee, president and general manager of KFRE Berkeley; Les Hack- er, owner and general manager of KPRl Paso Robles and general manager of KVEC San Luis Obispo; Leo Schamblin, general manager of KMPM Mendocino.

Directors retained to serve their second year on the board were Harry Butcher, president of KIST Santa Barbara, and the four officers of the association.

Top subjects on the agenda were a report on state legislative matters affecting the industry and a panel discussion of radio and television.
Hill Discs
(Continued from page 21)
state to provide overall coverage.
Last year, 38 Senators out of the 96 in the upper chamber were recording discs at the facility. Currently the rate is 25, with more Senators expected to be added. There are approximately 105 out of 425 House members recording their reports. Not all discs are necessarily weekly, some are every other week.

Spot checking showed varied methods of recording and charging of stations.
For example, Sen. J. William Fulbright (D-Ark.) records programs at the specific request of stations. The usual format in this instance is for the Senator to interview a guest.
Florida’s Sen. Spessard L. Holland, Democrat, records a regular show. His colleague, Sen. George A. Smathers, also a Democrat, occasionally records a disc for home consumption.
Sen. Holland’s office said that some stations pay for transcription costs but others do not, depending on what arrangements are made. This also applies to mailing costs.

Newly-elected Sen. James H. Duff (R-Pa.) plans intermittent recording for state stations.
Sen. Henry C. Dworshak (R-Ida.) cut about four records last spring. Stations receiving the discs were not asked to pay the costs of making the transcriptions.
Iowa’s Sen. Guy M. Gillette, a Democrat, and chairman of the Senate Rules subcommittee on Privileges and Elections, records programs only on request.

Newly-Elected NAB Board Members
(Continued from page 22)
the agency he handled two radio accounts and the broadcast bug bit him, leading in 1932 to a merchandising-selling job at KSO Des Moines, then a Cowles outlet. He rose to an Iowa Broadcasting Co. vice presidency in 1942. Since leaving Des Moines he has been vice president at WHOM, at that time a Cowles outlet in Jersey City, and now WOCF. He has served NAB in committee work.
Harry W. Linder
HARRY W. LINDER heads a thoroughly electronic— electrical family. He makes his first NAB board appearance as director representing District 11. He is president of KWLM Willmar and KTOE Mankato, and owner of KMHL Marshall, all in Minnesota. His two sons, both electrical engineers, are associated with him in operating the stations. Age 60, Mr. Linder is vice president of Minnesota Broadcasting Assn.; member of Chambers of Commerce in three cities where he has station; is active in civic and fraternal work and holds the Willmar “outstanding citizen” trophy; loves fishing and hunting. Mr. Linder is president of a wholesale electrical distributing firm in Willmar, with branch in St. Cloud.

Mr. Lindsay
FRANK MERRILL LINDSAY Jr., who prefers the Merrill tag, returns to the NAB board after absence of a year. He has been general manager of WSGY Satellite Station II, for more than a decade, adding sports and commentator roles to his duties. He was elected to the NAB board in 1949 as a small stations director—at-large but has joined the board as director representing District 9. He has served on NAB committees and has been president of Illinois Broadcasters Assn. He was born in 1910 in Decatur, graduated from Kenyon College; received MBA degree in 1935 at Harvard business school; radio ham for years; went to work on Decatur newspapers; joined WBLY (now WSOY) in 1937 as business manager; was Navy commander during war, working in radar.

Mr. Mason
ROBERT T. MASON is president and general manager of WMRN Marion, Ohio. He served previously as a director for small stations, 1947-48, and was a member of the former Small Market Stations Committee of NAB. Born in Milwauk ee in 1900, he is a graduate of Ohio State U.; published newspapers and magazines for 15 years; started WMRN in 1940. He has been a candidate for Congress from his Ohio district. Active in Chamber of Commerce work, he is a member of the U. S. Chamber’s advertising advisory group. Other activities include Ohio Am. of Broadcasters, of which he is a past president as well as Broadcast Measurement Bureau and Broadcast Audience Measurement boards. His illustrious brother is Frank T. Mason, ex-president, IRS, former NBC vice president and until recently, head of the U. S. Brewers Foundation, who now lives in semi-retirement in Leesburg, Va., where he publishes the county newspaper.

No Radio Doom
(Continued from page 22)
Fletcher, with Mr. Pellegrin joining Allen Jones, Storecasting, and Everett Dillard, WASH (FM) Washington, in the discussion.
Robert K. Richards, NAB public affairs directors, was dinner speaker. He brought along the four young winners of the annual Voice of Democracy contest (see story, page 20, this week) and read excerpts from their winning scripts.

Lee Hart, assistant director of Broadcast Advertising Bureau, told how the radio medium copped in a panel led by Fred Palmer, WOL Washington.

Don McClure, of McCann-Erickson, New York, spoke at a TV production panel led by John Conley. Participants were Alvin Epstein, of Alvin Epstein Adv.; Gordon Manchester, Manchester & Lykes; Robert Maurer, Henry J. Kaufman & Assoc.

NEW AD AGENCY
Sought by National Guard
SPADE work for National Guard media plans beginning July 1 and for selection of a new agency to handle its advertising account will be undertaken by Guard bureau officials at a preliminary—session, tentatively set for March 15.
Representatives of advertising agencies which desire to compete for the account are invited to attend a session in Room 3210, Lt. Col. Ernest L. Smith, chief of the NGB’s information office, said last week. Interested agencies should submit acceptances for the meeting by March 12.
Representatives will be apprised of the Guard’s advertising background and of media plans, including fund requests, for the new fiscal year (1951-52). Bureau officials have asked Congress for between $550,000 and $600,000 in advertising outlay, it was disclosed.
The advertising allocation has varied since World War II, ranging from $300,000 for fiscal year 1947-48. Radio and television generally have fetched about 26% of the total outlay.

The account currently is being handled by Robert Orr & Assoc., New York and Washington. Gardner Advertising Co. and N. W. Ayer & Son were previous years. Themes of new campaigns will be directed at the 17 to 21 year age group, using National Guard membership as desirable pre-draft training and embracing radio-TV stations, newspaper and magazine ads, and booklets, pamphlets and other industry aids.

After the March 15 briefing, competing agencies will be asked to prepare presentations for the account. A board of officials will sift through and select four agencies to appear for oral presentations this spring.
The search for oil takes to the air

In today's all-out search for oil, American oilmen are using specially equipped planes over vast stretches of ocean, jungle and arctic wastes.

The airborne magnetometer, developed for spotting submarines in World War II, "surveys" underground rock formations by recording facts about the earth's magnetic field. This is only one of many developments that helped bring in nearly 25,000 new producing oil wells last year alone.

With more wells than ever in operation, America now produces more oil than at the peak of World War II. Equally important — oil scientists have constantly improved the oil products America uses. For instance — although taxes have gone up, the price of gasoline itself is about the same as it was 25 years ago. Yet the quality is so much improved that 2 gallons today do the work that 3 used to do.

In peace or war, America's thousands of privately-managed oil companies provide the public with the finest oil products at the world's lowest prices.

This has come about because free men, competing freely, are always working to improve their companies' methods and oil products. And the benefits of this competition go to you.

Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE
50 West 50th Street, New York 20, N.Y.

TRAILING BELOW THE OIL EXPLORER'S PLANE, the airborne magnetometer records the earth's magnetic field. Other new ideas and devices are developed by thousands of oil companies in the race to meet oil needs. The driving force — competition; the result — a stronger America — more and better oil products for you.

TINY BRAIN OF THE MAGNETOMETER, no larger than a cigarette, does a job thousands of surface explorers couldn't do. Such inventions helped put U.S. oil reserves past the trillion gallon mark last year — at all time high. Other developments have brought amazing improvements in fuels and lubricants for peace or war.

HELICOPTERS TOO ARE USED as many companies search for oil — first step in bringing the public more and better oil products. Result of this competition: price of gasoline today is about the same as 25 years ago, yet the gasoline is worth 50% more by every measure of performance and economy.

February 26, 1951

Page 35
HOOPERATINGS

New Reports Available

AVAILABILITY of city radio and TV Hooperatings "on all programs, in all major cities in terms of individual monthly reports up to 12 times a year" was announced last Wednesday by C. E. Hooper, of C. E. Hooper Inc.

He called it the "most significant announcement of the Hooper firm since 1940, when the availability of local city-by-city Hooperatings was made known."

Already Operating

The new schedule already is in operation on television in New York, Los Angeles and Detroit, and on radio in Los Angeles. The development, Mr. Hooper said, was made possible "by modifications of, and adaptations in our confidential method, designed to (a) increase frequency and speed of service, and (b) increase the scope of programs and time periods rated."

He said the improvements have been made without altering comparability with past Hooperatings.

The announcement listed two factors involved in the change, greater frequency and greater scope.

It will now be possible, the company explained, to have individual program Hooperatings in individual cities up to 12 times a year, with each month's report delivered before the end of the following month. ("Local\" Hooperatings are now typically published three times a year.)

The expanded Hooperatings also will include early morning radio and late evening radio and television indicative ratings.

Upon their acceptance, the firm said, these reports will replace the "typically" three-times-a-year city-by-city Hooperatings. The announcement anticipated that with cooperation of radio and TV timebuyers and sellers they will be in publication "in most cities" by October.

The development "offers relief from the (a) tardiness, (b) infrequent publication and (c) failure to rate all programs which have been the only valid criticism of city Hooperatings to date," the announcement said. It said the new service also should be welcomed in the industry as "an escape route from the welter of conflicting local rating services which have sprung into being."

Letters and individual presentations are being used to explain the expanded service to radio and TV stations in major markets. Timebuyers will be given full details upon request, the company said.

PHILCO AWARDS

For Technical Achievements

SOME 1,200 research scientists, engineers and other technical personnel of Philco Corp. were on hand at a company dinner last week in Philadelphia, announcing the company's first annual Research and Engineering Achievement Awards. A total of 130 awards consisting of blocks of Philco common stock will be presented each year to those "making outstanding technical achievements."

The highlight of the evening was an address by Leslie J. Woods, vice president and director of research and engineering, who spoke about the opportunities ahead for Philco engineers. "Philco management is engineering minded," he stated, pointing out that many of the company's top executives have engineering backgrounds, including its president.

Mr. Woods outlined the expansion of Philco's engineering activities during recent years and said that expenditures for these activities in 1951 will exceed $7,000,000.

William Balderson, president of Philco, and John M. Otter, vice president and general manager of sales, also addressed the group.

White Agency Branch

L. E. WHITE Jr., of the White Advertising Agency, Tulsa, has announced opening of a branch office in Oklahoma City. Steve Olesiuk, advertising veteran, has been named manager of the new office, located in the Exchange Bldg.

EDUCATION

Radio-TV Role Analyzed


AN overall analysis of the status of education through radio and TV is presented in this "Twenty First Yearbook of the Institute for Education by Radio as the latest edition of Education on the Air is subtitled. Included are addresses by Ralph W. Hardy, NAB director of government relations; FCC Commissioner Frieda B. Hennock, Commissioner H. V. Kaltenborn and Comr. Paul A. Walker.

General topics discussed include: Do We Need a New National Policy for Radio and Television?; Radio and U.S. Foreign Policy; Educational Television—a Progress Report; Television Training in Colleges and Universities; Educational Administrators Look at Radio and Television; Promotion of Educational Programs; Educational Broadcasting Through Commercial Stations; Radio in Agricultural Broadcasting, and Radio Writing and Production. Reports of several clinics held at the Twentieth Institute for Education by Radio also are given; among them are Clinic for 10-Watt Stations, Clinic for Campus Stations, and Clinic for Educational Stations.

WLW Asks MacArthur

ACTING on published reports that GIs in Korea were complaining in letters home that they were not getting enough food, Milton Chase, WLW Cincinnati news commentator, asked Gen. Douglas MacArthur about it. Last week the general wired Mr. Chase that American soldiers in Korea were getting "ample clothing and food" and that "there is no concern regarding provisions made for the care of the soldiers."

The reply was picked up by wire services and received nationwide attention.
'FREEDOM' AWARDS

Cavalcade,' Others Cited

PROGRAM Cavalcade of America, of E. I. duPont de Nemours & Co. Inc., Wilmington, over NBC received top radio honor by Free-

doms Foundation, as "non-profit, non-political, non-sectarian awards foundation" which last week an-
nounced its 1950 awards for "Americans who make outstanding con-

tributions to a better un-

derstanding of freedom by the things which they write, do, or say."

Awards were made in the fol-

lowing categories: advertising campaigns, single cartoon strips, college commencement addresses, community programs by boys, and/or community programs by men's and/or wom-

en's groups, company employee publications, editorials, general category, high school commencement addresses, magazine articles, 16mm motion pictures, 35mm motion pic-

tures, photographs with captions, public addresses, radio programs, sermons, union publications and civil defense. For each category, a total of $5,000 in cash awards was made, along with Honor Medals and Certificates of Merit.

General Omar N. Bradley, chair-

man of the Joint Chiefs of Staff, presented the first and second-

place awards in special Wash-

ington's Birthday ceremonies at Val-

ley Forge, Pa. The remaining awards are to be presented at reg-

ional ceremonies throughout the country during March and April.

radio other award winners:

SECOND PLACE:


THIRD PLACE:


FOURTH PLACE:


America Is People, recorded for broadcast Armed Forces Radio Serv-

ices of the Armed Forces Informa-

tion and Education Division, Wash-

ington. America Speaks, public service broad-

cast Sept. 16, 1950, WFBH Balti-

dore. Forward America, broadcast re-

corded by World Broadcasting Sys-


ians Speak Up, series by Dr. Her-


HONOR MEDALS:

Life With Luigi, sponsored by Wil-

liam K. Wrigley, on CBS Sept. 19, 1950. One Nation Indivisible, series by CBS.


CERTIFICATES OF MERIT:

Detroit Public Schools, Div. of In-

struction, Dept. of Radio Education, Detroit. Stamford High School Day, WSTC Stamford, Conn. Junior Town Meeting, series sponsored by Nat'l. Conf. of Christians and Jews, WTGH St. Paul, Minn. The Ohio Story, series sponsored by Ohio Bell Telephone Co., Cleveland, on WTAM Cleveland. Story of A School and A Neigh-

borhood, WAVV New Haven, Conn. I Speak For Democracy, Willard Winkler, single broadcast, Wilber, Neb., submitted in Voice of America contest. Radio Station WBLI, Hempstead, Long Island, N. Y. American Democracy, William Leon-

ard, single broadcast, Waterloo, Iowa, submitted in Voice of America contest. I Speak For Democracy, Donald Wilson, single broadcast, Lemoore High School, Lemoore, Calif., sub-

mitted in Voice of America contest. Standard Oil Co. of Ohio, intermis-

sion broadcast talks on Cleveland Orchestra Sunday afternoon pro-

gram, Midland Bldg., Cleveland. George Washington Carver, Chiloris

(California)

(Continued on page 49)

CENTRAL OHIO HAS A BIG APPETITE FOR FOOD

and WBNS, Columbus, is first with listeners and advertisers

Healthy appetites call for big food orders. Why not sell your brand via WBNS? Latest Hooperatings show that WBNS has more Central Ohio listeners than any other station. And in the Columbus zone, WBNS has the highest percentage of listeners every night of the week. That's why WBNS is first choice with advertisers, too. Write us for latest ratings or ask your John Blair representative. Then watch your sales figures grow fat when you sell through WBNS.

Here's food for thought: WBNS covers the rich Central Ohio market best

FOOD SALES TOTAL OVER
$222 MILLION ANNUALLY*

*Source: Latest SRDS Cons. Mkt.

Here's food for thought: WBNS covers the rich Central Ohio market best

why WBNS is first choice with advertisers, too. Write us for latest ratings or ask your John Blair representative. Then watch your sales figures grow fat when you sell through WBNS.

CENTRAL OHIO'S ONLY CBS OUTLET

February 26, 1951 • Page 37
LeVALLY CLOSES

LeVALLY Inc., three-year-old Chicago agency with $4.5 million billing, was preparing last week to close its doors "on or before May 1" because of the illness of Norman W. LeVally, president and treasurer.

Mr. LeVally, in a prepared statement, said he was liquidating the 10-account agency on orders of his physician. He will take an "indefinite rest," but any other plans are "indefinite." He explained, however, the move is a "temporary retirement from the advertising business."

A letter reportedly went from him to all clients Feb. 17, notifying them of cancellation of the account within 30 days. Two of the firm's major clients, both users of radio and TV, were Household Finances Corp., Chicago, and Frank Fehr Brewing Co., Louisville, which announced their plans to name new agencies about a month ago. Fehr, which uses local AM spot and TV programming, plans "no curtailment" in its use of either. It will name an agency which has had brewery advertising.

Other Accounts

Other LeVally accounts which will name new agencies are Marathon Corp., Menasha, Wis. (paper products); Hamilton Mfg. Co., Twin River, Wis. (clothes dryer); Deep Freeze Appliance Div. of Motor Products Corp., North Chicago, Ill.; Kitchen Art Foods Co., Chicago (tuna mixes); Booth Rad. Labs, Chicago; John Meek Industries, Plymouth, Ind. (TV sets); Virginia Pine Inc., Chicago (VP deodorant); Snappy Cheese Co., Dan- mark, Wis.; American Family Magazine; Chicago Electric Mfg. Co. (appliances).

Only broadcast accounts are Kitchen Art Foods, which uses AM spot, and Deep Freeze, which bought local TV programs in Chicago.

Mr. LeVally, who is 45, established his own agency three and one-half years ago while working as equal partner with John W. Shaw, head of the Chicago agency of the same name, in Shaw-LeVally for three years. Mr. LeVally, a former account executive at Leo Burnett, has been in the advertising business 20 years.

He reportedly turned down an offer of six key executives within the agency to assume management of the operation. The group was understood to have included James G. Cominis, vice president and general manager; Stuart H. Reese, vice president in charge of art; Robert E. Blackburn, vice president in charge of copy; Rhoades V. Newbell, vice president; Leslie R. Gage, vice president in charge of media and research, and Frank W. Chaffee, vice president in charge of merchandising.

The Chicago firm has offices at 360 N. Michigan Ave., and employs 61 persons.

'DREAM TIME'

Ziv Series Meets Success

As a result of the success of its transmitted radio series Dream Time, Hamilton Watch Co. plans to underwrite a new 12-week series transmitted by Frederic W. Ziv Co.

The quarter-hour series was first offered early in 1950 by Hamilton to a relatively small number of jewelers for local sponsorship. It caught on so quickly that by year's end it reportedly was aired on 417 stations in 46 states, Alaska, Hawaii and Canada.

Hamilton pays for the production costs of the program and has a major institutional-commercial, with open ends for the local jeweler's message. The retail jeweler pays time costs. The show was offered on an exclusive, one-jeweler-to-a-city basis.

A majority of the sponsoring retailers reported that increased sales could be attributed directly to Dream Time. Most jewelers, in fact, repeated the series.

Retailers who sponsored the original series will be given preference when the new series is released. B&B New York, is the agency for Hamilton.

Radio Script Catalog

Booklet, Radio Script Catalog (sixth edition) offering a list of more than 1,500 annotated radio scripts, on free loan from the Radio Script and Transcription Exchange of the Office of Education, is now on sale. Price is 25 cents per copy, available from the U. S. Government Printing Office, Division of Public Documents, Washington 25, D. C.
HONORARY Doctor of Journalism degree is conferred upon Walter H. Annenberg (r), editor and publisher of the Philadelphia Inquirer (WFIL-AM-TV), by Dr. Robert L. Johnson, president of Temple U.

B. C. RADIO MEN
Re-elect Elphicke Pres.
F. H. ELPHICKE, CKWX Vancouver, was re-elected president of the British Columbia Assn. of Broadcasters and representative of the BCAB on the board of directors of the Canadian Assn. of Broadcasters, at the annual meeting at Victoria, B. C., Jan. 29-30. Bill Rea, CKNW New Westminster, was re-elected vice president, and M. P. Pinnerty, CKKK Penticton, was elected director.

After hearing reports from CAB General Manager Jim Allard and Sales Director Pat Freeman, association dealt with a sales presentation kit for use by all British Columbia stations in promoting radio in the province. Civil defense officials and station operators discussed how stations could be of service in case of a war emergency.

KMED COURSE
Teaches Broadcasting
KMED Medford, Ore., last week began a public 10-week course in broadcasting principles. Seven KMED personnel who will assist as instructors are: Jennings Pierce, manager; Ray Johnson, chief engineer; Jack Ellison, promotion and national sales manager; Bud Howes, program director; Bill Hansen, local sales manager; Russ Jamison, production manager, and Katherine Lindsey, continuity director.

The station reported that all instructors will receive the normal salary paid for instructors of extension study. This they will contribute toward a scholarship for a deserving high school student to attend college. Radio Medford Inc., licensee of KMED, reportedly will match the instructors' donation.

Join Liberty
KWIN Ashland and KFIR North Bend, Ore., have signed as affiliates of the Liberty Broadcasting System.

BROADCASTING • Telecasting

RADIO AUDIENCE SIZE
Can Be Increased Despite TV, Study Shows

LOCAL stations can increase average audience size despite the decline in radio listening caused by television, according to a study conducted by Advertest Research, New Brunswick, N. J., on behalf of WCPO New Brunswick.

The analysis is based on matched studies conducted in January 1949 and the same month this year. Comparison of the two periods shows radio listening has declined overall by 23.7%, with the bulk of the drop occurring in the evening, according to Advertest Research. Morning radio listening increased 12.6%; afternoon radio listening fell off 15.2%, and evening radio listening dropped 35.6% during the two-year period, it was found.

This average decrease varied sharply among stations, the research firm noted in supporting the claim that local stations can expand audience despite TV. Advertest Research pointed out that the two studies were based in each instance on more than 8,000 cases, and were matched in every respect.

The area (Middlesex and Somerset counties in New Jersey) was described as "probably unequal in the country for degree and media competition." It is covered by 10 TV, over 25 AM and numerous FM stations.

TV viewing has increased sharply in the two years, especially in evening hours, it was found.

BARRBARA WELLES, women's commentator WOR New York, was feted by station with five-day birthday celebration, from Monday, Feb. 5, through Friday, Feb. 9.

‘THOUGHT WAR’
Report on Korean Activity

PROGRESS in the psychological warfare phase of Korean operations, entailing loudspeaker transmissions to enemy forces and UN radio broadcasts to the civil population, is stressed in a report filed with the United Nations Security Council.

The report, one of a periodic series, revealed that loudspeaker broadcasts from air and ground are "proving effective in complementing the influence of leaflets in inducing surrender of enemy soldiers." During the latter part of November numerous broadcasts and leaflets were employed as psychological warfare was stepped up. Civilian broadcasts were aired by Radio Seoul and Radio Pyongyang giving "authentic news reporting," the report added.

Average Quarter-Hour Ratings
Mon. Through Fri. Oct.-Nov. 1950

<table>
<thead>
<tr>
<th>Pulse, Inc.</th>
<th>Time</th>
<th>WTAG</th>
<th>STA &quot;B&quot;</th>
<th>STA &quot;C&quot;</th>
<th>STA &quot;D&quot;</th>
<th>STA &quot;E&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6:00 A.M. Noon</td>
<td></td>
<td>10.9</td>
<td>4.6</td>
<td>2.6</td>
<td>1.8</td>
</tr>
<tr>
<td></td>
<td>Noon 6:00 P.M.</td>
<td></td>
<td>12.8</td>
<td>5.6</td>
<td>1.8</td>
<td>1.5</td>
</tr>
<tr>
<td></td>
<td>6:00 P.M. Mid-Night</td>
<td></td>
<td>12.5</td>
<td>3.2</td>
<td>2.2</td>
<td>1.5</td>
</tr>
<tr>
<td></td>
<td>6:00 A.M. Mid-Night</td>
<td></td>
<td>12.1</td>
<td>4.5</td>
<td>2.2</td>
<td>1.6</td>
</tr>
</tbody>
</table>

There are 340 quarter-hours of broadcast time Monday through Friday in Worcester.

Of these:

WTAG has a higher average rating than all other stations combined...

300 of WTAG's Monday through Friday quarter-hours have higher ratings than the best rated quarter-hour on any other station heard in Worcester...

Even WTAG's lowest quarter-hour rating (2.3 at 6:00 A.M.) is higher than 168 quarter-hours on other stations heard in Worcester...

Join Liberty

KWIN Ashland and KFIR North Bend, Ore., have signed as affiliates of the Liberty Broadcasting System.

BROADCASTING • Telecasting

WTAG • 580 WORCESTER • 5000 Watts

The Station with the Healthiest "PULSE" in Worcester

PAUL H. RAYMER CO. National Sales Representatives. Affiliated with the Worcester Telegram — Gazette.

February 26, 1951 • Page 30
ICE FOLLIES’ SUCCESS

(Continued from page 25)
campaign, using virtually every station in the city. If it worked, they would be repaid their investment on a sliding scale of increased attendance over the previous year.

Their faith was justified. Attendance increased enough that year to completely absorb the $12,000 they had risked to prove their point.

Eddie and Roy Shipstad and Oscar Johnson have been extremely conscious of television and the effect of its growth on theatrical attractions. They have watched it since its infancy.

Ice Follies was one of the first shows ever to be televised in its entirety, they stated. That was back in 1944 when Philco was operating its experimental TV station in Philadelphia.

From time to time since then, and quite consistently in the past two years, Ice Follies has cooperated with stations in presenting the show on video. However, it has established a policy of never telecasting a complete show, and never more than three or four minutes consecutively.

TV Spots Newest Addition

Ice Follies has added well-produced TV spot film to its series of radio spots in the past few years.

For the division of budget appropriation between radio and TV, Ice Follies management and Walter McCreery Inc. have worked out an interesting formula which is recommended to arena management in television areas. The money is proportioned in direct relation to the number of radio and television receiver sets in each area.

In most instances where video has been included in the budget, additional funds have been appropriated so that the expense of the newer medium is not subtracted from radio.

While most of the Ice Follies plan concerns spot radio because it is best adapted to the peculiar problem of the traveling ice extravaganza, Shipstads & Johnson have made effective use of network radio for a specific purpose.

Each September when Ice Follies has its annual world premiere in Los Angeles Pan-Pacific Auditorium, a half-hour show is broadcast over a tailor-made network of Mutual Broadcasting System. Some 50 stations are used to cover quite thoroughly the 20 areas in which Ice Follies will appear during its winter tour.

This broadcast is designed to show-case the first performance of the new edition, thus giving regular Ice Follies patrons an idea what is in store for them when the production reaches their community.

Its format is the narrative-interview type, Top network names are used as interviewers. Among them are Ken Carpenter, Frances Scully for the women’s angle, Johnny Grant, Bill Walsh and others.

The narrative includes a building up of a Hollywood premiere and top name motion picture talent in attendance are interviewed.

Some form of line reversal has been used in the network program on several occasions. One year Ted Husing interviewed General John Reed Kilpatrick, president of Madison Square Garden in New York. This was fed into the line at the Hollywood originating point.

Last year a local cut-in was featured. In each area the local arena manager, a friend of long standing and an important personage in the community, congratulated Eddie and Roy Shipstad and Oscar Johnson on the 15th anniversary of their ice production. A special closing tag in each city gave Ice Follies playing dates for that area.

Ads are run on the local newspaper radio pages listing station and time of broadcast. In addition, spot announcements are employed to plug the coming network show. This type of promotion has paid off in a surprisingly large unsolicited mail pull for a one-time network special event type broadcast, according to Mr. McCreery.

As do the AM transcriptions, TV film spots and other Ice Follies advertising, production of these annual network “specials” come under personal supervision of Mr. McCreery. He considers Ice Follies his particular “baby,” having been associated with it for 12 of its 15 years of existence.

A pioneer in Western radio and advertising, Mr. McCreery has the reputation of being a perfectionist.

He was a member of Smith, Bull & McCreery Inc., Hollywood, before forming his own agency a few years ago. And whenever Mr. McCreery has gone, Ice Follies has followed.

Local Campaigns Also Handled

Besides representing Ice Follies as advertising agency, Walter McCreery Inc. has handled campaigns on the local level with conspicuous success for arenas in Los Angeles, Chicago, New York, Philadelphia, Portland, Ore., and San Francisco.

Because cost of radio and TV operations for Ice Follies are scattered among a score of widely separated advertising budgets, it is difficult to arrive at an exact dollars and cents figure, according to the ice production owners.

However, combining the production costs of the material furnished by the traveling ice extravaganza and the cost of station time used in each city for spot radio and TV, an estimate for the total would approach $300,000 for the 48-week tour of 20 cities, they said. Rule-of-thumb percentage for the radio and TV portion of the over-all advertising budgets has been approximately 20%.

The executive organization of Ice Follies is quite simple. It is a partnership solely owned by the two Shipstad brothers and Oscar Johnson.

The operation, too, is conducted with a surprisingly small staff. The three owners closely supervise both the business and production phases.

P. K. von Egidy is executive director and was a well-known Los Angeles announcer-sales executive before he joined Ice Follies as an important figure in its early growth.

With a cast of 166 professional skaters, Ice Follies headquarters are in Portland, Ore., and offices in San Francisco, Los Angeles, where a new $100,000 building is being erected to house operations.

Eddie Shipstad and Oscar Johnson were skating partners doing a professional comedy act when they first got their idea that a musical show on figure skates could be successful. But it wasn’t until March 1933 when with aid of brother-in-law, a professional teacher of figure skating, that they carried their idea out.

They presented The Greatest Arena Show in Minneapolis Arena. It was a simple, home-made program and the proceeds were used to buy a ship for the newly formed Ice Shipstads and Pacific Audiences, Inc., to tour the world.

A professional partnership was formed, but the skaters still perform in their own plant.

A new partnership, however, was formed in 1944 that has put the town under strict quarantine. First night audience on Nov. 7, 1936, virtually was out-numbered by the small cast, the three producer-owners relate.

Since those days the cast has grown to its present 166, and production has become steadily more elaborate and spectacular. Where audience was then but a few scattered people, a recent annual audience has attracted some 1,000,000 people, and at least some of their admission the company has received.

Back in its early days, the company had to go to Tikal, Guatemala, and ice skating was but a dream. Now they are in charge of a world-wide operation, and it is fair to say, after 23 years, there is no end in sight.
NEWS DANGER

AM NEWSCASTERS were told that their greatest danger comes not from TV but from their own smugness.

This charge was leveled by Prof. Basket Mose, Medill School of spoke before more than 50 radio • services were discussed at a panel with Mr. Hilton as leader and Don Richardson, KAUS Austin, Minn.; Ed Brandt, United Press field representative, and George Moses, associated Press bureau manager, as participants. Charles McGu., KRT Des Moines, led a panel on "How to Make the News Show Different," with Prof. Charles E. Swanson, U. of Minnesota School of Journalism, and Dean Montgomery, KELO Sioux Falls, S. D., taking part.

A panel on crime news on the air broad good because some of the taboo on broadcasting such news are beginning to disappear. Crime news, said the participants, should be treated with the same "responsibility and judgment that are applied to any other news, "always with the added problems of good taste that characterize news broadcasting." Mr. Kruger was chairman of the panel; Paul Presby, the Minnesota Star, Paul Ziemer of WKBW LaCross, Wis., and Sheriff Ed Ryan of Hennepin County, Minnesota, the participants.

The fourth panel, dealing with use of recording devices in news broadcasting, was led by Julian Hoshal, KYSM Mankato, Minn. Assisting him were John Leslie, WOKW Mankato.

Two speeches by foreign correspondents were given to the short course—one by Herbert Lewis of the St. Paul Pioneer Press, just re- turned from Southeast Asia, and the other by Philip Potter, Baltimore Sun foreign correspondent, who was wounded in Korea last fall.

Northrop Dawson, program director of KUOM, the U. of Minnesota station, played a sample of the new KUOM documentary series, Minnesota Mid-Century, which is being furnished on discs to 39 of the 44 AM stations without charge. United Press played host to a cocktail party Friday evening.


WIND Chicago will broadcast Indiana High School Basketball Tournament for 16th year under sponsorship of same client, Northern Indiana Public Service Co. Bud Campbell will handle commentary on games, three daily on the four Saturdays beginning Feb. 24.

TWO-YEAR rights to services of Penny Pruden (i) and Penny Pruden's Pantry Inc., Cincinnati club, and product testing outlet, are assigned to WLW-WLWT(TV) Cincinnati as Robert E. Dunville, president of Crosley Broadcasting Co. (WLW) "looks on. 'Penny's Poetry' will be a merchandising service of the radio TV stations.

KOREAN POLL

House Hears KSUM Results

A RADIO station's poll of listeners on the Korean situation was presented by the House of Representatives by Rep. Joseph C. O'Hara (R-Minn.).

The poll was conducted in a one-week period, January 30 to 31 by KSUM Fairmont, Minn. Two questions were asked: Whether the U. S. should pull out of Korea and who should determine whether America's military presence, Congress or the President.

According to Rep. O'Hara, the poll showed 98% of the respondents believing the U. S. should take its troops out of Korea, 97% said Congress should make the decision on whether troops be sent abroad.

RADIO PRAISED

"Public Spirit" Hailed by Congressman

AN ELOQUENT appraisal of the radio industry's "vigilance and public spirit" in cooperation in the same term in the House.

Hagen pointed out that at the time radio stations were singing out radio stations because "in these times, when it seems to be popular to criticize and find fault, we very often overlook the great good accomplished by Americans and American industry.

Referring to the "iron rule of dictatorship," Rep. Hagen noted the contrast between the operation of the radio station and the bu- behind the iron curtain "where radio is used constantly to divide and subjugate the people, to thwart the freedom of mankind, and to instill hatred and greed into the hearts of the citizens.

He concluded: Compare this use of radio with the operation of the radio stations in America. We are all familiar with the public service programs of the American radio industry, the free- time made available for the purpose of education and the sharing of knowledge, the programs dedicated to humanitarian causes, the unselfish devotion to the ideals of freedom of speech and expression, and the constant effort to make life better for all our people as well as the people of all the world.

The radio industry of America stands unchallenged in its service to the ideals which are America's heritage and the industry asks nothing in return. It is this ability to operate freely in a land where freedom is the para- mount tradition.

In passing tribute to the radio industry, Rep. Hagen pointed out how KROX Crookston, Minn., an independent outlet, has contributed its share of public service

to its community.

The Congressman cited service of KROX and other stations which saved lives and avoided property damage during destructive floods in the Crookston area last year. Another incident, he said, was a public service campaign launched by KROX which succeeded in apprehending a hit and run driver.

Rep. Hagen concluded: "I am proud of these services KROX is giving to its community. I am more proud to know that hundreds of radio stations all over America are equally vigilant and equally public spirited.

"We need have no fear for the future of our democratic way of life as long as we have free and unafraid avenues of information. Our freedom of life is safer and more secure because of the services of America's radio stations, television stations, newspapers, magazines and other publications..."
AUTO RADIOS

CHANCE that an auto radio will be turned on increases with the number of passengers, according to a study of car listening made in Georgia by Donald P. Schrader, radio journalism instructor at Iowa State U.

This important audience, often overlooked, takes on added significance with TV's growth, according to Mr. Schrader. In addition, the auto and portable radio audience offsets the normal summer drop in the case of in-home listening.

The Schrader study was conducted in Macon, Ga., last August, with 12,000 interviews and observations made at traffic lights, drive-in theaters and restaurants, and ball parks.

In general he found:

Men are more likely than women to listen to the car radio.

- Likelihood the car radio will be turned on increases with number of passengers.
- Likelihood the set will be turned on at a given time increases with the distance the car has traveled that particular trip.

Interviews were conducted between 7 a.m.-8 p.m. weekdays, covering both white and negro drivers. So few negro drivers were found that they were eliminated from the findings.

Of all cars observed parked on streets in downtown Macon, 65.66% had radios, and 71% of all cars in which drivers were interviewed had radios. This may be accounted for by the fact that other research has shown that cars with radios are driven more than cars without radios (When 1949 Study of Iowa Radio Audience), Mr. Schrader said. Thirty-seven percent of all car radios were turned on at the time of the interview, but this figure is given more significance when reported by sex, time and distance traveled, he said.

The following table reports listening by sex:

<table>
<thead>
<tr>
<th>SEX</th>
<th>TOTAL % LISTENING BY SEX IN RADIO CARS</th>
<th>% RADIO CARS IN WHICH</th>
<th>No. In Car</th>
<th>RADIO ON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td></td>
<td></td>
<td>1</td>
<td>73.3</td>
</tr>
<tr>
<td>Female</td>
<td></td>
<td></td>
<td>2</td>
<td>73.3</td>
</tr>
<tr>
<td>Male &amp; Female</td>
<td></td>
<td></td>
<td>3</td>
<td>73.3</td>
</tr>
</tbody>
</table>

The fact that listening generally increases as the number in the car increases is clear from the following table:

<table>
<thead>
<tr>
<th>LISTENING BY NUMBER IN CAR BY SEX</th>
<th>% RADIO CARS IN WHICH</th>
<th>No. In Car</th>
<th>RADIO ON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td></td>
<td>1</td>
<td>73.3</td>
</tr>
<tr>
<td>Female</td>
<td></td>
<td>2</td>
<td>73.3</td>
</tr>
<tr>
<td>Male &amp; Female</td>
<td></td>
<td>3</td>
<td>73.3</td>
</tr>
</tbody>
</table>

The likelihood that a driver will have his radio on enroute to work in the morning is also determined by the distance traveled. Interviews were conducted at the entrance to industrial plants and military installations from 7 a.m. to 10 a.m., with the results shown as follows:

- PER CENT OF RADIOS ON BY DISTANCE TRAVELLED TO WORK

<table>
<thead>
<tr>
<th>DISTANCE TRAVELLED</th>
<th>PER CENT LISTENING</th>
</tr>
</thead>
<tbody>
<tr>
<td>One to three miles</td>
<td>16.5%</td>
</tr>
<tr>
<td>Four to six miles</td>
<td>39.5%</td>
</tr>
<tr>
<td>Eighteen to twenty-two miles</td>
<td>47.4%</td>
</tr>
</tbody>
</table>

The percent listening varied little from day to day, and the high station identification is construed as further indication that this is regular listening. Ninety-three percent of all those interviewed on their way to work could identify the station to which they were listening.

From 1-3 p.m. interviewing was conducted at traffic lights on main highways through the city. Twenty-three percent of all radios were turned on, and 98.3% named the station to which they were listening.

In the evening, 28% of the radio-cars entering drive-in theaters and restaurants and ball parks had their radios on, and 86% of the drivers named the station to which they were listening.

It is difficult to come to any conclusion about the program preference of car listeners in the morning and evening because all four stations in Macon had similar programs, according to Mr. Schrader. In the afternoon major league baseball had the largest audience.

Listening on the car radios was to local stations. The number of radios tuned to non-Macon stations was less than one-tenth of one percent.

WHDH PROJECT

Controls Unwanted Brush

THE BRUSH CONTROL project of WHDH Boston is being hailed throughout New England which can save railroads, public utilities and farmers millions of dollars annually.

WHDH is successfully combating rapid growth of brush at its transmitter site in Needham, Mass., where constant resprouting was obstructing ground wires and threatening transmitter operations. Attempts in 1948 and 1949 to destroy the brush failed. But Robert B. Choate, publisher of The Boston Herald-Traveler, which owns WHDH, was convinced that science—plus determination and ingenuity—could solve the problem. In December 1949 he initiated the current project.

Heading the project were Dr. Frank E. Egler, plant ecologist, with the program carried on under Philip H. Baldwin, WHDH, chief engineer; and John J. McGrath, WHDH managing director. Results have been successful beyond expectations and at a cost below other brush-killing methods.

ANTENNAS

FCC Procedure

FCC REVISED Part I of its rules to establish internal procedure for handling applications in the light of the provisions for aeronautical study of antenna sites contained in the recently adopted Part 17 of its rules [BROADCASTING • TELECASTING, Jan. 1].

The Commission said the amended rule, Sec. 1.377, provides that applications presented in station applications will be examined by the antenna survey branch of its chief engineer's office and if an aeronautical study is necessary, the information will be forwarded to the appropriate Commission bureau for further action. If study is needed, the data will be forwarded to the appropriate regional airspace subcommittee of the Civil Aeronautics Administration.

Those cases in hearing, in which no initial decision has been made, will be handled on a case-to-case basis and no special provision has been made, FCC said. In general, FCC said it did not believe it would be necessary to reopen records already closed to take evidence pertaining to air safety, but in some cases where the record is not closed, such evidence may be desirable.

ANDREWS TO TEACH

Leaves Consultant Field

L. W. ANDREWS, who for the past several years, has served in the capacity of radio consultant, through his经营 records, L. W. Andrews Inc, left the consulting field Feb. 17.

Mr. Andrews took the step in order to be free to instruct in and supervise the Eastern Iowa Radio School which he has developed from a night school to a full time school.

In leaving the consulting business, Mr. Andrews is requesting FCC to dismis the CP for his radio station, KFMA Davenport, Iowa. A corporation has been formed, however, to be known as the KFMA Broadcasting Co, and an application has been filed for his facilities with the FCC.

NEW DIRECTOR

At Fordham U. Station

APPPOINTMENT of Rev. Leo McLaughlin, S. J., as director of WFUV (FM) Bronx, N. Y., Fordham U. station, and a reassignment of station personnel, were announced last week.

Personal changes include Judson La Haye Jr. to chief supervisor, and assistant to the director; William A. Coleman to director of national emergency operations; Edwin J. Turner to chief announcer; John J. Mahoney to under-graduate supervisor of production, and August A. Rickert to director of publicity and promotion.
LaMOTTA FIGHT
'All-Time Great'—Pabst

"WITHOUT a doubt, the LaMotta-Robinson classic will go down in history as one of the greatest sports events ever staged," according to Nate Perlstein, director of advertising for Pabst Sales Co., Chicago, radio and TV sponsor of the bout.

"We are delighted that we could bring this event to the millions who could not attend in person. The fact that some 15,000 people came out in person indicates that the public is hungry for well-matched and carefully-planned sports events. We are happy to be playing a part in keeping sports alive.

"For many years, Pabst Blue Ribbon has taken an active interest in the development of sports."

Lester Malitz, vice president of Warwick & Legler, New York, was agency supervisor of the event.

BEST PROGRAMS

Named by Los Angeles Poll

NBC Halls of Ivy and ABC-TV

The Ruggles were named the outstanding radio and television programs, respectively, of the past year in the second annual awards poll announced last week by the Southern California Assn. for Better Radio and Television.

Selected as "outstanding" in other categories were: Drama—Radio, CBS Lux Radio Theatre; Television, The Ruggles; Comedy and Variety—CBS Jack Benny Show; CBS Alan Young Show; Music—NBC Standard Hour; KTLA Harry Owens' Hawaiians; Education and Information—CBS University Explorer; KFI-TV University; Reporting—News Interpretation—CBS Chet Huntley; KLAC-TV Clete Roberts.

Programs were selected from those heard in the Los Angeles area.

CIVIL CENSORS

Urged For Korean News

PUBLIC representatives as well as military personnel should set policy on news censorship in Korea, M. M. Oppegard, president of the Grand Forks Herald, licensee of KILO Grand Forks, N. D., said in Chicago Feb. 13. He spoke at the midwinter meeting of the Indiana Daily Press Assn.

Pointing out "there should be some kind of civilian committee dealing directly with military authorities in Korea," Mr. Oppegard said "they should have sufficient official recognition that they could argue with the military over the wisdom of withholding information the military wishes suppressed." He concluded that "when what we are to be told rests wholly with the military, the suspicion arises that what is blacked out is something which would reflect on our military leadership."

Our belief

Religious Freedom is a most cherished right.

Our belief in action

WGAR offers its mike... free...to all creeds and to all religions. Every Sunday morning for 13 years, WGAR has presented the "Hour of Worship." This public service is an example of religious freedom in action.
THE LATEST WCKY STORY

WCKY IS THE ONE TO WATCH IN 1951!

JANUARY 1951 SHOWS A LARGE INCREASE OVER JANUARY 1950 FOR WCKY

MAIL

32% more mail was received in January 1951 over January 1950. 95,692 pieces from 41 states and 16 foreign countries, all ordering WCKY advertised merchandise.

ADVERTISING

NATIONAL ADVERTISERS spent 11% more in January 1951 than January 1950. National advertisers know that in Cincinnati WCKY gives them more listeners at less cost.

LOCAL ADVERTISERS spent 6% more in January 1951 than January 1950. The local boys know what stations produce for them and they keep coming back for more and more WCKY advertising.

BOTH LOCAL AND NATIONAL ADVERTISERS KNOW THAT

IN CINCINNATI

YOUR BEST BUY

IS WCKY

INVEST YOUR AD DOLLAR WCKY'S-LEY
THE LATEST WCKY STORY

RESULTS

NO WONDER WCKY KEEPS INCREASING YEAR AFTER YEAR! RESULTS LIKE THIS BRING ADVERTISERS BACK EACH YEAR AND EACH YEAR WCKY PRODUCES BETTER RESULTS:

"OUR CLIENT, GALGANO RECORDS, HAS TO DISCONTINUE THEIR RECORD OFFER. WE CAN'T GET DELIVERY. WHO'D EVER FIGURE THAT WCKY ALONE WOULD SELL IN EXCESS OF 200,000 RECORDS IN LESS THAN 4 WEEKS."

Alvin Eicoff
Marfree Advt. Corp.

WATCH WCKY IN 1951!

FIFTY THOUSAND WATTS OF SELLING POWER
TV for Tycoons Only?

RADIO AND television manufacturers and broadcasters are exercised over the excise tax for. Understandably so. Pending legislation, proposed by the Treasury, would buck the excise impost from the present 10% to 25%, lumping radio and TV sets in with "durable goods" in the luxury class. Luxury to be legalized with the whole civil defense plan is built around the broadcast media as the "communications nerve center"? Is it fair to raise the cost of receivers to the point where only those in the upper income brackets can afford them?

The problem for radio isn't nearly as serious as for TV. There's virtual aural radio saturation now, and the units are lower in price. But in TV, a 26% tax on a $300 set would practically price the unit out of the reach of the average citizen.

We're glad to see the Radio-Television Mfrs. Assn., NAB and CIO-UEW go all out in opposition to this rankly discriminatory impost.

Owning a radio and TV set in the U.S. is a "luxury" enjoyed by no other people. It is the "luxury" provided by the broadcast arts which were born, nurtured and developed by Americans, making them the best-informed populace in the world. And the most accessible in times of stress.

Voice or Babel?

SENATOR BENTON'S proposal for a Senate investigation of the Voice of America and related government propaganda efforts strikes us as deserving of prompt and sober attention.

A full-dress inquiry is needed to find out whether our propaganda arm is as much or asß as it ought to be. Mr. Benton reported that an expansion of the staff of the Voice and its sister services is in the wind, that the budget for fiscal 1953 authorizes a total payroll of more than 13,000.

As Mr. Benton pointed out, that would be a staff larger than the number of people employed by NBC, Associated Press and Metro-Goldwyn-Mayer put together. We suspect that unless there is a corresponding change in operations and policies, the State Dept, in building up the Voice staff to that enormous total, will be adding fat, not muscle.

So far there seems to have been no serious effort to include among the Voice personnel any appreciable number of practical broadcasters—men who have demonstrated their abilities in the tough climate of commercial competition. True, such outstanding figures as Brig. Gen. David Sarnoff have given advice to the Voice on an informal and consultative basis for some time. James D. Shouse, chairman of the board of Crosley Broadcasting Co., has been conducting a special survey intended to discover means of enlarging the overseas audience to Voice broadcasts.

The advice of such men is worth far more than the government could afford to pay. They, and others like them, are willing to help the Voice, despite personal sacrifice, because they recognize the peril of our present crisis. The pitty is that the services of so few men of such stature have not been enlisted by the government.

We fear that unless a very much greater effort is made to create at least a core of practical radio experience in the vast staff of the Voice, the government will build a huge and awkward broadcasting service in the image of most bureaucracies.

The fact is that the Voice of America should not only serve to pump a U.S. information and education program around the world, in answer to the propaganda effort of the Soviet. It should also prepare the way for its own liquidation.

Eventually, when the present tension is relieved, it should be possible for free radio systems—like the one that flourishes in the U.S.—to exist everywhere. Government-operated radio is out-of-order with the fundamental American concept of government. It is at best a temporary expedient to which we are driven in a period of international controversy.

It seems to us that if a greater number of practical broadcasters exerted their influence on the Voice, two desirable ends would be attained. First, the effectiveness of the service would be improved. Second, the Voice would not become the tool of professional bureaucrats determined to perpetuate it forever.

TV, NG: CIO

TELEVISION has been blamed for the collapse of the theatre boxoffice, for bankruptcy speculators, in short for all theills of other enterprises that cannot easily be excused by some more obvious cause.

Last week television was even indicted for union-busting.

The CIO News reported that TV was keeping members away from union meetings. Absenteeism from union meetings is an offense just short of treason, so it is safe to say that the CIO leaders must think of TV as a scabrous influence indeed.

We agree with the CIO that it must be difficult to make a strategy committing figures as beguiling as, say, an evening with Faye Emerson. Perhaps the solution for the CIO is to harness TV to its own use—surprise the amateurs by chasing them right into their own homes.

Union leaders, performing on TV, could surround themselves with showmanlike trappings—a chorus of shapely dancers, for example—and keep the boys glued to the sets. It is not impossible that the TV tunes of thing old Sam Gompers would have done, but then things were different in his day.

On the House

AFTER THREE long years, the House Interstate & Foreign Commerce Committee is ready to consider the McFarland Bill (S 658), which has passed the Senate three times. It would regularize FCC procedures to expedite handling of business, and it would place the full burden of responsibility upon the FCC itself—not its staff.

We have supported the McFarland measure because we have felt that its many good features overshadowed one or two objectionable aspects. There's a provision to allow the FCC to issue "cease and desist" orders, as a sort of middle-ground sanction against law violators. We have always been wary of this provision for fear that it might be abused. Licenses have been accepted to accept it, however, as a small price to pay for the benefits that otherwise would accrue.

The House committee certainly isn't committed to all of its provisions. We hope that it will appraise the "cease and desist" provision and that it will move toward its elimination in any joint conferences between Senate and House.

THOMAS JAMES ALLARD

WHEN CANADIAN broadcasters this week hear a report on the activities of their national association, it will be the third such report given them by youthful Thomas James Allard. Sandy-haired, thin, dynamic and serious Jim Allard will not mince words; he will give the Canadian Assn. of Broadcasters in convention at Quebec the facts about their industry as he sees them from the vantage point of general manager of the association with headquarters in Canada's capital city, Ottawa.

Mr. Allard has been representing Canadian broadcasters at Ottawa since 1943, and knows practically all Canada's members of Parliament personally through frequent contact in the interest of the Canadian independent broadcasters. When he first went to Ottawa from the Canadian west, from where so many of Canada's most aggressive broadcasters have come, it was his job to sell radio to the men and women in the Canadian Parliament. He went to operate the co-operative Canadian Radio Bureau, an office whose main aim is to have members of Parliament record weekly or less frequent reports to their constituents, the record to be aired over the hometown station. These Reports from Parliament Hill are now a regular feature of Canadian broadcasting.

Canada has two official languages, English and French. Outside Quebec province and a few scattered section of western Canada, French is however seldom spoken. The majority of Canadians speak only English. Mr. Allard was no exception when he went to Ottawa. Like all Canadians he had learned French at school, but that was not a speaking knowledge of the language. So when he went to Ottawa, which is separated from Quebec province by the Ottawa River, he decided he had better brush up on his French. After all there would be French-speaking members of Parliament to see, and they would appreciate seeing a representative of Canadian broadcasters who could speak their language. There also were French-language station members of the Radio Bureau.

Mr. Allard did so well in his French that his first report to the CAB membership on their co-operative Radio Bureau was given verbally in both English and French. That made a big hit with French-language station operators. Mr. Allard has continued his study of French and is a member of the Elloquent, Elegant and Erudite order of Orateurs du -
3,163,033 Different People Listen to WOV at Least once a week!

WOV is your best bet for Sales Impact, Coverage and Economy

YOU CAN BUY:

1,972,921—Italian Listeners
1,190,112—English Listeners*
3,163,033 DIFFERENT PEOPLE

at a cost of approximately
11 cents per THOUSAND PEOPLE reached — naturally
you’ll reach most of these people several times weekly.

*WAKE UP NEW YORK • 1280 CLUB • RAMBLE IN ERIN—PRAIRIE STARS

WOV’s New Animated Sound Film
“3,000,000 People” tells the whole story.

730 FIFTH AVE., NEW YORK 19
ROME STUDIOS: VIA di PORTA PINCIANA 4

National Representative: John E. Pearson Co.

BROADCASTING • Telecasting

February 26, 1951 • Page 47
abode is at the corner of 46th St. and Fifth Ave.

Born in New York on Feb. 12, 1897, Wally attended De Witt Clinton High School and Cornell U., where he majored in the chemistry of food preservation—a far cry from his present field. During World War I, he was in the Navy, winding up as a deck ensign on destroyer duty. After the war, he went back to Cornell to take an M.S. in food chemistry.

After several weary months behind test tubes and beakers, he decided on a sales job. In 1923, he took such a job with the Klyria Co., which then manufactured glass-lined steel tanks for use in the food processing industry.

The following year, 1924, he married Doris Dunning, a Smith College graduate, and got another sales job, with the old New York World.

Enters Radio Field

A succession of sales jobs followed. In 1926 he met Scott Howe Bowen, who later became a pioneer station representative and found himself with a new kind of sales job—selling radio transcriptions.

He started a major campaign, on his own behalf, with NBC—a campaign that lasted for two years and paid off in 1930 with a spot in the NBC network sales department.

For eight years, Wally Duncan was one of NBC's top sales personnel. In 1938 he was offered a key sales job at WNEW New York. The job was a challenge as well as an opportunity, and he took it.

At WNEW, Mr. Duncan rose quickly—as the station prospered—to be one of the industry's best-paid and best-known sales executives, eventually becoming vice president in charge of sales. He was a prime mover, with Bernice Judis and Herman Bess, in developing WNEW's highly-successful "block programming," formula of music and news.

Mr. Duncan retired from WNEW in 1948 to run a Dutchess County (N. Y.) hog-and-dairy farm of some 400 acres with his wife, two daughters (Ann, 21; Heather, 19), and two sons (Ian, 13; Jeffery, 9). Meanwhile, he accepted a vice president's job on a consultant basis, at WSNY Schenectady.

Finally Wally Duncan decided farm life was a little too isolated. Early last year he moved back to New York and into the top sales slot at WPIX, where he remained until shortly before he assumed his newer duties at the Paul H. Raymer Co.

Mr. Duncan is a member of Phi Gamma Delta, the American Legion, the New York Grange and the Cornell Club of New York. In what little spare time he has, he...
NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS
(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
REGULAR WEEK JANUARY 7-13, 1951

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Radio Market Data for Oakland, California

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

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

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

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

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

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\[RAW TEXT END\]
BILL HUMBERT, manager KVMA Magnolia, Ark., appointed manager KPAS Banning, Calif.

ROSS CASE, production manager KWAT Watertown, S. D., named acting manager, replacing THOMAS L. YOUNG, called to duty with Marine Corps.

WOLTER H. PATTERSON JR., vice president, treasurer and station manager Clinton County Broadcasting Corp. (WIRY Plattsmouth, N. Y.), leaves corporation. The following officers have been elected, JOEL H. SCHEIER, president; THOMAS A. ROBINSON, vice president; JOHN M. NAZAK, treasurer, and ARMAND A. MUNCUS, secretary.

EDWARD P. MORGAN, member of the Washington radio law firm of Welch, Mott & Morgan, last week took office as head of the price enforcement division of the Office of Price Stabilization. He replaced F. Joseph Donohue, who succeeded Guy Mason as District Commissioner. One-time FBI agent and specialist on Fascist, Communist and other un-American groups, Mr. Morgan was associate counsel for Joint Congressional Committee investigating Pearl Harbor.

ROBERT ROHRS, sales department WPAT Paterson, N. J., to sales staff WONE Dayton.

LOUIS E. SMITH, sales-service department WOAI-TV San Antonio, appointed account salesman, succeeding FRED VANCE, resigned. JOHN BAADE, TV commercial manager, replaces Mr. Smith in sales-service.

PAUL H. BENSON appointed commercial manager Palmetto Broadcasting System (regional network), Anderson, S. C.

W. S. GRANT Co., San Francisco, appointed representative for Aloha Network, T. H.

Johnstown's Only Morning Personality

JOE CAVANAUGH IS A WORK-HORSE

off the air and on his show

W A R D

WEEKDAY MORNINGS

W A R D

SEVEN TIL NINE

THE JOE CAVANAUGH SHOW

WARD WVAM

JOHNSTOWN ALTOONA

Represented by Weed and Company

IRVING LICHTENSTEIN, publicity and promotion director WWDC AM-FM Washington, appointed head of newly created publicity-sales promotion-merchandising department.

MANUEL MICHAELSON, FM account executive, and WARREN BOOROM, KRSN Los Alamos, N. M., will assist Mr. Lichtenstein in new department.

KOFO Ottawa, Kans., appoints Bowles & Co., Ft. Worth, as national representative.

MORTON J. WAGNER appointed emergency mobilization coordinator of Radio Wisconsin Inc. (WISC)

Mr. Lichtenstein Madison.

NATIONAL TIME SALES, N. Y., appointed national representative for WLPO LaSalle, Ill.

KEN ADAMS to KGJ Los Angeles sales staff.

PERSONS

GENE TIBBETT, general manager WLOX Biloxi, Miss., elected president Gulf Coast Shrine Club...

BOB WELLS, general manager KIU Garden City, Kans., presented award as "Outstanding young man of year for state of Kansas."... ROBERT T. MASON, owner and manager WMRN Marion, Ohio, elected president of Marion County Republican Club... JACK TIPTON, salesman KEL Denver, spoke on "Radio Advertising," as guest lecturer before journalism and advertising students at U. of Colorado.

H. PETER LASKER, general manager WLWD (TV) Dayton, was guest speaker Feb. 18, at Rotary Club luncheon. He spoke on "The Inside of Television."... BENEDICT GIMBEL JR., president and general manager WIP Philadelphia, appointed to emergency stabilization cooperation committee of city.

HARRY WISE JR., West Coast head George P. Hollingbery Co., L. A., elected chairman of Los Angeles branch, National Assn. of Radio Station Representatives.... LEON WRAY, sales manager KJL Los Angeles, returned to work following three weeks convalescence from abdominal operation... AL HUBBARD, account executive KECA Hollywood, adopts boy, Frederick... FRANK MATHEWS, salesman New York office WLW Cincinnati, is grandfather of girl born Feb. 19.

LEMMON NAMED

GETS WJW EXECUTIVE POSTS

APPOINTMENT of Bill Lemmon as vice president and general manager of WJW Cleveland, Ohio, ABC affiliate, has been announced by William M. O'Neill, president of WJW Inc., licensee of WJW-AM-FM. Mr. Lemmon has been associated with the station since 1940.

Currently serving as vice president and general manager of the affiliated Ohio Music Co., Cleveland's wired Muzak service facility, Mr. Lemmon has had wide experience with station operation and personnel. He also will continue his present duties with the music firm.

Mr. Lemmon joined WJW as a salesman in 1940 when the station was located at Akron, Ohio, and remained in that capacity until he joined the Maritime service for a three-year period during World War II. During those years WJW was moved to Cleveland and Mr. Lemmon returned to head up the music subsidiary, a position he now holds.

Mr. Lemmon

LEMMON NAMED

Extension Granted

G. A. RICHARDS stations last week were granted a 30-day extension to March 21 in which to file proposed findings of fact and conclusions in the case involving license renewals of KMPC Los Angeles, WJR Detroit and WGAN Cleveland. Protracted hearings in Los Angeles and Detroit were completed last December [BROADCASTING • TELECASTING, Dec. 26, 1960]. In the extension petition, it was noted that counsel illness since Christmas Day occasioned a need for more time.

$19,482,000

In Drug Sales

Drug advertisers pick WDRC The Test Station in Hartford, the country's No. 1 Test City, With Wm. Milt, Com- mercial Mgr., WDRC, Hartford 4, Conn. *Sales Management's Figure for Hartford Metropolitan Area.
The following year he was given the added task of looking after all public service activities of the CAB, handling the many requests for free time which flood Canadian stations, helping them with all types of public service activity, keeping a record of these programs and services for the annual reports which Canadian stations have to make to the Canadian Broadcasting Corp. and the Department of Transport.

Work Liked

Two years later the Canadian broadcasters showed Mr. Allard how well they liked his work. In the spring of 1948 at their annual convention they appointed him general manager of their association, a post he has held since and with which he has combined the Radio Bureau and a number of other activities for the service of Canadian broadcasting.

Jim Allard was born at Sault Ste. Marie, Ontario, on July 22, 1914. At an early age he moved with his parents to the province of Alberta, and there, in detaining a large town. His father built schools and Jim attended them. He did well, and at the age of 12 won the Alberta gold medal for an historical essay on Canada's Diamond Jubilee, celebrated July 1, 1927. While going to school Jim played hockey, and later did some refereeing in that winter sport. He graduated from the U. of Alberta with an honorary degree in commerce.

After a short period on Edmont on newspapers, he joined CFCA

NO PIKE(R) was this door prize at a recent luncheon of the Minnesota Sportman, held in Chicago during the Pre-Football Draft Meeting. A Minnesota-caught walleye, it was won by Don Arthur, WDUZ Green Bay program director, shown at left.

Edmonton as an announcer in 1938, then became a continuity writer and news editor of the station. For his excellent job as news commentator and news writer he was given the Citation of Merit of the Asan of Canadian Advertisers in 1943, and this acknowledgement of his abilities was a deciding factor in his being picked for the Canadian Radio Bureau.

Since becoming general manager of the CAB, Mr. Allard has had a part in all his driving force. There was first a reorganization of the entire CAB establishment which was moved to Ottawa from Toronto in the interests of economy, since Mr. Allard had to keep a close eye on the important Radio Bureau as well. Then it was necessary to work out a better method of giving service to French-language stations which have problems not applicable to the English-language stations. The Department of Transport wanted to increase station license fees considerably and required more detailed annual reports from stations. Mr. Allard was kept busy and was able to have the drastic station license fees moderated. He established regional meetings of CAB member stations at which mutual problems were solved around the conference table, saving time at the annual meetings. He was largely responsible for

NETWORK SPONSORS

Radio Increase Reported

SPONSORED network shows on radio totalled 214, and those on television 189, at the February issue of FACTUARY, published by Executives Radio-TV Service, Larchmont, N.Y. Similar figures for Nov. 1, 1950, showed 207 sponsored network radio programs and 162 sponsored network television programs.

Agency accounts in network radio for February 1951 tallied 97, spread among 84 agencies. Network television agency accounts totalled 186, spread among 81 agencies, it was stated.

AD CLUB MEET

Roslow Cites Measurement

SIDNEY ROSLOW, director of The Pulse Inc., was one of a group of speakers at various clinics of the Advertising Club of New York last Monday, as part of its Advertising and Selling Course. Mr. Roslow spoke on radio-TV audience measurement.

Other speakers included Frank J. Ford, sales promotion manager for National Distillers Products Corp.; Robert A. Whitney, president of National Sales Executives; George L. Miller, vice president of Reinhold Gould Inc., and Howard A. Stone, vice president of Daniel Starch & Staff.

picking engineers to represent the CAB at the NARBA conferences, and helped a former colleague from western Canada, Pat Freeman, to set up the sales directorate of the CAB at Toronto.

In addition to handling the annual CAB convention of the past two years and this year, Mr. Allard's biggest job, and most time-consuming job, has been the preparing of data for briefs representing by independent broadcasters and the CAB at the various hearings of the Royal Commission on Arts, Letters and Sciences, headed by Rt. Hon. Vincent Massey. The Apostrophe this commission is expected soon, and will have an important bearing on the Canadian government's future policy on broadcasting and television. Mr. Allard attended all sessions of the commission right across Canada, being on hand with CAB board chairman, Bill Guild, CJOH Lethbridge, to answer all questions of the commissioners and their counsel.

Mr. Allard married radio actress Alice Tenstad at Edmonton on May 6, 1938, and they have two daughters, Sandra Lee. Before going to Ottawa, Mr. Allard had time for boxing, fencing, skating and hockey, now he has time only for swimming. He takes an active interest in national and international affairs, economic matters and social welfare work. At Ottawa, he belongs to the Rideau Club and the American Trade Assn. Executives Club.

Our Respects To

(Continued from page 48)

Mont Royal.

Mr. Allard did such a good job with the Canadian Radio Bureau that Canada's broadcasters sent him to San Francisco in 1945 to represent them at the organizing sessions of the United Nations. From there he sent out daily reports for airings to the Canadian stations as part of the service of the Canadian Radio Bureau. He interviewed Canadian delegates to the conference and so brought the Canadian viewpoint to the Canadian listeners.

KGW carries the weight in the Oregon Market DAY or NIGHT

For Advertising Information call FORJOE National Representative or DAVE MORRIS General Manager at KEYtmo 2281

WEBB HUNT shows: "Portcity Popcorn" 8:30 to 10:00 a.m. Mon. thru Fri.

"Music Maker" 7:05 to 8:15 a.m. Mon. thru Fri.

For information call FORJOE National Representative or DAVE MORRIS General Manager at KEYtmo 2281

HITCH YOUR PRODUCT TO A "RADIO RANCH" STAR

WEBB HUNT soars as these Webb Hunt ... and watch your sales advertisers have done:

Alaga Syrup
B. C. Headache Powder
Dentyna Chewing Gum
Falmald Bread
Foremost Dairies
Ipana Tooth Paste
Kam Dog Food
Kool Cigarettes
Ladies Home Journal
Lone Star Beer
Musterole
O. J. Beauty Lotion
Pit Sweet Frozen Food
Red Arrow Drugs
Robert Hull Clothes
Shampoo Curls
Plus a choice list of local advertisers.

WEBB HUNT shows: "Portcity Popcorn" 8:30 to 10:00 a.m. Mon. thru Fri.

"Music Maker" 7:05 to 8:15 a.m. Mon. thru Fri.

For information call FORJOE National Representative or DAVE MORRIS General Manager at KEYtmo 2281

"RADIO RANCH" P. O. Box 2135

BROADCASTING • Telecasting

February 26, 1951 • Page 51
Greetings are extended to tournament participants by S. F. E. Morse (1), board chairman of Calif. Packing Corp., as Mr. Philip's of KDON looks on.

AN 'ACE' FOR LBS

Crosby Golf Event Carried

A PROFESSIONAL hole-in-one was scored by Liberty Broadcasting System in its coverage of the 10th Annual Bing Crosby Pro-amateur Golf Tournament. Such stars as Bob Hope, Johnny Weissmuller, Byron Nelson, Dennis O'Keefe, Jimmy Demaret, Phil Harris, Bob Crosby and 'Der Bingle' himself were interviewed during the four-day contest, finally won by Byron Nelson. The broadcasts were not sponsored nationally, but were fed to all outlets for local sponsorships.

Programming amounted to more than 10 hours of air time and was originated for LBS by KDON Santa Cruz, Calif., under the direction of Orel Phillips, program director for the station. Mr. Phillips assisted the announcers, balancing play-by-play reporting with personalities and color in order to hold interest of golfers and non-golfers alike.

Ad Nominations Wanted

ASSN. OF Canadian Advertisers has asked for nominations for men and women who have made noteworthy or outstanding contributions in 1950 to Canadian advertising. Five awards will be made in the shape of medals for various phases of the advertising business.

William Doak, announcing staff KXTT, Houston, appointed director of publicity and promotion. He replaces Justin House, resigned to accept editorship of Cfig Magazine, sports publication. Robert C. Warren, senior Rice Institute, appointed to announcing staff.

Ted McKay, WXNA Charleston, W. Va., has signed program director WMON Montgomery, W. Va. He succeeds Ted Nelson, now with KWKD Atlanta.

Leslie G. Arries Jr., staff director WABD (TV) New York, named assistant to C. G. Alexander in administration of program production department DuMont TV Network. Mr. Arries, former cameraman, production assistant and director of special events, WTTG (TV) Washington, and program operations manager WDTV (TV) Pittsburgh, is only member of DuMont to serve in all three owned and operated DuMont stations.

Bill Barron, page staff, Don Lee Network, Hollywood, to network public relations department. He replaces Sue Dohain, new editor for publicity releases, on leave of absence because of illness.

Charles Barton, motion picture film director, signed to direct CBS Amos 'n Andy television film series, first of which is now being filmed at Hal Roach Studios, Culver City, Calif.

Dan Russell, program manager Pacific Regional Network, on leave of absence attending Uruguayan Film Festival, Montevideo, at request of Motion Picture Producers Asso. He returns in early March.

Al Ross, disc jockey-announcer WBAL-AM Baltimore, appointed director of popular music for station.

Jim Strong, announcer WTCI Hartford, called to duty with Army.

George Smith, graduate Columbia Institute, Philadelphia, appointed to announcing staff WIP same city.

Clyde Ling, Columbia graduate, named chief script writer WCMN Camden, N. J.

William A. Venell, announcing staff WIO Des Moines, named traffic manager for AM-FM operations.

Frank Young, public relations manager WPIX (TV) New York, to NBC same city. He will handle official social functions in behalf of network.

Betty Schmidt, KEXL Helena, Mont., to information division of former station, Denver.

Ed Rodgers, eunice for U. S. Treasury Bond show series WBBK (TV) Chicago, to WHBF-AM-FM Rock Island, Ill., as staff announcer.

Henry May, scenic designer CBS-TV, and Jean Donovan were to be married Feb. 24.

Vic Pianow, promotion director WSIB-AM TV Atlanta, named owner of new Georgia Alumni Assn. of Syracuse U.

A. Donnava Faust, program director WLWD (TV) Dayton, on three weeks vacation touring South.

Fran Petaya, sight program director WR Detroit, will emcee new Music Hall Matinee, Mon.-Fri. at 4 p.m.


Rita Choice, sales promotion HLS Chicago, transfers to promotion public, working under John Drake, manager.

Meryl Foster, corresponding secretary of Philadelphia Television Assn., to emcee The Saturday Night Preview over WCAU-TV Philadelphia.

Irwin Haughton, chief announcer WDRC Hartford, writing weekly newspaper column for Hartford Courant.

Denis Day, star of NBC Day in the Life of Dennis Day, father of boy, Michael Joseph.

Gene McCann, KNBC San Francisco, to KNX-TV same city, on announced absence writing syndicated weekly column for Hartford Courant.

Emerson Buckley, associate music director WOR New York, dedicated Dade County Auditorium, Miami, in ceremonies Feb. 24. He conducted Miami Opera Guild performance of "Carmen."

Nancy Reineke to script department KCBS San Francisco, replacing Joy Frizzee, who is now with Buchanan & Co., same city, as assistant to production manager. Marianne Goldman, newswoman for Red Cross, to KCRS to handle promotion work on Bill Weaver Show.

National Advertisers

When shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask JOS. WEED & CO. 350 Madison Ave., New York They also know about our new 1000-WATT TRANSMITTER HALIFAX NOVA SCOTIA CHNS

Mildred Alvana to ABC Hollywood as assistant editor. Marion Creighton, network traffic department, also transfers to that department.

Agnes Krugh, program department WDCH Chicago, named assistant to Norman Kracht, farm director. She will help in preparing scripts, correspondence, market reports and program schedules.

William Noonan, news department KXOK St. Louis, to active duty with Marine Corps.

Cedric Foster, Yankee-Mutual news director New York Daily News, signed to contract for exclusive newscasts and military editing and analysis for WORZ Orlando. He makes his home in Orlando during winter months.

Kats Vining, farm commentator WOOD Grand Rapids, Mich., entered for his work in soil conservation by Michigan State College, East Lansing.

Leo James Borman, chief news and public affairs department WCCO Minneapolis, winner of 1950 Pulitzer Award, won by Marquette U., College of Journalism.

Gene Grove, news editor WMBN Marion, Ohio, father of daughter, Mary Beth.

BRAND SURVEY

Reported by KMA

May Broadcasting Co., which operates KMA Shenandoah, Iowa, has published its "1950 Brand Distribution Surveys for Food and Grocery Store Products and for Drugstore." The statistical survey was made by the KMA merchandising staff which, through interviews and inquiries, checked stores in Iowa, Nebraska, Missouri and Kansas. The grocery survey covered 75 stores in 34 towns, while for the drug survey, 50 stores in 40 towns were checked.

KMA said that it would gladly send a copy of either or both of the studies to interested parties.

Charles Eischen, Chicago Advertiser America to KGO San Francisco, in news and special events department.

Harvey Stegman, sports staff WSPC Anniston, Ala., to head of sports department WFRC Hot Springs, Ark.

Julian Hess, New York public relations man, to news staff WMRK Morrisstown, N. J., replacing Jerry Jacobs, now in Army.

Joe Michaelis, news editor WFBF (FM) New York, father of boy, Jonathan.

Rick Weaver, sports director WIOU Kokomo, Ind., to handle broadcast of State Basketball Tournament.
IN THIS ISSUE:

Ford Tops Networks' Gross in 1950  
Page 55

Drive for Membership Readied by NAB-TV  
Page 55

Detroit Video Covers Senate Crime Study  
Page 56

Latest Set Count By Markets  
Page 62

...now in its second successful year, playing to the largest audience ever assembled before one bandstand

Presented every Tuesday  
9:00 P.M. EST  
over the facilities of  

DU MONT  
TELEVISION NETWORK  
62 AFFILIATED STATIONS  
A Division of Allen B. Du Mont Laboratories, Inc.
This is for Time-Buyers

...real hep Time-Buyers!

If it were possible, how would you like to buy a one-minute TV spot—at our card rate—right in the middle of the Ted Mack Amateur Hour? Yes, and have Ted do the commercial too. Or a participation spot in Your Hit Parade? Or Howdy Doody? Or in any one of a dozen top-rated network programs?

The advertising trade press would undoubtedly consider it the best "time buy" in history. But if you think that's good, here's something that's better:

You can reach more Philadelphia homes per dollar invested in "3 To Get Ready", WPTZ's sensational new morning program.

Moreover, the impact quotient of a participation in "3 To Get Ready" is some three times that of the hypothetical spot in network show because the participation includes a time signal and a re-cap at the end of each half-hour segment!

"3 To Get Ready" (Monday through Friday, 7:30 A.M. to 9:00 A.M.) is the biggest advertising bargain available in Philadelphia television.

This is not just home grown enthusiasm on our part—it's a fact you can prove with figures.

If you have spot television business to place in the strong Philadelphia television market, you and your client can't afford to overlook WPTZ's "3 To Get Ready". For the facts and figures give us a call here at WPTZ or see your local NBC Spot Sales Representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Bldg. • Phila., Penna.
Telephone LOCust 4-2244

WPTZ
FIRST IN TELEVISION IN PHILADELPHIA
FORD TOPS NETWORKS

FORD MOTOR Co. was the top TV network advertiser in 1950, according to Broadcasting • Telecasting’s analysis of data compiled by Publishers Information Bureau on expenditures of advertisers for video network time. From seventh place in 1949, when it spent $443,705 for TV network time at gross rates, Ford in 1950 increased its television time purchases to $1,837,087 for first place.

R. J. Reynolds Tobacco Co., which ranked second among TV network advertisers in 1949, maintained that position in 1950 by more than doubling its time purchases, which rose from $726,400 in 1949 to $1,042,425 last year. P. Lorillard Co., third in 1950 with gross TV network time purchases of $1,458,125, had ranked eighth in 1949, when it spent $397,781 for video network time at gross rates.

First 10 advertisers for the year 1950 are shown in Table I. While the top seven 1950 TV network clients were also included in the 1949 top 10, Anchor-Hocking Glass Co., Pacific Fur Coat, and American Tobacco Co. in 1950 replaced RCA; Admiral Corp. and DuMont Labs, which ranked first, fifth and tenth in the 1949 roster of leading TV network accounts. It should be noted that the comparisons are not absolute, as the PIB 1949 figures covered all four TV networks, while in 1950 DuMont did not report, so that the 1950 data cover only ABC, CBS and NBC video network clients.

NAB Gross Sale Leader
The month-by-month comparison of the gross time sales of these three TV networks, with 1950 compared with 1949, is given in Table II. For the full year of 1950, NBC leads with gross sales of $21,186,695, more than twice as much as its 1949 total of $8,500,104; CBS is second and ABC third with even larger percentage increases in 1950 over 1949 billings.

Analysis of the $40,611,910 total 1950 TV network time purchases by product groups of advertisers makes up Table III, which also gives the 1949 expenditures for the various types of products advertised on the TV networks. This table also gives a product group comparison for the month of December, 1950 with the same month of 1949.

The five product classes, most active in their use of network TV time during 1950—foods, smoking materials, automotive, toiletries and radio and TV receivers, in that order—were also the top five groups in 1949, although in that year the order was somewhat different. Smoking materials ranked first among TV network clients in 1949, followed by automotive, foods, radio and TV sets and toiletries advertising, in that order.

For the month of December 1950, the top five product groups advertised on the TV networks were: foods, smoking materials, toiletries, automotive and household equipment.

(Continued on page 58)

NAB-TV

AN ALL-OUT membership drive for NAB-TV—aimed at a 100% goal of enrolling every one of the country’s 107 TV stations in this new industry association—was launched last Monday by the board of directors of NAB-TV, which appointed itself in toto as the association’s membership committee. The campaign was to wire each TV station that the membership dues in NAB-TV have been set at each station’s highest-minute-rate per month. If the station has no five-minute-rate—and a few don’t have them—then its dues will be one-half of its 16-minute-rate per month, add to the nominal sum of $100 a month.

New Dues Schedule
The new dues schedule becomes effective April 1, 1951, and will be based on station’s earnings for any quarter of that date. NAB-TV board in establishing this schedule did so with the admission that it may be desirable to change it subsequently and appointed a three-man committee with George Storer, Fort Industry Co., as chairman, and Campbell Arnoux, WCAT-FM Norfol and Robert D. Sweeney, WDSU-TV New Orleans, as members, to study its effect and report back to the board before April 1, 1952.

Dues discussion occupied most of the morning session of an all-day board meeting, held at the Advertising Club of New York. Various formulas were investigated, with Dr. Kenneth H. Baker, research director of NAB, sitting in on this part of the meeting to give the directors the benefit of his professional experience. Use of gross income as a base for calculating dues, which has been the formula utilized by NAB, was seriously considered, but finally discarded in favor of the rate card base for a variety of reasons.

One argument against the gross income base and for the rate card plan was that at this stage of TV development there is a wide range in hours of station operation and the adoption of the gross income base might levy a tax on the enterprise of station operators who are pioneering with all-day TV service for their communities.

New dues structure is expected to provide the new television broadcasting industry organization with the $180,000 tentatively budgeted for the first year’s operation. With a backlog of 51 membership pledges secured at the Chicago meeting in January (Broadcasting • Telecasting, Jan. 22), although they are subject to their signers’ approval of the new dues structure, NAB-TV board members expressed confidence of securing a sizeable membership in advance of the April convention.

Discussion of selection of personnel to staff NAB-TV was curtailed by agreement of board members that it would be unwise to take many definite steps in this direction until after the appointment of the new president of the overall organization, NARTB, as he should have a voice in the selection of the key personnel of both the radio and video segments.

Searching Field
A committee was named, however, to explore the field for a man to head up the NAB-TV operation. Mr. Storer was appointed chairman of this committee, whose other members are: Harry Bannister, WWJ-TV Detroit; Mr. Arnoux; Paul Raibourn, RTLA (TV) Los Angeles; Clair McCollough, WGAL-TV Lancaster. Group is expected to hold its first meeting within the next week and will report back to the board at its next meeting, probably to be held in Chicago the day before the opening of the NARTB convention on April 16.

Dwight Martin, WLWT (TV) Cincinnati, chairman of the All Industry TV Per Program Committee, and Stuart Sprague, committee’s counsel, met with the NAB-TV board for a full review and discussion of the negotiations with AASCAP for per program licenses for television [Broadcasting • Telecasting, Feb. 12, 19].

The board received with pleasure

Télécasting • Broadcasting

For the month of December 1950, the top five product groups advertised on the TV networks were: foods, smoking materials, toiletries, automotive and household equipment.
DETROITERS, through the eyes and ears of TV and radio, were able to attend a real-life whodunit when the U. S. Senate Crime Investigating Committee held hearings in the Motor City last night.

Public reaction to the two-day hearings was reportedly unprecedented. Thousands of letters and phone calls from Detroit residents inundated the studios of WWJ-TV and WJBK-TV, thanking the stations for their part in exposing the face of evil.

Nearly every other activity paused as television viewers riveted themselves before an estimated 90% of the city's screens to watch hoodlums squirm under the relentless questioning of the committee.

WJBK-TV and WWJ-TV used four cameras to record both days' sessions, with WJR and other stations including WJBK giving the radio audience a court-side-seat.

WJBK-TV and WWJ-TV cancelled all commercial programs at a sizeable loss of revenue to carry the morning and afternoon sessions in their entirety.

Like a robin feeding on worms after a spring rain, district attorneys seized and dragged out evidences in dark pasts. And the TV cameras caught every raw gesture, squirm and grimace.

All over Detroit and lower Michigan the public—in homes, in schools, in business offices and in bars—watched and heard, and grew incensed.

Guiled to Sets

Door-to-door salesmen were unable to tear housewives away from telecasts and retreated into bars themselves to watch. As one bar-tender commented in a letter to WJBK-TV: “The place was crowded all day. They didn’t drink much, but that’s ok with me.” The bar-tender himself was absorbed in the hearings.

Leaders of business and industry, as well as ordinary citizens, phoned to say that television was performing the outstanding public service in the city’s history. One businessman, who wished to remain anonymous, offered to buy the time so that WWJ-TV would be sure to keep the hearings on view.

Men in high places in industry and union activities also took the witness stand as the committee sought to determine the extent to which racketeers had been able to muscle their way into industry.

In the summing up by Sen. Herbert O’Conor (D-Md.), who headed the panel, of what the committee had learned, he added this evidence would be to local enforcement agencies, he added praise for the coverage TV had given.

Richard E. Jones, vice president and general manager of WJBK-TV, estimated that it would cost his station around $10,000 for the telecasts. Mr. Jones, who was also the executive vice president of WWJ, said: “This will cost the public hordes of dollars, and it’s the only way we can get the truth out.”

Sen. O’Conor reads a statement under the eyes and ears of TV and radio at the Crime Committee hearings in Detroit.

**‘MARCH OF TIME’ New Series Sponsored By 14 Banks**

NEW HALF-HOUR TV film series, March of Time Through the Years, got under way last week with 14 banks sponsoring the weekly programs on that number of TV stations and with more signing up daily, according to March of Time.

Material from this motion picture series during the last 16 years is utilized in the TV series, in which John Daly, host commentator, and two guest authorities draw parallels between the events pictured from the past and the situation as it is today.

Produced under the supervision of Arthur B. Tourtellot, TV director of March of Time, the series begins with “Newsfronts of War—1940,” followed by “When Air Raids Strike,” “Inside China Today,” “Teen Age Girls,” “U. S. Navy, 1940,” “Arms and the Men—USA,” comprising the six films ready for telecasting. Series is planned to run 26 weeks, with possible extension for another quarter or half-year.

**Friday Showings**

Most stations will telecast the syndicated features on Friday, it was said, with a few using it on Thursday evenings.

A review of the first two films of the series, given in New York last Tuesday, showed these two programs, at least, drawing direct parallels between today and the time immediately preceding World War II, with a strong implication that a third World War is extremely probable if not inevitable. That banks, traditionally noted for ultraconservative tendencies in advertising as in other ways, should this have caused a great public awakening. People... are demanding that something be done about what they saw.”

**Bannister Comment**

Harry Bannister, WWJ-TV general manager, commented: “The hearings were the most terrific television show Detroit has ever seen. I doubt if there was a single set in the city not tuned to the hearings.”

At hearings end, the stations had the decent citizenry of Detroit asking: “Why do we have to have men like these freely walking the streets?”

**GARDEN ‘FIXES’**

Affect Program Schedules

REVELATION of “fixed” basketball games in New York’s Madison Square Garden, Long Island U. S. A. after the stringent control of the Garden, posed at least a temporary problem for WPIX (TV) New York last week.

That independent station, which telecasts from the Garden five nights a week, found itself without two games which had been scheduled for Thursday, but planned on such occasions to substitute films and other sports. Many Garden events are not involved. Representatives of DuMont TV Network, which originates from there on Saturdays nights, did not expect to be affected.

**EDUCATION TALKS**

Features Saudek, Taylor

ROBERT SAUDEK, vice president in charge of public affairs for ABC, and Telford Taylor, counsel for the Janus Committee of the Educational Television, were scheduled to debate the question, “Should Television Frequencies Be Allocated to Education?” during the lunchtime session of the Assn. for Education by Radio Conference Feb. 14 in New York.

The morning session of the conference, focused on the question of the association’s New York Metropolitan Chapter and the New Jersey Chapter, was devoted to a youth forum and a panel discussion on the subject: “The Public Interest Being Served Adequately by Radio and TV?”

“What’s Being Done Now?” was scheduled for discussion during the afternoon session by Fred Friendly, CBS producer Irving Suida, producer, Court of Current Issues; James F. MacAndrew, director, WWYE New York; Paul Tripp, Mr. R. I. Magnation.

**Hennock Talk**

FCC COMR. Frieda B. Hennock last Tuesday re-emphasized her stand in favor of reserving 25% of the television channels for the exclusive use of educational institutions. Addressing the American Assn. of School Administrators at Atlantic City, Miss Hennock said: "TV is no panacea for education but will give education "a strong, modern weapon." She said much of the responsibility for educational use of TV lies in the hands of the school administrators.

**T E L E C A S T I N G • B R O A D C A S T I N G**

Page 56 • February 26, 1951
ECHOES of the CBS color TV controversy were heard in a New York court last week, as CBS was charged by Allen B. DuMont Labs with having filed a patent suit against DuMont to "intimidate" its customers and to "impair" its "reputation for fair dealing and integrity." DuMont made the charges in a Jan. 29 complaint...
DUNHAM QUITS
As KTTV General Manager
HARRISON M. DUNHAM, for the past year general manager of KTTV (TV) Hollywood, has resigned because of a "slight policy disagreement." No successor has been appointed. Various members of Los Angeles Times executive staff have supervisory authority until a general manager is selected, according to a statement issued by the station.

Mr. Dunham recently was made a board member of the station and was secretary-treasurer of Consolidated Productions Inc., TV film syndication firm organized by KTTV and the Times.

UHF Cancellation Asked
HAVING completed comparative observations of the 529-535 mc UHF channel and VHF channel 4 (66-72 mc), NBC has requested FCC to cancel its special temporary authority for its 50 w channel 4 transmitter at Bridgeport, Conn. The grant, made Sept. 27, 1951, had been to compare signal strengths and picture qualities of transmission on both bands.

To Telecast Yankee Games
COMPLETION of a six-year agreement between New York Yankees by WPIX (TV) New York, which recently contracted also to telecast home games of the New York Giants for the third straight year, was announced last week. Station officials saw in the announcements an answer, "the Yankees' and Giants' answer at last," that television cuts down baseball attendance.

WPIX will commence telecasting Yankee home games with the 1951 season, during which it will share with WABC (TV) New York. Beginning in 1952, WPIX will carry both afternoon and night games exclusively.

WPIX Vice President and General Manager Bennett Larson; Dan Topping, co-owner with Wel Webb of the Yankees, and Yankee Business Manager George Weiss negotiated the new six-year contract.

Peter Ballantine & Sons, Newark, N. J., through J. Walter Thompson Co., New York, will sponsor the 1951 Yankee telecasts. Sponsorship for 1952 was not announced.

By the start of the baseball season, transmitters of WPIX and WABD will both be mounted atop the 880-foot White Block. Thus, during afternoon games, the stations will be operating from transmitters similarly located and will be telecasting the same events—a situation which throws the spotlight on the comparative rates of the two stations, WABD's being considerably higher.

Ayer Luncheon
Luncheon in honor of Branch Rickey, Pittsburgh Pirates general manager, was held Feb. 19 in Pittsburgh by Tom McMahon, of N. W. Ayer & Son, agency for Atlantic Refining Co. Guests included Atlantic officials along with representatives of Rieck-McMunn, Davis & Wirth; MacLeod & Grove, and other sports figures, as well as managers of 24 stations that will carry Pirates games in Western Pennsylvania under sponsorship of Atlantic and Rieck-McMunn.

Los Angeles Brewing Co. (Eastside beer) last week bought the Angeleno home cards and 29 feature films on KLAC-TV Hollywood at a total cost of $250,000. Films will be shown when the team is on the road. Agency is Warwick & Lever, Los Angeles.

KTTV (TV) Hollywood has acquired for $50,000 exclusive TV rights to 25 Hollywood Stars home games. KTTV will give the Stars 36"-by-24" promotional program per week plus 25 daily announcements. The Stars originally asked $150,000 guarantee based on sliding attendance figures for the entire season. Producer, Frank King, sales manager, negotiated the deal for KTTV.
Dear Mr. Schreiber:

The officers and members of the Chicago Fire Department, and especially the undersigned, wish to express our sincere appreciation and gratitude for the wonderful service rendered the department by both your W.G.N. and W.G.N.TV facilities for the effective and efficient coverage of the fire at 320 North LaSalle Street on January 12, 1951.

We are especially appreciative for the use of the huge searchlight for illuminating the burning structure which was an important guide in leading us into the building and preventing any further casualties during that serious fire.

I am sure Commissioner Corrigan and Mayor Kennelly join me in the above.

Sincerely yours,

Chief Fire Marshal

[Signature]

Frank P. Schreiber, Manager
W. G. N., Inc.
441 North Michigan Avenue
Chicago, Illinois 11
NAB-TV
(Continued from page 55)
the news that ASCAP has accepted
Mr. Martin's invitation for a meeting
this week, but took no official action
to direct the committee in its negotia-
tions (see story, page 26).
Taxes occupied the remainder of
the session. Mr. Storer, who was to
be in Washington following the
board meeting, agreed to discuss the
excess profits tax situation with legis-
ators, government and tax officials, seeking an interpre-
tation of the present law and argu-
ing for the inclusion of language
in future tax legislation that will
give a break to telecasting as an
industry that operated largely in
the red during the base years and
so would be unduly taxed on pres-
ent earnings if TV station opera-
tors were held to a strict compli-
ance with the general excess profits
tax provisions. Mr. Storer has
worked with John A. Kennedy,
W5AZ-TV Huntington, W. Va.,
who has spent considerable time
in Washington spearheading the TV
case.
In his activities on the tax front,
Mr. Storer will work closely with
the NAB-TV Legislative Commit-
tee, renamed by Harold Hogue,
W5BP-TV Fort Worth, of which
he is a member. Other members
of this committee are: Mr. Ban-
nister; Mr. McCollough; Frank
Russell, NBC; Mr. Martin; Leon-
ard Reineh, WS3-V ATL Chica-
go.
The NAB-TV board agreed to
work with other interested groups
in opposing the application of a
25% excise tax on radio and tele-
vision receiving sets. Group ex-
pressed the feeling that such a
tax would be a detriment to the
public service rendered by both
aural and visual broadcasters in
providing the public with news and
information as it would act as a
deterrent to the increase of their
public through the purchase of
new sets.
Furthermore, the board felt
that such a tax would be definite-
ly discriminatory and unfair to
radio and television in their com-
petitive situation with printed
media such as newspapers and
magazines which receive assist-
ance from the government through
the preferential second class post-
age rates.
It was noted that broadcasters
as well as publishers have been
declared exempt from the 25%
excess tax on wire lines paid by
other businesses, but Mr. Walker
in public service nature of broad-
casting, and it was felt that perhaps
this might provide a precedent for
requesting a similar exemption
from the tax on receivers.
Monday meeting was attended
by Eugene S. Thomas, WOR-TV
New York, chairman of the NAB-
TV board; Mr. Bannister; Mr.
Rainbourn; Mr. Arnoox, Mr. Mc-
collough, Mr. Storer, Mr. Russell,
and Chris Witting, DuMont TV
Network. Three board members
were absent: Mr. Swezy, Mr.
Hough, and W. D. Rogers Jr.,
KEYL (TV) San Antonio.

NAB contracts
Blue Inks Long-Term

NBC announced last week that it
had signed comic Ben Blue to an
exclusive long-term contract for
television, while network offici-
als and two of its TV stars, Milton
Berle and Jerry Lester, were re-
portedly in negotiations for long-
term commitments.
A summer program starring Mr.
Blue is being planned, NBC as-
serted.
Details of the NBC-Blue agree-
ment were not officially disclosed.
Nor was information immedi-
ately available on the status of the
reported discussions with Mr.
Berle, of Texaco Star Theatre
(Tues., 8-9 p.m.), or Mr. Lester,
who appears thrice weekly on An-
chor-Hocking Glass Corp.'s Broad-
way Open House (Mon.-Fri., 11-
12 p.m.).
Mr. Blue, veteran comedian, has
appeared on several TV shows, in-
cluding The Jack Carter Show.

Hill Briefing
(Continued from page 32)
last Monday's closed session.
McFARLAND BILL—Comr.
Walker recommended changes in
the measure to conform to the
FCC's model bill. These recommen-
dations were outlined in the Feb.
19 issue of Broadcasting Tele-
casting. The Commissioner did not
give the legislation high priority.
SIGNAL OF PROGRESS—Comr.
Walker termed this bill, now being
heard in the Senate and awaiting
action in the House Armed Ser-
vice Committee, as an important
piece of legislation and said the
Defense Dept. had strongly recom-
mented its passage (see controls
bill story, page 26).
MONITORING BILLS—Comr.
Walker urged immediate action of
this bill by Congress. Technical
explanation of the need was given
by Comr. Sterling.
AGREEMENT—Comr.
Hyde gave a lengthy review and
explanation of the treaty. The
 treaty must be ratified by the Sen-
ate.
COLOR TELEVISION—Comr.
Walker said the issue was now in
the courts and thus FCC could not
elaborate on the subject.
EDUCATIONAL TV—Comr.
Walker said the FCC had conclud-
ed its hearings on this phase of
the general study of UHF-VHF
reallocations and that no decision
has been reached.
Following the committee session,
Rep. James I. Dolliver (Iowa),
who had requested a full-dress
color inquiry in a letter to Chair-
man Crosser (Broadcasting Tele-
casting, Jan. 8), said he had
gone "as far as I can" in asking
for a color probe. He said that
possibly something would be done
"in the session" and added that Comr.
Walker "told us what we already
knew about the sub-
ject."

Page 60 • February 26, 1951
Look into this
PROFESSIONAL
Telecast Projector

and see years of
Dependable Service

The GPL Model PA-100—a 16-mm Studio Projector with the basic features and performance reliability of the famous Simplex 35-mm Theatre Projectors,

Sharper Pictures . . . Finer Sound
From Any Film in Your Studio

The importance of 16-mm film in television programming has called for new standards of projection quality and dependability. The GPL Model PA-100 is the first projector designed and built specifically for television studio use. It is a heavy-duty film chain projector for operation with any full-storage type film pick-up.

The professional, sprocket-type intermittent, similar to that used in the finest 35-mm equipment, is quiet and trouble-free. It provides a vertical stability of better than 0.2% over years of service. Film is protected—tests show more than 4,000 passages without noticeable film wear.

The high quality optical system resolves better than 90 lines per mm, with illumination so uniform that corner brightness is at least 90% of center. With a 1,000 watt light source, the projector delivers 100 foot-candles to the camera tube. The sound system provides a frequency response truly flat to 7,000 cps, with flutter less than 0.2%.

The Model PA-100 is one of a complete line of GPL 16-mm television studio and theatre projectors built to highest 35-mm standards.

WRITE, WIRE OR PHONE FOR DETAILS

General Precision Laboratory
INCORPORATED
PLEASANTVILLE NEW YORK
TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment
MILTON BERLE'S Texaco Star Theatre headed the list of the top 10 Trendex ratings for sponsored network TV programs, based on single live broadcasts during week of Feb. 17.

Following are ratings compiled by Trendex:
1. Star Theatre 55.7
2. Golden Life Talent Scouts 44.7
3. Your Show of Shows 44.3
4. Texaco Star Theatre 42.4
5. Comedy Hour 42.0
6. Hollywood Playhouses 41.6
7. Lights Out 39.1
8. Martin Kane, Private Eyes 38.6
9. Man Against Crime 38.2
10. Godfrey's Friends 37.8

Musical Cartoons
'Most Liked' Commercials

MUSICAL CARTOONS for Kilpatrick Bread were voted "most liked" by San Francisco Bay Area viewers in a survey by Coffin, Cooper & Clay Inc., San Francisco. Other commercials in the most popular five were Holsum Bread, Goebel Beer, Lucky Strike and Old Gold cigarettes. All are musical commercials with live or cartoon characters. Eight of the 10 beat-listed commercials were made in the Bay Area.

Many of the favorite 10 also drew enough votes to qualify among the "most disliked" 10. The five least disliked were Holsum, Milani's 1890 French Dressing, Calso Water, Kilpatrick Bread and Goebel Beer.

The Tele-quest survey was conducted Jan. 25-31 among 419 tele-set owners selected representative from all sections of the area.

Robinson-LaMotta Fight Shows High Hooper

ADVANCE Hooperating tabulation of the "Sugar" Ray Robinson-Jake LaMotta middleweight championship fight, Feb. 14, showed 58.7 in TV homes. According to Hooper, the bout may rank first in first-fifteen to be next published.

TV To Aid Movies, Yates Believes

BELIEVE that television ultimately will be beneficial to the motion picture industry was expressed by Herbert J. Yates, president of Republic Pictures Corp., in his annual report to stockholders, released last week. Yates is closely following developments of television which we believe will ultimately be beneficial to our industry," he said.

"At the present time," he continued, "due to restrictions of American Federation of Musicians, we are not in a position to furnish our pictures for television. We believe such restrictions will be removed in the not too distant future and we will then be in a position
to capitalize upon our inventory of released pictures which we believe are particularly suitable for television."

N. Y. Nielsen Ratings Cover Additional Hours

NEW Nielsen poketpiece starts reporting ratings on New York TV audiences from 9 a.m. to midnight instead of 11-1 p.m., the period previously covered. A chart of hourly radio and TV set use by TV families has been extended to include the five additional hours and a new chart shows for each month the number of hours the average TV family spends watching their teleset or listening to radio programs.

TV Space Increases In Okla. Papers

OKLAHOMA NEWSPAPERS reportedly are devoting increased space to television information in recognition of the growing telecast count in the area served by WKY-TV Oklahoma City, which on Feb. 1 stood at 73,370.

In the capital city, and throughout the state, more columns, program schedules and program highlights are adorning newspaper columns.

Weekly Television Summary

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets In Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
<td>7,000</td>
</tr>
<tr>
<td>Ames</td>
<td>WTVL</td>
<td>45,006</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WTVL, WSB-TV</td>
<td>91,225</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WBAL, WPTV</td>
<td>53,764</td>
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<tr>
<td>Boston</td>
<td>WBZ, WJAR, WJTV</td>
<td>67,473</td>
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<tr>
<td>Buffalo</td>
<td>WKBW, WBEN</td>
<td>56,451</td>
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<tr>
<td>Chicago</td>
<td>WBBM, WGNX, WIXL</td>
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<tr>
<td>Cincinnati</td>
<td>WCPO, WKRC</td>
<td>236,000</td>
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<tr>
<td>Columbus</td>
<td>WBNS-TV, WLWC, WTVN</td>
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<tr>
<td>Dallas</td>
<td>WFAA, WBAP</td>
<td>132,000</td>
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<tr>
<td>Ft. Worth</td>
<td>KRLD, WFAA, WBP</td>
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<tr>
<td>Davenport</td>
<td>WOC-TV</td>
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<tr>
<td>Denton</td>
<td>WHIO-TV, WLOD</td>
<td>170,000</td>
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<td>Detroit</td>
<td>WJBW, WWJZ, WWZ, WXYZ</td>
<td>419,649</td>
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<td>Erie</td>
<td>WICU</td>
<td>46,380</td>
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<tr>
<td>Ft. Worth</td>
<td>WABP, KRLD, WFAA, WBP</td>
<td>105,319</td>
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<tr>
<td>Grand Rapids</td>
<td>KSLA</td>
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<td>Kalamazoo</td>
<td>WIVB-TV</td>
<td>37,500</td>
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<tr>
<td>Greensboro</td>
<td>WMYT-TV</td>
<td>40,599</td>
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<tr>
<td>Houston</td>
<td>KPRC-TV</td>
<td>81,000</td>
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<tr>
<td>Huntington</td>
<td>WPHJ-TV</td>
<td>129,600</td>
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<tr>
<td>Charlotte</td>
<td>WSMV-TV</td>
<td>143,406</td>
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<tr>
<td>Indianapolis</td>
<td>WPTV, WSTV</td>
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<tr>
<td>Jacksonville</td>
<td>WJSV-TV</td>
<td>101,452</td>
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<td>Johnstown</td>
<td>WJAC-TV</td>
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<tr>
<td>Grand Rapids</td>
<td>WEZD-TV</td>
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<td>Kansas City</td>
<td>WRLD</td>
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<td>Lancaster</td>
<td>WGIN-TV</td>
<td>38,553</td>
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<tr>
<td>Los Angeles</td>
<td>KECA-TV, KFTV, KLAC-TV, KNB, KTLA, KTV, KTW</td>
<td>877,421</td>
</tr>
</tbody>
</table>

Estimates of sets in use 11,000,000

Editor's Note: Totals for each market represent estimated sets within the viewing area. Coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies, and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximately.
Latest Hooper again reveals overwhelming Atlanta listener preference for WSB

Period covered by this latest survey is November 1 through January 31. Of the 48 measured daytime quarter-hours:

WSB was first in number of listeners 34 times.
The second station was first 11 times.
WSB was tied for first 3 times.

In 7 of the periods WSB's audience was greater than the total audience of all other Atlanta radio stations combined—ten AM stations and six FM!

So again history repeats. On every authentic survey ever made in the great Atlanta market, WSB has been FIRST.

wsb
The Voice of the South
Represented by Edw. Petry & Co., Inc.

Affiliated with The Atlanta Journal and The Atlanta Constitution
Talent Wages

FREEZE EXEMPTION SOUGHT

Hollywood talent move reportedly was on last week to request specific exemption from the wage freeze. If successful, the efforts could be a prelude to a similar approach by radio and television entertainers.

Both producers and guilds are understood to be supporting attorneys who are preparing briefs for submission to the Wage Stabilization Board. Argument centers on the unique character of the film industry and talent deals and contracts which, they say, make a general salary ceiling infeasible.

Questions asked are how can new talent be recruited under a freeze and what will become of optional contracts calling for periodic salary increases. In view of these arguments, which also are basic to radio and particularly to television, the attorneys are requesting blanket exemption for actors, writers and directors in the movie field.

If such a blanket exception is granted, observers point out, a precedent may be established for talent unions in other branches—such as radio and television.

Meanwhile, WSB has scheduled Wednesday as the start of three-day talks on the applicability of government wage freezes to employees in radio, newspapers and related fields [Broadcasting * Telecasting, Feb. 19].

WTTS Bid

WTTS (TV) Bloomington, Ind., last week filed application with FCC for authority to install a new 700-ft. plus antenna and tower and increase in effective radiated power to 45.2 kw. Plans for expanded rural service were related to the Commission. Operated by Sarkes Tarzian, WTTS (TV) is assigned Channel 10 (192-198 mc). Station rebroadcasts network shows relayed from Cincinnati.

NARBA

(Continued from page 28) groups, including farm organizations, had been rallied in opposition to the pact but that a "latter and more comprehensive analysis" of the treaty had tempered these viewpoints.

While CBBS reported that its membership in meeting as recently as last December had reaffirmed opposition to the treaty, the question has been raised about viewpoints of those CBBS member stations whose signals were "not degraded and in some instances afforded even greater protection" under the proposed agreement.

NARBA proponents point out that the agreement "clearly" would provide a significant improvement for the United States over the "increasingly chaotic situation" that has existed since the interim agreement of 1946 expired more than a year and a half ago. To reject the agreement, it was felt, would put United States broadcasters in a precarious position.

Secretary of State Dean Acheson in his report Feb. 1 to the President termed the treaty as representing "the best arrangement that could be negotiated taking into account the existing situation and the diverse interests which had to be accommodated."

Ratification requires the affirmative vote of two-thirds of the Senate.

The U. S. delegation to the NARBA Conference, in addition to Comr. Hyde as chairman, included Capt. John Cross of the State Dept. as vice chairman. First negotiations were held in Montreal in the fall of 1949, but broke up to permit the U. S. and Cuba to negotiate on certain differences.

The subsequent bilateral sessions in Havana in early 1950 failed to produce an accord. However, when the full conference reassembled in Washington last fall, the treaty was signed Nov. 15.

The NARBA becomes effective when ratified or adhered to by three of the following countries: U. S., Canada, Cuba and Mexico.

New Studios

WTMJ-TV Now Has Four

WTMJ-TV Milwaukee has announced conversion of two radio studios to studios from which both radio and television shows may emanate.

One of the new studios is equipped with a model kitchen used for the daily WTMJ "New in the Home" program. The studios are part of a $200,000 remodeling project begun early last summer.

With these additional facilities, WTMJ-TV now has four TV studios in addition to standbys.

RCA Victor

Extends Time on WLWT

RCA VICTOR has signed a four-week continuation of its three-week sponsorship of four separate program segments on WLWT (TV) Cincinnati. The new contract calls for use of 14 hours and 25 minutes a week.

The announcement was made by William J. McCluskey, WLWT (TV) sales manager. The original three-week contract had been made through the ad agency, Mueller, Liebling & Parks Inc.

Defense Series

NEW tele-version of the Armed Forces Hour, produced by the Dept. of Defense and aired by the DuMont Television Network, is now being carried "live" by five stations and kinescoped for 51 other outlets, the department's Radio-TV Branch said last week. Series was launched Feb. 4 and is telecast Sunday, 8:30-9 p.m. EST.

Stations carrying program live are WAAM (TV) Baltimore, Md., originating outlet; WTTG (TV) Washington; WARD (TV) New York; WXEL (TV) Cleveland; WGN-TV Chicago.
All Blaw-Knox H-40's! At left, Station WAGA-TV, Atlanta, Georgia
Above center, Station WJBK-TV
Detroit, Michigan
At right, WSPD-TV, Toledo, Ohio

"WE'RE PROUD OF OUR BLAW-KNOX TOWERS"

And Blaw-Knox is proud of the fact that this compliment from The Fort Industry Company* was prompted by the performance of all 13 Blaw-Knox Antenna Towers now in the service of this successful broadcasting organization.

Whether you contemplate light-weight towers for mobile communications or a sky-raking TV support, you can depend on Blaw-Knox engineered structures to get the most out of your transmitting equipment.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh 22, Pa.
Research Showdown
(Continued from page 19)
after the report has been made public.

Enlivening the research front last week were comments by two prominent timebuyers, Linnan J. Nelson, retiring next month as chief timebuyer of J. Walter Thompson Co., and George Castlen,
man, vice president and radio di-
ector of Bermingham, Castlemen & Pierce.

Appearing before the Radio-TV Seminar of the Washington Ad Club (see story, page 23), Miss Nelson, often called "Time-
buyer," said she doubted "if anybody could afford to buy all the services that there are in exist-
ence— and if they did buy them, they would be completely confused in any attempt to use them.

"Even though the entire radio and television industry, including advertisers, agencies, stations, net-
works spend many, many thou-
ands of dollars annually on re-
search, they still can't get together on any agreeable forms of research nor have they as yet been able to stay together and get together on the one thing most needed—a basic form of research that will measure so-called potential circulation.

ABC Comparison
"We are responsible to our clients for constantly trying to educate the broadcasting industry to the necessity for standard methods of measurement. And of course, print-
media are devoted to their Audit Bureau of Circulations when selling against broadcasting. They are not limited to talking in percentages as we are; they can talk in total numbers."

Miss Nelson said "a station's best sales tool is proof of its audi-
cence." She chided broadcasters for failure to accept their share of re-
ponsibility in developing the necessary tools with which to meas-
ure this audience and called the trials of Broadcast Measurement Bureau.

Mr. Castlemen told the Wash-
ington Ad Club that radio ratings "should not be considered absolute val-
ues." He listed types of knowl-
edge a buyer should have in doing business with broadcasters and


said many station elements, such as strong trade relations, do not show up in ratings.

Jeffrey A. Abel, radio-TV direc-
tor and timebuyer of Henry J.
Kaufman & Assoc., said he could not "understand how surveys can be so far apart."

These agency comments, reflect-
ing confusion among buyers of time on the quality and usefulness of radio research, were made in the early part of an all-day session.

Winding up the seminar late that evening was a research meet-
ning that drew five of the top figures in the field. Dr. Baker moderated the panel discussion. With him were Ward Dorrell, vice president of C. E. Hooper Inc.; James W. Seiler, director of American Re-
search Bureau; Dr. Sydney Roslow, manager, The Pulse Inc.; Joseph B. Ward, managing director, Ad-
vertising Research Bureau Inc.

Seldom seen together on a single platform, the five quickly took up the challenge that research findings are completely inconsistent. Dr. Baker set the pace in showing how 
two or more scientific tests, im-
partially and professionally con-
ducted, can bring different results

Your Top TV Sales Opportunity

WDEL-TV

CHANNEL 7

Wilmington, Delaware

In the Market which has highest income per family in the country.

Represented by

ROBERT MECKER ASSOCIATES

New York Los Angeles San Francisco Chicago

A STEINMAN STATION NBC TV AFFILIATE

in measuring identical situations. Panel members brought out that each type of research has its ad-
vantages, and endeavors to per-
form specific function. Much of the confusion was said to arise from the failure to understand re-
search findings or to use the results properly.

Mr. Ward explained at the start that ARBI endeavors to show at the point of sale who buy the re-
tailer's goods. The technique re-
quires balancing funds spent in media, on a dollar basis; compar-
sion of identical items; simultane-
ous advertising for three days; objective gathering of information.

Methods Reviewed
Mr. Seiler, pointing to the pres-
cent confusion in research, described basic methods of scientific sam-
pling. Measurements are made, he said, by contacting wires or a meter to the set; telephone or per-
personal coincidental checks; listener or viewer diaries. American Re-
search Bureau, he added, has found the diary method extremely ac-
curate.

Criticalizing the research of printed media, Mr. Roslow said radio's 97-98% home saturation is not properly exploited and claimed this saturation "supplies the an-
swer to ABC."

"Radio produces more research than any other medium," he added. As to method, he said the industry has not decided what it wants. "Maybe there should be more than one method," he suggested. In any case, he said, broadcasters should be informed about the audience to permit a more intelligent job of time selling.

"The prophets of doom for radio were wrong," he declared. "Radio listening in television homes is in-
creasing month after month as the novelty of TV wears off." Among other factors, he said, is improved radio programming.

Dr. Roslow said radio set pur-

chases in TV homes had increased from 17% two years ago to 28% in the last six months. In non-TV homes the purchases of radio sets have increased from 19% of such homes two years ago to 23% in the last six months. In TV homes 30% of new sets go into bedrooms, 22% into living rooms; in non-TV homes 20% go into bedrooms and 37% into living rooms.

When the old Cooperative An-
alysis of Broadcasting was alone in the radio field, Mr. Dorrell said, there was little confusion. Un-
fortunately CAB's method was wrong, he said. In his opinion aided recall and diaries do not produce com-
parsable data, claiming they inflate figures. He cited an example of varying figures for the CBS Toast of the Town in Washington last January.

Mr. Seiler ascribed the varia-
tions to the fact the measurements were made on different Sundays, rotation of talent on the opposite NBC Comedy Hour and other fac-
tors.

The seminar audience supplied other instances where measure-
ments differed widely. Dr. Baker explained this was one of the prob-
lems when the KJB committee releases its findings.

Revealed for the first time by Mr. Ward were cumulative findings for 20 ARBI tests conducted in many parts of the country. These results show that radio is by far the best advertising medium for retail stores on the basis of results per dollar spent (see ARBI story page 19).

The cumulative findings, in which radio and newspapers were pitted against each other to find out which gets the best re-

sults, follow:

Radio drew 25.6% of store traffic compared to 18.7% for newspapers. Radio traffic bought merchandise in 55.1% of the cases compared to 55.6% for newspapers.

Most important of all, radio custom-
ers are "a stronger brand of people" in the tests compared to only 18.7% for newspapers.

Joining agency timebuyers in critiquing radio-TV research was John W. Hymes, retiring manager of WLAN Lancaster, a former agency timebuyer. He con-
tended some surveys "aren't worth the paper they are printed on as far as accuracy is concerned." He then criticized timebuyers for blind-
ly accepting many surveys without attempting to check their accuracy.

All radio and television must have accurate, authorized research and industry-approved methods of research," Mr. Hymes argued.

"Such research must be done on a standard basis by an industry-
authorized research organization to which all radio and television sta-
tions must subscribe. We cannot afford to have another BMB sup-
ported by 25% of the industry. This organization must be supported by 100% of the stations, with its methods and results checked by the entire industry."

Mr. Hymes said he had been told by a number of timebuyers that radio research needs improving.
CAN you believe what you see on your transmitter monitor? This demodulator gives you a true analysis of transmitter performance and allows for accurate control in conformance with FCC requirements.

- Invaluable for transient response measurements
- Absolute zero carrier reference
- Overall response—flat to 5.5 MC.
- With special preamplifier, it can be used as a high-quality re-broadcast receiver.

Designed for utmost stability, it provides outputs for simultaneous picture and waveform display. It is rack-mounted and phase-compensated for single-sideband reception...the only demodulator of its kind on the market!

You can put your confidence in...

GENERAL ELECTRIC

SEND FOR NEW BULLETINS
Complete specification sheets on G-E television equipment will be sent on request. Write: General Electric Company, Section 221-26. Electronics Park, Syracuse, N. Y.
Radio-TV Control
(Continued from page 96)
tack with NAB President Justin Miller, who charged that the contem-plate bill, if enacted in its present form, would:

• Throw the radio-TV industry into a 'hodgepodge' of broadcasting and non-broadcasting radiations which could 'produce disastrous complications' and 'dangerous conflicts of government power.'

• "Cause public panic and hysteria beyond all possibility of meas-surement' if all transmission were to cease.

• Represent complete delega-tion of power over 'one of the greatest media' by Congress to the President.

• "Probably be unconstitutio-nal," violating the First Amendment on freedom of speech.

• Lodge arbitrary and un-American powers in the hands of the Federal Branch.

• Create endless confusion and conflict among agencies, which could be multiplied by the Chief Executive.

• Leave broadcasters without compensation for "control" of their equipment.

• Serve as a basis for stripping people of 'their freedoms and to destroy their rights' A two-man committee, comprising Chairman Johnson and Sen.

\[Warren Magnuson (D-Wash.,) was a strong advocate of the FCC's bill.\]

"CINCINNATI lead could 12.2 - CINCINNATI, Dayton, 47.5% - 37.4% of the have been working with RTMA and others." He stressed the bulk of prepara-tory work on this issue. His remarks were followed later that it may not be a good thing to scutter FCC authority, but to add to it, in the case of monitor-ing, which he described as 'ex-traordinary powers.'"

The NAB President stated it is obvious that in wartime or other national emergencies the government's power must be extended beyond its peace-time activities on behalf of national security. The Com-munications Act (Sec. 606 (e)) is deemed to be adequate during World War II, but wartime pow-ers over broadcasting could be expanded "if found necessary" by "very slight changes" in the Act, he asserted.

Upon cross-questioning, Judge Miller suggested a cleaner defini-tion of "radio" in Sec. 301 of the Communications Act, observing that radio communication is spelled out, and felt that the "departure" from Sec. 606 of the Communications Act. Latter sec-tion, he said, is also inadequate on the provisions concerning compensation to broadcasters.

Conm. Sterling told the commit-tee that "use Communications Act is "clearly broad enough to authorize the President to initiate such action as he may deem necessary" to pre-vent use of broadcasting stations in any manner which would aid the enemy, and that the Johnson bill would not prevent acting on a proclaimed national emergency, enlarge the President's power.

\[Commissioner Comrin noted that Sec. 301 of the Act speaks in terms of the Commission's licensing powers, which expressly allow all licensees to be heard before they can be required to cease or modify their normal operation. Licensees also can appeal to the courts from FCC determination after a hearing, he observed.\]

The Presidential and Commission powers of Sections 606 and 301, re-spectively, "are not adequate to cope with the problems which prompted the Defense Dept. to move as it did," Commissioner Sterling stated. In that light, he declared, it would be advisable to spell out the President's control authority in an amendment or separate bill. Comr. Sterling's views also were supported throughout by FCC Acting Chairman Paul A. Walker, whose letter to Sen. Johnson Feb. 19 was inserted in the record Wednesday.

Dr. Baker submitted that an effective program of jamming, of propa-gating false signals and radi-ating "inadequate" information, might be more confusing to an enemy than would attempting to restrict or halt all radiations at the time of a sus-pected enemy attack. Among his conclusions, based on exhaustive data submitted by RTMA, were these:

• High-power broadcast stations can be "jammed" on at distances up to several thousand miles, but large errors are inherent.

• Direction-finding on stations near Washington is not the best means available to the enemy.

• The VHF ranges used for TV broadcasting are static but can be used only over comparatively short distances. Range of frequen-cies is limited to line-of-sight trans-missions.

• Radio receivers are "incidental" to war and are worthless as homing devices because they cannot be located geographically; the apparent signal source is diffuse; operation is effective only for long distances; and signals are essentially continu-ous.

• Dr. Baker said short-range miss-iles could be guided to a specific target, should the enemy decide to do so, and that the signals are not in good "repute" because of the uncertainty of the operation.

• Dr. Baker submitted to the committee two exhibits—one dealing with use of radio stations as beacons, the other listing radio serv-ices and their frequencies.

• Mr. Smith also felt the proposed bill was insufficient to limit the devices under the legis-lation those with over a half-mile range. He said he is opposed, however, to giving FCC general authority to work out interference problems in normal peacetime operation. lest the Commission would "control everything you do," which could not possibly be in "the nerve system of civil defense" and for adequate monitoring and policing functions by the Commission drew the support of Mr. Bush.

Quoting the United States Civil Defense Handbook, Mr. Hardy cited radio's role in disseminating timely information and educational mate-rials quickly to the maximum audience—material on shelters, transpor-tation and other phases. Mr. McNaughten, who also stressed civil defense and moni-toring stressed that while FCC enfor-cement of broadcast regulations has been exercised, "insufficient staffing has apparently prohibited the Com-mission from conducting similar investigations of all transmitter installa-tions." He questioned whether funds provided in the Johnson bill are intended to sup-plement services of FCC or establish "an entirely new investigative or enforcement group."

WLW TELEVISION LEADS in LEADING daytime TV cities

Cincinnati, Dayton and Columbus—served by WLW-Television—lead the nation for daytime sets-in-use with average of 13.9%, 12.2% and 11.1%, respectively.*

\[Avge. Share of Audience*\]

WLW-TV LEADING STATION COMPETITOR

CINCINNATI 47.5% 37.4%

DAYTON 63.1% 26.2%

COLUMBUS 57.7% 24.3%

WLW TELEVISION delivers the greatest daytime audience in the midwest's second-largest TV market.

WLW-TV D WLW-C

CINCINNATI DAYTON COLUMBUS

*Figures, December, 1950 — 6 am — 6 pm

Page 68 • February 26, 1951

Television • Broadcasting
FILMACK TRAILER Co., Chicago, is launching extensive advertising campaign for TV film department, which specializes in made-to-order film commercials. Chicago office of Bezelli & Jacobs handles the account.

AL SHERMAN, film publicity consultant, has named motion picture representative in the U. S. by the Norwegian government. He will supervise and negotiate sales and rentals of Norwegian films for TV and theatre showings. A catalog of 10 titles is now available from his office at 1612 Wisconsin Ave., N.W., Washington, D. C.

SNADER TELESCRIPTS Corp., Beverly Hills, Calif., begins producing a series of 52 TV film melodramas for MBS Clyde Beatty, directed by Irving Pichel. SNADER releases are now being seen on KFMB-TV San Diego, holder of exclusive rights to the feature in that city to total of more than 400 three-minute short features included in year's package. Monroe Mendelsohn has been named sales service representative for SNADER TELESCRIPTING SALES, Chicago. His duties will include servicing stations and agencies. Also joining the Chicago office is E. Johnny Graff, sales manager in charge of sales through agencies.

COMMODORE PRODUCTIONS, Hollywood, has 26 half-hour TV film series starring Clyde Beatty, animal trainer, in planning stage. Same firm also produces three weekly MBS Clyde Beatty radio shows for Kellogg Co., holder of option on the projected TV series.

UNITED PRODUCTIONS of America, producers of animated TV and motion picture films, names Edward F. Cullen manager of Eastern Division, replacing Edward L. Gersham, resigned.


FAIRBANKS announces hiring of Leo S. Resencrans, formerly with Wilding Pictures, Detroit, as executive writer.

STERLING TELEVISION Co., New York, has acquired exclusive TV distribution rights for more than 100 films from YOUNG AMERICA FILMS, New York.

UNIVERSAL-INTERNATIONAL has prepared 10 special TV trail-ers, with open ends for local theatre announcements, to promote Bedtime for Bonzo, a full-length feature to be distributed to theatres soon. One five-minute program, six one-minute spots, and three 20-second spots will be available for local-theatre sponsorship on television.

CONSOLIDATED TELEVISION PRODUCTIONS, Hollywood, and SAMPSON DIAMOND ENTERPRISES will produce 260 quarter-hour TV films, Jump Jump of Holiday House, based on puppet character. Fillmore S. Phipps is supervising producer for Consolidated.

PROCTOR & GAMBLE PRODUCTIONS Inc., Los Angeles, will take over complete financing of next season's Fireside Theatre TV film programs which it formerly handled on releasing basis. Production of first group of half-hour films will begin April 1 at HAL ROACH STUDIOS, Culver City. Each film is budgeted at $16,500, and a total of 50 to 52 is planned. Arrangements are being concluded with BING CROSBY ENTERPRISES, producer of last 34 Fireside Theatre films, whereby firm will get full release rights on percentage basis. Agency is Compton Adv., Los Angeles. P & G also studying possibility of producing more films in Hollywood. Beulah TV series and several film commercials now being produced in New York.

NEIL McGUIRE ENTERPRISES, Hollywood, producer of motion picture film shorts, plans to go into TV film production. Present projects include filming of 10-minute programs based on original stories entitled Adventures of Davy Jones on Mermaid Hill. Studios are at 165 S. La Brea. Telephone York 4550.

GREEN FILM Corp., Los Angeles, to begin filming first of 20 in projected series of 260 quarter-hour dramatic TV programs, The Loving Family. Walter Thompson is director.

TV ADS Inc., Los Angeles, announces completion of TV spots for Maier Brewing Co., same city. (Brew 102), Innes Shoes, Design for Living magazine, and Los Angeles Evening Herald & Express. Mel Curtis joins firm's writing staff.

DYNAMIC FILMS Inc., New York, has doubled its available space through completion of wiring and sound conditioning of added film studio at 112 W. 89th St., its present location.

ALEXANDER FILM CO. (producers of short-length films since 1919)
5,000 TOP QUALITY COMMERCIALS
LOW-COST RENTAL SERVICE
COMPLETE PRODUCTION FACILITIES
FOR ANIMATED AND LIVE ACTION COMMERCIALS
WRITE OR CALL
COLORADO SPRINGS
NEW YORK - CHICAGO

ATLAS FILM CORPORATION
ESTABLISHED 1913
CREATORS AND PRODUCERS OF TELEVISION COMMERCIALS
1111 SOUTH BOULEVARD
Oak Park, Illinois

BRAY STUDIOS, INC.
EXCLUSIVE LIBRARY OF FILMS
(INCLUDING CARTOONS) Available for Television
SEND FOR CATALOG
729 SEVENTH AVE., NEW YORK, 19

GRAY-DORELL COMMERCIALS FOR TELEVISION
480 LEXINGTON AVE.
NEW YORK
PLAZA 8-1851

RKO PATHE, INC.
624 MADISON AVE.
NEW YORK, N. Y.
PLAZA 6-9000

SARRA, INC.
TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO

TELEVISION COMMERCIALS
COMPLETE FILM PRODUCTION FOR TV SPORTS PROGRAMS
All Production Stages
In One Organization
6059 HOLLYWOOD BLVD., HOLLYWOOD 22, CALIF.

TELEVISIONS ANIMATED AND LIVE ACTION TV FILM SPOTS
FOR 15 MINUTE AND 1 MINUTE
823 VICTOR BUILDING
WASHINGTON, D. C.

TELEVISIONS
WILDE fabrics
ALLISSON fabrics
TELEVISION COMMERCIALS
ALLISSON fabrics
BROADCASTING

VIDEO VARIETIES CORP.
TELEVISION PROGRAMS TELEVISION COMMERCIALS BUSINESS MOVIES SLIDE FILMS - FROM SCRIPT TO FINISHED PRINT
OWNERS AND OPERATORS OF WEST COAST SOUND STUDIOS
110 W. 89TH STREET, N. Y. C.
WITH EXPERIENCED MANPOWER AND COMPLETE FACILITIES
41 E. 50TH ST., NEW YORK
MURRAY HILL 8-1162

BROADCASTING - TELECASTING
FILM & PRODUCTION DIRECTORY
IS PRINTED THE LAST ISSUE OF EACH MONTH
GUARANTEED PAID CIRCULATION EXCEEDS 15,000

February 26, 1951 • Page 69
**ASCAP Rates**

down of the present practice, some broadcasters who are active in radio as well as television feel that any abrogation of their rights in TV will inevitably result in a similar deterioration of their radio rights. Some of the replies to Mr. McCollough’s letter have also questioned his belief that interest in per program licenses is limited to a comparatively few TV station operators.

Vistor A. Sholis, WHAS-TV Louisville, for example, wrote Mr. McCollough that on that point “you and I part company completely. Perhaps I am one of a small minority of television station operators concerned about per program terms. Actually, I don’t see how you can maintain a reasonable blanket contract, about which you are obviously concerned, without an equitable deal on a per program basis.”

“The stumbling block which ASCAP has raised in reference to a TV program license are the very same ones over which we have been battling ASCAP in AM. If we yielded to ASCAP’s demand on television we would wipe out the ground beneath our AM position. I, for one, am not willing to do that.”

Mr. Sholis added that while his TV and AM interests are interwoven, he “would no more agree to some of ASCAP’s current demands if I were a TV operator alone than I will my present position.”

Commenting on possible litigation if negotiations fail to produce an acceptable form of per program license from ASCAP, Mr. Sholis said: “I think we have an equitable case of considerable merit and I have confidence that a court would give us a fair shake. I would prefer to reach an agreement without court action, but not at the expense of selling our principles down the river.”

As to costs of such action, he said that perhaps the best way to find out whether the TV station operators generally will support it “would be to ask for specific and definite commitments.”

This suggestion, that the owners and operators of the 107 TV stations be polled for their views, has been proposed by a number of other telecasters, including Mr. McCollough himself. The NAB-TV board at its Monday meeting decided, however, to withhold such action until after this week’s meeting of the Per Program Committee with the ASCAP group. NAB-TV Board Chairman Thomas is also a member of the Per Program Committee, so close liaison between the committee and the board is assured.

**AD COUNCIL**

**Plans Circulation Survey**

NATIONAL circulation of radio and television public service advertising campaigns will be measured via the A. C. Nielsen Co. service under a plan announced last week by the Advertising Council.

The council said Wednesday the Nielsen company had offered its national radio and TV research services to the council for use for this purpose without cost.

Based on Nielsen-ratings, figures on television circulation contributed to public service projects during 1950 by radio advertisers, agencies and networks will be issued shortly by the council. The figures will be expressed in terms of radio home impressions, which represent one message heard once in a radio home.

“Mr. Nielsen’s cooperation will enable us to measure the great amounts of free time and talent donated each week to important campaigns by American business,” Advertising Council President T. S. Reppplier asserted. “We will now have specific information on coverage given to such projects as U. S. Defense Bonds, Red Cross, highway safety, better schools, group prejudices, flight inflation, armed forces and other vital defense campaigns.

He called the Nielsen company’s cooperation “a generous and major contribution to the work of the Advertising Council and a tremendously valuable service to the advertising industry.”

**ZIV CHANGES**

**Gutman, Others, Announced Several changes in the personnel of the Frederic W. Ziv organization were announced last week. Leo A. Gutman, formerly advertising director of Ziv Tele- vision Programs Inc., has been appointed advertising director of all Ziv Television Programs Inc., and so close liaison between the committee and the board is assured.

Mr. Gutman is the executive vice president and chairman of World Broadcasting System, Cisco Kid Pictures and Cisco Kid Products.

Prior to joining the Ziv organization 15 years ago, Mr. Gutman operated his own agency in Cincinnati.

Ziv Television Programs Inc., New York, announced seven promotions and appointments. They are as follows:

Walter Kingsley, account executive, to sales manager of New York City area; Robert E. Domi, sales manager of New York area, has been named Cleveland-Detroit as account executive; Charles R. Fish Jr., formerly account executive with WCAU-TV, has been named New England and upstate New York area as account executive; B. Gershaw Bonner, former sales manager WCON-TV, Atlanta, to southern account executive, headquartered in Atlanta; Jack Holmes, former sales manager WBAP-TV Ft. Worth, to Texas and Oklahoma area as account executive; Ted Rosenberg, former account executive for National Transit Ads, to Philadelphia and Baltimore-Washington-Richmond area as account executive; Arthur Breider, transferred from Cincinnati office to southern Ohio, Indiana and Kentucky.

**Upcoming**


Feb. 27-March 1: Canadian Assn. of Broadcasters Meeting, Chateau Frontenac, Quebec, Que. (Registration deadline is Feb. 25.)

March 1: BAR Board Meeting, BABA House, New York.


March 7-13: Excise Tax Hearings, House Committee on Ways & Means, Washington, D.C.

**NBC Picks Site For Radio-TV Meet**

FIFTH ANNUAL convention of NBC and its radio and television affiliates will be held at the Boca Raton (Fla.) Club and Hotel Nov. 13-15, announced last week [Broadcasting & Telecasting, Feb. 19].

The Boca Raton site was chosen at the NBC Stations Planning and Administration Committee meeting Feb. 14-15 after New Orleans, which had been tentatively selected, was found to have inadequate convention accommodations.

The choice of Boca Raton, announced by Carleton D. Smith, NBC vice president in charge of station relations, was deemed particularly suitable in view of special events to be held as part of the NBC 25th anniversary celebration, which will open June 1.
WHBF-AM-FM-TV Rock Island, Ill., sending advertisers and trade brightly colored brochure headed "Where in the World . . . would you find another place like this." Cover has large picture of globe against red background with lettering in black and white. Inside gives facts about population, retail sales, buying power and effective buying income per family. Center-spread is huge map photo headed "The Quad Cities . . . one of the nation's best market places." On back are maps of areas covered by station.

EXTRA HELP NEEDED

WVOS Liberty, N.Y., The Record Shop, Mon. through Sat., 10:05-10:45 p.m., received so many calls that local telephone company was forced to add extra help on switchboard. Telephone company was flooded with 250 extra calls during 40 minutes show was on air. Company requested that WVOS attempt to cut down calls. Station asked that listeners place only one call to show, but calls didn't decrease, WVOS reports.

BRIGHT MAILING PIECE

WFBR Baltimore sending trade and advertisers brightly colored mailing piece headed "How to prime a pump on the right Baltimore station." Inside is letter from Shell Oil Co., pointing out success of advertising on WFBR. Piece also sends out shows that have high rating in area.

CITIES TV COVERAGE

WDSU-TV New Orleans received letter from Sen. Estes Kefauver (D-Tenn.), chairman, Senate Crime Investigating Committee, citing station for coverage of hearing held in New Orleans [BROADCASTING TELECASTING, Feb. 23]. Kefauver said in his letter: "Our Committee policy deems it of value to educate and acquaint the public as well as the Senate with the situations brought to light by the hearings in order to prepare for remedial legislation, and television seems to have proved itself a splendid medium for this purpose . . ."

Just a chip off the old block is 10-year-old Alton Carpenter, who pitches in every Saturday morning to give his dad, Disc Jockey Bill Carpenter, a hand in spinning records over WGY Schenectady. The youngster, who takes a "very" active part in the production and announcing of the 7-9 a.m. show, plans to make radio and TV his career. WGY reports that his appearance on the show, the only father and son disc jockey show in those parts, has drawn a slightly more than terrific response from listeners.

ADVERTISING PUSHER

WEAM Arlington sending advertisers and trade postcard dealing with newspapers shortage. Card, headed "A Word to the Wise", from Howard Stanley," quotes Maurice Mitchell, vice president and general manager Associated Program Service, as saying, "Newspaper shortage is now out of the rumor stage . . . Newspaper lineage must come down. Local and national advertisers who get set with best times and programs in radio now, will be grateful later." Bottom of card gives station's call in large letters.

EXECUTIVE PLACEMENT SERVICE

Executive Placement Service, nation wide agency, placing qualified, experienced Managers, Commercial Managers, Program Directors, Chief Engineers and Disc Jockeys. Inquiries invited from employers and applicants.

Howard S. Frazier

TV & Radio Management Consultants
795 Bond Blvd., Washington 5, D.C.
HAWAIIAN radio advertising was given a tremendous vote of confidence early this month with the signing of a $35,000 contract between Aloha Network and Theo. H. Davies & Co. Ltd. on behalf of its principals, including makers of Rino, Lux, Spry, Pepsodent, Sherwin-Williams paints, Instant Postum, Post’s Sugar, Crisp, Jell-O, Lynol, Hind’s Honey and Almond creams.

The agreement was said to be the largest single radio contract ever signed in Hawaii. (Aloha Network consists of KTOH Lihue, KHON Honolulu, KMWI Wailuku, KIPA Hilo). Sales Manager Hugh Larue represented Aloha in the sale, Harold Weidig, merchandise manager, acted for Theo. H. Davies.

Most of the spots called for in the contract will be carried on the morning disc-jockey program of Hal Lewis, better known to his island audience as J. Akuhead Pupule (J. Fish-head Crazy in translation).

Mr. Lewis has been particularly successful with the native elements in Hawaii, frequently broadcasting and burlesquing the Japanese, Filipino, Chinese, Portuguese and other dialects.

He has not always been as successful with sponsors as the Aloha contract would indicate, although his ability to get response is beyond question. He irritated the Bank of Hawaii when he added an offer of “free money today” to one of their institutional ads and forced them to turn down hundreds of disappointed Hawaiians.

On another occasion, Mr. Lewis attempted to brighten up a dull account with the information program “How to buy the right Pearl Harbor”.

“Finally, it would relieve the broadcaster from all liability for defamation in connection with broadcasts for or by candidates for public office.”

In conclusion, the lawyer, who is a member of the firm of Cooper & Gary, Columbia, said: “While awaiting the enactment of workable laws on the subject, there is really little that the radio broadcaster can do except exercise the closest supervision of his own broadcasts and contribute every effort to a program which will promote adoption of the legislation needed for adequate protection.”

Happiness reigns in Hawaii as Aloha Network signs Theo. H. Davies Co. Ltd. Principals are (l to r) Hugh LaRae, sales manager for Aloha; Harold Weidig, merchandise manager, and Robert Carney, sales promotion manager for Theo. H. Davies.

ALOHA NETWORK Signs $35,000 Pact With Davies Firm

CD INFORMATION

Plans Advanced At N.J. Meet

PLANS for a weekly public information program on 23 New Jersey radio and TV stations and for creation of a two-way short-wave supplementary hookup, were advanced last week in a meeting of New Jersey broadcasting with state Office of Civil Defense authorities at Trenton.

James L. Howe of WCTC New Brunswick, chairman of the radio-TV division of the state Civil Defense Communications Committee, submitted the information proposal, under which all New Jersey stations would be linked for a 15-minute weekly broadcast.

Fred Bernstein, WTTM Trenton, Bernard Kellom, WNJ Newark, and Paul Alger, WSNJ Bridgeton, all representing the New Jersey Broadcasters Assn., were to develop the plan.

The plan to set up two-way shortwave stations to augment the regular state-wide network was described by Lloyd H. Manamon of the amateur radio division of the Civil Defense Office.

J. R. Poppele of WOR New York, Communications Committee chairman, urged the group to work for “unity.” Other speakers: Carl Mark of WTTM, president of the New Jersey Broadcasters Assn.; Paul Kraus, New Jersey Bell Telephone Co., and Capt. W. P. Kelly, state police communications officer.

IF YOUR AM-FM-TV STATION, OR NEWSPAPER NEEDS promotional ideas sold to produce cash revenue of from $200 to $500 per week, Write, call, or wire
Edgar L. Bill —— Merle V. Watson
Julian Mantell, Sales Manager

National Features

Peoria, Illinois Phone 6-4607

★ We can produce more sales records and letters of recommendation that members of our Organization have received while working for over 300 AM, FM, & TV Stations and Newspapers from coast to coast, than any similar company.
JAMES RICHARD OBERLY of Pope & Ballard, Chicago law firm, appointed general counsel for Admiral Corp., Chicago.

EASTON-NICHOLS Co., Chicago, introducing TV specialized writing teams on contract basis. Company does not go into production, directing or any phase other than writing. Firm is at 82 Washington St., Chicago 2.

JAMES RICHARD OBERLY of Pope & Ballard, Chicago law firm, appointed general counsel for Admiral Corp., Chicago.

LITTLEFUSE Inc., Chicago, announces production of package of 10 TV snap fuse holders, in hard long-wearing plastic box, for TV servicemen.

HARRY VAN RENSELAER, sales manager electron parts Division, Allen S. DuMont Labs, recalled to active duty as Air Force major.

STACKPOLE CARBON Co., St. Marys, Pa. (electronic components div.) has issued new 42-page RC-8 catalog listing all new items of company and helpful engineering data. Copies sent on request.

BENDIX TELEVISION and RADIO Div. of Bendix Aviation Corp., Baltimore appoints J. V. Clement Co., Atlanta as district merchandiser for Georgia and Florida. Company also has appointed Lincoln Electronic Supply Co., Boston, as radio-TV representative for territory of Eastern Massachusetts.

ASTATIC Corp., Conneaut, Ohio, announces production of new miniature, lightweight AC crystal cartridge. The AG series is available with ceramic elements as well as crystal in all sizes.

THE HENDERSON-SPALDING Co., England, has appointed British Overseas Maris Inc. sole American agency for licensing of its patented Techno-Graph Process Circuit Production.

GENERAL ELECTRIC's unit equipment division announces new industrial power packs designed for low voltage and regulated a-lighting and power service for electronic apparatus.

Technical...

MAURICE P. JOHNSON, engineer WAAM (TV) Baltimore, appointed chief of microphone crew for station.

DALE HOWARD, graduate Northwest Broadcasting School, Portland, Ore., to KKLQ Borman, Mont., as announcer-engineer. STAN COOPER, Northwest graduate, to KEUL Corvallis, Ore., as announcer-engineer.

JOHNNY PIPPIN, engineer WSB Atlanta, named top student at Georgia Tech on recently published Dean's list.

John E. Berlin

JOHN E. BERLIN, 60, staff member of WITC Hartford for 25 years, died Feb. 14. Born in Franklin, Pa., Mr. Berlin joined the Travelers Insurance Co. in 1919. He was transferred to the radio department shortly after WITC began operations. Mr. Berlin was in charge of the station's information desk and studio facilities on week-day nights and on Sunday. Survivors include his widow and a daughter, Mrs. Herbert Irving, Hartford.

Flying Reporters

ALBERT CREWS, director, radio and TV, Protestant Radio Commission, and Dr. Franklin Clark Fry, president, United Lutheran Church in America, two "flying reporters," representing major Protestant and Orthodox communions, delivered first hand accounts of the plight of war refugees and displaced persons to President Truman in Washington Feb. 16.

'Voice' Study

(Continued from page 84)

in the field of international propaganda." Sen. Benton singled out "potential targets" in large cities alone where hundreds of outstanding men and women in broadcasting, public relations and advertising have contributed to the enterprise, and who now only await the leadership.

Creation of an "independent agency," Sen. Benton felt, would "provide the recognition, the freedom and the flexibility for full development" and, with proper leadership, "could become a magnet for the best talent in the world." Under that plan, a cabinet of eight top officers and eight assistant secretaries acting under an administrator would supervise broadcasting, news and publications, motion pictures, exchange of persons and servicing of U. S. information libraries overseas.

Outlines Plan

One possible way to organize an independent agency, he said, would be the creation by Congress, under the 1946 Government Corporation Control Act, of a wholly-owned corporation which can be chartered for the entire range of broadcasting activities. He suggests a non-partisan board of directors, or trustees, comprising communication and other industry specialists who would operate under an independent chairman. Such a plan would have "many great potential advantages," Sen. Benton declared, among them:

(1) Utilization of responsible executives not otherwise available to the government; (2) greater flexibility for cooperative efforts with private organizations; (3) reduction of "tie taint of official propaganda," and (4) greater confidence of the American people in the whole operation.

An interesting sidelight to the Benton proposals is that Sen. Joseph McCarthy (R-Wis.) advocates Voice separation—though for different reasons. Both have traded verbal blows on the Senate floor, with the State Dept. as the central issue.

Sen. Benton attacked the Wisconsin Republican as a "ruthless propagandist determined to undermine the independence of the department, and questioned his appointment to the Senate Appropriations sub-committee, which hears Voice of America and other budget requests.

Sen. McCarthy, beltwether in the Communists-in-government issue, retaliated with an attack on Sen. Benton and has threatened to take action designed to remove the Voice of America from the State Dept. He said the Voice has been doing "an awfully foul job, accomplishing nothing and wasting huge appropriations of money," and should be "taken out from under Secretary Acheson and his crowd at the State Dept."

Sen. McCarthy, of course, favors complete removal of the Voice—both operational and policy—from the department.

Plane Hits WKJF Beacon

AN Air National Guard plane missed probable destruction by one foot when the firm's red beacon light on top of WKJF (FM) Pittsburgh's 420-foot transmission tower in poor visibility weather last week. Ed Harris, station manager said it "would have been the end of the plane" if the wing had hit the steel structure of the tower one foot lower.

THE ONE FOR 1951

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

THE WHALE OF A MARKET!

'Please Hang Up'

AN IMPORTANT long-distance phone call has been completed, thanks to WMIL Milwaukee. A man was on a two-party line expecting the call heard WMIL's western show, Ranch House Randy, every time he lifted his receiver. Deduction: The other party on the line had left the receiver off the hook, and was tuned to WMIL. On a different phone, the man explained his plight to the station. Bob Bradley, station employee, interrupted the program and relayed the frustration to the man's place. The party phone was hung up immediately and the long distance call got through.

POPULATION 233,012
TOTAL RETAIL SALES $246,605,000
FOOD GROUP (RETAIL SALES) $52,346,000
DRUG GROUP (RETAIL SALES) $7,643,000

2010 U.S. Census Preliminary Report
All sales figures from Quad-City Metropolitan Counties are from 1940 U. S. Census of Business

Delivering more listeners at a lower cost

February 25, 1951 • Page 73
February 16 Applications

ACCEPTED FOR FILING
License for CP
KXKX Redmond, Ore.—License for CP
new AM station (recommitted).
WJBC-FM Bloomington, Ill.—License for CP
new FM station (recommitted).

AM—550 kc
WXJ Jackson, Miss.—CP to change from
1300 kc to 355 kc AM to 1300 kc
1.5 kw D to 500 kw 5 kw D.

Modification of CP
KCBS St. Joseph, Mo.—Modification of
CP frequency of 920 kc.

WXTC-FM Minneapolis—CP
new FM station to change name to
Mid Cities Broadcasting Co., Minn.
Mid Con-
tinental Radio-Television Inc.

Modification of License
WTMN Minneapolis—Modification of
license to change name of licensee from
Minnesota Broadcasting Corp. to Mid
Continental Radio-Television Inc.

WTVC-TV Minneapolis—Same.

License Renewal
KKFW-FM Fort Smith, Ark.—License
renewal.

APPLICATION REPLIED TO
New TV Station
John D. Keating and J. Emery Mc-
Cann, Hartford, Conn., and Buffalo,
N. Y.—Returning of application of
December 22-30 for new TV station as incomplete.

February 19 Decisions

ACTION ON MOTIONS
By Comr. Rosel H. Hyde
FCC General Counsel—Granted extension
time of AM station to March 26 to file
exceptions to initial decision in proceeding
re application of Lubbock County
Broadcasting Co., Lubbock, Tex.

Braitz Communication Engineering
Corp., Sparta, III.—Modification of
license to change name of licensee from
Braitz Broadcasting Co., St. Louis.

WVEC Greensville, S. C.—Modification
by grantee of original of license as to
amended to include new service.

WLCK Campbellville, Ky.—Modification
of license to change name of licensee from
Campbellville Broadcasting Co.

By Comr. Robert F. Jones
WTNJ Trenton, N. J.—Modification
of license to change name of licensee from
Trenton Broadcasting Co., Trenton, N. J.

February 20 Applications

ACCEPTED FOR FILING
License Renewal
Following stations request renewal of license:
WCIL, Carbondale, III.; WBOI, Fort
t Wayne, Ind.; WDLQ, Lafayette, Ind.;
WLCL, Corning, N. Y.; KCLE Clevel-
dan, Ohio; KZTV, Phoenix, Ariz.;
KSL, Salt Lake City, Utah; KMRE, Waxahachie,
Tex.; WPNN, Richmond, Va.; WMC, Mem-
phis, Tenn.; WNBQ, Chicago, Ill.; KOKI,
Columbia, S. C.; and WRGB, Albany, N. Y.

Modification of CP
KXKL (FM) Cape Girardeau, Mo.—
Mod. CP new FM station for extension of
license.

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
"A reliable service for over 18 years"
For individual or chain rate
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

* VACANCY
YOUR FIRM'S NAME is in this "vocabulary"
will be welcomed by its editors. The
owners and managers, chief en-
gineers, Admissions managers, and
commercial sellers are invited to
send in notices of change for AM, FM, Television and Facsimile services.

February 20 Decisions

BY THE COMMISSION
Special Authority
WINZ Hollywood, Fla.—Granted author-
ty subject to conditions to operate with
1 kw D 300 kw W and temporary
BY THE SECRETARY
Fett, Bob, Co., Near Manchester, Mich.—Granted
license for new license for FM stereo
relay in Detroit.

By Examiner Fanny N. Litvin
The Rural Broadcasting Company of
Ohio, Oak Harbor, Ohio.—Modification of
license to permit operation of new FM
transmitter in consolidated proceeding re
its application; conditional.

Lawton-Ft. Sill Broadcasting Co., Lawton,
Okla.—Modification of license to permit
operation of new FM transmitter in
case of refusal to pay annual fee.

FCC Correction
In Febr. 18 Decisions (FCC Actions, Feb. 26), Item relating to KCRB is corrected to:
KCRB El Paso, Tex.—Dismissed as
most of its applications as petition was
not received as a result.

February 19 Applications

ACCEPTED FOR FILING
License Renewal
Following stations request renewal of license:
WCLQ, Carbondale, III.; WCIL, Waterloo,
Iowa; WLAW, Lake Forest, Ill.; WDLQ,
Lafayette, Ind.; WLCL, Corning, N. Y.;
KCLE Cleveland, Ohio; KZTV, Phoenix,
Ariz.; WPNN, Richmond, Va.; WMC, Mem-
phis, Tenn.; WNBQ, Chicago, Ill.; KOKI,
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license.

COMMERCIAL RADIO MONITORING COMPANY
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Riverside, ILL
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES DESIGN AND CONSTRUCTION
1 Le Febvre Lane, New Rochelle, N. Y.
New Rochelle 6-1620


With reference to the following sta- tions, Comr. Jones voted to grant re- newals on regular basis: KBON-FM Omaha; KOMO-FM Kansas City, Mo.; KICT Tacoma, Wash.; KKKK-FM St. Louis, Mo.; WENS Chillicothe, Ohio; WOTR Boston; WHAV-FM Haterville, Mass.; WJIB-FM Jacksonville, Fla.; WJLB Detroit; WJGF Morgantown, W. Va.; WLJN Miami Beach, Fla.; WJMW- FM Meriden, Conn.; WPTG Trenton, N. J.; WLOM Detroit; KSV Pittsburgh; KXBD Los Angeles, Cal.

Following NBC stations were granted further extensions of temporary li- censes to June 1: KKOZ Harrison, Ark.; KICK Spring- field, Mo.; KMPC Los Angeles; KSDK El Paso; KRVC Richfield, Utah; KWAK Stuttgart, Ark.; KWEM West Memphis, Ark.; KXEP Redding, Calif.; LITL Overland Park, Kan.; WATE Fall River, Mass.; WBLA Balti- more, Md.; WGAR (616) Cleveland; WINK Fort Myers, Fla.; WJR (Aux.) Detroit; WQVC South Bend, Ind.; WENY Schenectady; KKA Seattle; WLR Life, Madison, Wis.; WOR New York; WSM Wilkes-Barre, Pa.; WVSF Milwaukee, Wis.; WENR New York; WFLN Philadelphia; WMMX-FM Washington, D. C.


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Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. D. I. 1319
WASHINGTON, D. C.
P. O. BOX 7037
JACKSON 5302
KANSAS CITY, MO.

Order amending Commission order of Jan. 10, designating for hearing applica- tion, to delete therefrom issues No. 1 and 3 and to include therein as an issue following: "To determine whether or not the installation of operation of Station WOR at the proposed location would constitute a hazard to air navigation." (Application requests change in facilities from 1000 kc 250 w unil. to 910 kc 1 kw unil. DAA etc.)

License Renewal
Following were granted renewal of licenses for following facilities: WPWMA Chester, Pa., WPEF Chicago; KOMO-FM Seattle; KMYC-FM Marysville, Calif.; KPOJ-FM Portland, Ore.; WTVW, Topeka, Kans.; WSKY-FM Roanoke, Va.; WWSZ York, Pa.; WJSW Los Angeles, Calif.; WMMQ-FM Auburn, N. Y.; WJFP Chicago; WJWF Columbus, Ohio; WJLW Dayton, Ohio; WOR- FM New York City; KXBOA-FM Ken- nett, Mo.; KBRU-FM Hurtington, Iowa;
Help Wanted (Cont'd)

Staff announcer for 1,000 watt daytime station, send disc and complete details to Manager, WDBL, Springfield, Tenn.

Southern Illinois thousand watt independent station in metropolitan area with commercial punch. Western type personality, minimum experience preferred; congenial staff, 40 hour work week, vacation, benefits. Box 891H, BROADCASTING.

Wanted: Announcer with experience, some copywriting. Must be good, news, DJ shows. Opening immediately. Send resume immediately, box 8500, WMGR, Bainbridge, Ga.

$60 minimum for announcer with first class license required. WSMJ, Lexington, Ill.

Wanted: Manager, sales manager, salesmen, leading southern market, competitive experience. Immediate opening. Apply 959H, BROADCASTING.

Help Wanted

Salesman: Experienced in construction-selling radio. Must be alert and ethical. To handle small group of AC stations. Send resume and complete details to Box 928H, BROADCASTING.

Wanted: Combination man for network station in Georgia. State salary and country Club membership. Box 777H, BROADCASTING.

Wanted: Combination man for station in New York. State salary and country Club membership. Address: Box 777H, BROADCASTING.

Wanted: Engineer for small independent station in New York. Must be capable and willing to take a chance. Salary plus incentive plan for proper management. Immediate opening. Apply 959H, BROADCASTING.

Manager, sales manager, salesmen, leading southern market, competitive experience. Immediate opening. Apply 959H, BROADCASTING.

Commercial manager with experience in sales and management, Nebraska market, possibly progressing network affiliation. Preferably from southwest. Box 989H, BROADCASTING.

Wanted: Rural Virginia 250 watt full-time station, right location. No experience necessary. Salary as negotiated. Box 969H, BROADCASTING.

WANTED: Engineer with 10 years experience, must be capable and willing to take a chance. Salary plus incentive plan for proper management. Immediate opening. Apply 959H, BROADCASTING.

WANTED: Salesman: Full time, low watt network affiliate, in market to develop area. Must be capable and willing to take a chance. Salary plus incentive plan for proper management. Immediate opening. Apply 959H, BROADCASTING.

Manager wanted. Rural Virginia 250 watt full-time station, right location. No experience necessary. Salary as negotiated. Box 969H, BROADCASTING.

WANTED: Manager, Engineering, Operating, Group Manager, WORZ, NBC affiliate, in major market. Salary as negotiated. Apply 959H, BROADCASTING.

WANTED: Manager, Engineering, Operating, Group Manager, WORZ, NBC affiliate, in major market. Salary as negotiated. Apply 959H, BROADCASTING.

Help Wanted

Salesman: Pennsylvania independent offers an opportunity to enter sales in a progressive market. Only salesmen on area. Radio background essential. State qualifications and salary, prefers recent college graduate. Must have car. Box 818H, BROADCASTING.

If you are a young time salesman and want to make your home in southern California, we can offer you a position, per month to start with an opportunity to turn $15,000 per year. Apply by February 15th. Send all details about yourself in first letter and recent photo. Box 999H, BROADCASTING.

WANTED: Salesman. Experienced in construction-selling radio. Must be alert and ethical. To handle small group of AC stations. Send resume and complete details to Box 928H, BROADCASTING.

Wanted: Combination man for network station in Georgia. State salary and country Club membership. Address: Box 777H, BROADCASTING.

Wanted: Combination man for station in New York. State salary and country Club membership. Address: Box 777H, BROADCASTING.

WANTED: Experienced station manager for established station for New England regional station. Large market. Submit experience and photo to Box 759H, BROADCASTING.

WANTED: Manager, Engineering, Operating, Group Manager, WORZ, NBC affiliate, in major market. Salary as negotiated. Apply 959H, BROADCASTING.

Commercial manager with experience in sales and management, Nebraska market, possibly progressing network affiliation. Preferably from southwest. Box 989H, BROADCASTING.

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Wanted: Combination man for station in New York. State salary and country Club membership. Address: Box 777H, BROADCASTING.
Situations Wanted (Cont’d)


Experienced capable announcer, marketing, production, programming, traffic, newscast, direct sales. Wished to move. Draft exempt, married. Good reasons for position. Box 999H, BROADCASTING.


Steady, experienced, versatile. Station tame all-around program. Am fully experienced in all fields of announcing. Have had top air ratings in most cities. Box 922H, BROADCASTING.

Sports announcer, high school coach wants fulltime radio sports job. Three years broadcast experience, football, basketball, boxing and call baseball. Box 954H, BROADCASTING.

Sports wanted year-round. Experienced AA baseball, minor league football, and all staff. National Speaker - Big leagues. Box 913H, BROADCASTING.

A copywriter. Fine voice, experienced. Handle board work. Will state salary. Box 999H, BROADCASTING.

Successful, 13 years experience, university graduate, 5 years assistant manager progressive regional network, 3 years station management promotion. Interested Michigan or Great Lakes area. Salary $1,800 per month. Box 969H, BROADCASTING.

Announcer-engineer. Career in radio broadcasting. Has worked in all phases including news. Present at WABC. Is thinking of moving. Box 912H, BROADCASTING.

Announcer. Fine voice, experienced, handle board work. Will state salary. Box 999H, BROADCASTING.

Casual friendly style for DJ and MC. Three years newspaper radio experience. Four years experience as DJ in national network. Seek solid permanent association. Box 979H, BROADCASTING.

Announcer-coprywriter: Five years experience, all phases broadcasting. Will state salary. Draft exempt. Box 969H, BROADCASTING.

Announcer-coprywriter. Five years experience, all phases broadcasting. Will state salary. Draft exempt. Box 973H, BROADCASTING.

Announcer-singer. Vocals, similar to newsmen's. Would be interested in local work. Box 999H, BROADCASTING.


Announcer-coprywriter: Five years experience, all phases broadcasting. Will state salary. Draft exempt. Box 973H, BROADCASTING.

Announcer. Prepared to leave. Has all phases experience. Can meet any salary requirements. Will start immediately. Box 954H, BROADCASTING.

Announcer. Very versatile. Willing to work anywhere. Present in broadcasting. Box 979H, BROADCASTING.

Announcer, 50, single, College grad. Top radio school grad. Staff or key man. Box. Box 909H, BROADCASTING.

Announcer—Young, experienced, vet,dramatic, voice, travel—reliable, conscientious—new opportunity. Box 919H, BROADCASTING.

Announcer, 20, single. College grad. Top radio school grad. Staff or key man. Box 909H, BROADCASTING.

Announcer, 50, single, College grad. Box 909H, BROADCASTING.

Announcer-coprywriter: Five years experience, all phases broadcasting. Box 969H, BROADCASTING.

Announcer-coprywriter. Five years experience, all phases broadcasting. Box 973H, BROADCASTING.

Color comfort is basic, but have all phases experience, a versatile, proven ability. Heavy class “A” staff experience. Authoritative. Strong on: DJ Draft exempt. Reasonable base plus comm. Some travel, too. Box 919H, BROADCASTING.

Announcer. 20, single. College grad. Top radio school grad. Staff or key man. Box 909H, BROADCASTING.

Announcer-engineer. 18 years experience. Would appreciate change to progressive station. Will move. Box 979H, BROADCASTING.

Combination man. First phone and announced for 6 years. Served as program manager and on-air talent. Veteran, 25 years old, married, one child, no drinker, sober. Ready for work immediately, anywhere. Joe Schill, 153 South 4th St., Paducah, Kentucky. Phone 3960 days or 3961 nights.

Situations Wanted (Cont’d)

Phone first, salary, benefits offer, first contact. Box 942H, BROADCASTING.

Engineer, 3 years experience. Transmitter, remote, tape recorder. Previously employed. Box 979H, BROADCASTING.

1st phone engineer, married, vet, 26, 6 years in baseball, will state salary. Young, not married. Has all phases experience, sold remote shows, built six channel console and new transmitter and components. Can do disc shows and newcasts. Desiring to work at New York. Box 943H, BROADCASTING.

Announcer with engineering experience, will state salary, desire immediate position with future. Box 942H, BROADCASTING.

First phone, no experience. Draft exempt. Will state salary. Combination desired. Box 969H, BROADCASTING.

Operator, first license, five years broadcast radio, wants straight transmitter, remote, DJ, news, classical music. Salary $600 per month. Box 969H, BROADCASTING.

Combination engineer-anouncer, recent announcing school graduate. High school grad. Box 979H, BROADCASTING.

Situations Wanted (Cont’d)

First phone, no experience. Draft exempt. Will state salary. Combination desired. Box 969H, BROADCASTING.

Program director-continuity writer team. Husband-wife. Capable. Create, compose, and write continuity for class air. Box 909H, BROADCASTING.

Female (40) continuity, mike, steno. Prefer midwest independent. Consider anything. Box 983H, BROADCASTING.

Female (30) two years experience, will state salary. Prefer DJ-Announcer and Program Director. Will move. Box 954H, BROADCASTING.

Program director-anouncer, recent announcing school graduate. High school grad. Box 979H, BROADCASTING.

What's your trouble, boss? Need a mature woman cop chief with ideas running out of her ears? If you manage a station that operates normally, Florida, make me an offer. Box 909H, BROADCASTING.


Program director-anouncer, 1st class experience, five years experience, baseball broadcasting. Very experienced remote shows. Will state salary. Interested in sales wanted permanent position. Box 954H, BROADCASTING.

Need a dymano in your news room? Box. Would state experience getting and building local news show desires dramatic emphasis. Draft exempt. Air talent. Box 969H, BROADCASTING.

Radio girl Friday. Young, alert, proficient! Script writing and production work. New York only. Will move to do large cities and must be available immediately. Box 979H, BROADCASTING.

Universal Satellite-Echotelephone. Has 3 years experience. Must be willing to move to New York or Chicago. Box 954H, BROADCASTING.

Television

Production-Programming, others

Experienced engineer, general supervision, engineer, technical director, stage director. Served as program manager and on-air talent. Veteran, 25 years old, married, one child, no drinker, sober. Ready for work immediately, anywhere. Joe Schill, 153 South 4th St., Paducah, Kentucky. Phone 3960 days or 3961 nights.

(Continued on next page)
For Sale (Cont'd)

Two Blaw-Knox 250 foot self supporting towers, with 7-1/8 inch transmission line, new with fittings 1200 feet, WR-3000 sample line, new, other equipment, new and used, available for immediate construction, Contact Chief Engineer, KGFG, Coffeyville, Kansas.

Presto 6N cutler with 1-D head $320.00, console for Presto 16" TX $70.00, WE 9A reproducer assembly with KE 168 equalizer, 17T A repeat coil, 3A2 arm, 2 heads, in good condition F.O.B KLAS, Las Vegas, Nevada.

For sale: Westinghouse 50 kw FM amplifier. Excellent condition. Contact B. S. Long Radio Station WHO, Hickory, N. C.

TV A-1 condition, projectal and pedestal, includes projection cabinet $79.00, console for TV A-1 $79.00, complete will come with KE 168 equalizer, 17T A repeat coil, 3A2 arm, 2 heads, in good condition F.O.B KLAS, Las Vegas, Nevada.

For sale: Westinghouse 50 kw FM amplifier. Excellent condition. Contact B. S. Long Radio Station WHO, Hickory, N. C.

Have several used Winechager towers will sell erected, Tower Construction Co., 167 Fourth St., Sioux City, Iowa. Phone 5-7871.

Wanted to Buy (Cont'd)

Wanted, field intensity meter in good condition. Prefer R-100, R-76 or Federal 106-C. Contact G. R. Hoffman, W7P5, Evansville, Indiana.

Two, four or six bay FM antenna for sidelining, tuned or tunable to 88.3 mc. Also, 5000 watt AM transmitter in operating condition. State best cash price. WTVB, Coldwater, Michigan.

Microphones

Wanted—$50,000.00 to purchase any station equipment (will give mortgage) or will sell preferred stock. Box 923H, BROADCASTING.

Note: New or replacement broadcast crystals for Western Electric, RCA, Bliley and other holders; fastest service. Also monitor and frequency measuring service. Edision Electronic Co., Temple, Texas. phone 3901.

Help Wanted

Technical

Radio station wanted. Interested In radio, TV, and newspaper combination station and newspaper. Give details. Box 966H, ELECTRIC GENERATING PLANTS.

Have spent six years making "midget market" stations pay big dividends. Now want to acquire a Vanier in mid-station market with option to buy. Prepared to rent or buy a Vanier with lease arrangement pending sale approval. Give complete information in first letter. Box 923H, BROADCASTING.

Radio Station Wanted. I. In market of 100,000 population or more and 2. In market of 25,000 population or more with no large metropolitan market within 50 miles. Give price and details in first letter. Box 966H, BROADCASTING.

Equipment, etc.

Complete equipment in good condition 6 kw AM station. 3-260 foot towers, monitors, etc. Box 966H, BROADCASTING.

Reproduced, Western Electric vertical type D-9396 wanted regardless of condition. Write details to Box 966H, BROADCASTING.

Wanted: Complete 1 kw AM transmitter. Must be in good operating condition. Box 966H, BROADCASTING.

Complete studio equipment. Also motordrive, equipment in good condition and monitor and limiter. State make, price and condition. Box 966H, BROADCASTING.

BF-14A Pyloon antenna, Serrico Radio Corporation, Postoria, Ohio, WPOB-FM, new or new near new consoles, preferably RCA, 76-95 or 76-D or other make with similar facilities. WHO-FM, Des Moines, Iowa.

For Sale

WANTED 100 kw AM station in good condition, 45-50 thousand rating, 45-50 thousand rating, 45-50 thousand rating. Contact J. M. Smith, WSM, Nashville, Tenn.

WANTED

Electric GENERATING — Net Surplus

International diesel 100 b.h.p., 50 kw. Electric Generator. Anselmo-produced eleven 50 cycles, 350 volt—all self-contained and mounted on steel. Two heavy fuel tanks mounted in a 4-1 condition. Price $3,690.00 our transmission. KGFG, Make City, Iowa.

For Sale

Equipment, etc.

WANTED

Early morning taped show used for local commercials, one or two hours, six days. Also, all types of programs for Regional, Network, and some transmissions in five states. Good auditions to Palmeto Broadcasting System, Anderson, S. C.

Equipment

FECR 9933 FM Contact D. H. Bruce, WFBK, Toronto, Canada.

USED IF PROGRAM RECORDS ARE GOOD AS GOLD

Highest prices paid for outboard, scratched or damaged IF, any type, wire recorder, transmitter, console, mic, microphone, etc. Drop a post card or letter estimating the quality, in quantity or price, and we will sell. We'll send you current prices and advice. Union Specialty, 368 Grand St., New York, N. Y.

School

PRODUCER •

Used equipment. TV transmitter and studio equipment design and operating experience. Speak Spanish. New York office.

BOX #3H, BROADCASTING.

Production-Programming, others

Man who can direct people and who knows legitimate, vocal and instrumental music. Must take initiatives and build top musical shows for top mid-west radio station; must be experienced. Address Box 945H, BROADCASTING.

Situations Wanted

Announcers

Available soon—TV and/or AM announcer—MC—writer-producer of ten years studio and network experience. Presently TV-Radio Director of regional Agency—producer—director—sales. I will make all phases of sound selling experience pay-off in profits for the outfit that gives me a real chance. Will send you full information and arrange personal interview if you're interested. Address BOX 946H, BROADCASTING.

FINANCING WANTED

If you are interested in buying an AM station in a one station radio market of $200,000 contact Box 944H, BROADCASTING immediately. Excellent opportunity.

KANS PREMIERES

24-hr. Day With Hot Story

KANS Wichita performed a humanitarian service during its premiere broadcast of its new round-the-clock schedule.

During the midnight-6 a.m. portion, Vic Rugh, emcee, received a phone message from the Wichita municipal airport that a TWA pilot just landed had brought a report of a gas line explosion and fire near Harper, Kan., 45 miles away. The town was without heat, with the thermometer reading zero.

Mr. Rugh at 2 a.m. put out an appeal for electric stoves and kerosene heaters. A Wichita cab company transported them without charge. By 4 a.m., Ted Heithecker, KANS chief engineer, and Justin Bradshaw, announcer, had delivered 96 heaters to the Harper hospital and to other vital points. When gas pressure was restored at 6:30 a.m., Wichita area residents still were volunteering heaters and, if needed, cars to deliver them.

KANS began the new series, From Midnight On, Jan. 29, Russell L. Lowe, promotion manager, estimated that 12,000 or more families would receive comprehensive broadcast service under the new 24-hour schedule.

TUBE ORDERS

CONTRACTS for nearly $1 million worth of various type electron tubes have been let by the Defense Dept. to RCA, Victor Division, Harrison, N. J., and Raytheon Mfg. Co., Waltham, Mass., according to the Dept. of Commerce's Field Service. Five different sets of awards showed a total of 452,000 tube units valued at $981,010.
**FCC Actions**  
(Continued from page 78)

**DECISIONS CONT.:**
cloro - KA-4441 Area, San Francisco;  
WIZ & A.) New York; KA-4441  
KA-4446 Area, New York; KA-4446  
LA-2400 Area, Los Angeles; WXYZ-TV  
Detroit; KA-4893 KOA-310 Area  
Jr., South Dakota. (Wholly owned  

**BY THE COMMISSION**
Extension of Authority

WPAB Ponce, P. R.—Granted extension  
of authority for 90 days from  
Feb. 17 to operate with power reduced  
about 1/4 watt.  

**February 21 Applications...**

**ACCEPTED FOR FILING**

License for CP  
WWIN Baltimore—License for CP  
new AM station for extension of  
operation.

**WWBD Ballevsdtown, Md.—CP. New  
AM station for extension of  
operation.

**WGCT-FM Atlanta, Ga.—Mod. CP  
new FM station to change ERP from  
345 kw to 4.5 kw and change trans.  
KFUO-FM Clayton, Mo.—Mod. CP new  
FM station to change ERP from 5.8 kw  
to 6.72 kw.

**FCC round-up**

**New Grants, Transfers, Changes, Applications**

**SUMMARY TO FEBRUARY 22**

**Summary of Authorizations, Stations on the Air, Applications**

<table>
<thead>
<tr>
<th>Class</th>
<th>On Air</th>
<th>Licensed</th>
<th>Cps</th>
<th>Grants Pending</th>
<th>Hearing</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM Stations</td>
<td>2,218</td>
<td>1,218</td>
<td>136</td>
<td>275</td>
<td>127</td>
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<tr>
<td>FM Stations</td>
<td>197</td>
<td>60</td>
<td>49</td>
<td>382</td>
<td>111</td>
</tr>
</tbody>
</table>

**On the air...**

**Docket Actions...**

**INITIAL DECISION**

**KTMS-FM St. Paul, Minn.—Initial Decision by Hearing Examiner Jack P.  
Krier of the F.C.C. on application to change  
KTMS transmitter site on grounds of  
its violation of the Interference  
resolution. Decision Feb. 20.

**OPINION AND ORDER**

WAZZ Zarephath, N. J.—Pillar of  
Fire FM's memorandum opposing  
application for granting to WDGT-FM  
WAZX New York on 1200 ccm,  
denied. Decision Feb. 19.

**No-DOCKET ACTIONS...**

**AM GRANT**

Erie, Pa.—Dr. Myron Jones, Granted CP  
new AM station on 1570 kc, 250 w/day;  

**FM GRANTS**

WLAN-FM Lancaster, Pa.—People's  
Broadcasting Corporation's application  
for granting of station WGNM  
from ERP of 20 kw to 6.7 kw, antenna  
from 315 ft. to 250 ft. Granted Feb. 20.

WWOB (FM) New Haven, Conn.—  
Col. David L. Chetwood, Granted CP  
new station from ERP of 20 kw to 7.6 kw,  
antenna from 240 ft. to 210 ft. Granted  
Feb. 19.

WFMJ-FM Columbus, Ga.—Daniel H.  
Bechtel, Granted CP new station from  
antenna of 100 ft. to 310 ft. Granted  
Feb. 21.

KSTF-FM st. Paul, Minn.—KSTF Inc.  
granted switch from ERP of 15 kw  
to 35 kw, antenna from 220 ft. to 350 ft.  
Granting Feb. 21.

WFN (FM) Philadelphia—Pennsylvania  
Public Broadcasting System's application  
for change of ERP of 10 kw to 7.6 kw,  
antenna from 310 ft. to 420 ft. Granted  
Feb. 19.

**TRANSFER REQUESTS**

WBBZ Port Washington, Ohio.—Assign.  
of license to George W. Leake Co.  
Inc. to Porta Co. Inc. from WBBZ  

WOSC Canton, Ohio.—Assignment of  
license from Case Western Reserve  
University to The Case Foundation  

**IAAB AGENDA**

**Set for Sao Paulo Meet**

COMMERCIAL advertising on  
government stations, relations with  
other international organizations,  
modern radio stations and interna- 
tional educational broadcasting  
are among agenda items for the  
second general convention of the  
Inter-American Assn. of Broad- 
casting at Sao Paulo, Brazil, March  
19-29. Delegates from throughout  
South and North America, including  
the U. S., are to attend.

NA and reason. Senator Miller is  
slated to attend the IAAB meet- 

**FILING**

Meetings and exhibitions will be  
hosted in the Associated News- 
papers circle. Mr. Fireman is  
identified with ownership of  
radio station there and  
which is installing Brazil's first  
station at Sao Paulo. Radio and  
TV manufacturers have been in- 
tented to show their products and  
stations in all counties are asked  
not to send photos of their facilities  
for display.

IAAB's present board, in addi- 
tion to Mr. Nunn, is composed of  
Goar Mestre of Cuba, president;  
Emilio Azcarraga, Mexico; L. Bale- 
rico Sico, Uruguay; E. Machado de  
Assis, Brazil. Felix Muguerra is  
IAAB secretary. Election of a new  
board and selection of a country  
for the home office of IAAB also  
is scheduled.

**Deletions...**

**TOTAL withdrawals to date since Jan.**

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>107</td>
<td>668</td>
<td>521</td>
</tr>
</tbody>
</table>

** WWFP-FM Palatka, Fla.—Palatka  
Beach Beagle, Inc., Granted CP  
new FM station by withdrawal.**

**Applications...**

**K5TV (FM) Kansas City, Mo.—Commercial  
Radio Equipment Co. License,  
Permission to use equipment.**

**WSAP-FM Portsmouth, Va.—Ports- 
smouth Radio Corp. License, Feb. 5.**

**When It's BMi's Hi...**

Another BMi "Pin Up" Hit—Published by American

**BEAUTIFUL BROWN EYES**

20-4062; Rosamond—Col. 39212; Jimmy  
Wakeley—Col. 19935; Art Mooney—MGM  
10924; Doris Drew—Mer. 5370; Tod Maxon—Dec.  
45130; Trio Los Mendos—Col. 66092; Evelyn  
Knight—Dec. 17485; Harmony Bells—Dana 727.

**THE LITTLE STATION WITH THE BIG WALLOP! WMAM**

BROADCASTING  Telegazting

**February 26, 1951**

**Page 79**
Radio's Power
(Continued from page 19)

As in past tests, that two separate markets exist—a radio market and a newspaper market—without overlap. The advertiser should use both markets, he said, on the basis of the point-of-sale tests since a large number of people not influenced by newspaper advertising can be profitably developed by use of radio.

In the Washington tests, conducted during January, two Sears Roebuck department stores lying outside the downtown business section were used. They are large stores, carrying complete lines of merchandise along with hard goods and radio equipment. One is located on Wisconsin Ave., the other on Bladensburg Road.

The combined Sears results, based on test advertising of shoes, showed that 59.6% of the customers learned about the shoes before coming into the stores.

26.7% learned through radio, 13.3% learned from planners.

Then it was found that a higher percentage of radio customers bought in the shoe department (76.6%) than newspaper customers (68.5%). A higher percentage of both customers (71.4%) bought than did newspaper customers.

How about dollar value of purchases made by customers?

Radio customers bought $28 out of total. Newspaper customers bought 25.6% of total. Other customers bought 26.8%.

(‘Other’ customers did not state how they had learned about the shoes directly through the advertising tests.)

Effect of radio advertising was found to be cumulative.

The percentage dropped from 16.3% of traffic the first day to 22.2% the second and 33.3% the third day.

Newspaper draw, on the other hand, was 51.4% the first day, 53.3% the second, and 39.3% the third, day.

A higher percentage of newspaper customers lived outside Washington. Of special interest, it was found that a large number by Mr. Greiman. The conclusion was the that 11.8% of radio customers had not shopped before at the stores, compared to 1.1% of newspaper customers.

Of radio customers who had shopped at the stores before, 76.6% had shopped there within the month, compared to 81.6% in the case of newspapers.

Sears followed usual procedure in preparation of both newspaper and radio copy. Scheduling of broadcast time was left to the station manager in order to assure non-conflict with any merchants and to secure the audience as soon as possible. Sears spent $336 for announcements on WWDC Jan. 17, 18, 19, 20 and $336 for space in the Times-Herald Jan. 17, 18.

In all tests WWDC gave the lowest discount on the rate card, as did newspapers.

The types of shoes were advertised by Sears—misses' casual shoes for $3.44, children's shoes for $2.44 and men's work shoes for $4.44. Both newspaper and radio messages directed attention to these test items.

In the Bates Jewelers test the store advertised $19.95 watches, a sale price, spending $450 in the Evening Star and $500 on WWDC.

Radio's Return

It was found that radio produced 45.2% of the traffic, newspapers 37.4%.

However, radio produced 51.8% of the dollar value of purchases compared to 23.5% for newspapers, with more radio traffic making purchases than the case with newspaper customers.

In the Kent's Jewelers test, men's and women's watches were advertised for $8.89. The store spent $350 in the Times-Herald and $350 on WWDC.

Radio produced 82.1% of the traffic, newspapers 16.1%. And radio produced 61.7% of the dollar value of purchases compared to 13.2% for newspapers.

The Julius Lamburg Furniture Co. test of transit radio has not been completely analyzed. Preliminary results show there was transit and newspaper traffic each produced 33.6% of the traffic and 39.5% of the percentage of customers purchasing.

Transit produced 35% of the dollar value of purchases, compared to the higher 40.4% for newspapers.

Radio drew more traffic the first day of the test, rising from 14.5% to 53.3% in the three-day period. Newspapers drew 55.4% of traffic the first day but dropped to 20% the third day.

Radio-V TV Backing Is Given

VIGOROUS radio and television support for the 1951 $85 million fund drive by the American Red Cross will begin Feb. 27 when radio and TV networks will carry a mobilization rally in New York's Madison Square Garden.

Throughout the next day, Feb. 28, networks and some 2,000 stations will air special announcements on the appeal.

The 57 Garden show will be carried 10:30-11 p.m. by CBS, MBS, Liberty Broadcasting System, NBC, CBS-TV, ABC-TV and NVC-TV. ABC will broadcast the last minute, and DuMont will carry the last five minutes, during which President Truman will speak. Among notable to appear on the program are Brig. Gen. David Sarnoff, chairman of the board of RCA and national chairman of the 1951 Red Cross fund campaign.

The Red Cross is also distributing four 10-minute transmitted programs featuring top stars to about 2,000 stations as well as transcribed appeals for contributions. A television kit consists of three-one-minute documentary television trailers; five slides and cards with accompanying announements, and oversize Red Cross buttons for telecasting is available from local Red Cross chapters.

A special documentary, Thirty-Eighth Parallel, will be broadcast by NBC March 12, 10:30-11 p.m. Gen. Sarnoff will speak on the program.

The NBC Theatre Guild of the Air, sponsored by U.S. Steel, originated yesterday (Sunday) at Constitution Hall, Washington, as part of the opening rally.

Edmund Morton

EDMUND R. MORTON, 54, pioneer in development of radar, sonar and other electronic devices, and engineer of Bell Telephone Labs, died Feb. 20 in Brooklyn Hospital, New York. Mr. Morton joined Bell Telephone Co. in 1923 and assisted in work on motors for the first TV system designed by Bell.
APPEAL GRANTS
Court Action Draws Near

COURT ACTION on three new appeals from FCC new-station grants draws nearer with the filing of opposing and supporting briefs in the U. S. Court of Appeals for the District of Columbia. They concern AM grants at Dallas, Los Angeles, and Cleveland.

KSEO Durant, Okla., has complained to the court that the Commission unlawfully effected modification of its license by granting for the Dallas outlet in 1948 the outlets in Kansas City, Mo., and W. N. Hooper a new outlet at Dallas (KACE).

Huntington Broadcasting Co., also at Cleveland, has also complained to the court that KSEO contended FCC violated its FCC grant. The Commission is appealing the new outlet to the court of appeals.

Both KSEO and KACE are Class I stations; the duration of the appeal is 120 days, as KSEO contended the FCC improperly inferred that Cleveland Broadcasting would be better qualified to operate the station, including the ground of greater diversification of the media of mass communication.

KSEO successfully obtained its daytimer on 750 kc, pending the grant of KACE, 10 kw day, 15 kw night on 740 kc directional, will cause the Durant station to lose 34.4% of the area and 41% of the population within its normally protected contour. The loss represents 69.5% of the population residing within KSEO's remaining interference-free service area, the station said to the court.

Both KSEO and KACE are Class I stations, the Durant outlet argued, and FCC illegally deprived KSEO of protection in making a grant which would cause the amount of interference alleged.

KSEO contended that FCC violated its own rules and engineering standards, as well as the Administrative Procedure Act, in making the Dallas outlet.

The Huntington Park applicant told the court that FCC specified Sec. 307 (b) of the Communications Act (requiring equitable distribution of stations) would apply, but then concluded it was unable to distinguish between Huntington Park and Los Angeles on the basis of that section. The appellant states that at no point does the Commission detail how it arrived at such a conclusion and asked the court to reverse the decision and remand the case to FCC.

FCC told the court it properly concluded both applicants sought to serve the same metropolitan district, Los Angeles, and hence felt the grant should go to KPOL for 5 kw day on 1540 kc. FCC's view was supported by KPOL's brief. Scripps-Howard, which owns WEWS (TV) Cleveland, charged FCC improperly failed to base its conclusions upon a composite consideration of the material differences between applicant and Cleveland Broadcasting. Scripps-Howard, under common ownership with the Cleveland Press, told the court if it was to be discriminated against because of newspaper affiliation, this policy must be set by Congress.

FCC argued its conclusions considered all proper comparative factors and that its findings were appropriate grounds for decision. FCC also said its new station policy has been long standing and supported by the court in many previous cases. Cleveland Broadcasting's brief supported and supplemented FCC's position.

KOZY DEALED
PIONEER FM station KOZY (FM) Kansas City, owned by Everett L. Dillard's Commercial Radio Equipment Co., was deleted effective Feb. 15, the FCC reported last week. Done at the request of the licensee, the reasons, the Commission said, under regular commercial operation in December 1946. Prior to that Mr. Dillard operated the station experimentally as development outlet WSLX.

WEBF LISTS
New Executive Appointments

APPOINTMENT of Clifford J. Lue, as sales manager, and of Earl Henton, as assistant manager, was announced last week by Walter C. Bridges, general manager of WBRC Duluth-Superior.

Mr. Lue joins WEBF with 10 years radio sales experience in the Head of the Lake area. Married, Mr. Lue lives in Superior, Wis.

Mr. Henton, head of WEBF's news department since 1946, has been in radio since 1940.

KOZY FM Station Turns in License

PIONEER FM station KOZY (FM), Kansas City, was deleted effective Feb. 15, the FCC reported last week. Done at the request of the licensee, the reasons, the Commission said, under regular commercial operation in December 1946. Prior to that Mr. Dillard operated the station experimentally as development outlet WSLX.

WHOM-FM N. Y.

Goes on the Air Today

NEW YORK's newest frequency modulation station, WHOM-FM, will take to the air today (Monday) on Channel 225 with 11 kw.

The station will slant its programs toward foreign-language and other specialized audiences, Fortune Pope, president of Atlantic Broadcasting Co., New York, which owns and operates WHOM, announced. He indicated too, that the new FM station will try to reach all segments of the foreign language population which have either limited or no representation on the AM stations.

Starting today the station will be on the air 0600 hours daily, 2200-8 p.m. For the first week it will duplicate the station's AM programs, but thereafter the programs from 4-8 p.m. will be directed toward the Negro and Spanish markets.

FCC APPROVES
Sale of KGW Portland

APPROVAL was granted by FCC last week to the $350,000 sale of KGW Portland, Ore., to the family of Samuel I. Newhouse, owner of WSYR-AM-FM-TV Syracuse, N. Y., and newspaper publisher [Broadcasting • Telecasting, Dec. 18, 1950].

It assigned 5 kw on 620 kc, KGW is licensed to Pioneer Broadcasters Inc. All stock in this firm is owned by Miti E. Newhouse, Samuel I. Newhouse Jr. and Donald Newhouse, wife and sons of Mr. Newhouse. The senior Newhouse, who recently purchased the Portland Oregonian and who holds extensive newspaper interests in the East, will lend additional funds to his family to aid in the purchase of KGW.


FCC BUDGET
House Unit Heats Request

FCC WAS SLATED to testify last Friday before a House Appropriations subcommittee in executive session on the budget of the agency's fiscal 1953 budget request [Broadcasting • Telecasting, Feb. 19, Jan. 22].

President Truman has asked Congress to approve $6,850,000 for the FCC to carry on its operations. This figure represents an overall increase of 3.4% in the proposed allocation but a corresponding 1.4% decrease in funds for broadcast activities in comparison to fiscal 1951.

THE ONE FOR 1951
See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

February 25, 1951 • Page 61
ILOILO GOV. STEVENSON LAUNDS RADIO BEFORE 1AB

LARGEST gathering of Illinois broadcasters in history Friday heard Illinois Governor Adlai E. Stevenson urge a last-rally boost in the state capital "so that your listeners no longer will divide their interests between national, international and local issues, excluding state affairs."

Speaking before more than a hundred members and guests of the Illinois Broadcasters Assn. at the Leland Hotel in Springfield, the governor praised Illinois broadcasters for "constantly improving public information." Regarding defense, he said the medium has an "enormous job to do in expelling public apathy."

Oliver Gramling, assistant general manager of Associated Press, told IBA members some of those broadcasters who "sold news down the river" after World War II "missed a big bet in building commercial success."

Later, election of officers was held. Ray Livingson, WBBM, was named president; Oliver Keller, WTXF Springfield, vice president, and Joseph Kirby, WKRS Waukegan, secretary-treasurer. Elected to the board of directors were Walter Rothschild, WTAQ Quincy; and Harold Stord, WLS Chicago, retiring president. Mr. Rothschild replaced Arthur Harre, WJJD Chicago.

RCA, EMERSON PREPARING REPLIES IN COLOR MOUNT
RCA and Emerson Radio & Phonograph Corp. Friday were preparing replies to FCC-Justice Dept.-CBS motion for U.S. Supreme Court affirmance of Chicago Federal District Court's dismissal of RFCA suit against adoption of CBS color TV standards. Both replies to be filed today (Monday).

RCA reply is on behalf of itself and two subsidiaries, NBC and RCA Victor Distributing Corp. Emerson Corporation of intervenors on RCA's side in Chicago suit, which ended with temporary restraining order against commercial use of CBS color pending appeal of dismissal of RCA suit (Broadcasting  Telecasting, Dec. 35, 1950).

EDMUND P. PILLSBURY
EDMUND P. PILLSBURY, 31, vice president of Pillsbury Mills, Minneapolis, and son of Board Chairman John P. Pillsbury, killed when his plane crashed near Paxton, Neb., during sleet storm. He died shortly after crashup in Sutherland, Neb., hospital. Plane owned and piloted by flour mill executive, carried two friends, also of Minneapolis. Group was en route to Aspen, Colo., for vacation. Surviving are his widow, Priscilla, and two children, Priscilla, 10, and Edmund Jr., 8.

TV-COLLEGE MEETING
TV NETWORK representatives will meet with executives of National Collegiate Athletic Assn. at special session on TV rights to athletic events at LaSalle Hotel, Chicago, March 1, 2 and 3. Main business will be possible modification of January ban declared by NCAIA, prohibiting member schools from telecasting football games.

JUDGE MILLER TO TOUR LATIN AMERICAN NATIONS
NAB Board Chairman Justin Miller to fly to Mexico City March 11 on first leg of Latin America tour on behalf of U.S. Advisory Commission on Information, of which he is member. He will inspect operations of U.S. information offices and evaluate Voice of America broadcasts.

From Mexico City Judge Miller will go to Sao Paulo, Brazil, where he will attend Inter-American Assn. of Broadcasters meeting, opening March 19 (see story, page 79). Gilmore N. Nunn, W LAP Lexington, Ky., District 7 director, will represent board as delegate.

CHICAGO TV OFFER REJECTED BY UNION
CHICAGO members of Television Authority unanimously rejected offers of three Chicago stations in all-day meeting, authorizing TVA board to call strike "if a satisfactory agreement is not reached promptly." Stations concerned are WENR-TV (ABC), WNBQ (NBC) and WBKB (CBS). WGN-TV (DuMont) withdrew from group negotiations two weeks ago, asking for separate consideration.

Negotiations hit half-sidelines in final talks, although both wages, working conditions and benefits had been set. Two contentions involve minimum fees and wages for sports announcers and reportedly new demand by television stations for additional rehearsal time without extra payment. TVA board, after 30 meetings with broadcasters since November, will convene this morning (Monday) to discuss final word of management per membership order. 'No further terms of network agreement, network TVA contract is cancelable in 10 days if local negotiations break down.

CROSLEY TV OUTLETS ENTER PROFIT CATEGORY
CROSLEY Broadcasting Corp.'s television stations—WLWT Cincinnati, WLWC Columbus, and WLWD Dayton—moved into profit category during last quarter of 1950, according to annual report of Avo. Mfg. Corp., Crosley parent company. Report, released today (Monday), said Crosley's AM stations (WLW Cincinnati, WINS New York) "maintained a high sales level, only slightly less than the record year of 1949 and that both stations have been able to maintain their rate structure and still show a low cost-per-impression for their advertisers."

Avo President Victor Emanuel said Avo in 1950 achieved highest sales and earnings in its history, with consolidated net income for fiscal year ended Nov. 30 totaling $12,635,633 compared with $4,150,466 in fiscal 1949. Consolidated net sales were $266,896,971, 87% gain over 1949's $137,868,654.

FINNEY NAMED V-P
FINNEY named with Erwin, Wasey & Co., New York, several months, has been named vice president. He is service head on Admiral Corp. account.

CLOSED CIRCUIT
TV. Move will raise TV budget from $800,000 to $1,300,000.

WHEN Senate Foreign Relations Committee holds hearings within next few weeks or months to consider ratification of NARBA Treaty, entailing revision of North American broadcasting agreement, key figure favoring ratification expected to be Sen. Tobeh (R-N. J.) who has transferred from Interstate Commerce to Foreign Affairs Committee. An odd hand at radio and TV, he has been thoroughly indoctrinated on treaty issues.

AGITATION for investigation of Clear Channel Broadcasting Service, its financing and techniques, reportedly being stirred on Capitol Hill. Anti-Clear group, as yet unorganized but spear-headed by Ed Craney, director of XL stations in Philadelphia, has figured in activity against NARBA treaty. CCBS claims its activities are an open book. FCC, State Dept., and non-clear stations are vigorously urging prompt ratification, with ABC also understood favoring treaty.

UPON APPROVAL by FCC of sale of WTBO Cumberland, Md., to new company headed by Howard Chernoff, former general manager of West Virginia network, George Clinton, directing head of WPAR Parkersburg and WBLK Charleston, W.Va., will become directing head of station. Mr. Chernoff, now in Europe on duty for State Dept., does not plan to return to U.S. for number of months.

NEW SPONSOR LINEUP FOR SATURDAY REVUE
NEW LINEUP of sponsors on NBC-TV's 2 Vi-hour Saturday Night Revue shaping up Friday after Lehn & Fink Products Corp., New York, signed to sponsor opening 8:15 p.m. portion for Lysol and Hines Honey & Almond Cream, and Bybco Corp., signed to 8:15-8:30 p.m. spot for Tintart, effective last Saturday for 13 weeks.

They replace Campbell Soup Co., now sponsoring Saturday Night Revue, 9-9:30 p.m. Agency for Lehn & Fink is Lennen & Mitchell; for Bybco, Cecil & Freshrey.

WWL DROPS FM OUTLET
WWLH (FM), sister station of Loyola U.'s WWL, New Orleans station, asbestos FCC it would cease operation midnight, Feb. 28. In letter to Commission, Rev. T. J. Shields, S.J., university president, explained, "We have been unsuccessful in establishing in New Orleans area a sufficient audience of FM listeners to justify continued operation." Station went on air Sept. 11, 1946.

AFRA HEARING SET
LEGAL action by Lang-Worth Program Serv-ices to enjoin AFRA strike activities (see story, page 33) set late Friday for hearing at 2 p.m. Tuesday before New York Supreme Court Judge Isidore Wasselvogel, sitting in special term, Part 1.

MISS TRUMAN IN COLOR
MARGARET TRUMAN was scheduled to make her first color TV appearance Saturday, presenting Police Athletic League award at National Photography Show, New York, before CBS color-TV cameras.

COMPTON ELECTS HISE
JOHN A. HISE, manager of merchandising department of Comptown Adv., New York, elected vice president.

BROADCASTING  Telecasting
THE KANSAS CITY MARKET

Does Not Run in Circles!

Daytime half-millivolt contours shown in block.

During the past year The KMBC-KFRM Team has substantially increased an already comfortable lead audience-wise in the great rectangular Kansas City Primary Trade area. Proof lies in the result of a late 1950 survey made at the Kansas and Missouri State Fairs and at the American Royal. The KMBC-KFRM Team has built effective and economical coverage of the territory without waste circulation but more important, the building continues!

Contact KMBC-KFRM, or any Free & Peters "Colonel" for full details on why The KMBC-KFRM Team is your best buy in the Heart of America.

The KMBC-KFRM Team

6th Oldest CBS Affiliate — Programmed by KMBC
Mr. Plus joins the staff

the difference is MUTUAL!

On March 11th, WWDC and MUTUAL will join hands. WWDC’s basic philosophy of block programming remains intact. To our present successful disc jockey salesmen, we add Mutual’s high-rated kid and mystery strips. To our present twenty-four hour news coverage, we add Mutual’s high-rated Heatter, Lewis, Edwards, and Henry. To our Washington Senator baseball coverage, we add the World Series and the All Star Game.

WWDC is now third in overall ratings (Pulse, November-December). With the Mutual programs fitting like a glove into our own program formula, we will get even higher ratings. So now it’s more for your money on WWDC!

WWDC WASHINGTON
the big “plus” is now MUTUAL

National representatives, FORJOE & CO.

P.S. WWDC-FM’s transit radio is doing a great job for an increasing number of national accounts. See H-R Representatives, Inc.