More power! More listeners! More value for every advertising dollar! Just read this success story: A Richmond aluminum awning company bought a schedule on WLEE. In three short weeks, sales directly traceable to WLEE more than paid for the entire 13-week schedule! So many calls came in that the company couldn’t keep up with them.

Fast, profitable results like these from WLEE make local Richmond merchants call WLEE the best buy in town. More and more national advertisers are using WLEE because they like this kind of action, too. Call in your Forjoe man for the whole story!
NOW AVAILABLE:

WORLD NEWS ROUND-UP
The noted CBS cooperative

Rating of 7.1

7:45-8:00 A.M.
Monday thru Saturday

Look at the Rating!

SHARE OF AUDIENCE

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<th>WHAS</th>
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ABOUT THIS SURVEY: All figures are from a coincidental radio listenership survey just completed by the University of Louisville, the most intensive such survey ever made in Louisville. The number of calls was twice the usual sample size.

WHAS IS NOTED FOR NEWS
The WHAS newsroom and its extensive coverage of local and regional news has earned consecutive NARND awards in 1949 (AM) and 1950 (TV). People in Kentuckiana just naturally tune to WHAS for all news...local and network.

VICTOR A. SHOLIS, Director  NEIL D. CLINE, Sales Director

WHAS INCORPORATED • ESTABLISHED 1922
Louisville 2, Kentucky

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
YANKEE Coverage is Local, too!

Any Yankee station anywhere in New England is as home-town as any local enterprise or utility. It is an important cog in community affairs, and it provides a quick and friendly means of introduction to everyone in town.

Decidedly, the better way to sell New England is to make it a local sales job by taking advantage of this Yankee acceptance and popularity in each market.

Here is a network audience built up over the years, firmly established and without rival, because no other New England regional network covers so great an area or combines so much effective local coverage of important markets.

The Yankee Network's 29 hometown stations offer you the most effective means of building and maintaining sales volume in New England.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
Closed Circuit

BROADCASTING
TELECASTING

Upcoming

March 7: BMI Board Meeting, BMI Offices, New York.
March 13: NABT-RTMA-FM Industry Committee Joint Meeting, Washington, D. C.

(Complete list of Upcomings on page 66)

Business Briefly

VITAMIN NEWS ● Vitamin Corp. of America (Rybutol), sponsoring Gabriel, Heatter, 7:30-7:45 p.m. over MBS, Thursday, beginning March 29. Harry B. Cohen Inc., New York is agency. Rybutol replaces Amurol Products Chicago, currently sponsoring Mr. Heatter Committee last week in Chicago.

H-R APPOINTED ● WMSC Columbia, S. C. appoints H-R Representatives as exclusive national representative.


KATZ TO BAB BOARD
STATION representatives due to get third membership on new BAB board soon, with Eugene Katz, of Katz Agency, in line for ap pointment. He probably will be assigned to Research Committee. Present directors from representative field: Lewis H. Avery, of Avery Knodel, and H. Preston Peters, of Free & Peters (see BAB story page 25).

MILBOURNE ELECTED
L. WATERS MILBourNE, formerly executive vice president of WCAO Baltimore, elected president of station. He succeeds his father, Lewis M. Milbourne, who has retired from active business.

KNEB SCOTTSBLUFF TO MBS
KNEB Scottsbluff, Neb., independent, will be come MBS affiliate about March 15; station owned and operated by Platte Valley Broadcasting System, operates on 970 kc with 1 kw day and has CP for 500 w night.

POTTER MOVES TO B&B
DANIEL POTTER, NBC, joins Benton & Bowles, New York, as director of media for a Procter & Gamble account.
IVOR KENWAY JOINS GREY

...at deadline

NEWS MAY break soon on gift of WATL Atlanta, by James W. Woodruff Sr., Coca Cola tycoon to Atlanta, Atlanta, Station, now 5 kw independent on 1300 kc, formerly on both ABC and Mutual. Networks now are on WGST, operated by Georgia Tech, and it's presumed that if transfer is consummated, Mutual might switch back to WATL.

IMPORTANCE of joint recap of research confusion in radio-TV (see page 25) shown by plans of American Assn. of Advertising Agencies and Assn. of National Advertisers to publish committee document as research catechism.

WHEN FCC APPEARED before House Appropriations subcommittee in closed last week, Acting Chairman Paul A. Walker opened proceedings by stating flatly that Wayne Coy, now on long-needed vacation," would return in early or mid-March and resume his FCC chairmanship.

FM STATION group planning to send southern broadcaster to England and Germany in search of factories able to turn out FM sets to meet what they contend to be U. S. demand. Also in sight is huge petition demanding Congress, Dept. of Justice and Federal Trade Commission preparations of daytime stations operating on Mexican clearies which are seeking fulltime, are asking their Senators to oppose treaty unless FCC grants them fulltime. Supporting ratification is FCC, State Dept., and minor channel stations organized by Ed Craney, Pacific Northwest Broadcasters head, and ABC. Other networks, so far as known, are non-committal.

SEVERAL STATIONS may quit in huff because California State Radio & Television Broadcasters Assn. reported vote favoring ratification of NARBA (North American Regional Broadcast Agreement) intensifies as Senate hearings on controverted agreement approach. In addition to Clear Channel group, opposing ratification (see story page 34), Daytime Petitioners Assn. representing daytime stations operating on Mexican clearies which are seeking fulltime, are asking their Senators to oppose treaty unless FCC grants them fulltime. Supporting ratification is FCC, State Dept. of clear channel stations organized by Ed Craney, Pacific Northwest Broadcasters head, and ABC. Other networks, so far as known, are non-committal.

HEARINGS, after all, on radio legislation in House, according to 11th-hour word Friday from sanctum of Chairman Robert Crosser (D-Ohio) of House Interstate & Foreign Commerce Committee. As soon as work load permits, it's reported, hearings will be held on new McFarland Bill to which House-approved monitoring bill (HR-1730) was attached by Senate Committee last week (see story, page 30, editorial, page 46).

LACK OF STANDARDIZATION in TV may bring new troubles to Europe's confused and (Continued on page 90)

Page 4 • March 3, 1951
Dallas banks are alert, progressive and enterprising ... and with a banker's sure sense of sound investment value, three are regular users of KRLD-TV . . . with several others in the production stage.

KRLD-TV, the CBS station for Dallas and Fort Worth serves the largest metropolitan market in the Southwest. More than a million urban population in the primary coverage area, and more than two million in the 100-mile radius. A market with more television receiving sets than any other market in the nation of comparable size.

you are why
KRLD-TV
is your best buy
CHANNEL 4 DALLAS

OWNERS AND OPERATORS
KRLD
50,000 WATTS
COVERING THE GREAT SOUTHWEST
MARKET EMPIRE.

THE TIMES HERALD STATION
EXCLUSIVE CBS OUTLETS FOR
DALLAS-FORT WORTH

THE BRANHAM COMPANY, Exclusive Representative
Boots & Saddles

—and hasseneffter

The interesting thing about people is how different they ain't! Witness: a couple of years ago, we got the idea that Milwaukee hausfrais had never been subjected to Western music and maybe they'd like it. On the air went Ranch House Roundup, complete with a Western mc whose drawl was as broad as Lake Michigan. Request mail poured in almost immediately, hundreds a day.

Now Hooper tells us that—directly bucking three top shows on the three networks serving this market—our little old Ranch House Roundup does all right. In fact, it has ten percent more audience, in one of the reported periods, than the average for the competing network shows.

Ranch House Roundup is on the air for two hours a day, right after the noon news, right before the perennially popular Fritz the Plumber.

Want to join our rodeo?

Jim Sier

WMIL

means

MILWAUKEE

REPRESENTED BY FORJE
"My aunt in Iowa sends us one every Easter"

You’ve probably never seen an Easter ham delivered like this—and you don’t want to. You want just ham—not a whole hog.

It’s specific wants like these that put the meat packing companies in business a long time ago. And it’s these same wants that keep them in business.

You, of course, can use only a small part of a meat animal at one time. But the meat packer sees to it that all the meat finds customers—that there is no waste.

A single porker, for instance, is converted into as many as 80 different pork products that may be bought by as many different people.

You buy what you want when you want it. And the cost of this service is kept remarkably low by other activities of meat packing. By saving and finding buyers for by-products that end up in such things as pharmaceuticals, shoes, buttons, brushes and insulation, meat packers earn an important income that is applied against the cost of processing meat.

American Meat Institute

Headquarters, Chicago • Members throughout the U.S.
Listeners decided it was time he had another sponsor

"I am very happy to announce," writes Fred Stevenson of KGRH, Fayetteville, Ark., "that the Arkansas Western Gas Company has signed a 26-week contract for Fulton Lewis, Jr., five-a-week across the board."

KGRH had been carrying the program sustaining. An announcement was made on one broadcast indicating that, unless the response justified carrying the program as a service to the audience, Mr. Lewis would no longer be heard on KGRH. "In five days," Mr. Stevenson continues, "we received 796 pieces of mail, requesting that we continue the program." Several inquiries from potential sponsors were also received. KGRH closed with the first, the Arkansas Western Gas Company, after this impressive demonstration of audience loyalty.

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Cooperative Program Department. Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

To twenty years ago Frank Baker renounced dramatic stock for a job as announcer-writer on WKZO Kalamazoo. This proved to be the most prudent decision of Mr. Baker’s life, for it launched him on a series of broadcasting and writing situations that prepared him for his present position as radio-television director of Reincke, Meyer & Finn agency, Chicago.

One of the more articulate agency men on the Chicago scene, Frank Myers Baker is as accomplished a writer as he is a speaker. Chicagoans know his voice as the Edgewater Beach Hotel announcer of the mid-thirties. There were the days when the famous North Shore hostelry originated some 20 radio shows weekly—a number of them to the CBS network. Mr. Baker was retained at the "Beach" full-time. But few Chicagoans know that Frank also wrote the Salty Sam the Sailor kid series on WMAQ Chicago; Safety Legion Time, starring Colleen Moore on WGN Chicago and Mutual, and for time, as a free lance writer, did radio copy for the Morris B. Sachs Amateur Hour on WGN Chicago and Coco Wheats, advertised on over 30 stations.

Founder of Reincke, Meyer & Finn’s radio-television department in 1946, Frank was born 42 years ago in Reading, Mich. His father, a salesman, moved the family to Springfield, Ill., within a few years, however, and Frank went through grade and high schools in the Illinois capital. He won a scholarship to Ohio Wesleyan U, but before graduating joined the Gifford Players, a stock group popular in central Illinois. He then shifted to the Henderson Players, based in Kalamazoo, and a year later joined WKZO.

Mr. Baker invaded Chicago in 1932 and for two years served WAAF as an announcer and writer. The next four years were spent at Edge water Beach and on the continuity staff of NBC Chicago. In 1936, Frank became continuity editor at WLS, Chicago where he remained six years, moving up to assistant program director and, in the early months of World War II, war program director.

For about two years prior to his joining the Marine Corps in 1944, Frank was Chicago program director for Marshall Field’s Ham-

SAMUEL M. REED, Foote, Cone & Belding, N. Y., to Abbott Kimball Co., N. Y., as an account executive on American Bemberg Corp.

FREDERICK W. PAYNE, copywriter O. S. Tyson Inc., N. Y., to G. M. Basford Co., same city, as account assistant.

CARL MATSON, production manager Botsford, Constantine & Gardner, S. F., to production department Brisacher, Wheeler & Staff, same city.

G. WARREN SCHLOAT JR., assistant producer Young & Rubicam Inc., N. Y., transferred temporarily to Hollywood office.

S. R. LEON CO. INC., N. Y., moving to new and larger offices at 119 W. 57th St.

TED BARASH, Benton & Bowles, Phila., to Lavenson Bureau, New Foods Products Div.


MAX BERING, copy research department McCann-Erickson, N. Y., to Maxon Inc., N. Y., as assistant to CARL WIDNEY, account executive on General Electric Receiver Division account.

WALSH ADV. CO. Ltd. and WALSH INTERNATIONAL ADV. LTD. have moved into joint new offices in new Bank of Nova Scotia Bldg., 44 Ring St., W., Toronto.

JOSEPH A. MORAN, vice president and associate director of radio and TV, Young & Rubicam, N. Y., appointed supervisor of production of Pulitizer Prize Playhouse on ABC-TV, succeeding EDGAR PETERSON. Mr. Peterson has resigned to return to the motion picture industry. Program is sponsored by Jos. Schlitz Brewing Co., Milwaukee.


RODNEY ERICKSON, radio-TV director Young & Rubicam, N. Y., addressed the radio and television clinic of advertising club of New York's advertising and selling course last week on "Radio and TV Programming."

BUCKINGHAM GUNN, radio-TV department Foote, Cone & Belding, Chicago, named to public relations committee of Illinois division, American Cancer Society. Working with him will be WALFRED JOHNSON, account executive, Ruthrauff & Ryan.

WALTER ERICKSON, radio-TV director Gray & Rogers, Phila., and BETTY LYNCH, his secretary, to be married.

REGGIE SCHUEBEL, partner Wyatt & Schuebel, N. Y., appointed public relations chairman for April Cancer Crusade. As regular member of Crusade's promotion committee, headed by DUANE JONES, Miss Schuebel will be responsible for the appeal's radio and TV programming for third consecutive year.

JAMES J. D. SPILLAN, executive vice president Benjamin Eshleman Co., Philadelphia, elected governor of new Advertising Federation of America district of the advertising clubs of Pennsylvania. Other officers include NORMAN KLAGES, Pittsburgh, lieutenant governor; MORTON SIMON, Philadelphia, secretary, and FRANCES REARDON, Scranton, treasurer. Directors include the officers and JUNE MACLOSSKEY, Wilkes-Barre; JOE VANSTON, Scranton; ALICE MOONEY and JERRIE ROBENBERG, Philadelphia; J. EARL ELDER, Pittsburgh, and DON NOYES, Johnstown.

FROM 2 TO 3 P. M.

BROADCASTING • Telecasting


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THE EVENING STAR STAT...
SPONSORS GET
"PROMOTION PLUS"
ON WDSU

DEALER CALLS

"Personal Calls on New Orleans Retailers Result in Greater Sales!"

- WDSU's alert sales staff makes regular service calls on leading local retailers. This "plus" provides important merchandising assistance which results in greater sales for WDSU advertisers.

ANOTHER PROMOTION "PLUS" FOR WDSU SPONSORS!

- Write, wire or phone your JOHN BLAIR Man!

---

new business

PIZZA-FRO Corp., Chicago (frozen Italian pizza pies), appoints Prebesh, Fellers & Prebesh, Chicago, to handle advertising. Radio and television will be used.

GOOD BROTHERS, Phila. (food product distributor), names Buckley Organization, same city, to handle account. Radio and television will be used.

IVANO Co., Chicago (1Valan "Miracle" Sponge), is considering purchase of radio and TV spots for introductory campaign. Agency: Henel, Hurst & McDonald, Chicago.

KRAFT FOODS, Chicago (Kraft Salad Oil), buying additional AM spot schedule on 14 West Coast stations in 15-week campaign. Agency: Needham, Louis & Brorby, Chicago.

NATURAL GAS Co., Sikeston, Mo., appoints The Harold Kirsch Co., St. Louis, to direct advertising and merchandising.


LIBBY, McNEILL & LIBBY Ltd., Chatham, Ont. (canned foods), starting 5 to 15 minute local programs on number of eastern Canadian stations, Mon.-Fri., for 36 weeks. Agency: McConnell, Eastman & Co., London, Ont.

KAUFMANN'S Department Store, Pittsburgh, sponsoring 15-minute film Something New, Thurs. 1-1:15 p.m., over WDTV (TV) Pittsburgh. This is first time store has used television.


Network Accounts

AMERICAN DAIRY Assn., Chicago (fluid milk and cream), renewing first half sponsorship of Paul Whiteman TV Teen Club, ABC-TV, 8-9 p.m. Saturday, for 13 weeks. Agency: Campbell Adv., Chicago.

HARRISON PRODUCTS Inc., S. F. ("Shut Eye" sleep inducer), sponsoring news analysis by Cecil Brown, MBS, Sat. 10:45-11 a.m., beginning March 3. Agency: Sidney Garfield & Assoc., S. F.

CENTAUR-CALDWELL Div., STERLING DRUG Inc., N. Y. (Mollé Brushless shave cream), effective Feb. 26 increased radio program, News of Tomorrow, from 5 to 15 minutes, four times weekly, on 215 ABC stations. Agency: Dancer-Fitzgerald-Sample, N. Y.

JULES MONTENIER Inc., Chicago (Stopette spray deodorant), renews What's My Line on CBS-TV, Sunday, 9:30-10 p.m. CST, for 13 weeks from April 8. Agency: Earle Ludgin & Co., Chicago.

JACQUES KREISLER Inc., New York (watch band and jewelry manufacturer) to sponsor Kreisler Band Stand, a George Foley and Dick Gorden package, effective March 21, on ABC-TV, Wed., 8-9 p.m. Agency: Hirshon & Garfield, N. Y. This marks Kreisler's first entry into TV. Show will feature name bands, singing stars and Kreisler band awards and will be carried in 15 cities.

PEPSI-COLA Co., yesterday (Sunday) was to start sponsorship of Phil Regan Show, NBC Sun., 5-5:25 p.m., EST, originating points to rotate from Army, Navy, and Marine bases and defense plants.

CARNATION Co., L. A. (Carnation Fresh Milk, Ice Cream), March 29 (Continued on page 14)
New Concept for Effective Daytime Radio Buying:

WASHINGTON, D. C.

METROPOLITAN NETWORK

For the first time in the history of radio advertising, five stations within one market offer their combined audience—the second largest in the area—as a unit buy at lowest cost per listener.

Five Independents have joined forces to offer low-cost, effective daytime coverage of the important Washington market to national advertisers at a 50% saving over combined individual rates. Each station is owned, managed and programmed independently, competing aggressively for local business. Each of the five stations has its own loyal listening audience, available now to national advertisers as a composite unit which delivers a major part of the metropolitan audience.

Met Net Advantages:
1. Complete daytime coverage of the market at the lowest cost per listener* of any station in the area.
2. Second highest average daytime audience** in the Washington market.
3. Simplified buying—five-station coverage with one order, one transcription, one invoice. Programs can originate from studios of any member station.
4. Spot announcements may be bought for the same time on each station, or staggered at various times from station to station.
5. Low rates: ½ minute, or time signals, $18.24; 1-min., $22.80; 5-min., $36.48; 15-min., $72.96; 30-min., $109.44. (Data for 26-time rates; complete rate card supplied upon request.)

for further details or complete brochure, please write or phone Jack Koste, Independent Metropolitan Sales, national representatives, 55 W. 42nd St., N.Y.C. 18, N. Y.—Longacre 3-6741. J. Douglas Freeman, Commercial Manager, Munsey Building, 1329 E Street, N.W., Washington 4, D.C., STerling 1772.

METROPOLITAN NETWORK—WASHINGTON, D. C.

WARL WBC WPA WGA WPIK

780 KC 1120 KC 1220 KC 1250 KC 775 KC
1000 W 250 W 250 W 1000 W 1000 W
AM & FM AM & FM AM & FM AM & FM


**Pulse Reports, July—Oct., 1950, Washington, D.C.
P. I. Story
EDITOR:
... You might be interested in the correspondence I received as a result of the story on P. I. in the Feb. 12 issue. There were 34 letters; 31 were from stations, agencies or advertising people who agreed. Two of the letters were from stations pointing out that they would not be on the air today, if not for P. I. The 34th letter was from a small station in Alabama, and they made this very interesting point: "I have not done business with your present agency. I have not done business with the agency you are going to. Mind your own business!" I think maybe he's right....

J. S. Stolze
Foote, Cone & Belding
Chicago

Trade Ad Impact
EDITOR:
For the first time, I have tangible, personal evidence of the impact of trade paper advertising... and Broadcasting • Telecasting slapped me right in the face with it! I refer to the page ad of WMT Cedar Rapids, Iowa, on page 40 of the Feb. 19 issue of Broadcasting • Telecasting. Perhaps the conditions were right... perhaps WMT has a smart promotion man. I was sitting at home, listening to the radio and reading Broadcasting • Telecasting... I got to page 40... and whammo! I didn't know anything about Iowa... but I do now. The finest ad twist I've seen in many a day... it proves that over the air is NOT the only place radio can be sold. Now, to justify my conversion from the hidebound... what's the results?

Is there another magazine... that has so much to the point information from cover to cover? Broadcasting • Telecasting carries more information ON the cover than most do inside.

John R. Terry
Promotion Director
WTNS Coshocton, Ohio

[EDITOR'S NOTE: The WMT ad carried the label "To a Man Who Takes Trade Papers Home."]

EDITOR:
If nothing else, this proves that we read Broadcasting • Telecasting from cover to cover— even the advertising. But either your proof readers or your research department is "asleep" at the switch. We refer to the statement that Atlanta, Macon and Savannah are Georgia's three largest markets.

Here are the facts. According to 1950 census figures, Georgia's metropolitan areas listed according to population are as follows:

Atlanta 664,038
Columbus 169,921
Augusta 162,104
Savannah 150,946
Macon 134,464

We have an additional 40,000 men at nearby Ft. Benning, but we aren't going to count them unless it becomes necessary.

Allen M. Woodall
President
WDAK Columbus, Ga.

[EDITOR'S NOTE: Advertising department hasn't yet committed to memory, all metropolitan area populations based on 1950 census. Steps however, have been taken to avoid recurrence, or any interference with stork's march through Georgia.]

FIRST
In Idaho
(one of the 5 Major Markets of the Pacific Northwest)

FIRST Station Licensed in Idaho.
FIRST Commercial Station in Idaho.
FIRST Network Affiliate in Idaho.

IN BOISE — IDAHO

Georgio M. Davidson, President
Walter E. Wagstaff, Vice President and
General Manager

NATIONAL REPRESENTATIVES

KIDO
Now FIRST
in Physical Coverage

Increased to
5000 WATTS

MOVED TO
630 KC

KIDO-NBC affiliate—rules the airways in Idaho. Since the day in 1923 when its first signal streaked through the sky to Idaho homes it has never relinquished substantial leadership. NOW, with our power increased to 5000 watts and our switch to one of the best spots on the dial we have taken another strong stride ahead to assure the largest physical coverage of any station in Idaho REGARDLESS OF POWER!... To get MORE for your dough, buy KIDO.

JOHN BLAIR & CO.
WJR

RADIO—AMERICA’S MOST POWERFUL ADVERTISING MEDIUM

Michigan’s
most powerful Advertising Medium

WJR • THE GOODWILL STATION INC. • FISHER BLDG. • DETROIT • CBS 50,000 WATTS

Represented Nationally by Edward Petry & Company
Milestones

- Swift & Co. Feb. 8 celebrated 10th anniversary as co-sponsor of Breakfast Club, Monday - Friday, 9-10 a.m. over ABC with luncheon for key executives from Swift & Co., J. Walter Thompson, McCann-Erickson and Needham, Louis & Brorby, advertising agencies, and ABC and Breakfast Club members in Chicago.

- Russell Canter, chief announcer at WENS Columbus, Ohio, Feb. 14 began his 21st year with the station.

- Manny Margot, manager of KVOX Moorhead, Minn., chalked up his 20th anniversary of sports-casting Feb. 27.

- Canadian Broadcasting Corp. has begun its 11th year of the daily National News Bulletin from its own CBC News Service, with headquarters in Toronto. Veterans who have been with the Bulletin since its beginning in 1941 are D. C. McCarron, Toronto, chief editor; Bill Hogg, Toronto, senior editor; Mrs. Margaret Macdonald, Halifax, senior editor, and Laurence Duff, Montreal, senior editor.

- Harry "Socko" Hartman, salesman for AM-TV positions at WCPO Cincinnati, is marking his 23rd year with the WCPO stations.

- Storecast Corp. of America began its fifth year in January, a month that brought 12 new advertisers. Current sponsor list tops 100. Storecast broadcasting and merchandising services reportedly cover five metropolitan areas and more than 3 million chain store customers each week, plus FM home listeners.

- Frank Welling, farm director at WCHS Charleston, W. Va., has just completed 20 years of service with the station.

- WEDO McKeen Press, Pa., has now been covering with direct broadcast the McKeen City Council meetings a full year. A total of 32 meetings were broadcast direct from City Hall during the year, which was completed Dec. 29, 1950.

- Ken Hildebrand, WJAS Pittsburgh newscaster, celebrating 14th consecutive year over same station, under same sponsor, Duquesne Brewing Co., at same time, 11 p.m.

- Mr. Hildebrand began his radio career in his hometown, Akron, over WJW, a station that went to Pittsburgh. After one year with WJAS he won the H. F. Davis award for outstanding announcing. Walker & Downing General Agency handle all the brewing company's advertising under direction of V. I. Maitland, agency vice president.

- KGGF Coffeyville published 16-page supplement in The Coffeyville Daily Journal, affiliated newspaper, commemorating station's 20th year of broadcasting. Station also mailed 1,652 copies to agencies and timebuyers.

- WOCV Montgomery, Ala., has celebrated its 12th anniversary. The occasion was marked by station serving ice cream and cake to advertisers and listeners.

Mrs. Anne Grindley MRS. ANNE P. GRINDLEY, 80, mother of Mrs. Idella Kampf, day program supervisor for MBS, and grandmother of Lois W. Crossman, on staff of Transamerican Broadcasting & Telecasting Co., died Feb. 25 at her home in Dumont, N. J. Services were held from Riepert's Memorial Home and All Saints Church, in Bergenfield.

New Business
(Continued from page 10)

starts sponsorship of Elmer Peterson five minute newscasts five days weekly on KNBH(TV) Hollywood. Contract for 52 weeks. Albers Milling Co., Division, Carnation Co. (Friskies Dog Food) currently sponsors Peterson three weekly quarter-hour newscasts on NBC Western Network. Agency: Erwin, Wasey & Co., L. A.

Adpeople . . .

W. JUDD WYATT, director of advertising MFA Mutual Insurance Co., Columbia, Mo., has received 90-day appointment as information consultant with Agricultural Div., National Resources Section, of Gen. MacArthur's headquarters in Japan.

DON LAWTON, advertising manager Golden State Dairies Ltd., S. F., resigns.

Page 14 • March 5, 1951
SALESMAKER TO THE CENTRAL SOUTH

A shoe manufacturer with one WSM half-hour program a week increased his Central South sales 73 per cent!

Radio stations everywhere... but only one

... with a talent staff of 200 top name entertainers... production facilities that originate 17 network shows each week... a loyal audience of millions that sets its dial on 650... and leaves it there!
RALD AND TV STATIONS throughout America last month lent their strength to Brotherhood Week, sponsored by The National Conference of Christians and Jews. Unstintingly, stations used their facilities to reach with messages of human kindness hearts and hearts in millions of homes.

Spot announcements, special features, programs and interviews all played their part in sending light into the dark pit of prejudice.

Speeches embracing ideals of brotherhood to all men struck out to crumble the labyrinthine walls of bigotry.

President Harry S. Truman, chief executive of a country founded on ideals of brotherhood, sounded the keynote in a letter to Eric Johnston, general chairman, in which he accepted the title as honorary chairman of Brotherhood Week, which ended Feb. 23.

"The American people know that the cultivation of the spirit of brotherhood is merely the fulfillment of the purpose of God that all His children should live together as one family," the President said.

Robert E. Kintner, ABC president, who served as chairman of the NCCJ radio committee, made available announcement scripts and transcribed discs of which the stations made full use.

Ted Cott, general manager, WNBC WNBC (TV) New York, served as chairman of the Committee for United States Radio. Mr. Cott won the annual NCCJ award as the individual radio personality who contributed most to brotherhood [BROADCASTING & TELECASTING, Feb. 19]. Dorthy Lewis served as liaison officer on the Committee for International Radio.

Mortimer W. Lowrie, DuMont TV Network director and chairman of the NCCJ television committee, sent program kits to all TV stations for use during the week. The kits included appropriate films, spot announcements and program suggestions.

WNET (TV) New York also made available six films, each not longer than a minute, and the American Jewish Committee prepared two 57-second animated black-and-white cartoons for national distribution.

Dr. Everett R. Clinchy, NCCJ president, gave a special certificate of merit to Hugh B. Terry, general manager, KLZ Denver, for "alloting much broadcast time to help increase understanding between persons and groups." During the presentation, Dr. Clinchy characterized radio as "the symbol of the One World."

A few examples of what stations all over the country did follow:

WABD (TV) New York and the Dumont TV Network employed special features and spots to boost the annual drive for better interfaith and inter-race relations.

WCBS New York scheduled 52 Brotherhood announcements on its programs, in addition to 21 station breaks, and mention on all news shows. All WCBS talent participated. WCBS-TV carried a comparable Brotherhood promotion schedule.

WILL-AM-FM Hempstead, L. I., carried highlights of an interfaith dinner meeting as part of its effort.

Also in New York, eleven volunteer advertising agencies of the Advertising Council's group prejudice campaign against intolerance contributed special spot announcements for use during the observance.

Pittsburgh's Brotherhood Week was formally opened on WDFT (TV) by George Jesse and Mayor David L. Lawrence. Mr. Jesse was introduced by Donald A. Stewart, WDFT general manager.

Bill Sears, of WCAU Philadelphia, gave a talk during which he told listeners that "There is no color to the soul."

KTRÉ Billings Increase

KTRÉ LaFkin, Tex., has announced that national and regional billings increased 320% in 1950 over the previous year. Richard Lewin, general manager, said that gross billing showed an increase of 23% over the previous year record of 1949. Sales increase is attributed to growth in industrial and agricultural enterprises in Central East Texas, and to the extensive sales promotion on the part of KTRÉ.
The sleeper that took the 12 noon plane

Would you have been caught napping in a situation like this?

Suppose you were in the fashion business. You have just created a line of women's nightgowns that are going to be given an unexpected publicity break in some top national magazines. This will mean more sales all over the country. But you must get more merchandise to the stores in a hurry—or forever lose your golden chance to get sales.

What would YOU do?

This happened to one company recently—but the problem caused them to lose no sleep. Faced with this situation at 10:30 A.M., they were able to start goods flowing to the stores on planes that left at noon.

The answer was Air Express!

But you don't have to be in the fashion business to profit from the regular use of Air Express. Here are its unique advantages which any business can enjoy:

IT'S FASTEST—Air Express gives the fastest, most complete door-to-door pick up and delivery service in all cities and principal towns, at no extra cost.

IT'S MORE CONVENIENT—One call to Air Express Division of the Railway Express Agency, arranges everything.

IT'S DEPENDABLE—Air Express provides one-carrier responsibility all the way and gets a receipt upon delivery.

IT'S PROFITABLE—Air Express expands profit-making opportunities in distribution and merchandising.

For more facts call Air Express division of Railway Express Agency.

[Photo of a couple boarding a plane]
feature of the week

Ludlam's Lodge

We call it "Sportsmen's Lodge," a regular niche on the sportsmen's listening post at 5:00 each Saturday afternoon. It's an authoritative program of hunting, fishing, resort and travel information reported by WRC's Outdoor Editor, Kennedy Ludlam.

Ken Ludlam's easy, wisely paced half hour includes late hunting and fishing news, supported by last minute long distance phone reports — they're standard outdoor bulletins for all outdoor men and women.

"Sportsmen's Lodge" may well become your sales avenue to this busy and wealthy sports market. Call WRC or National Spot Sales.

5:00 - 5:30 PM EVERY SATURDAY

Sir Robert Bacon

Wyoming Valley's "GRAND KNIGHT OF THE TURNTABLE"

Hit tunes — Top bands — New stars are all brought to Pennsylvania's 4th largest marketing area 1st by our own Bob Bacon.

More people listen to Bob's "Bacon for Breakfast" show on WBRE than any other disc show in town.

There's no "Ham" in this Bacon. He makes sweet music for listeners and Money for Advertisers.

Write or call us for availabilities on Wyoming Valley's top disc show ... "Bacon for Breakfast."

LINC

Buick distributing firm in Boston. An advertising agency acquaintance.

strictly business

SOME MEN are lured into advertising because the field holds exciting possibilities; others go into it because of an irresistible drive that has pursued them since they heard their first singing commercial; still others follow the path because their agency-holding fathers hold out vice presidencies to them. None of these reasons are applicable in the case of Lincln P. Simonds, Pacific Coast manager, Wood & Co.

Linc went into advertising because in 1923 he won a $100 first prize in a Boston Advertiser advertising slogan contest. His winning slogan, a seven-word masterpiece of alliteration, boldly stated, "Advertiser Ada Attract Attention and Assure Action." Armed with this vote of confidence from the local paper, Linc decided that perhaps advertising was the field for him.

When this decision hit him he was half-heartedly engaged in the parts department of his uncle's Cincinnati, the plan provides a free course in store operation and the use of WSAI studios for association meetings.

Three food retailers' organizations, Cincinnati Retail Grocers and Meat Dealers, Cincinnati Retail Meat Dealers and Northern Kentucky Independent Food Dealers rotate monthly meetings and store promotions.

At the February meeting, WSAI engaged Norman J. Sloan, vice president and general manager of (Continued on page 48)

WRC Cincinnati has gone into the grocery-Salesmen's niche.

Not as a competitor of Cincinnati's retailers; rather, as the hub of a plan to increase profits of the city's grocers, and to strengthen the relationship between food retailers and WSAI advertisers.

The station likes to say it is "anchor man" of the plan, known as the "Shelf Level Selling" plan. And the Buckeye Broadcasting Co. station has hit the bull's-eye in the elusive target of good will.

For food retailers in greater

(Continued on page 48)
TAILOR-MADE COAL MAKES STEEL FASTER.

Special coking coal, supplied by a modern coal preparation plant, is increasing the daily production of the Inland Steel Company. This carefully prepared coal has an ash content 50% lower than average, and the coke produced develops heat much quicker in the blast furnace. This saves production time in converting iron into steel, and, in the time saved each day, Inland Steel is able to produce 200 more tons—without having to add new steel-making facilities.

1950, COAL MINING’S SAFEST YEAR!

The Bureau of Mines has announced that 1950 was the safest year in coal mining history, and the Pittsburgh Press has honored this achievement with a four-page picture story. This new record is the result of one of the most active and effective safety programs in American industry, embracing intensive emphasis on safety needs, constant education in safety procedures, and expenditures of tens of millions of dollars annually for equipment designed to make coal mining a safer job. 1948 was a record year for coal mine safety. 1949 exceeded the 1948 record, and the 1949 non-fatality record has been bettered by 12 per cent in 1950.

RECOMMISSIONED VICTORY SHIPS TO “CARRY COALS TO NEWCASTLE.”

The Maritime Administration is taking victory ships out of moth balls in order to carry coal and grain to England and the other Atlantic Pact nations. According to the ECA, Western Europe’s coal production, especially Britain’s, has failed to meet the increased pace of industrial activity. Britain is now burning 500,000 more tons of coal a day than her nationalized mines can produce, and only America can make up the coal deficiency in Britain and Western Europe.

MASS-PRODUCTION MINING KEEPS COAL COSTS DOWN.

Like most other American industries, the economics of coal is geared to the mass-production principle. Highly efficient mining techniques, making full use of modern machinery, not only greatly increase man-hour productivity, but also help keep the cost of coal down. Coal experts estimate that without the advantage of mechanized production, coal would cost the consumer almost a third more than its present price.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.
Stricely Business
(Continued from page 18)

ance of his told him about the contest, got him interested, and Line didn't rest until he came up with a slogan.

Shortly thereafter he took action, left his uncle and the Buicks and joined a local advertising agency. He has never been out of advertising since. After two years with the agency, he got his first taste of the representative business when he left to take a job with the Scripps-Howard newspaper chain as cub space salesman, representing their 25 papers.

Five years later he decided to concentrate on one medium and left to become a salesman for the New York Herald-Tribune. After two years, in 1930, he felt the urge to get back to the representative business and joined Paul Block, New York publisher. Also working for Block as space salesman at the same time was Joe Weed, whom Line had known for several years. Just about this time he was made aware of a bright young new medium called radio pushing its way upward to recognition through Ben Duffy, BBDO president, then media head of the agency. When Duffy showed him tremendous response in letters and cards which the agency had received from listeners to its programs, Line decided that this new medium, upstart though it seemed, was for him.

Joins WMCA

In 1933 he carried out his conviction and entered the radio field as salesman for WMCA New York. His new career almost ended suddenly two weeks later when he came down with scarlet fever. The confident station operator George Storer, now head of Fort Industries, kept him on the payroll, however, and Line recovered to fulfill several months of service with the station.

From there he returned to the representative field, this time in the radio end, when he joined Blair & Co., New York. One of his most impressive recollections there concerns his oddest if not his largest sale. A man phoned him in his office one morning identifying himself as John Ballard, president of Bulova Watch Co., and said he would like to see Mr. Simonds at three that afternoon. Fancying the call the doing of a Madison Ave. practical joker friend, Line nevertheless squelched the impulse to retort, "Sure, and I'm Mary Pickford" and decided that he could go along with a joke. He kept the appointment—discovered the man actually was John Ballard—and ended up with one of the largest sales of his career.

Line was with Blair over four years, leaving in 1938 to join the New York office of Texas State Network, then forming. He was transferred a few months later to the Fort Worth office as sales director, his duties including station relations and merchandising as well. In 1941 he was sent back to New York as eastern manager of the network. A few months later, when the network named as its representative Weed & Co., a firm formed in 1933 by his former associate Joe Weed, Line went along to the representative firm as specialist on the Texas network. In 1943 he was transferred to the West Coast as Pacific Coast manager in charge of the Hollywood and San Francisco offices, with headquarters in Hollywood. In that capacity he handles from there all of Weed's radio and television clients. Believing in radio and television as a superior media and in representative selling as a way to prove it, Line is in the happy position of doing exactly what he likes to do.

In the coming year he feels that radio and TV will get an ever-growing share of the anticipated heavy media buying on the West Coast because he believes they deliver better than any other media.

Born Lincoln Perry Simonds in Boston, he attended elementary schools there, graduating from Malden High School, Malden. Further formal education was interrupted by two years service with the Marine Corps from which experience he carried away a Purple Heart. Upon his return he attended Boston U., where he studied advertising. His Buick apprenticeship followed.

Line and Mrs. Simonds, she is the former Mary Ann McHugh, reside in Glendale with Ronald, 15, and Roberta, 13. As hobbies Line enjoys pro football, baseball and amateur fishing.

He is a member of the Hollywood Advertising Club and National Assn. of Radio Station Representatives, of which he was first Los Angeles chairman of the counsel, when the organization formed the first Los Angeles group in 1949. Line also boasts early membership in the Radio Executives Club of New York.
In the heart of KGW's COMPREHENSIVE COVERAGE area are the twin cities of Camas and Washougal, Washington. Camas, with the largest specialty paper mill in the world, and Washougal with its giant woolen mills, are stable, high-payroll communities. Both offer important contributions to the region's economy. A recent KGW Tour-Test, conducted in cooperation with the Oregon State Motor Association, proved KGW's COMPREHENSIVE COVERAGE of this rich, important market. The Tour-Test was witnessed by Mr. Clyde Brown, Camas Chamber of Commerce secretary, shown above with "Miss KGW". Only through KGW's COMPREHENSIVE COVERAGE can you be sure of maximum results in Camas and Washougal and the rest of the great Oregon market.

**BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP**

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

**TOTAL BMB FAMILIES**

(From 1949 BMB Survey)

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

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

**PORTLAND, OREGON**

**ON THE EFFICIENT 620 FREQUENCY**

Represented nationally by Edward Petry & Co.
Ratings aren't everything but...

...when peak ratings combine with continuing dominance of one of the nation's richest market-areas, you get a wonderful buy for your advertising dollar. And that's the case with 50,000-watt WBZ in New England!

Take the 6:00-6:30 PM segments, for example.

The Geoffrey Harwood news program shows a 7.4 rating from 6:05 to 6:15. Best competitor: 5.6. The major league baseball team of Bump Hadley and Elbie Fletcher hits a 6.5 pace from 6:15 to 6:30. Best competitor: 5.2. And at the moment, these popular segments are still available!

At any time of day or night, you can count on a large and loyal audience on WBZ. For details, check WBZ or Free & Peters.

WBZ BOSTON 50,000 WATTS NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc.
KDKA - WOWO - KEK - KTW - WBZ - WZPA - WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Radio - America's Great Advertising Medium
RESEARCH MUDGEL CLEARING

By J. FRANK BEATTY

THE COMMON GOAL of buyers and sellers of time—uniform audience rating data—is drawing closer.

A three-step formula for matching of radio-TV research figures, designed to clear up the muddled measurement field, is proposed in a report issued Friday by the Special Test Survey Committee headed by Dr. Kenneth H. Baker, NAB research director.

This committee was recruited last summer by Stanley Breyer, commercial manager of KJBS San Francisco, when he found himself hopelessly confused by widely divergent audience figures issued by recognized research firms [BROADCASTING • TELECASTING, July 10, 1950, et seq.].

Many of the leading research specialists of the advertising and media fields took part in drawing up the three-point program. Briefly, the committee proposes:

○ Creation of $140,000 operating project, including personnel and advisory committee, with NAB providing the initial push. This project would include:

○ Analysis of radio and TV audience measurement methods.

○ Comparison of available data.

○ Original field experiments to show why different survey techniques agree or disagree.

Report Reviews Situation

After a series of exploratory meetings, plus extensive research, the committee came up last week with a 33-page report giving a thorough review of the whole audience survey situation.

Some parts of the report, according to those who reviewed preliminary drafts, shed important new light on the confused research situation.

One part, for example, poses a list of questions to be used in evaluating any measurement report. The questions put the research services on the spot, getting at potential weak points in the data and the techniques used.

Before the committee's report was released it was previewed by representatives of three of the radio-TV research organizations. Their comments follow:

C. E. Hooper, president of C. E. Hooper, Inc.—“This activity should have been undertaken a long time ago.”

A. C. Nielsen, president of A. C. Nielsen Co.—“We will gladly continue to cooperate in furthering the worthy objectives of the Special Test Survey Committee.”

Sydney Roslow, president of The Pulse Inc.—“The proposed study will make the job of the researchers simpler and more effective because it should tell us just what it is the industry wants and needs.”

One of the committee's most important contributions, its members feel, is a clear-cut analysis of the reasons for differences between measurements reported by different ratings services. This analysis, says the committee, shows why “resolution of the existing confusion is far more difficult than it may appear on the surface.”

Members of the committee, who signed the long report, besides Dr. Baker, are:

Lewis H. Avery, Avery-Knodel Inc., past president of National Assn. of Radio Station Representatives.

Hugh M. Beville, NBC director of plans and research.

Matthew N. Chappell, chairman, Dept. of Psychology, Hofstra College.


Fred B. Manchee, executive vice president, BDID.

A. Wells Wilbor, director of marketing research, General Mills Inc.

Messrs. Hooper and Roslow originally were members of the committee but agreed to accept status as observers in view of the project's expended scope. Rodney Shearer, of A. C. Nielsen Co., also serves as an observer.

Attacking the survey problem, the committee said “it would be an understatement to say that there is confusion in the radio and television industry—including both buyer and seller—with regard to both radio and television ratings”.

Breyer Complaint

The group thus quickly accepted the complaint of Mr. Breyer in an advertisement published in the July 5, 1950 BROADCASTING • TELECASTING that different measurements in San Francisco produced different results, and proposing a test of Pulse and Biow methods by an industry committee. But the committee went much further.

(Continued on page 64)

NAB BECOMES NARTB

‘Draft Haverlin’ Move

AS OF TODAY (Monday, March 5) the National Assn. of Broadcasters (NAB) is under orders to drop its 28-year-old name. After April 1 NAB will be known as the National Assn. of Radio & Television Broadcasters.

Or, for short, the NARTB.

The transition appeared a certainty at the weekend as NAB members voted by a 15-to-1 ratio in favor of embracing the new television medium and giving TV a separate status.

Not quite as certain, but still regarded as a fait accompli, was the expected assumption by Carl Haverlin of the NARTB presidency, possibly by mid-March, as exclusively forecast in the Feb. 19 BROADCASTING • TELECASTING.

As president of Broadcast Music Inc., Mr. Haverlin's broadcast contacts bore fruit once it was learned he was far ahead of the field in the NARTB presidential campaign. His name was enthusiastically discussed by the NAB board's special presidential committee when it first met in Bellevue, Fla., during the winter board meeting.

Since that time the industry has thrown strong support behind the "draft Haverlin" movement and last Wednesday the special committee, vested with board authority to act on its behalf, made a definite offer to the BMI president.

He was the unanimous choice of the committee.

Because of expressed reluctance by some BMI board members to let him go, Mr. Haverlin did not make a firm commitment. A special meeting of the BMI board was called for March 7. At that time the details will be worked out, and a final decision will be announced.

Salary terms, as tendered by the special committee, specify $40,000 the first year, $45,000 the second and $50,000 the third, plus agreement to take over his $3,000 per year BMI retirement equity.

The Haverlin offer was only one phase of an important week in NAB history. Other phases:

○ Broadcast Advertising Bureau, member of NAB family, elected Edward Kubak board chairman and mapped future operations (story page 25).

○ NARTB board chairmanship for Judge Justin Miller ratified.

○ Thad Brown named TV counsel for video branch of NARTB (story page 58).

○ Television Broadcasters Assn. prepared for its final abolition April 1.

○ Membership drive started among TV stations.

○ Broadcast Advisory Council charted its scope and voted to bring in new members (story page 34).

○ Joint FM meeting of NAB, RTMA and industry committees set for March 19 (story page 37).

But interest centered in the complete revamping of NAB's structure (Continued on page 68)
Schaefers Pays $3 Million

for all the Chicago White Sox games, at home and away, will be co-sponsored by Goebel over Chicago stations WJJD (day games) and WCPL (night games). Agency, Brooke, Smith, French & Dorrance.

Sportscasters Hal Newell of Boston and Lawrence Allen of New York have been chosen to give play-by-play accounts of the Cleveland Indians' home baseball games this year over WEXL (TV) Cleveland. Only 25 candidates were screened by the station, the ball club, the Leisy Brewing Co., and its agency, McCann-Erickson.

WRS RATES

Increase March 1

REVISED rate cards, with some increases based on "very large gains in radio sets in the stations' areas," have been published by Westinghouse Radio Stations Inc. The new cards are effective March 1 and protect existing advertisers for one year.

Steelers covered by the cards are WBZ and WMBZ-TV Boston (including WBZA Springfield), KYW Philadelphia and KEDK Pitts

burgh.

No changes were made in the basic program time rates. Transition rates were instituted in some areas, but features allow the combining of one-minute and station break announcements for the earning of additional rates.

According to E. R. Borroff, WRS general sales manager, this arrangement recognizes continual advertisers and enables them to spread the advertising dollar even further. New cards, designated No. 5, supersede cards published Jan. 1, 1947.

WRS announced that the WBZ schedule of promotions has been separated into aural and TV units, following appointment last August of separate sales manager. C. M. (Tom) Meehan heads WBZ sales. Aiding him are Tom Judge and Roger Harrison. C. Herbert Masse is in charge of WBZ-TV sales, aided by Henry V. Greene Jr. and Bruce G. Pattyson. John G. Stills Jr. serves both staffs as sales promotion and publicity manager. Others in the sales organization are Rita Cone, Ruth Moran and Lilian Bell.

KOOK to CBS

Affiliation About March 10

AFFILIATION of KOOK Billings, Mont., 5 kw fulltime on 970 kc, with CBS on or about March 10 has been announced by Herbert V. Akerberg, CBS vice president in charge of affiliations. KOOK will be the 197th CBS radio affiliate.

Owned and operated by the Montana Network, the station is headed by C. L. Crist, president, and K. O. McPherson, general manager. KOOK's Class A hourly rate is $100.
KOBAK IS BAB CHAIRMAN

By RUFUS CRATER

EDGAR KOBAK was elected permanent chairman of the board of Broadcast Advertising Bureau last Thursday as the directors held their first meeting and adopted as immediate objectives the task of raising radio time sales, establishment of a full-time field force to help achieve this goal, and expansion of present BAB services.

The meeting, held at BAB headquarters in New York and attended by 19 directors and alternates, heard a report by BAB President William B. Ryan outlining plans for expansion of activities, and also approved a committee structure for the organization.

Along with Mr. Koak as president, William B. Quartaon, WMT Cedar Rapids, was secretary, and Allen Woodall, WDKA Columbus, Ga., treasurer.

The new board chairman, a business competitor as well as owner of WTTA, has had extensive experience in the advertising field and also formerly served as president of Mutual and an executive of the company.

Lewis H. Avery, of Avery-Kindel Inc., and H. Preston Peters, of Free & Peters, attended from the station representing the field, whose two directors had not been chosen when the first group of directors was announced the preceding week.

The board of directors, at the meeting, selected Babcock Futures as permanent chairman, with Mr. Ryan selected the full board membership. Other incorporating board members were Messrs. Koak, Quarton, Caley and Woodall. As acting chairman of the full board pending election of a permanent chairman, Mr. Swesty was present in the initial phases of Thursday's session.

Envisioned as ultimately a million-dollar sales promotion agency, BAB is currently operating on a budget of approximately $100,000, plus income from new, non-NAB members.

Attending the meeting were: John Herteb, NBC vice president (alternate for Niels Tammell, NBC board chairman); Louis Haasman, CBS president (alternate for Frank W. Thompson, ABC vice president); Headline. Thompson; ABC board vice chairman (alternate for ABC President Robert Kintner); Frank Whitmer, MBS president; Jack Poppele, vice president, WOR New York (alternate for Theodore Strell, WOR president); Tom Harker, for Fort Industry Co. (alternate for George B. Storer, Fort Industry president); John F. Pratt, president, G. A. Richards stations; Messrs. Swesty, Woodall, Caley, Quarton, Simon Goldman, WJTN Jamestown, N. Y.; Hugh Terry, KZL Denver; Kenyon Brown, KWFT Wichita Falls, Tex.; Harry Spence, KKKO Aberdeen, Wash.; William Beaton, KWKW Pasadena, Calif.; Messrs. Avery and Peters.

Those who were unable to attend and were not represented by alternates were Frederic W. Ziv, Frederic W. Ziv Co.; Paul Kesten; Martin B. Campbell, WFAA Dallas; Walter Evans, president, Westinghouse Radio Stations Inc.

Objectives Set

NARTB CONVENTION

FOUR days of meetings will mark the first three-way convention of the broadcasting-television-industry's trade association-National Assn. of Radio & Television Broadcasters (formerly NAB). The three-day convention meetings will be held in Chicago April 15-19 at the Stevens Hotel.

Quick glance at preliminary convention planning indicates the management meetings will open Monday morning and will wind up Wednesday. Special attention is being given the annual exhibits of heavy equipment and the displays of light equipment and broadcast services. These shows will open Sunday at 10 a.m. and conclude Wednesday at 5 p.m.

Early Arrivals Expected

No formal convention events are scheduled Sunday but convention arrangers expect many broadcasters and engineers on the scene that day. The formal program management will not begin until 2:30 p.m. Monday. After a two-hour session, delegates will attend reception in connection with the displays.

This program arrangement provides more time for inspection of individual displays and contacting of those in charge of the exhibits.


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Four-Day Meet Set

ARBI RESULTS

Stir Ryan's Enthusiasm

Bab President William B. Ryan was described as enthusiastic last week after hearing Joseph B. Ward, manager of Advertising Research Inc., Seattle, describe the point-of-sale survey technique and the results of a series of ARBI tests which showed radio consistently outsold newspaper advertising, dollar for dollar.

Mr. Ward conferred with President Ryan Monday. Retailers' enthusiasm for a new polling and research method, and for the results it has shown, is expected to lead to requests that BAB launch a nationwide survey project [Clousee, Mar. 29, 26]. The program, which was not broached at the BAB board's initial meeting late Thursday, was devoted to organizational matters and broad policy objectives (see story above).

MR. KOBAK

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By EDWIN H. JAMES

AN EXTROVERT Cajun from the bayous of Louisiana—as glib a medicine man as ever foibbed off a jug of colored water on an infirm and gawking rube—has, within the patent medicine formula and a 

Blanc's advertising experts, has done more than any other medium to build Hadacol from a backyard operation to a nationwide industry. Hadacol commercials today are on some 300 stations in the 24 states where the product is sold. By the end of the year, when the Hadacol company expects to have achieved national distribution, they will be boomed into the public consciousness from some 2,100 stations. Hadacol now spends an average of $200,000 a month on radio, mostly spots, and the amount will grow, of course, with the vast expansion planned for 1951.

The Hadacol radio technique has been carefully planned by the company to accelerate sales even more rapidly than Hadacol itself invig- orated the launching of the new formula. Saturation radio campaigns precede the arrival of Hadacol in markets the company is opening. For five days before the first bottle of Hadacol arrives in a community, the air is filled with a "mystery tune" contest. Listeners who correctly identify the "mystery tune" are told they will receive a free bottle of Hadacol.

There are unique features to this contest. For one thing, the "mystery tune" quite often is one that currently leads the Hit Parade, a prudent insurance against the frightful possibility that some listener might not recognize it. For another, those alert students of music who submit correct answers do not receive a bottle of Hadacol, but a coupon entitling them to a free bottle at their local drug store.

Durgists, being without a bottle of the remedy in stock, can do nothing but fight a delaying action against the growing hordes of customers clamoring for Hadacol—until they are relieved by the fortuitous arrival of Hadacol distributors.

"Man, those druggists usually got up a real head of steam before we give 'em the first bottle," a Hadacol executive explained last week.

By the time the Hadacol distributor comes to their rescue, the beleaguered pharmacists are in a mood not only to accept enough free Hadacol to cover the coupons that have been won but also to order large quantities for sale. As Hadacol executives put it, the method assures quick distribution to the community.

Since Hadacol has been successfully introduced to a reeling community, the company’s radio usage settles down to a steady four or six spots per day on selected sta- tions, enough to convince those who already have tried Hadacol that their ailments are vanishing and to persuade the disbelieving or skeptical that Hadacol is what they need for a rich, full life.

The enormous success of Hadacol has been achieved despite a number of obstacles such as Mr. LeBlanc’s original poverty and, more bothersome, a persistent obser- vation of the company’s develop- ment by the Federal Trade Com- mission.

The querulous FTC has exhibited a nagging interest in Hadacol advertising copy, particularly in the testimonials that Mr. LeBlanc has assiduously gathered from satisfied users, some apparently contribut- ing their remarks after deep draughts of Hadacol, which is 12% alcohol.

Starts Testimonials With Free Samples

Mr. LeBlanc started accumulating testimonials from Cajun neighbors to whom he distributed samples of Hadacol free, in the pre- commercial, or formative, period of his enterprise. Having been bothered by annoying legal inconveniences during his earlier career as a manufacturer of Happy Day headache powders and other reme- dies, he thoughtfully provided him- self with a recording machine and a notary public when soliciting testimonials for Hadacol.

Later he resorted to the device of including a form in every Hadacol package, inviting customers to write Mr. LeBlanc, at his Lafay- ette, La., headquarters, and tell about their experiences with Hadacol. Many have accepted the invitation.

Among testimonials harvested by this means was one from a grate- ful Arkansas preacher who wrote: "My nerves were bad, poor appe- tite, lost of manhood, dry skin, and general rundown in manly vigor, lost of manly pep, but since I had started to use Hadacol I feel like a new man."

Last year Mr. LeBlanc was dis- couraged from using such testi- monials by the FTC, which did not
openly question their veracity but did doubt that Hadacol would accomplish the wonders that some of its users claimed.

Among advertising claims which Mr. LeBlanc agreed to abandon, in a stipulation he signed with the FTC, were: that Hadacol will restore youthful vigor and appearance; that Hadacol has any therapeutic value other than providing some quantities of vitamin B1, iron and niacin; that use of Hadacol assures good health.

Mr. LeBlanc, a resourceful man, rallied quickly from his encounter with the FTC. Testimonials are still the backbone of Hadacol advertising, but they have been somewhat modified.

One Goble Cannon, a crossing watchman for the Wabash Railroad in St. Louis, has been quoted by Hadacol as saying: "I don't have a chance to get much exercise. I seem to get gas on my stomach and then I lose my appetite. Many times I have had nervous spells and been unable to sleep at night. Then one day I heard how other folks were being helped by Hadacol. Now the gas on my stomach has vanished, my appetite is first rate and I get a good night's sleep and those nervous spells? I very seldom have them any more at all. I think Hadacol is mighty fine."

Mr. LeBlanc hit upon the formula for Hadacol after years of scientific research conducted in a corner of his ramshackle barn at Abevilla, La. He had been passionately interested in vitamins since he was cured of what he says was an arthritic condition in 1938 by injections of vitamins given him by a doctor. In the interval between his cure and the discovery of Hadacol Mr. LeBlanc, a grew up for what was to be his greatest medicinal achievement by perfecting two lesser remedies, Happy Day headache powders and Happy Day cough syrup. Neither found a permanent place in America's medicine cabinets.

In 1946 he produced the first batch of Hadacol and tried it out on all his neighbors with what he modestly describes as miraculous results.

"One woman was sick for 22 years," Mr. LeBlanc recently recalled, "Now she's 66, and I've seen her plowing the fields behind two mules."

Having wrought such therapeutic marvels as raising a middle-aged woman from her sick bed to a useful occupation behind a plow, Mr. LeBlanc decided to give Hadacol to the world. He borrowed $2,500 from the Iberia National Bank of New Iberia, La., made up a big batch of the stuff and began to advertise.

He bought his first radio spots on WNOE New Orleans and KSIO Opolousas, La. The stations made him pay for his first modest schedules 10 days in advance. Before the completion of the original contracts, he had sold enough Hadacol to finance an expansion of his radio campaign. It has been spreading like a prairie fire ever since.

Abandon F. I. Deals As Distribution Spreads

In the early stages of Hadacol's radio development, Mr. LeBlanc occasionally indulged in per inquiry contracts, but his organization later abandoned that type of advertising as Hadacol attained widespread distribution through retail stores.

Today Hadacol pays for its radio advertising, but at the very best rate it can get. The company places its radio business direct, with either Jack Rathbon, advertising director, who formerly was stations director of Arkansas Airways Co. (KKLR Little Rock, KHON Harrison, KWEM West Memphis, KWAQ Stuttgart), or George Dupuis, the company's time buyer, in charge.

It is customary for the Messrs. Rathbon or Dupuis, when buying new radio markets, to send queries to stations asking for a quotation on the price of, say, 1,500 spots in 56 weeks. Occasionally, when the stations have submitted their price, the LeBlanc company sends a second wire offering the business at half the price quoted.

It is not known how many of the 200 stations now doing business with Hadacol have agreed to the "package" deal, but it is known that many have stuck to their quotations and have been given Hadacol contracts.

Typical of the Hadacol technique in moving into new markets was its invasion of Los Angeles, a community that naturally greets new nostrums with outstretched arms. Hadacol had 12 spots per day on 16 Los Angeles stations for several weeks preceding the delivery of the first bottle to the community. The radio campaign was topped off with Hadacol's only network adventure to date, a half-hour broadcast Jan. 12 on MBS, Liberty Broadcasting System and 150 unaffiliated stations and rebroadcast the next night over ABC. Within a month after its introduction to Los Angeles, $1 million worth of Hadacol was sold.

The network program, which cost $50,000 for time and talent, according to the LeBlanc company, featured Grouch Marx, Judy Garland, Vic Damone, Minnie Pearl and, not unexpectedly, Dudley J. LeBlanc, who is never at pains to conceal his role as the discoverer of the 20th century's miracle remedy.

Mr. LeBlanc was also conspicuous in the Hadacol caravan, a traveling medicine show that played in 19 southern cities last summer, attracting an estimated 400,000 people, each of whom paid a Hadacol box top as admission.

The Hadacol caravan had music, girls, clowns and big-name stars, including Mickey Rooney, Carmen Miranda, George Burns & Gracie Allen, Chico Marx, Connee Boswell and Minnie Pearl. Radio was used extensively to promote the shows staged by the caravan.

This summer, according to Mr. LeBlanc's present plans, the Hadacol caravan will be transported on a special train, will visit more than 19 cities. Characteristic of the skyrocket nature of Hadacol, the caravan, which cost $550,000 in 1946, will cost $1 million this year.

Radio appropriations take about half of the total Hadacol advertising expenditures. The rest goes into newspapers, outdoor, direct mail, premiums such as Captain Hadacol comic books, T-shirts that glow in the dark, lipsticks ("this makes you LOOK good, but to FEEL good take Hadacol"), clocks, toothpick holders and schoolboy's rulers.

Mr. LeBlanc's energies have by no means been exhausted by the job of running a backyard business into a million-dollar concern. Invigorated beyond normal limits of strength by frequent recourse to his own tonic, he is able to conduct an active career as a Louisiana state senator.

Louisianans believe that his political aspirations do not stop with his present job. His whirlwind advertising, they say, is intended not only to pour Hadacol down the throats of everybody in the country, but to fix the name of Dudley J. LeBlanc on the tip of every tongue as well.

To some extent Senator LeBlanc, or "Cousin Dud," as he is known among the bayou folks, follows the pattern of other political figures who have risen to eminence from Louisiana. He has some of the characteristics of the late Huey Long, particularly a talent, like the Kingfish's, for self-promotion.

The time may come when, instead of Hadacol commercials, the voice of Candidate Le Blanc will be booming from loudspeakers throughout the land.

* * *
Mills Succeeds McCluer; Scott Promoted

WALTER D. SCOTT, eastern sales manager of NBC, was promoted last week to national radio network sales manager, a new position, and Gordon H. Mills, of the eastern network sales staff, was advanced to midwestern radio network sales manager.

Mr. Mills succeeds Paul McCluer, who resigned to join Wade Adv. Agency, Chicago. Mr. Mills will make his headquarters in Chicago.

The promotions were announced Wednesday by John K. Herbert, NBC vice president and general sales manager for the radio network.

Report to Scott

All regional radio network sales managers will report to Mr. Scott in his new position. He has been with NBC since 1938, when he joined the sales department, and has been eastern sales manager since 1949.

Mr. Scott served in the sales department of Hearst Radio before he joined NBC, and, prior to that time, was on the advertising staff of the Daily Oklahoman and Times.

Mr. Mills joined NBC in 1939 as a guest tour supervisor and became manager of what is now Grant Relations in 1936, before moving to the sales staff in 1937. He left to become manager of the radio and television departments of Kudner Agency in 1945, returning to NBC network sales in 1949.

Previously With RCA

He formerly was employed in RCA radio sales: Chicago Herald and Examiner advertising space sales, and also established and managed the Philadelphia office of Ewing, Wasey & Co., advertising agency, and was national advertising manager of Grit Publishing Co.

Meanwhile, Carl M. Stanton, NBC manager of television talent, resigned.

RUPERT BEER

New Product Gets Backing

JACOB RUPPERT Brewery, New York, using the biggest advertising and merchandising campaign in its 84-year history, launched a new product last week, Rupert Knick-erbocker beer.

The firm, through its agency, Bow Co., New York, will continue its television advertising using the Broadway Open House and Zeko Manners Show. In addition a local spot radio campaign will be used.
CANADA RADIO BOOM

By FLORENCE SMALL

HEAVY American advertisers in significant numbers are plunging into Canadian radio to promote their products among the 14 million population.

Radio schedules are being placed in markets extending from the Nova Scotia-New Brunswick line to British Columbia, seeking to widen the sale of soap, food, food, soap, aspirin and magazines.

Kellogg Co., Battle Creek, Mich., one of radio's largest breakfast cereal advertisers, starts today (Monday) for its corn flakes and Rice Krispies a five-never weekly spot announcement schedule in four and six Canadian markets respectively. On April 16 another campaign will be launched for Bran Flakes in six markets, seven times weekly, and on April 2, Raisin Bran starts in a few markets, seven times weekly.

The spot activity of Kellogg will be in addition to the firm's sponsorship of Clyde Beauty and Mark Trail, both heard on 14 stations in Canada since Feb. 5 [BROADCASTING + TELECASTING, Jan. 22], and another half-hour program, Magic Diamond, which started Feb. 10 in three cities in French Canadian territory. The latter program is written entirely in French, including the commercials. All Kellogg's Canadian business is through Kenyon & Eckhardt, New York.

Procter & Gamble, radio's largest advertiser, through Pedlar & Ryan, New York, also is hitting the Canadian trail, lining up availability for its Camay soap.

P&G's Drift, through Dance-Fitzgerald-Sample, New York, also is hitting the Canadian trail, lining up availability for its Camay soap.

The agency. In addition, P&G had started in mid-January a spot schedule for Ivory Snow on 12 Canadian stations in eight markets through Bennett & Bowles. Among the other P&G products running regularly on the Trans-Canada Network are Ivory Soap, Ivory Flakes, Dus, Crisco and Fluffo (shortening), all through Compton.

Sterling Drug, through Dance-Fitzgerald-Sample, New York, on Feb. 20 started a spot promotion campaign for its aspirin in three markets in Canada.

Quite another type of advertiser, Ladies Home Journal, through BBDO, New York, started a Canadian spot campaign Feb. 28 in seven markets.

Reasons advanced for the sudden accelerated interest in Canadian radio are several, but they all reduce themselves to a somewhat spontaneous realization of the rich potential of the growing commonwealth to our north. One station representative attributed the spontaneous awakening in part to the publicity deriving from the recent widespread discovery of oil in western Canada, while another ascribed it to the increased distribution capacity of the American advertisers.

CAB counsel, made the presentation for William Cranston, CKOC Hamilton, Awards Committee chairman, who, along with Mr. Sedgwick recalled the place the late Mr. Gillin held in the

Outlined At Meet

RADIOBOOM March 19, 1951 Page 29
By DAVE BERLYN

TESTY overtones began to appear last week in the Senate Interstate & Foreign Commerce Committee's attitude toward the apparent stymie of the McFarland Bill (S-1730), recommended by the House committee [BROADCASTING • TELECASTING, Feb. 26, 19, 12, 5].

Underscoring a widening rift between the Senate group and the House's Interstate & Foreign Commerce Committee, where the FCC procedural bill is currently at rest, were the following developments:

- The full Senate committee, chaired by Sen. Ed C. Johnson (D-Colo.), for the fourth time in the past two years, unanimously recommended passage of the radio measure.
- After a sequence to this move, the House committee, if it follows its 'procedure of last year, probably will hold hearings again on the FCC-proposed bill.
- Sen. Pat McCarran (D-Nev.), chairman of the Senate Judiciary Committee, took to task the FCC for requesting action on the radio version of the McFarland Bill in the form of separate legislation.

Executive Meeting

At an executive meeting Wednesday, the Senate group unanimously reported FCC's monitoring bill, as passed by the House a fortnight ago. The measure (HR 1730) contains similar language already included as a provision of the McFarland Bill. As it did last year, the Senate committee struck the language of the House-approved monitoring measure and attached the provisions of the McFarland Bill as a "rider."

Acting Chairman Paul A. Walker of the FCC had referred to the monitoring bill, which would give the Commission authority to purchase lab equipment and conduct field hearings for the purpose of monitoring broadcast signals, as essential in view of the national emergency when he appeared before the House committee [Feb. 15, BROADCASTING • TELECASTING, Feb. 26].

Capitol Hill parliamentarians were quick to point out that the latest Senate maneuver had many overtones. Since the measure reported by the Commerce committee in the upper chamber is a House-passed bill—and it most likely will pass the Senate with little trouble—the House will have the alternative of (1) appointing conferences or (2) holding hearings on the measure.

An identical situation occurred last summer when the Senate passed a House-approved monitoring bill [BROADCASTING • TELECASTING, July 31, 1950]. At that time, the House committee, chaired by Rep. Robert Crosier (D-Ohio), chose to hold hearings. However, a notable change in the general climate this year is the emergency nature of the monitoring bill and the anxiety of the FCC to have such a bill passed in the shortest time possible. The House committee now is in the position of demanding some kind of procedural bill be enacted, whether it be the McFarland Bill or some other version—points repeatedly expressed by Senate Majority Leader Ernest W. McFarland (D-Ariz.), author of the measure.

Fraud Law Omitted

Significantly, the Senate committee this time deleted that section of the bill which provides for the setting up of a radio fraud law, as an amendment to the U.S. Criminal Code. In the past fortnight has asked Congress to enact the measure—separate from the all-inclusive procedural bill [BROADCASTING • TELECASTING, Feb. 26].

The Senate's rejection of a radio fraud law, similar to the postal fraud law, had been referred to the Judiciary committees of the Senate and of the House. From the latter committee, Chairman Emanucl Celler (D-N.Y.) already has introduced a bill (HR 2948) to accomplish this purpose.

But in the Senate, Chairman McCarran has sent a letter to the FCC, admonishing the agency for its failure "to mention the fact that a provision such as you advocate was included as Sec. 19 of the bill in S 658, which was passed by the Senate on Jan. 25 of this year and is now pending in the House. . . . You should desire the Senate to pass this section when it has already been approved by the Senate once is not made clear.

Sen. McCarran's letter continued: "In your letter of Feb. 13, you point out that the Commission does not have any criminal jurisdiction in either mail fraud or radio fraud cases; and it is clear the Commission would have no jurisdiction under the provisions of the U.S. Criminal Code section which you have proposed.

It seems to me, therefore, that the Commission probably has less interest in this matter than the Dept. of Justice; and certainly, it would seem that the Dept. of Justice, which administers and enforces the Criminal Code, would be the proper agency to transmit a recommendation for the amendment.

The Senator also stated that if the radio fraud law should be enacted it would be possible for a station operator to justify the denial of using facilities of his station to "almost anybody who judged it necessary to keep the air off the key" by citing this criminal provision.

He pointed out that the proposed statutes "would give the radio fraud provision of the McFarland Bill in its rider to the monitoring measure since the FCC requested enactment of the fraud law within days after the Senate had passed S 658, and [the request] was referred to the Senate Judiciary Committee which plans to study the proposal carefully.

The House Commerce group heard FCC testimony behind closed doors on all pending radio matters only nine days before the new Senate committee action.

At that time, Acting Chairman Walker presented the FCC's so-called "model bill," containing the agency's recommendations for a procedural bill. This revised document was said to be the hub of the controversy, which seems to be rising to a boil between the Senate and the House radio groups.

NBC GROSS

NBC's gross income in 1950 hit an all-time high of $92,373,000, an increase of 37% over the network's 1949 gross sales figure of $72,867,000, according to the annual report of RCA, parent company of NBC, issued last week. However, show the NBC TV network gross time sales to have risen from $6,500,104 in 1949 to $21,185,812 in 1950, while NBC's radio network gross time sales recorded a drop, from $6,018,824 in 1949 to $5,880,875 in 1950 [BROADCASTING • TELECASTING, Jan. 29].

Commenting on this AM time sales decline of "only 4%" despite the rise in TV billings, the report noted that the average number of stations used by advertisers sponsoring NBC radio programs rose from 113 to 124 in the daytime and declined from 148 to 134 at night.

"Total sponsored hours of NBC national network programs at the average rate exceeded by two and one-half hours a week in both years," the report said.

NBC's National Spot Sales Dept. had all-time high revenues in 1950, with total dollar volume for both radio and television surpassing any year since NBC was organized in 1926, the report stated, without divulging the dollar figures.

Other NBC data covered by the report include: An increase in NBC employees from 2,879 to 3,482 during 1950, "virtually all . . . attributable to television"; seven new TV stations joined NBC for a total of 63 affiliates, of which 47 are connected by cable or radio relay; nine stations joined the NBC radio network, raising the total to 180; NBC television doubled its output of kinescoped filmed film during the year.

RCA Earnings

RCA's net earnings, the report revealed, totaled $46,256,000 in 1950, higher than the $25,144,000 reported for 1949. These earnings were equivalent to $3.10 a share of common stock and represented 7.5% of net sales. RCA during the year declared dividends totaling $17,010,000, compared with $10,081,000 paid in 1949, with $8,153,000 ($3.50 a share) or preferred stock and $13,857,000 ($1 a share) on common stock.

RCA's total current assets on Dec. 31, 1950, were $209,959,000. Plant and equipment additions during the year were $20,426,000, compared with $18,340,000 in 1949.

For the past 10 years RCA has had an average gross income of $1,421,000,000, an average net profit before federal income taxes of $38,547,000 and an average net profit after income taxes of $17,614,000. Profit before taxes has averaged 12.2% of the gross each year of the decade, with an an-
LET THE BUYER BE-WHERE

IF IT'S FEEDS

The Sharp Milling Company is one of the largest feed manufacturers in this Midwest area. This company is presently using Radio Station KELO exclusively to promote the sale of Sharp's Feed. KELO campaign consists of two quarter hours—one ten minute period—and one spot announcement per day. They selected KELO in competition with five other area stations because of KELO's outstanding farm director, Les Harding. KELO's farm director is considered to be the outstanding farm authority in the area, and has developed listening ratings without equal.

RESULTS ARE THE FARE!

OR FURNITURE

The Donahue Furniture Company, located in Sioux Falls, is South Dakota's largest Furniture store. Three years ago this account started on KELO with one-half hour per day Monday through Friday. Shortly after the program started, it was extended to six per week. After six months the account had been in effect, the account was added twenty spot announcements per week. Approximately six months later, another twenty spot announcements per week were added, and in the latter half of 1930, six more spots per week were placed on the schedule. In November of the past year, an evening half-hour joined their highly productive campaign. This account is currently using seven half-hours per week and forty-five spot announcements per week on KELO. An order for additional spots per week is awaiting satisfactory availabilities.

P.S. EVEN WITHOUT TV (OUR APPLICATION IS FILED) KELO DOMINANCE IS THE CLEAREST PICTURE IN THE RICH SIOUX FALLS MARKET.
SUGGESTED modifications of a proposed amendment to the Com- munications Act—some offered by NAB Sec. Ed Johnson, and other- wise indicated by the Senate Interstate & Foreign Commerce Committee—marked developments on the De- fense Dept.'s emergency radio-TV contest.

On Capitol Hill the Senate group was weighing—though it had not yet drafted—a plan which would limit the inclusion of electro-mag netic transmissions to those which would not radiate out beyond a certain distance—possibly in excess of five miles.

Senate Group Views

The proposal is being studied by Chairman Ed C. Johnson (D-Col.) and members of the Senate Com- mence Committee, which earlier held two-day hearings on the De fense Dept.'s request, embodied in a bill introduced by Sen. Johnson, for authority to bar radio and telev ision broadcasting and other elec tro-magnetic transmissions capable of "homing" ene my aircraft and missiles.[BROAD CASTING • TELECASTING, Feb. 26].

The committee is marking time until it receives reports from such groups as Radio-Television Mfrs. Assn., the Air Force, FCC and others. At deadline Thursday, only NAB had filed comments on the committee staff proposal, which hopes to give the military sufficient authority within the framework of Sec. 606 (c) of the Communications Act.

Letter to Johnson

In a letter to Sen. Johnson, NAB President Justin Miller said he felt that, with "slight modifications," the staff amendment "fully effec tuates the purposes of the Dept. of Defense.

Judge Miller suggested: (1) Clarification of phraseology setting the President's authority to control communications, specifically that a "proclamation by the President that the security of the United States requires that the use of such services be prohibited before an ex- cuse of the executive powers...is authorized"); (2) an additional section spelling out compensation to owners whose equipment is not only "controlled or used" but also "closed"); (3) a definition of "radio" in Sec. 801 of the Commu nications Act to cover incidental radiations of devices not intended pri marily for communication; (4) an amendment of the penalty provi sion of the act to bring any viola tion of Sec. 606 (c) with FCC jurisdiction.

The Commerce Committee offici ally took no action last week, nor did it discuss the whole radiations problem the legislation presents. The next executive session is set for March 14. Whether the committee will take up the military proposal before that date depends on the tenor of the debate in the Senate and other groups. Sen. Johnson already indicated that, if the comments are favorable to the staff amendment, further hearings will not be necessary.

The possibility of modifying the amendment still further to restrict the devices which the amended Communications Act would govern will be determined by the Senate or House where the amendment was proposed.

On the other hand, the Senate had already amended the defense legislation to have the FCC declare a "military emergency" before it could make such a ruling.

On the Senate floor, Army Gen. William C. Lee, chief of staff, said the administration would use a "military emergency" declaration to cover the action required for the emergency, which he said would be "possible but likely." He noted that the Senate amendment would give the FCC authority to set up regulations applicable to any or all stations or devices capable of emitting electromagnetic radiations between 10 MHz and 1000 MHz, and the removal therefrom of its appa ratus and accessories. The amendment would also place the government under such regula tions as to any or all of them. The FCC may be constrained to 

AGENCY LISTS

New 11-Point Service

DORRANCE - WADDELL Inc., New York advertising agency, has announced a new 11-point service to advertisers in the package industry. It includes: "Sales at More Profits," the 11 services include several not normally associated with agency functions.

Available to clients separately or in various combinations, the 11 points include preliminary market and consumer reports, preparation of complete marketing plans; se curing of actual distribution, or ganization of a selling force, ad visory sales supervision, mar keting advisory and consulting serv ices; sales promotion, publicity, ad vertising, public relations and creation of the "exclusive selling idea."

AFM NEGOTIATION

Meetings Stopped, No New Date Set

AFM-network negotiations in New York to replace national and local contracts which expired Jan. 31 were suspended late Wednesday, with no date set for a further meeting and without comment by either side.

Network negotiators are understood to regard the cessation of negotia tions as a temporary break until such time as the New York, Chi cago and Los Angeles locals to a network "package proposal," which if accepted would constitute an over-all solution, is known. Union officials, however, are believed to view what occurred as a "break off" which could lead to a strike. Strike Possible

Since AFM contracts have ex pired, a short-notice strike, either nationwide or locally in New York, Chicago and Los Angeles, becomes a possibility, depending upon the outcome of meetings of the New York and Los Angeles locals ex pected this week.

The "package proposal" is un derstood to have been presented by AFM President James C. Petrillo, who represents the Chicago local as well as the national federation, and to officials of New York and Los Angeles locals last week. Union negotiators are believed to consider the proposal unsatisfactory but will present it to their respective executive boards and

with respect to penalty provi sions, FCC Comm. George E. Ster ling had noted during the hearing, that the Communications Act didn't provide for pression press for criminal sanc tions relating to violations of the Presidential authority as outlined in the present legislation.

The proposal has been criticized by the Defense Dept., and in accordance with the bill, the Senate committee as outlined in the present legislation.

St. Martin's Press, has said he personally that the proposal by the Defense Dept., and in accordance with the bill, the Senate committee as outlined in the present legislation.

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The answers to these and many other questions of interest to every editor, writer, and radio commentator are to be found in the new and revised edition of this popular source book. Authentic information covering the history, operations, properties, personnel, organization, and performance of the nation's basic transportation system is comprehensively indexed for easy use.

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NARBA OPPOSITION

CONCESSIONS to Cuba, under the new NARBA agreement, could jeopardize the United States’ bargaining position in present negotiations with Mexico, the Clear Channel Broadcasting Service warned last week.

In a letter circulated to all broadcasters, Ward Quaal, CCBS director, it was pointed out that “sooner or later” it is essential that the U.S. reach an agreement with Mexico, “much as we have with Cuba.” The letter continues:

…It is naive to assume that, once the new NARBA is ratified, Mexico will not make disadvantageous use of this concession to Cuba as weapons to force the U.S. to comply with excessive Mexican demands. The United States will enter into such negotiations with its hands tied, having set precedents which it cannot disavow, and having totally restricted its freedom of action.

Alluding to fact that the present NARBA pact, now under Senate vote [Broadcasting - TELECASTING, Feb. 26], lacks the participation of Mexico and Haiti, CCBS declared the treaty “fails far short of giving the broadcasting industry the ‘international protection’ needed.

The new NARBA . . . not only permits, but it invites Mexican assignments of all classes of stations in the United States. This is obvious from recent Mexican demands for opening varying classes in the new NARBA which will inevitably invite Mexican to retaliatory measures. It also invites more than arbitrary measures for Haiti . . . to set up stations on any frequency.

CCBS contended that the U.S., having “rightfully rejected” Mexican demands, agreed with Cuba that Mexico may use five of Mexico’s six A-1 channels “to an extent that will necessarily cause resentment and sacrifice to Mexico’s own retaliatory measures or even greater demands by Mexico.”

In portion of the letter dealing with concessions to Cuba, CCBS

CD AT NBC Six Named To Committee SIX NBC Chicago men have been named by Vice President Harry C. Kopf to handle civilian defense problems at Central Division head- quarters. Jack Ryan, press chief, leads a squad that includes Bill Ray, news and special events manager; George Heinemann, TV operations supervisor; Homer Heck, A-1 National Broadcast Program Manager; Howard C. Lutge- neer, chief engineer, and Leonard Anderson, manager of integrated services.

The group will deal with such problems as transmitting educa- tion and inform listeners and view- ers on defense against attack, and for action during and after attack; protection of NBC personnel and equipment; development of plans for continued station and network radio-vision operations in case of attack, Mr. Kopf said.

CCBS Gives Views

described Havana as the “nub” of most of the difficulties. The fact that there are now in operation in that city 19 AM stations and that U.S. radio would have had to agree to recognize 31 stations there was held by CCBS to be “cause, directly or indirectly, much more serious injury to broadcasting service in the United States.”

Reasons Offered

Going into the various classes of stations, the CCBS offered its reasons for claiming that stations other than its group, are faced with the same or similar situations.

In its conclusion, CCBS contended that proponents of NARBA are “grossly exaggerating” the dangers of having no treaty pending the negotiation of another agreement. It was further held that the U.S. and Canada “can bet- ter afford the temporary lack of a treaty than can Cuba.”

CCBS suggested that sympathetic recipients of the letter might so inform their senators and the Senate Foreign Relations Commit- tee.

NARBA proponents acknowledged the need of a treaty covering Mexico, but said that it was imper- nient that the present NARBA agreement be consummated to re- solve immediate interference problems with Cuba and the other sign- parties, and that negotiations with Mexico would be of necessity an- other step to be resolved.

Further, it was maintained that it would be easier to negotiate a fair agreement with Mexico and the other nations have accepted the present treaty.

It was also felt in these quar- ters that had negotiations with Cuba improved, U.S. radio would be in a far more vulnerable posi- tion than would be broadcasting in- terests of our island neighbor. This was based on the need of a groundwave signal to serve the relatively small area of Cuba with comparative “immunity” against any stray signal interference from the U.S. It was further held that the reverse situation existed for U.S. stations who relied on skywave signal and who could be, and were, subjected to interfer- ence from stations of a nation not conform- ing to a treaty.

The allegation that a more ef- fective treaty could have been nego- tiated was discounted by NARBA spokesman who expressed the view that a new treaty could not have been negotiated in the reasonably near future. Further, he expressed the treaty as “fa- vorable” to the United States could have been reached in future bargai- ning.

BAC TO EXPAND

To Insure Wide Representation EXPANSION of the membership of the Broadcast Advisory Coun- cil, all-industry group organized to promote participation in govern- ment defense efforts, was voted at a BAC meeting held Thursday in Washington. The action was taken in accordance with a recommenda- tion adopted by the NAB board at its February meeting.

Aim of the expansion is to insure a truly representative cross section of electronic industry elements.

The council adopted a formal statement of its motives, as fol- lows:

Resolved: The purpose of the Broadcast Advisory Council is to render ad- vises to the United States Government and others on means and methods to make broadcasting and television industry as useful as possible during the present emergency.

Thursday’s meeting was called by Justin Miller, NAB president and council chairman. It followed earlier meetings in which members gathered first-hand knowledge of problems facing the nation. Opening meeting was held last Dec. 14, and included a visit with President Truman and other high govern- ment officials.

Present Thursday, in addition to Chairman Miller, were:

Frank Lang -Worth, NBC; Earl Gom- mon, CBS; Glen Mayfield, Radio Television Mfrs. Assn. president-elect; Walter Compton, DuMont TV Net- work; L. E. R. W., WCAU, Lancaster, Pa.; Robert H. Hinckley, ABC; C. Howard Lane, Field Enter- prises; William A. Fay, WHAM Roch- ester; Seymour N. Siegel, National Assn. of Educational Broadcasters; G. H. A. B. S., I. R. B. S., I. R. Lounsbery, WGBB Buffalo; Neil McNaughton, Richard P. Doherty, Vin- cent Casselass and Ralph W. Hardy, JFBC, all of the NAB staff. Mr. Hardy is council secretary.

Waltman Re-elected

LAVERNE WALTMAN, WLPO La Salle, Ill., was re-elected chair- man, and Robert F. La Mere, WLSH Matteson, vice chairman of Associated Press at a meeting in Springfield Feb. 23. The meeting was held following ses- sions of the Illinois Broadcasters Assn. which were highlighted by address from Illinois Governor Adlai E. Stevenson and Oliver Gramling, assistant general manager of Associated Press [Broadcast- ing - TELECASTING, Feb. 26; also see page 19]. An IBA resolutions committee, headed by Robert Burrow, WDAN Danville, proposed that the IBA support the Illinois state defense organization. The resolution was adopted by unani- mous vote.

LANG-WORTH CASE Court Denies Plea For Injunction

CHARGING Lang-Worth Feature Programs Inc., New York, with having come into the New York State Supreme Court to enjoin American Federation of Radio Artists strike activities “in bad faith and with unequal hands,” the affidavit of A. Frank Reel, AFRA national executive secre- tary, was filed last week in reply to the company’s charges [Broadcasting - TELECASTING, Feb. 26].

Opposing Lang-Worth’s motion for a temporary injunction, which the affidavit explicitly denied, Mr. Reel’s affidavit alleged that on Dec. 4, 1960, Lang-Worth had agreed verbally to “every syllable, comma and period” in the 1961 transcription code, which it subsequently had refused to sign.

John Sinn, World Broadcasting System president and vice presi- dent of Frederic W. Ziv Co., both in New York, had been spokesman for the companies at the time agreement was reached, the affi- davit stated.

“The party informed us that all the producers, including specifically the representatives of . . . (Lang- Worth) . . . agreed in caucus to the settlement of Nov. 30, 1960. He was also present when Mr. Langlois (C. O. Langlois, Lang- Worth president) and Mr. Socolow (A. Walter Socolow, Lang-Worth attorney) later agreed to final lan- guage changes,” the affidavit con- tinued. Mr. Sinn, it said, might be called upon to testify in that regard.

Contrary to Lang-Worth charges, AFRA had proposed “abolish- ing” library services as such, but only the code’s reference to library service, as a means of making open-
Here is the Nucleus for Your Modern 1 Kw Station

It was once said of a great American industrialist that "on a clear day he can see ten years ahead."

He couldn't do that today. Neither can anyone else. And because of the murky outlook, many broadcast station owners are losing no time in completing their modernization plans.

A number of those who hold one kilowatt AM grants have bought the new Collins 20V transmitter we announced a few months ago, because investigation convinced them it was the most advanced thousand-watt transmitter in the field.

The 20V is the product of post-war research and new engineering techniques. From the standpoint of design, performance, economy and reliability it will set the pace for many years to come.

Great simplification has been achieved in the circuits associated with the modulator and power amplifier stages, through the use of high gain tetrodes which also permit the employment of low-drain receiver type tubes in the driver stages. Only 16 tubes, of but 8 types, are used in the entire transmitter.

The 20V is entirely contained in a single, ruggedly constructed, smartly modern cabinet. A large low speed, high volume blower passes 400 cubic feet of fresh filtered air per minute over tubes and components. The tuning and operating controls are conveniently located on the front. Tubes, components and terminals are quickly accessible from the rear.

Write, phone or wire your nearest Collins office for complete information.

For Broadcast Quality, it's...
NARTB becomes NARTB
(Continued from page 21)

ture and the move to draft Mr. Haverlin as president.
Judge Miller was elected NARTB board chairman at the February board meeting in Florida, and technically holds that rank as of March 5.
The whole process of transforming NAB into NARTB will be spread over the next few weeks. NARTB is not yet a living corporate structure, technically, and it has no funds. So for practical purposes much of the process will take place in steps.
NARTB's budget becomes available as of April 1, start of its fiscal year. The NAB-TV board, now NARTB-TV board, will put most of its structure on a going basis April 1.
Things will happen rapidly in the meantime, however. If Mr. Haverlin formally accepts the NARTB presidential offer he is expected to assume the Washington post well in advance of April 1.
Mr. Brown will assume office as TV counsel at NAB-Washington headquarters March 8 (Thursday). Under tentative plans the TV wing of NARTB will be housed on the second floor of the NARTB Washington building at 1771 N St. Northwest.
Appointment of a general counsel for NARTB will be left to the new NARTB president, Judge Miller.

MRS. FARRELL McGONIGLE, secretary to Wayne Coy, FCC chairman, samples a useful gift sent by H. R. Krellstein, vice president and general manager, WMPS Memphis—a supply of St. Joseph aspirin. The aspirin is a product of Plough Inc., owner of WMPS. "There isn't any question but what the FCC is beset with innumerable problems resulting in innumerable headaches," the thoughtful Mr. Krellstein wrote Mrs. McGonigle.

Meas. Shouse and Fay were not present at the Wednesday meeting. Mr. Shouse, who is evaluating government shortwave broadcasts, had given his proxy and Mr. Fay had contacted Mr. Haverlin earlier in the week at the Canadian Assn. of Broadcasters meeting.

Sydney M. Kaye, BMI vice president and general counsel, was not available for comment on the BMI-NARTB situation.

One thing was made clear. Mr. Haverlin will not run BMI if he takes the NARTB presidency. Some confusion had arisen over this point.

No word was available on a possible successor to Mr. Haverlin as BMI. Among names mentioned were those of Robert J. Burton and Roy Harlow, BMI vice presidents.

Traditionally, the president of NAB has been board chairman of BMI. Therefore the BMI board will decide if Judge Miller is to continue as chairman or if Mr. Haverlin should be named to the post in case he accepts NARTB's presidency.

TV Member Recruiting

Active recruiting of TV members for NARTB was started last week. All TV stations received a letter signed by Judge Miller; Jack R. Poppele, WOR New York, restating TBA president, and Eugene S. Thomas, WOR, as chairman of the NAB-TV board [board story Broadcasting • Telecasting, Feb. 26].

With membership approval of the revised by-laws and charter a certainty, the entire structure of the industry's trade association assumes new form. TV acquires the autonomy it demands through a separate TV board of directors. A TV director or general manager, whatever the title may be, is to be selected by TV stations in the next three weeks. Mr. Thomas has been mentioned frequently for this post.

The TV head, along with Mr. Brown as TV counsel, will report to the TV board. In turn the TV board will hold joint meetings with the NARTB board.

If Mr. Haverlin becomes president, he will take over actual operation of the association from William B. Ryan, NAB president. Mr. Ryan is serving NAB on a consulting basis while directing BABC. He joined NAB last spring, coming from KNX Los Angeles.

Some phases of the new NARTB operation remain to be clarified. For example, the new by-laws give the board chairman specific powers that he does not have unless the board assigns them to him. The president's functions are specified in more detail but it is not yet certain how much authority he will have in legislative, governmental and other special types of association activity.

A thumbnail summary of main changes in association structure follows:

Name changed to National Assn. of Radio & Television Broadcasters.

Three-fourths vote of board required to elect officers (formerly two-thirds).

One man board of board created (Justin Miller elected to this post at February board meeting, subject to by-laws and charter ratification).

Object of association broadened to include all forms of aural and visual broadcasting.

Chairman's duties—preside at meetings of association and board; preside at meetings of radio or TV boards at their request; he is member of board.

President's Duties

President's duties—execute board policies, including those on TV boards; manage association affairs; set up estimated budgets for association and separate AM and TV budgets for respective boards; serve as member of board; may preside at association and board meetings.

Two classes of active members—radio and television. AM and FM stations as well as networks may be active members (for several years networks have been permitted only associate membership whereas they now may be either active or associate). TV stations and networks may be active members.

Associate members (equipment, transcription and other related groups) may attend association meetings, speak from floor, exhibit products and receive services. They cannot vote except on committees.

Total number of directors not to exceed 49—25 maximum for radio and 14 for television. Each of 37 districts elects a director; two at large directors each for large, medium and small AM stations and two for FM stations.

TV board to consist of nine TV member station directors of which at least two represent TV-only stations (more as ratio of TV-only members increases). Two TV people on board may have a director but not to exceed four directors for this group.

Radio directors serve two-year
terms under staggered system. TV directors start terms this year and serve until 1953 convention. They will be elected at annual convention. Radio members to be elected under present system.

Two-term limit on consecutive terms to be served by radio directors.

Radio board can determine association policies affecting radio members; fix radio dues; allocate funds from radio dues.

TV board can determine association policies affecting TV members; fix TV dues and allocate funds from TV dues.

Overall, the board is limited in jurisdiction to matters of general interest to all members and adversely affecting neither TV nor radio.

Combined board must meet at least once a year. Majority of this board constitutes a quorum; this applies to radio and TV board, too, except majority of those at TV board meeting may not represent networks or stations owned and operated by networks in order to constitute a quorum.

**FM SESSION**

**Tripartite Meeting Set**

THREE-WAY FM conference will be held March 13 in Washington by the NARTB (NAB) FM Committee, the Radio-Television Mfrs. Assn. FM Committee and the special FM Industry Committee.

The meeting was arranged by Ben Streus, WWDC-FM Washington, chairman of the NARTB FM Committee. John W. Craig, Crosley Division of Avco, is chairman of the RTCA consult committee. Morris Novik, radio consultant, is chairman of the special Industry FM Committee formed last August [Broadcasting* • Telecasting, Aug. 14, 1950].

Topics on the agenda include FM set production and promotion; percentage of manufacturer output devoted to FM; TV sets with FM tuners; ratio of table and console types of FM receivers; plans for production of FM-only receivers. Meeting will be held in the NAB board room.

An indication of manufacturer interest in FM set production was given in a letter sent by H. C. Bonfig, Zenith Radio Corp. vice president, to FCC Commissioner Robert F. Jones.

Noting that Comr. Jones was interested in the FM set problem, especially in rural areas, Mr. Bonfig said Zenith, unlike some other manufacturers, has always believed in FM and has “consistently sought to make available good FM receivers in large volume and at the lowest possible price.”

Mr. Bonfig said Zenith engineers have worked diligently for years to develop super-sensitive FM sets at a low price. Its output and sales of table-model sets alone, not counting radio-phonograph, or TV combinations, runs about 5,000 sets a week, he continued, and the company intends to keep up this rate, depending on availability of materials.

**WORLD CONTRACTS**

**Announces 5 New, 12 Renews**

FIVE new contracts for the program service of the World Broadcasting System Inc., New York, and 12 contract renewals were announced by the firm last week.

New contracts are with WSPD Toledo, WBNJ Newark, WNCA Charlotte, W VA; WMBO Auburn, N. Y.; and WDOV Dover, Del., the announcement reported.

Renewed contracts include those with WRNR (TV) Chicago, WBAT Marion, Ind.; WAAM (TV) Baltimore, KOKX Kokuk, Iowa; KOVO Provo, Utah; WWGH Havell, N. Y.; WOCH West Yarmouth, Mass.; WGAI Elizabeth City, N. C.; KFBB Great Falls, Mont.; KFDM Wichita Falls, Tex.; WHLI Hempstead, N. Y., and WKBZ Oil City, Pa.

WINS New York has increased its daily broadcast schedule by one hour, remaining on the air until 3 a.m. instead of its former 2 a.m. sign-off.

**WINNER of the 1951 Marquette U. Byline citation was Leo James Bormann (r), chief of CBS news and public affairs department at WCCO Minneapolis. Presentation was made by J. L. O'Sullivan, journalism dean, on Feb. 25. Mr. Bormann, first winner in the radio news field, formerly was news director of WAM Cedar Rapids, Iowa, and is first vice president of NARBD.**

**Largest Audiences Ever**

IN JANUARY, 28 of the 33 TV cities reported on by C. E. Hooper Inc., showed higher evening broadcast audiences (radio plus television) than for any previous month in the firm's 16 years of continuous audience reporting, according to the February Hooperating Pocket-piece. In 26 cities, 40% or more of the homes called in the evening reported radio and/or video sets being used; three cities—Cincinnati, Dayton, Milwaukee—had an average evening audience of 50% or more.

**New ASCAP Offices**

AMERICAN SOCIETY of Composers, Authors and Publishers moved Friday to new quarters at 575 Madison Ave., New York. Otta A. Harbach, President, said the move was made to obtain larger space to unify home office operation.
MORE ‘VOICE’ PUNCH

THE ADDITION of top-flight advertising and network executives to the State Dept.’s information program on a consulting basis is giving the Voice of America “more punch” in its celebrated “campaign of truth” overseas.

This was revealed Wednesday by Edward W. Barrett, Assistant Secretary of State for Public Affairs, in an address before the Brooklyn Rotary Club.

At the same time Secretary Barrett reported that a “major effort” is underway to reduce the Voice to a whisper in China, and that the Soviet-inspired campaign has been “successful” in the southern part of the country. He cited the actions of the Soviet, however, as the best proof that the U. S. is “hitting the target” in its foreign information program.

Secretary Barrett’s talk was delivered a day before the State Dept. testified before a House Appropriations subcommittee on Voice funds for 1961-62 and during a full 875 man activity on the proposal by Sen. William Benton (D-Conn.) for fresh inquiry into the effectiveness of the overall program.

Meanwhile, joint public affairs subcommittees of the Senate and House decided to postpone a briefing session, slated for today (Monday), on a Voice “progress report,” to be delivered by Secretary Barrett and other department officials.

Secretary Barrett, in his Brooklyn speech, did not reveal any names in connection with the additions, referring only to “two leading advertising executives” and “a research director from a major network” [CLOSED CIRCUIT, Feb. 19].

It was learned, however, that Ben Gedalesma, ABC’s manager of research, would serve in a comparable capacity with the State Dept.’s information program. The name of one top advertising executive was withheld pending his notification to the agency, one of the larger advertising firms in the country.

Y & R Executives

Two other agency executives—both from Young & Rubicam—have been serving with the department in consulting capacities on a temporary basis in recent weeks. One of them is Sigurd S. Larson, Y & R president.

Secretary Barrett added that the Voice also has had the benefit of experience and fresh ideas from network producers and other top-flight personnel in the technical, press, film, education, public relations and other fields.

The State Dept. official told the club that the Soviet Union utilizes “a thousand odd transmitters in a gigantic effort to block us.” In recent months officials have estimated that about 30% of the broadcasts received by Americans have been getting through.

‘RED’ ENTERTAINERS

THE HOUSE Un-American Activities Committee last week gave the green light to preliminary hearings on alleged Red influences in the entertainment world, setting a starting date for this Thursday.

Authorities said they did not know what extent the committee will probe into Communist activities—or to what degree the inquiry may touch on the radio and television industry [BROADCASTING • TELECASTING, Feb. 19].

Rep. John S. Wood (D-Ga.), chairman of the House unit, said the hearing set for next Thursday and others tentatively scheduled for March 21—will be a continuation of the committee’s probe, which aroused widespread controversy during hearings in 1947. Theme of the present inquiry is Communism in Hollywood, where observers felt could embrace a multitude of fields.

Even if the radio and television industry is not specifically singled out on its agenda, the names of left-wing entertainers who have been identified with broadcast programs probably are sure to emerge, if only inadvertently, committee spokesmen conceded.

Past reports issued by the House Un-American Activities Committee have served as the basis, in part, for the publication Red Channels, which listed protests within the broadcast field.

Clean Up Loose Ends

Rep. Francis Walter (D-Pa.), ranking Democratic committee member, told BROADCASTING • TELECASTING last Thursday that the new probe also would work to remove “clean up some loose ends” from the 1947 investigation and “clear the atmosphere.”

But that some innocent entertainers had been deprived of employment because of alleged but unproved association with frankly subversive groups and that “some harm had been done.”

The committee hopes to hear testimony Thursday from V. J. Jerome, identified as head of the CP’s cultural commission and a figure during the 1947 hearings. Meanwhile the committee has dispatched two investigators to Hollywood to serve subpoenas on actors, actresses, writers and directors for appearances—beginning March 21.

While there was no tangible evidence that radio and television would figure in the forthcoming sessions, the question of television has arisen in another way in com-

W&L NAMES

Four Vice Presidents

WARWICK & LEGLER, New York, appointed four vice presidents last week. They are Barrett Brady, copy chief of the agency for the past five years; Thomas H. Shanley, production director since 1935; Tevis Huhn, with the agency since 1939, and Donald Gibs, a member of the creative staff for the past six years.

‘Moo-la’ Buys the Cars in Wisconsin

WKOW DRIVES UP YOUR CAR SALES IN AMERICA’S DAIRY CAPITAL

In Wisconsin, cows provide the moo-la. Farmers and city dwellers both profit from a half-billion dollars’ worth of milk income every year. And the richest part of this great milkland is WKOW’s big half-milkville area, where 874,000 people spent 875 million dollars in 1949 — including 156 million for cars alone.

WKOW-CBS

WISCONSIN’S MOST POWERFUL

The only 10,000 watt station in Wisconsin reaches everything in the state — with a primary listening area of 13 rich counties, and a daily “bonus” audience in every corner of the state. WKOW-CBS is your biggest advertising bargain in Wisconsin.

Madison, Wisconsin

Represented by HEADLEY-BREED COMPANY

1070 K.C.

1070 K.C. WKOW

March 5, 1951

Jello Drops Show

CUTTING down on the active radio budgets for Jello, General Foods Corp. March 31 drops sponsorship of the half-hour, weekly comedy show My Favorite Husband on CBS after two years. The program, budgeted at $7,000 weekly, stars actresses Lucille Ball. My Favorite Husband, a CBS pack-

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BROADCASTING • Telecasting
SOMETHING NEW IS COOKING ON THE OLD MESABI RANGE...

This is part of the Mesabi Range. The hole is getting bigger, the reserve of high grade iron ore growing smaller, but science will try to reclaim the lower grade ores here.

THE big hole in the ground pictured above was a puzzle at the end of World War II. The geologists and mining engineers of the American steel industry foresaw the day when the high grade ore left in the Mesabi mines would be getting dangerously low. Many steel companies set to work to scour the free world for new ore fields. Rich deposits were found in Labrador, Venezuela and Liberia, but the metallurgists who concentrated on the toughest problem of all are working to give America a new supply of iron ore right here at home. Plans are under way for nearly 200 million dollars of investment by steel companies to produce ore from taconite. Pilot plants to make the little pellets shown at the lower right are now in operation. If actual production is as good as now seems possible, millions of tons of iron that have been locked in taconite rock can be used... Like most of the things that give our country an edge over the rest of the world, unlocking the taconite rock was the result of competition for growth within private industry.

The full story of the struggle to make iron available from taconite to steel plants is told in this booklet. Write for a copy. It's factual, excellent for use by schools. American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York.

In the search to find new reserves of iron ore, the researchers didn't have to leave home. This metallurgist is studying a brand new source of domestic ore.

BROADCASTING • Telecasting

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Civil Defense Agency Gets Jolsoff Plan

The Paul Revere Alarm (I) plugged into a home receiver.

* * *

ALARM DEVICE

AN ALARM system unit, which could be used as an "instantaneous medium for emergency mass communication" in congested areas and also to alert and instruct people at home, has been proposed to the Federal Civil Defense Administration.

The device, known as the "Paul Revere Alarm," was explained by Stanley Jolsoff, president of Storecast Corp. of America, and taken under study by CDA officials, who promised to review its capabilities in relation to present civil defense planning.

The alarm was designed to accomplish two major objectives, would enable ordinary receivers, particularly those in stores, offices and other establishments to become "a vast outdoor emergency public address system"; it also could be connected to the average AM, FM, TV receiver as a "device for awakening, alerting and instructing persons at home by turning on "any turned off" radio or television set.

Coverage Plan

With the alarm it will be a "simple matter," according to Mr. Jolsoff, "to have a loud speaker placed outside a few stores and offices in any block so as to furnish adequate sound coverage for the entire block both at street level and above."

The speakers would remain "completely silent" at all normal times and would be unnoticed until called upon to go into action. They can, however, be turned on instantaneously and automatically on a giving signal from an official central source in an emergency, according to Mr. Jolsoff.

Connection between the supplemental speaker and any receive can be accomplished by plugging the speaker into a socket in the alarm, it was explained.

Applied to a home receiver, a family could retire for the night, with assurance that the radio or TV set would awaken them at full volume. The alarm would not interfere with normal set operation, it also was stressed.

The alarm is a compact unit which can be connected in about 15 minutes, according to Mr. Jolsoff. Its basic ingredient is an inexpensive relay operating on a low frequency radio pulse to reconnect the loud speaker leads of a muted receiver. Mr. Jolsoff estimates it would cost between 50-100 to manufacture, and said it has already been "successfully" demonstrated before the New York State Civil Defense Commission. Description of the alarm's functions was submitted to John DeChant, CDA public affairs department.

POSTAL RATES

Truman Wants Increase

NOTING that there is little excuse "for general taxpayers to subsidize advertisers," President Truman last Tuesday asked Congress to double postal rates on second-class mail, the category that covers newspapers and magazines. His suggestion was contained in a general recommendation for increases in rates to wipe out the "bulk" of the postal deficit.

But, the President said, second-class mail rate doubling still would leave the general taxpayer "subsidizing second-class mail to the extent of more than 60% of its postal cost."

In fiscal 1952, Mr. Truman noted, six billion newspapers are expected to be carried at about $242 million, although the postal paid will be about $421 million. Thus, he said, newspaper and magazine publishers will have $200 million, or 80% of their postal cost "paid for them by the general public."

It was pointed out that newspapers and magazines have substantially increased subscription and advertising rates in recent years; in many cases doubling or tripling the rates.

Other increases, aimed at reducing an estimated postal debt of $282 million were recommended for post cards, fourth-class mail (parcel post), rates on circulars and advertising matter, rates on registry, insurance, COD and special-delivery.

Guard Session

BRIEFLY session for advertising agency representatives interested in competing for the National Guard Bureau account during the coming fiscal year will be held March 15 in Room 5E-180 at the Pentagon. In the Dec 30 issue of Broadcasting - Telecasting, the room number was incorrectly stated as 3180.
AGENDA SET
For Oklahoma Conference

AGENDA of the March 9-11 U. of Oklahoma Annual Conference on Station Problems to be held at Norman, Okla., was released last week. A partial list of speakers follows:


Dinner Friday will feature a broadcast on "Freedom on the Airwaves," with M. S. Novik, public service radio consultant, as a guest. Representatives of NAB and FCC are also tentatively scheduled for this dinner.


Luncheon Saturday, sponsored by southwestern Asso. for Education by Radio, with John W. Dunn, WNAD Norman, as chairman, lists Charter Healop on "Radio's Challenge in a Program of Civil Defense."

News Meets


Other sessions Saturday afternoon included John Paul Goodwin, Goodwin Advertising Agency, Houston; Monty Mann, Glenn Advertising Agency, Dallas; A. H. Caperton, Dr. Pepper Co., Dallas.

Sunday morning speakers scheduled are Pat Cranston, TELE-AM Dallas; Rowland Broiles, Broiles Agency, Fort Worth; Gene M. Lightfoot, Evans & Asse, Fort Worth. A telecast on WKY-TV Oklahoma City Sunday afternoon will include the appearance of E. W. Ziebart, CBS, and others not yet announced.

Demonstration broadcasts from colleges and universities Sunday afternoon will be produced by Kansas State Teachers College, Pittsburg; Louisiana Polytechnic Institute, Ruston; Southwestern Louisiana Institute, Lafayette; Baylor U., Waco, Tex.; Texas Christian U., Fort Worth, and Hardin-Simmons U., Abilene, Tex.

YES! FAST • THOROUGHLY • DEPENDABLY!

Through 3,200 offices, in 2,200 communities all over America . . . With personnel accuracy-trained in the efficient handling of confidential facts . . . at a cost low enough to give you a pleasant surprise . . . Western Union is particularly well qualified and equipped to make local, sectional and national surveys swiftly and economically—often overnight!

MARKET RESEARCH ORGANIZATIONS . . . ADVERTISING AGENCIES . . . MANUFACTURERS . . . RADIO STATIONS . . . PUBLISHERS

WESTERN UNION IS AT YOUR SERVICE TO—

• check public buying habits and brand preferences
• determine consumer opinion of a company and its products
• check consumer viewpoints as to prices and quality
• make spot checks of radio and television audiences and opinions
• check retail displays of advertising material

READ WHAT THESE SATISFIED CLIENTS HAVE TO SAY:

"...we are finding your survey service increasingly valuable in our work, as you will note by the orders you will receive today under separate covers."

"...never in my radio experience have I seen a survey tabulated as rapidly as this one. Furthermore, the survey shows care and consideration in its compilation."

"...the results of the survey were most gratifying, and the information we obtained from the poll is an invaluable aid. It furnished us with accurate information we have been unable to secure by any other means."

"...thank you very much for the excellent service you gave us on our recent survey among families in this area. Although we requested this survey on very short notice, you furnished it in ample time and did, we feel, a swell job."

*names on request

Western Union performs survey work according to your instructions and specifications by telephone interview or by questionnaire delivered by messenger from its many offices. Preparation of questionnaires, interpretation of results, and similar planning and evaluation are left entirely to the client or his advertising agency.

FOR FURTHER DETAILS—GET IN TOUCH WITH YOUR NEAREST WESTERN UNION OFFICE.

FULL INFORMATION WILL BE SUPPLIED PROMPTLY. NO CHARGE OR OBLIGATION.

Or write to Market Research Department, Western Union Telegraph Co., 60 Hudson Street, New York 13, N. Y. for Folder 68, on Market Surveys. Freelo

BROADCASTING • Telecasting

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FCC SUIT

A FEDERAL Trade Commission suit to enjoin Rhodes Pharmacal Co. from continuing broadcast and publication advertising for Imdrin has been dismissed by a Chicago Federal Court.

The FCC had sought a preliminary injunction pending issuance of a consent-decision order.

In dismissing the suit Feb. 21, filed in the U. S. District Court for the Northern District of Illinois (Chicago) Judge Walter LaBuy noted the commission had "failed to maintain the burden" of proof that an injunction was necessary to restrain allegedly false advertising of Imdrin. It was FCC's first attempted use of that statutory power since 1948.

Additionally, Judge LaBuy singled out FCC's "delay" in launching hearings on its complaint against the firm, which got underway Sept. 27, 1950 — 13 months after it commenced proceedings.

FCC had charged that further dissemination of Imdrin broadcast and published advertisements alleged to be false "may cause immediate and irreparable injury to the public in that persons induced by such...advertisements to purchase said preparation may delay proper treatment, and thereby suffer permanent and irreparably crippling" [BROADCASTING • TELECASTING, Feb. 5].

'Early Determination'

Judge LaBuy noted that the commission has concluded its case with the prospect that "there will be an early determination of the merits" if the case is "diligently prosecuted." Imdrin is slated to present its testimony this month, after which appeals will be heard.

Frank E. Gettleman, Rhodes attorney, testified that previous cases of this type involved situations where the firms could not be stopped by ordinary cease-and-desist procedures.

PROBE DEMANDED

OF FM Set Output

A RESOLUTION demanding that Congress probe the "neglect and inaction" of radio manufacturers "in failing to provide sufficient FM sets" was adopted by stockholders of the Cooperative Broadcasting Assn., owner of WCFM (FM) Watertown, Mass., at its annual meeting Feb. 23. Wallace J. Campbell, association president, presided at the session.

The resolution, slated to be submitted to the Senate & House Interstate & Foreign Commerce Committees, charged that the "public interest is being thwarted by the radio manufacturing industry"; that "failure to acquaint the general public with advantages of FM is "depriving the public of the educational, technical and cultural opportunities" of FM, and that the industry is "restricting the free competition between FM and AM broadcasting" and thus "interferes with the free and full use of radio channels for the public interest."\n
...sist procedures; that Imdrin had continually requested an early trial on the complaint, and that the commission was not "reasonably responsible for the delay." The government was represented in court by Trial Attorney Joseph Callaway.

Onus of the court ruling rested largely on the "conflicting affidavits in...a technical case." Mere denial of the allegations "would justify the issuance of the injunction...but the defendants have filed their verified answer denying all the material allegations...and submitted counter-affidavits in support of their answer," Judge LaBuy stated. Furthermore, where pleadings are supported by affidavits and witnesses do not actually appear, he added, "the contents of all...are entitled to equal weight." He continued:

...A preliminary injunction should never be granted unless it appears clearly that the petitioner has sustained its burden. To resolve technical problems on pleadings and conflicting affidavits does not satisfy the ends of justice.

Commission authorities said last week that the merits of the case probably will not be resolved before May at the earliest. Oral arguments were heard in the federal court Feb. 15.

MEDAL FOR MERIT

Urged for Dr. de Forest

REP. CHET HOLIFIELD (D-Calif.) would have the President bestow a Medal for Merit on Dr. Lee de Forest, whom the commissioner describes as the "father of the electronic age."

Last week Rep. Holifield introdused a bill (HR 2904) in the House which would accomplish that purpose. Dr. de Forest, the California Congressman said, invented the three-electrode tube "upon which radio, recording, radar, and even splitting the atom is based."

The inventor, who is 78, is still active in his Los Angeles laboratory. The bill was referred to the House Armed Services Committee.

Cisum Nagro

HARRY C. BUTCHER, owner-president, KIST Santa Barbara, learned by chance that organ music, even played backwards, is well-heard. A control man inadvertently played a tape recording of an organ program, which the station reports has a nice Hooperating. No one complained, but the organist.

Chicago Court Dismisses Action Against Imdrin

WHYN Holyoke, Mass., signs Hampden Brewing Co., Willimansett, Mass., to sponsor all home and away games of Springfield Cubs. Setting pact are, seated (1 to r), Henry Pfzelmann, Hampden gen. mgr., and George Nokes, cub mgr.; standing, Herb Cornelius, WHYN sportscaster, and Charles N. DeRose, WHYN gen. mgr.

A S-25 week contract was set by Fidelity Loan & Savings Corp., Memphis, to sponsor Robert F. Hurleigh, MBS commentator, Mon.-Fri., in area over WHBQ. Memphis by, seated (1 to r), W. L. Schneider, firm v.p., and Mr. Hurleigh; standing, Bill Grumbles, WHBQ sls. mgr.; Tom Rogland, WHBQ sls. rep., and Daniel J. Watermeier, Fidelity mgr.

WNBK (TV) and WTAM Cleveland are giving city first commercial across-the-board simulcast, 12-12:05 a.m., with World News sponsored by Rogers Jewelry Stores. The 52-week contract is set by, seated (1 to r), Tom Fields, announcer; Fred Shaal, acct. exec., Clifford-Thomas Adv. Agency; E. R. Isroff, gen. mgr., Rogers Jewelry; standing, H. L. Gallagher, WNBK sls. mgr.; Harold Isroff, dist. mgr., Rogers, and Robert C. Miller, WNBK acct. exec.

On the dotted line...

SOLON VACUUM Oil Co. returned to WGR Buffalo Feb. 19, sponsoring Mobilegas News each weekday 7:30-8 a.m., following arrangements by (1 to r) Nat Cohen, WGR sls. mgr.; W. R. Randall, WGR sls. rep.; Arthur J. Rast, Buffalo dist. mgr. for Socony, and David Getman, WGR reporter.
SET OUTPUT

Drop Seen by Westinghouse

DROP OF about 29% in Westinghouse Electric Corp. radio and television receiver set production during the first quarter of 1951 was foreseen by Owlyn A. Price, Westinghouse president, who, with top members of his staff, held a news conference in New York last week.

For the entire year, however, production is not expected to drop over 35%, he said.

The overall advertising budget of the company for 1951 will be "10% or more" higher than last year's, Mr. Price revealed. "We are shooting for an overall production increase of about 25%," he added.

Electronic tube production is to be given the status of a division and expanded to fill two new plants which are planned, according to E. J. Osborne, vice president in charge of manufacturing. Increasing material shortages may cause a reduction in the number of radio and television receiver models, James H. Jewell, vice president in charge of sales and marketing, said. Although there would be no reduction during the first quarter of this year in any event, he said.

Mr. Price explained that even the company's present radio-TV production rate, which is 25% below that for the first quarter of 1950, had been possible only "because of improvements in chassis design and circuits which have reduced the amount of required components for each set, in accordance with regulations of the National Production Authority."

But, he went on, "as far as Westinghouse is concerned, I think our experience applies to many other companies—production of civilian goods so far has continued at a substantial rate, in spite of an increasing load of military orders."

$50,000 FIRE

Sweeps KFMB Headquarters

The fire which swept through KFMB San Diego's headquarters in the Pacific Square Bldg. early Feb. 23 caused damage estimated at more than $50,000, according to Al Flanagan, program director in charge of the station during the absence of Jack O. Gross, president and general manager, vacationing in Mexico.

The control room, where the fire started, was completely destroyed as were the transcription-recording library and TV production. The art department was burned out. Destroyed also were new AM and TV equipment as well as several feature motion pictures valued at several thousand dollars.

Discovered at 4:45 a.m., the fire was under control two hours later. Station went on the air at 7:04 a.m. from its transmitter in Mission Valley.

WAPI

WAPI commands a bigger average audience, 6 a.m. to midnight, seven days a week, than any other station in bustling Birmingham. (Pulse: November-December 1950.)

leads

Leads by far in local programming, too. Of the thirty-four locally-produced quarter-hours on "The Voice of Alabama" each day, WAPI is first in thirty-two.

All major categories of local programs show WAPI on top. The top-rated disc jockey, news, sports, farm, musical, serial and women's programs are all on WAPI.

Week after week, WAPI shows are Birmingham's best. Pulse gives WAPI 10 of the Top 10 and 17 of the Top 20 locally-produced quarter-hours, Monday thru Friday.

Long accustomed to being Birmingham's most listened-to station, WAPI is also Birmingham's best buy for your product. For details, call Radio Sales or...

WAPI

"The Voice of Alabama"

CBS in Birmingham

Represented by Radio Sales

March 5, 1951 • Page 43

NEW ERA

The broad medium, which has enjoyed its best year, is entering a new era of productive results and service, Jerry S. Stolzoff, of Foote, Cone & Belding, Chicago, told the Newsletter Advertising Federation Feb. 28.

Mr. Stolzoff has just joined FCB as radio-TV production supervisor. He formerly was vice president of Cramer-Krasselt Co., Milwaukee.

The year 1950 was "a year of growth for radio," Mr. Stolzoff said. "Radio advertising results proved to be at an all-time high. Facts prove that radio time expenditures increased more than $83 million. Network volume was off slightly, but spot radio increased more than 10% over the previous year. And local radio increased almost 14% to the staggering total of $205 million spent in this single year."

"And 1951 has started off with a rush. Not only has national spot and local business continued to move ahead rapidly, but network business has done an about-face, with the networks clicking off new sales at a near record rate for the first 80 days of this year."

TV Impact

As to TV impact, Mr. Stolzoff quoted Pulse findings showing radio listenerhip increasing in television homes. He said fewer than 12 million homes have TV and that group spends no more time watching TV than radio owners spend listening to their radio sets. Furthermore, he noted, TV set owners still spend many hours a week with their radio sets.

Mr. Stolzoff said a number of department stores "are recognizing the power of radio to both back up their newspaper advertising and to sell those articles and services that radio can move in greater quantity at lower cost." He listed Schuman's in St. Paul, Goldblatts and Marshall Field in Chicago, Joske's in San Antonio, Polk's in Akron, Stililite's in Cincinnati and Lit Bros. in Philadelphia as examples.

"More department stores should be using radio on a week-in, week-out basis," he said.

The exciting new development in radio is the use by advertisers, both nationally and locally, of radio to push special events, special promotions. Some of these advertisements, including several major department stores, have found that an intensive "push" into radio for one of these special events can turn up outstanding results.

The life blood of radio is advertising on a 39 or 52-week basis, Mr. Stolzoff said, but he predicted 1951 "will see as one of its major radio developments a tremendous increase in the number of advertisers using stepped-up campaigns for a week or a month or a season."

"From the standpoint of a retailer, radio above all other media affords this opportunity to do a high-powered job of building tremendous interest in a store event or a special purchase. The technique is tested and proved. It consists of early teaser copy following up with around-the-clock announcements even if it is just for a few short days."

Mr. Stolzoff predicted rapid development of the eight-second commercial.

Paul R. Kuhn

Paul R. Kuhn, 61, board chairman of Burnet-Kuhn Advertising Co., Chicago, died last Monday in Durham, N. C., at Duke Hospital. Mr. Kuhn was associated with the Nichols-Finn agency in Chicago before founding his own company in 1918. A brother of the late Bert Kuhn, foreign correspondent, and the late Emanuel Kuhn, former sales manager of Emerson Radio, Mr. Kuhn is survived by his widow, Marion; a daughter, Paula, and a son, James S.
Crime Probe

All Day on TV

WJBK-TV today canceled all local and CBS programs scheduled for this afternoon in order to carry an uninterrupted television broadcast of the Kefauver committee hearings in the Federal Building.

Richard E. Jones, general manager, said WJBK then would cancel all commercial programs on radio tonight to carry a radio broadcast of the night session of the committee.

King George Nye

*WJBK-TV DETROIT

The station with a million friends
"terrific impact • merits highest praise • wonderful service for our city • thoroughly fascinating • should arouse civic responsibility • alert reporting • deserve the highest praise and thanks • a historic event • masterful stroke of showmanship • absorbing and enlightening • most dramatic • very educational and interesting • greatest single public service"

**THE FORT INDUSTRY COMPANY**

Where Public Service is Never Lip Service

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga.

National Sales Headquarters: 488 Madison Ave., New York 22, Eldorado 5-2455
The Plotkin Thickens

IT'S HAPPENING again. The FCC majority, still hypnotized by its brain-trust lawyers, has authorized the McFarland Bill (S-658) to institute desperately needed reforms in FCC procedures. The bill has been approved by the Senate for the third time—with no open FCC opposition.

It is in the House where the legal cabal is at work. It is using practically the same script as a year ago, but with a defense twist.

The FCC lawyers want no new legislation that will wrest the control they hold over all FCC matters and procedures as well as legal. The McFarland Bill would halt ex-parte maneuvering, and place responsibility where it belongs—with the Presidentially picked and Senate-confirmed Commissioners.

In closed House hearings a fortnight ago, the FCC resubmitted its "model" bill. It saw no need for legislation along the lines of the McFarland Bill. It wants merely three or four changes which will bring the body "up to the mark" at this time. It blandly selected palatable parts and talked down changes in substantive provisions that would take away its gun (and the lawyers' power).

As always, greatest secrecy surrounds the FCC's suggestions. The hearing was held behind closed doors—at the FCC's behest. But the "model bill," which we reported in detail in our issue of Jan. 30, 1950, is about as secret as yesterday's Congressional Record.

Things have changed since the FCC lawyers did the machee Job on the McFarland Bill last year. As we reported, the FCC held the bill in January 1950, is now Mr. Sadowski, citizen. Sen. McFarland, who was a member of the Senate Interstate & Foreign Commerce Committee last year, is now the majority leader—No. 1 party man in the upper chamber.

House Committee Chairman Crosier, who last year was told the McFarland Bill was a radio version of the Wall-Harrington bill (hence a pro-labor man) now knows the acts.

Of course, the Cotton-Plotkin-Goldman-Solomon quadruple of FCC legal light still has its vest pocket in the House commemorating the famous part of their collaboration last year that aided the FCC lawyers in thwarting remedial legislation, keeping invalid the FCC's record of blocking any changes in the law since 1934.

It is our guess, however, that the strategy won't work this time. The FCC wants, if perhaps needs, the authorization for new monitoring station facilities. It covets a radio fraud law similar to the postal fraud law. It wants other sugar-coated provisions of the McFarland Bill. Its device is to get them piece-meal, thereby kicking the bill in the teeth.

What will the Senate do? Communications bills automatically go to the Interstate Committee, headed by Sen. Big Ed Johnson, and of which Mr. McFarland remains the ranking majority member. While we do not have the complete list of the distinguished statesmen, we surmise we will see to it that these piece-meal amendments will be attached to the throve-approved McFarland Bill, and shunted back to the House. In fact, this happened Wednesday on the pending amendment.

Thus, if the FCC wants its marketing money, or its sugar candy, it will have to take them hand-cuffed to the lawyer wing-clipping provisions of the McFarland Bill. They can play sleight of hand very cleverly.

How long this travesty will endure we do not know. It's our feeling, however, that a few well-timed speeches on the Senate and House floor, laying bare the artifices of the FCC's legal minions over the years, would yield the essential results.

Blueprint To Ruin

AT THIS juncture in our defense economy both the administration and at least a majority of Congress are disposed to treat advertising costs in relation to taxation precisely as was done in World War II. Then, all ordinary and necessary and reasonable expenditures were rendered deductible.

The new excess profits tax law takes cognizance of this, both as to capitalization of advertising, and expenditures for advertising and goodwill. It tactfully approves, therein, the necessity for manufacturers to protect their competitive positions by institutional or "brand name" advertising, even if they do not produce a single item to sell the public.

But advertisers, and the advertising media, cannot brand name are. The new excess tax law comes at a time, technically, when we are not at war. We are in a defense emergency, and in its early stage at that. What will happen if all-out war comes? What when government revenue requirements reach new peaks due to full-tilt mobilization?

Even now some left-wing members of Congress are talking loosely about a "tax" on advertising. In the military there are those who say that (having never worked in industry) oppose an allowable advertising deduction. The grade-labeling seals are omnipresent, and many of the professional gent, who abound the Washington scene when there's an emergency, get in their licks via the brain trust vistas.

The most potent danger reposes in the philosophy of the Administration. They want to expose a limitation on institutional advertising, which traditionally increases when the available supply of consumer goods declines. The notion is that if advertising remains a deductible item, the government will lose a substantial pot of new revenue. And Uncle Sam, in his quest for new money, may look toward the now tax-free labor unions—biggest business that he can think of.

They even hazard the view (cockeyed, we think) that newspapers and magazines would be only passively resistant to a limitation on pure institutional advertising—because of their competition with radio and TV. They base that on impending cutbacks on newspaper and possible rationing of newspaper display space, which could be reflected in diversion of institutional buying to the broadcast media.

All this may be true. Yet it is an open secret that union leadership is seeking means of postponing the day of labor union taxation. They brush aside the argument that to kill advertising is to kill opportunities for employment in normal times.

Here we have the ear-marks of nationalization of industry. The plight of the British economy as a consequence of nationalization should be lesson enough.

WESLEY IRVIN NUNN

SEVEN YEARS AGO, a leading efficiency organization made an analytical study of the structure of Standard Oil of Indiana and discovered it maintained one of the smallest advertising departments among all multi-million-dollar companies. The department, purposely small, was itself based on a system of efficiency, with a few key people responsible for decisions and directing duties of others. This is a principle and standard practice of Wesley Irvin Nunn, advertising manager of the company since 1936. He heads a staff of 19 persons, seeing that Standard Oil's advertising agencies (McCann-Erickson and BBDO) and other "suppliers" assume as much of the work load as possible.

Efficiency is effortless and unobtrusive with Mr. Nunn. His absorption in advertising, however, is obvious to anyone. Almost all his activities—both in and away from SO headquarters on Chicago's Michigan Blvd.—center on advertising. A member and former president of the Chicago Federated Advertising Club, Mr. Nunn is vice chairman on the board of directors of the Assn. of National Advertisers, board member of the Advertising Federation of America, board member of the Advertising Council—in which for the fourth year he is coordinator of the "Stop Accidents" campaign on behalf of the National Safety Council—and one of three men on the national advisory council of Alpha Delta Sigma, professional advertising fraternity.

A natural conviviality and sense of humor blend easily with his slight southern accent, as Mr. Nunn was born in Martinsville, Va., and lived for many years in Oklahoma. Mr. Nunn, one of 10 children, was born in "the heart of tobaccooland" April 23, 1895. He is one of the few stalwarts who can comprehend a tobacco auctioneer's scrambled speech, as he watched such proceedings almost daily until he was 12. His father, a tobacco wholesaler, conducted many auctions at their home.

Western traditions became a part of the youth's life when, in 1907, he joined an older brother in Indian Territory, two months before it merged with Oklahoma Territory to become the state of Oklahoma. Interested in many things, young Wes enrolled at Oklahoma A & M after high school and "dabbled" in engineering. When "I found I was spending all my spare time writing for college publications," he converted to journalism school at the U. of Oklahoma. There, "purely by accident," he took the first step toward advertising career. A Kappa Sigma fraternity brother, ill and...
Jackrabbits are Consumers

...but they don’t spend money!

When we talk coverage...
when we talk market...
we count noses and dollars,
NOT wide open spaces!

ENGINEERS’ REPORT ON WFAA-TV

- Population in 5000 uV/M Contour 611,738
- Population in 500 uV/M Contour 1,028,142
- Square Miles in 5000 uV/M Contour 901
- Square Miles in 500 uV/M Contour 4,002

MORE POPULATION
MORE COVERAGE
MORE BUYING POWER

Serving BEST the MOST
with 27.1 Kilowatts

WFAA-TV
Channel 8
Dallas

Represented Nationally by Edward Petry & Co.
FRANK M. HEYWOOD appointed sales promotion manager WCCO Minneapolis-St. Paul, succeeding Tony Moe [Broadcasting * Telecasting, Jan. 15]. He was manager of advertising, promotion and publicity WBAL-AM-TV Baltimore, and also directed news and special events operations for WNBC New York.

H. G. FEARHEAD, vice president and treasurer Yakima Broadcasting Co., Washington, named general manager and treasurer KYA San Francisco, replacing GIL PALTRIDGE, resigned.

ROBERT BAPLOUK named vice president in charge of sales promotion Forjoe & Co., station representative, coincident with return from special assignment as lieutenant with U.S. Pacific Fleet. WILLIAM R. WYATT, general manager Forjoe Chicago office appointed vice president in charge of sales for Midwest Division. ELAINE SKINNER, formerly with Paul H. Raymer Co., Joseph Katz Co. and Ruthrauf & Ryan, named office manager Forjoe's Chicago Midwest Division.

PHILIP WATERS, account executive KXL Portland, Ore., named manager KOOS Bay, Ore., replacing HAL SHADE [Broadcasting * Telecasting, Jan. 29].

PAUL MULVIHILL, Toronto, and RADIO TIMES SALES, Montreal, will represent CKTB St. Catharines, effective April 1.

JIM SZABO, WWSL Woodside, N. Y., to sales staff Adam J. Young Jr. Inc., N. Y.

ROBERT C. WIEGAND appointed to sales staff WJMO Cleveland.

GEORGE BAKER, general manager Cincinnati division Hugh-Peters Inc., appointed administrative assistant in charge of hard goods sales WLWT (TV) Cincinnati.

CHARLES L. SCOFIELD, station manager, and JAMES CARSON, commercial manager KJF Miles City, Mont., to reopen and operate KWGM Williston, N. D., as partners.

THE BOLLING Co. Inc., N. Y., appointed national representative for KXLW St. Louis.

SALES PROJECT

NBC Sets Meeting Tour

SCHEDULE of meetings in which NBC officials will show the network's new radio sales presentation to its affiliates throughout the country was announced last week.

The sales presentation was first shown to members of NBC's Stations Planning and Advisory Committee in mid-February, and is being taken on the road at the committee's request [Broadcasting * Telecasting, Feb. 19].

Five showings are scheduled, all in March, starting on Thursday and Friday at the Beverly Hills Hotel in Los Angeles, where representatives of 32 stations are expected to be on hand. Other showings:

Schedule

March 13, Shamrock Hotel, Houston, 20 stations; March 15, Biltmore Hotel, Atlanta, 37 stations; March 21, Warwick Hotel, Philadelphia, 35 stations; and March 23, Drake Hotel, Chicago, 37 stations.

NBC officials making the four week tour will be Charles R. Denny, executive vice president; Carleton D. Smith, vice president in charge of station relations, and Norman E. Cash, director of radio station relations.

Feature

(Continued from page 18)

the Cal Crim Detective Bureau Inc., to advise grocers on how to guard against dishonest customers, employees and check utters.

Further impetus is given WSAI advertisers through a display of sponsors' products in a modern shelving plan. Refreshments are served—usually sponsors' products. WSAI talent provides entertainment.
DAN HYDRICK Jr. appointed manager WDKY Cumberland, Md.

WILLARD BOTLER, WFTL Ft. Lauderdale, to sales staff WEAT Lake Worth, Fla.

WINSTON S. DUSTIN, vice president in charge of sales WNOE New Orleans, named to similar position KNOE Monroe, both owned by James A. Nee.

JAMES D. BAILEY, sales representative KTRF Thief River Falls, Minn., to WFHR Wisconsin Rapids, Wis., in same capacity.

JACK MOHLER, account executive WOR New York, to active duty with Army military intelligence as captain.

JOHN D. VELLER and BEN MCKINNON appointed to local sales department, WBT-AM-FM and WBT (TV) Charlotte. Mr. Veller was with WMRC Greenville, S. C., and Mr. McKinnon has worked in public relations field.

PAUL GODT appointed sales and advertising staff WIBV Belleville, Ill. Was with KARK Little Rock.

Mr. Veller

WILLIAM SCHNAUDT, account executive WPTR Albany, N. Y., appointed local sales manager. GEORGE SUTHERLAND, sales manager, resigns. JOHN C. GILMORE named account executive for station.

PERSONALS . . .

WILLIAM F. LUCEY, business manager Lawrence Eagle-Tribune and WLAW Lawrence, Mass., honored by friends and business associates in recognition of his appointment by Pope Pius XII as member of the Assn. of Master Knights of the Sovereign Military Order of Malta [Broadcasting * Telecasting, Feb. 19]. . . . W. J. WARREN, assistant to president WITH Baltimore, father of boy. . . . JOHN D. SCHEUER Jr., operation assistant to general manager WFIL Philadelphia, will speak on “Radio and Television as Educational Media” at Hospital Standardization Conference of American College of Surgeons today (Monday), at Bellevue-Stratford Hotel, Philadelphia. . . . ERNEST L. SPENCER, president and general manager KVOE Santa Ana, Calif., elected to board of directors Santa Ana Chamber of Commerce. . . . PAUL R. BARTLETT, president and general manager KFRE Fresno and secretary-treasurer California State Radio & Television Broadcasters’ Assn., elected chairman Fresno Convention & Tourist Bureau.

BENEDICT GIMBEL Jr., president WIP Philadelphia, named radio-TV chairman for Philadelphia’s 24th Annual Educational Week for the Blind. Serving with Mr. Gimbel are: WILLIAM BANKS, WHAT; JOSEPH CONNELLY, WCAU-AM-TV; DOUGLAS HIBBS, WTEL; JOHN J. KELLY, WPTZ (TV); JULES RIND, W PEN; JOHN SCHEUER, WFIL-AM-TV; PATRICK J. STANTON, WJMJ; FRANKLIN TOKE, KYW, and RUPE WERLING, WIBG. . . .

MAX LEON, owner WDAS Philadelphia, elected to board of directors Philadelphia Opera Co. . . . RALPH HANSEN, account executive KING Seattle, appointed general chairman Seattle Advertising and Sales Club’s annual awards committee “for the best locally produced advertising”. . . . DANIEL W. KOPF, vice president and general manager WAVZ New Haven, elected to board of directors of Quinncpie Council, Boy Scouts of America. . . . JACK KENT COOKE, owner CKY Toronto, chosen one of 10 best dressed men in Canada by directors of Canadian Men’s Apparel Fair.

JOHN F. NOONE, WPIX (TV) New York, serving as general chairman of advertising division, Cardinal’s Committee of the Laity, in connection with New York Catholic Charities’ 1961 fund appeal, which started last week. BERNARD C. DUFFY, BBDO, and JOHN C. KELLY, Kelly-Nason Inc., are general vice chairmen. THOMAS H. SHANLEY, Warwick & Legler, is advertising agencies chairman.

**TRANSIT'S PULL**

D. C. Study Shows Power

SECOND test of transit radio's pulling power, based on the Advertising Research Bureau Inc. point-of-sale technique pitting radio media against newspapers, showed the transit service vastly superior to newspapers in percentage of traffic drawn to a store, number purchasing the mutually advertised item, and percentage of dollar purchases.

The test was conducted for WWDC Washington, operating transit service, in connection with Kent's Jewelers. In an article explaining the ARBI Washington tests it was not explained that the Kent's test involved WWDC's transit FM service [BROADCASTING * TELECASTING*, Feb. 26].

The Kent's test advertised $8,881 men's and women's watches, with the store placing $350 in advertising in the Washington Times-Herald and $350 in transit announcements. Another test, at the Julius Lansburgh Furniture Co., showed transit on a par with newspapers in value delivered per advertising dollar.

The Kent's results follow:

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td></td>
<td>Radio</td>
</tr>
<tr>
<td>% Traffic</td>
<td>22.5</td>
</tr>
<tr>
<td>% Purchasing</td>
<td>76.9</td>
</tr>
<tr>
<td>% Dollar Value</td>
<td>50.1</td>
</tr>
</tbody>
</table>

In summarizing tests at Sears, Roebuck & Co. stores in Washington a typographical error appeared in the table showing percent buying merchandise. The radio figure should be 70.9% instead of 7.9%. The corrected table, covering WWDC's AM station, follows:

<table>
<thead>
<tr>
<th>SEARS BLADENSBURG RD. STORE</th>
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<tbody>
<tr>
<td>% Traffic</td>
</tr>
<tr>
<td>% Purchasing</td>
</tr>
<tr>
<td>% Dollar Value</td>
</tr>
</tbody>
</table>

*Includes all purchases made in store department by customers showing an interest in the test merchandise.

**MBA-BMI CLINIC**

Joint Meeting Set

G. PEARSON WARD, secretary, Missouri Broadcasters Assn., is urging every station in the state, big and small, to be present March 12 at Jefferson City for the annual MBA meeting, combined with the first state-wide BMI program clinic.

National speakers scheduled to appear are Robert Burton, BMI; Ted Cott, program director, WMBC New York; Robert Saudek, vice president, ABC, and Reggie Schuebel, Wyatt & Schuebel Agency. Local speakers include Sid Tremble, program director, KCDO Kansas City; Roch Ulmer, program director, KEFQ St. Joseph; George Stump, program director, KCKM Kansas City, and Mark Russell, program director, KMOX St. Louis.

**A. T. GARDINER**

Durstine V. P. Dies

PRIVATE funeral services were held last week for Archibald T. Gardiner, 70, senior vice president of Roy S. Durstine Inc., who died at his Los Angeles home Feb. 23 following a long illness. Mr. Gardiner had made his home in Los Angeles since 1948.

In advertising since 1938, he was head of the agency's research and media department at the time of death.

Besides his widow, Mrs. Nancy Gardiner, surviving are a daughter, Mrs. Roy S. Durstine, and a son, Archibald T. Gardiner Jr., sales manager of the Aerol Co., Los Angeles.

**Arthur B. Elder**

ARTHUR B. ELDER, 53, one-time commercial manager of WFBA Dallas, died Feb. 18 following a heart attack. Mr. Elder from 1921 to 1928 was manager of the radio advertising department of the Dallas Morning News, and at the time of his death was a member of the News' advertising staff.

**Judith Templeton**

JUDITH DUDLEY TEMPLETON, copywriter at McCann-Erickson, New York, died Feb. 26 on the way to a hospital after her motor-driven bicycle collided with a truck in Hamilton, Bermuda. Her husband, John Marks Templeton, is an investment banking counsel in New York. Besides her husband she leaves three children, John M. Jr., Christopher and Anne Dudley.
DOUGLE THE SETS MEANS DOUBLE THE SELL

And that's just what happened in these twelve great markets ... in eight short months. Since June their TV sets have doubled in number. Twice as many sets, twice as many viewers. To advertisers that means twice as many buyers.

And the number keeps growing.

So stake out your claim in these prosperous, fast-growing markets. Be sure that your product is on TV in each one ... being sold, week after week, over twelve of the most highly viewed television stations in the country.

WSB-TV .......... Atlanta
WBAL-TV .......... Baltimore
WNAC-TV .......... Boston
WFAA-TV .......... Dallas
KPRC-TV .......... Houston
KFI-TV .......... Los Angeles
WHAS-TV .......... Louisville
KSTP-TV .......... M'p'l's-St. Paul
WSM-TV .......... Nashville
WTAR-TV .......... Norfolk
KPHO-TV .......... Phoenix
WOAI-TV .......... San Antonio

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
Standard metropolitan Wilmington, Delaware area showed following increases in the ten years, 1940 to 1950.

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

In the nine year period, 1939 to 1948, employment rose 345.4%.

Date from 1940 Census of Population and 1948 Census of Business, figures released December 1950.

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

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

WDEL-TV—the TV must on your schedule.

Represented by

ROBERT MEEKER Associates • NEW YORK • LOS ANGELES • SAN FRANCISCO • CHICAGO
TV IS STATUS QUO

By LARRY CHRISTOPHER

IN SPITE of the rumor mills, FCC really doesn't know exactly when it will be able to lift the television freeze, begin granting new TV stations, or, for that matter, how soon it can begin hearings on city-by-city allocation proposals (last phase of the overall TV proceeding).

But, TELECASTING last week on authority did learn:

● Revised allocation proposals probably will be issued, particularly for "headache" areas like Ohio.
● Staff recommendations and reports are nearing completion and may be ready for preliminary consideration by the Commission this week.
● FCC may not await Chairman Wayne Coy's return from vacation (probably the week of March 12 at latest) to begin preliminary study of reports, if they're ready, but the Chairman most surely will take part in final draft approval.
● It's hoped final revisions can be whipped together for public issue by mid-March with "optimistic" goal of starting the city-by-city allocation-proposal hearing in early April.

The delicate balance of factors involved, however, and any one of several problems could throw the present "estimate" off by weeks, one Commission source indicated.

For example: It may be found necessary to revamp the allocation table to such a degree as would require issuance of a formal revised proposal and the receipt of comments, counter-proposals and replies thereto; or, the educational TV issue, favorite field of Comr. Frieda B. Henmok, could throw in a road block by requiring separate allocation consideration and even a special engineering study on the side to determine education's needs.

Technical Issues

Another snag could ensue in attempting to resolve the many technical issues and other policy con- cerns involved in making electronic reproduction, oscillator radiation, directional antennas, standardizing an intermediate frequency (IF), test transmission, "poly-casting," VHF, UHF, intermix etc.). Compro- mises will have to be made in order to get the soundest and most equitable allocation on an overall basis. The FCC representative will guess how long some compromises might take to be resolved.

Generally speaking, this is the evolution of the TV situation from hereon:

(1) Staff reports and recommendations are in preparation. They're concerned with all aspects—legal, economic, technical, policy. They attack from all angles, constitute alternate proposals and their effects.

(2) Possibly this week, they'll be lumped into a single package, passed over chief engineering and legal desks in a shake-down run, then placed before the Commission for its initial review.

(3) FCC, together with staff experts, will sift through the drafts, settling broad policy issues first and then biting into the details. A detail, or a crucial engineering factor, could modify policy from the outset.

(4) Agreement upon final drafts, directions to staff for preparation of revised report and its issue. Scheduling of further proceeding or city-by-city hearings.

(5) City-by-city hearing, possibly to last a month to six weeks at present guess.

(6) Leave staff and Commission round at settling a final decision and agreement on target date for lifting freeze, or, well as post-freeze procedural policy.

(7) Final decision (no initial or proposed decision to be made before freeze period) in which no grants will be made and in which new applications will be accepted before processing commences (this may be 60-90 day or more period after decision). An- nouncement of programming policy ("Lines" could be established as in AM previously if big rush ensues). Scheduling of hearings and further hearing in areas where more bids pend than there are available channels.

(8) Grants. The freeze is over. That is, grants if defense needs don't crowd out raw materials to the extent station can't be built.

One Commission spokesman has indicated if allocation table revisions are not too drastic, FCC might forego further delay in the formal-comment procedure by employing the "first report" technique used in the color television decision and swing right into the city-by-city hearing. Comments and counter-proposals would be taken as the hearing went along.

It was pointed out, also, FCC need not go as far as a "first report," but merely by informal notice indicate the modifications proposed and then continue into the last phase of hearing. All indications are FCC doesn't want to delay a moment that really isn't necessary.

Coy Review

Chairman Coy, in his talk before the New York State Publishers Assn., reviewed in considerable de- tail the factors involved in settling the TV case [BROADCASTING • TELECASTING, Jan. 22]. He indicated he hoped the freeze would be lifted and grants commencing before the "third anniversary of the freeze is upon us . . . unless the mobilization program is so large by late summer that it will not be possible to utilize raw materials in the building of equipment and the construction necessary to get television stations on the air."

The freeze was imposed Sept. 30, 1948. Last chronology and review of the freeze was published in the Dec. 4, 1950 BROADCASTING • TELE- CASTING.

Sarnoff Birthday

BRIG. GEN. DAVID SARNOFF, board chairman of RCA, was guest of honor Tuesday at a luncheon for a party of 34 top RCA executives at the Waldorf-Astoria, New York, celebrating his 60th birthday. Group, including 10 of the 12 RCA board of directors, the corporation's operating companies, presented Gen. Sarnoff with a scroll bearing signatures of all present, and a clock-barometer, such payments that led to the breakdown in discussions last December. After a two-day meeting of the two committees, Dec. 11-12 in New York, had failed to make any progress in resolving this point, ASCAP broke off negotiations, notifying all TV stations that it had taken this step and that it would shortly issue per-program licenses of its own making.

Negotiations were opened at the behest of Clair McCollough, WGAL-TV Lancaster, Pa., who urged telecasters to unite behind the move.
RCA, EMERSON REPLY

BOTH RCA and Emerson Radio & Phonograph Corp. last week told the U. S. Supreme Court that the Chicago Federal District Court has not afforded the "judicial review" in the case as required by the Administrative Procedure Act, as the statute was interpreted in the respondent's argument last week.

"Errors" were made in the District Court.

No administrative agency specified in the complaint had served as "interested member" (E. W. Chapin, chief, FCC Laboratory Division).

RCA interpreted the incompatibility of the CBS color system as meaning that present set owners would have to spend $50 or more to restore program service, and even then the CBS system would afford a "degraded" black-and-white picture with half the detail of present pictures. "Incompatibility is a basic defect in a color system," declared RCA, "and the cost of achieving compatibility should be borne by the developer of a color system" and not be "passed on to the public."

RCA charged the Commission last fall adopted the CBS system without "receiving such further information as to the CBS system, refusing to consider further information with respect to RCA system, and without according opportunity for further development."

RCA stated: "The significant point here is that the Commission recognized in its First Report that the record of the hearings before it was inadequate to enable it to discharge its duties. The Commission nevertheless failed to immunize itself to matters it recognized it should.

Whether the Commission can base a decision upon a record which its own Rule 27 permits it to reject and which presents a novel and substantial question for this Court to decide. RCA cited the ruling of Judge Walter LaBuy of the District Court wherein he stated "... it is difficult to understand why the Commission refused to hear additional evidence and chose instead a course of action, using its own words, based on speculation and hope rather than on demonstrable facts."

Procedural Violation MENTIONED

Question of violation of the Administrative Procedure Act was raised in the RCA brief, which referred to "refusal" of the FCC to consider the RCA申诉, in the report of the Condon Commission "even though these were submitted in the RCA comments which was recommended by the Commission. Sec. 4 (b) of the act provides, in part:

After notice required by this section, the complainant shall afford interested persons an opportunity to participate in the rule making through submission of written data, views, or arguments with or without opportunity to present the same orally in any manner; and, after consideration of all relevant matter presented, the agency shall incor-

porable in any rules adopted a concise general statement of their basis and reasoning."

As a result of the color decision, declared RCA, the present system of black-and-white must face competition from fully compatible color, but that CBS is "immunized" from competition with compatible color.

"There is no finding by the Commission, contested or otherwise, that the commercial broadcasting of the RCA compatible television system should not be authorized together with the incompatible RCA."

RCA pointed out "so far as appears... the Commission did not even consider there was any middle ground."

Withheld Judgment

Referring to "errors" of the District Court, the appellant's reply said "the express language of the District Court showed it intended to leave the decision of this case on the merits to this [Supreme] Court."

RCA pointed out that certain evidence, given to the Commission but disregarded by that agency, was further submitted to the District Court for decision, without any results. Of this, RCA said: "Surely the District Court was in error in concluding that it could not consider such evidence for the purpose of determining whether such evidence should have been considered by the Commission."

In its reply last Monday, Emerson declared the order may "frivolously" conceal the character of television for generations to come in that a system established cannot readily be changed for the purpose of determining whether such evidence should have been considered by the Commission."

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RCA appealed from decisions whereby the motion picture industry was deprived of the right to use television for two of three reasons:

1. Whether substantial evidence supported the FCC action on the basis of competing color claims.

2. Whether, assuming the FCC had a substantive basis for adopting CBS color, the FCC.

(Continued on page 68)

TV Censorship: One Down, More to Go

REFUSAL of the Supreme Court to review a decision of the U. S. District Court of Pennsylvania, which held that states are not empowered to censor television films, confirms the well-established principle that television, like radio, is interstate commerce, subject only to federal regulation. And it preserves the sanctity of the First Amendment guaranteeing the fundamental freedoms.

One more step towards making the Pennsylvania State Board of Censors shut up. It seems not to have had similar effect elsewhere, however.

In St. Louis, James J. Carroll, notorious betting commissioner, refused to testify before the Senate Crime Investigating Committee while sessions were being televised. Some law

is bound to be written on this subject unless the committee decides to let the matter drop and let Mr. Carroll have his impudent way.

In Boston, which bans books faster than new ones can be published, the Most Rev. Richard J. Cushing, Roman Catholic Archbishop, was quoted in a newspaper as criticizing "suggestionary" censorship, saying that TV is "destined for censorship."

In Washington, Rep. Thomas J. Lane (D., Mass.), alert to the wishes of his esteemed constituent, made a 10-minute speech on the floor of the House attacking immoral television programs and calling for the FCC to establish a board of censors to review TV shows. The congressman added that if the FCC did not respond to his suggestion, he would introduce a bill to set up a TV censors board.

All these matters are probably going to be discussed when the FCC gets around to hearings on the subject of television programs, the hearing being what it is now, a joint session of Congress, as procedures that led up to the radio Blue Book.

The point for broadcasters to keep in mind in all these cases is that they must begin now to prepare their defenses.

They must provide organized resistance against the kind of censorship that the arrogant betting commissioner of St. Louis indulges in, for he is the developer, FCC ...
THAD H. BROWN JR., special partner in the law firm of Roberts & McNalis and counsel for Television Broadcasters Assn., will take office March 8 as counsel for the TV branch of the National Assn. of Radio & Television Broadcasters, successor to NAB (see NARTB story page 23).

Mr. Brown was appointed TV counsel to NARTB by the TV board of directors as TBA gave up the ghost except as a legal entity. He has resigned from Roberts & McNalis.

Decision to keep TBA alive until April 1 as a legal entity was reached Tuesday at a conference of TBA board members. A board meeting was scheduled but a quorum failed to appear. Present were Jack R. Poppele, WOR-TV New York, TBA president; Frank M. Russell, NBC; Joseph A. McDonal, ABC; Paul Raibourn, Paramount Television Productions; Will Baltin, secretary.

Mr. Baltin, TBA secretary-treasurer and executive secretary for several years, resigned to join Screen Gems, video subsidiary of Columbia Pictures Corp. He had been with the Allen B. DuMont TV interests prior to joining TBA. At Screen Gems he is to produce and act as general sales manager for a series of TV films called Disc John Town.

The NARTB drive for video members, sparked by a TV board directive (Broadcasting • Telecasting, Feb. 26), got under way in earnest last week. A joint letter explaining the membership situation was sent TV stations by Justin Miller, as NAB president; Mr. Poppele; John Ed. Thomas, chairman of the TV board.

Basic format of the TV adjunct of the industry association was drawn up at a Jan. 19 meeting of stations in Chicago [Broadcasting • Telecasting, Jan. 22]. Mr. Brown, 34, was born in Columbus, Ohio. He was graduated from Princeton and later from Harvard Law School in 1941. Right after passing the bar examinations he entered the Navy, serving five years. At one time he was skipper of a patrol chaser in the Pacific. He emerged from the war with the rank of lieutenant commander.

Joining Roberts & McNalis as a special partner, he was assigned to handle Televison Broadcasters Assn. affairs. The firm is counsel for TBA as well. He has handled many cases prominent in the postwar growth of TV, including all frequency allocation hearings, minimum hour rules, color TV and the AT&T intercity video tariff investigation.

It is understood the TV counsel will report directly to the NARTB TV director or manager, whatever his title, to the TV board. This is part of the autonomy policy for TV within the new association.

Mr. Brown is a son of the late Thad H. Brown, for many years an FCC commissioner. He is married and has two children, Thad III, 9, and Bettina, 7.

The Miller-Poppele-Thomas letter to TV stations noted that the TV operation in NARTB is scheduled to be effective from the outset, it was explained, "much planning and preparation must be done in advance." To make these preparations successful, your TV board needs to have assurance at the earliest possible time that its own network will appear. We trust, therefore, that you will return the enclosed membership form by return mail. Please attach a check for your first month's dues."

Need for Unity

Explaining the need for unity in the industry, the letter continued: "The Television Broadcasters Assn. was represented at our Chicago meeting (Jan. 19) by a group which Paul Raibourn, of Paramount (KTLA), headed. This group approved the NARTB drive. Consequently we now have an opportunity to develop a single, forceful trade association that can do the one job which the television broadcasting industry needs." The letter recalled that three-fourths of TV stations were represented at the Jan 19 session. The TV board set up at that time adopted a dues formula based on the highest published one-time five-minute spot charge. The formula was: 25 cents per hour rate if the card has no five-minute rate. A dues committee headed by George B. Storer, Fort Industry Co., is to report on the dues structure by April 1, 1952.

Among projects the TV directors feel should be supported, within budget limitations, are these: Application of excess profits tax to recognize growth aspects of TV. Telecasting of sports. Opposition to 25% tax on TV sets. Winning of satisfactory per-program ASCAP license. AT&T rate case. Continuing study of TV stations markets.

Hearing on allocations.

Hearing on Section 3661 (TV operating hours).

Hearing on TV with film sources to improve quality.

Allowance of all film sources to improve quality.

Standarization rate and contract forms.

John Rice's Collect and distribute set circulation figures.

Improvement of TV set servicing.

March 5, 1951 • Page 55

NO TV CENSOR

SCOTUS Upholds Lower Courts

THE U. S. Supreme Court last Monday upheld a decision by two Federal Courts that the state cannot censor the sale of pictures films shown on television.

The court in Washington refused to review the case on an appeal brought by the Pennsylvania State Board of Censors.

In January 1949 the board had ordered that films must be censored before they were shown in several Pennsylvania broadcasters.

U. S. District Judge William H. Kirkpatrick ruled the Commonwealth has no right to censor TV movies.

The board then appealed to the U. S. 3rd Circuit Court of Appeals which upheld Judge Kirkpatrick's decision. The board then went to the Supreme Court.

The lower courts upheld that Congress already has authority over the television field through the FCC.

Among stations which instituted the action were WCAU, WPMT (TV) and WFIL in Philadelphia, WGAL Lancaster and WDTV (TV) Pittsburgh.

Radi o • BROADCASTING

DRAMATIC balf before TV cameras at a Senate Crime Investigating Committee hearing in St. Louis Feb. 24 set off machinery for possible Senate contempt action against James J. Brown of St. Louis "betting commissioner."

It also brought up the question of whether requiring a witness to testify in front of video cameras constitutes an invasion of privacy.

Recalcitrant Mr. Carroll had informed the committee that he would testify at 1 p.m., the time the two-hour television hearings by KSD-TV St. Louis had been scheduled to end. But when he appeared and saw the cameras trained on him, Mr. Carroll refused to answer committee questions.

Mr. Carroll said he wouldn't answer any question as long as television was "on." He asserted television invaded his constitutional right of privacy and subjected him to ridicule and embarrassment.

The verbal exchange with Sen. Estes Kefauver (D.-Tenn.), committee chairman, followed an announcement by the senator that he would recommend that the Senate cite Mr. Carroll for contempt, was followed on TV screens by a station-estimated one million viewers in the St. Louis area.

Last spring, Mr. Carroll had appeared before a Senate Commerce subcommittee, chaired by Sen. Ernest W. McFarland (D-Ariz.), which held hearings on a Justice Dept. bill to ban interstate transmission of gambling information [Broadcasting • Telecasting, May 1, 1960].

KSD-TV had extended its coverage of the hearing until its conclusion following an expression of great public interest in the proceedings, according to Program Director Harold Grams. The Post-Dispatch station said it cancelled its normal Saturday night program to carry the hearings Feb. 23-24.

Views on whether Mr. Carroll had a possible court case were varied, mainly because there appeared to be no public policy of television as a means of reporting a public hearing. Witnesses in advance of appearances before TV or newsreel cameras covering a hearing have been known to have expressed their uneasiness and thereby been excused by the committee chairman. There are no rigid rules of conduct for Congressional hearings.

Sen. Kefauver told Mr. Carroll that other witnesses had testified freely before cameras and that he would not make an exception in his case. The Senator later added that investigating government was public and that television was a medium of public information like the radio or the press.

Some lawyers contend that telecasting of hearings would not invade privacy if the public is admitted to the hearing. Television merely extends the process of making hearings public, they say.

In Los Angeles, where the committee was scheduled to open hearings, Downey Rice, associate counsel to the committee, said the investigating group definitely favors telecasting as a means of more fully informing the public about its work.

Meanwhile, Richard A. R. Moore, ABC's West Coast television director and manager of its KECA-TV, said his station would be on hand with cameras.
TAX HIKES

TAX scales will hit hard against the telecaster if Congress adopts a higher overall ceiling on corporate income. Mr. Kennedy, who heads TBA's tax committee, spoke during a one-hour evening held by the committee on the excess profits tax law and the normal corporate tax.

"Until such time as you gentlemen can work out some effective means of relief for television broadcasters under the recently enacted Excess Profits Tax law, your proposed 70% ceiling means practically all broadcasting companies operating television stations will pay 70% of their net taxable income to the federal government," Mr. Kennedy said.

No Privilege Asked

Reason why the telecaster would have to pay the full 70% "is because we have no practical average earnings basis or other credits to keep us below that figure," he explained.

Points made by Mr. Kennedy included:

- Telecasters seek no special privilege, for if all corporate taxes are raised "to 50, 55 or 60% you will find no complaint from us."

- But the TV industry would be forced to pay more in tax obligations than the average and larger corporation in the older and well-established industries because television firms do not have large

VIDEO CENSORSHIP

CONGRESS last Wednesday was urged to set up a government board to pass judgment on television programs.

The censorship request came from Rep. Thomas J. Lane (D-Mass.), who stepped up to the firing line on the House floor to throw a heavy verbal barrage against the television industry.

His target was television programming, which the Congressman labeled as "running wild... abusing the hospitality of American homes with lewd images... to excite those who are under age and distress the every decent adult."

"In the feverish rush to capture and monopolize attention, video has thrown all standards to the winds."

Rep. Lane finally called upon Congress to "pass legislation that will set up a censorship board within the FCC to scrutinize every telecast in advance, and to cut out all words and actions that arouse the passions, or that hold up any individual, race, creed, group, or belief to mockery and derision."

The heavy attack by Mr. Lane was mounted in a 10-minute speech in which he further characterized television as "reckless" and as twisting "by the sights and sounds that we do this impressionable youth every night in the week."

The Congressman's speech began: "Mr. Speaker, we have got to control the media. Unless we do the same to TV, it will break down the moral resistance of our children and kill their characters.

Rep. Lane claimed that teachers and clergymen "have been fighting a losing battle against the excesses of this one-way form of communication. At last, worried parents are joining with them to demand a clean-up of the 'juvenile delinquent called television' before it ruins itself and debases everybody with whom it has contact."

The Congressman's fire coincided with a censure in Boston by Archbishop Richard J. Cushing on "suggestive" television shows, saying industry was paying its 'penalty for censorship.' The Archbishop in a newspaper article said "it seems too bad that a medium that can accomplish so much has to commit suicide because many of its entertainers are fools enough to throw away their popularity, their fantastic entertaining jobs and their even more fantastic salaries."

Many others, he said, "feel the same way about the continual trend television is taking toward 'waste-basked entertainment.'"

Refers to Clergy

Rep. Lane referred to the Archbishop's article and also to a criticism by Bishop John J. Wright of Worcester, Mass., of a program that "features the telecast of actual wedding ceremonies as a farce which reduces the sanctity of marriage to a ridiculous state. He [Bishop Wright] also deplored the poor taste of a sexy-voiced and hip-twisting torch singer who belongs in a barn, but not on the stage of so many, many living rooms in America."

Archbishop Cushing's article appeared in the Boston (Mass.) Sunday Advertiser Feb. 25.

The Congressman reminded that "television can become a blessing, instead of a curse, if its tremendous influence is exercised for good rather than evil. It can give distinguished service to the vital needs of entertainment, education and religion if it will."

"We have waited for TV to show some signs that it is growing up to its responsibilities. Instead, it seems to be plunging down to the depths of nudity and the manure pile."

Rep. Lane in discussing ways to keep "embarrassing or shameful surprises" out of the living room, said:

"We can find the answer... by controlling and regulating TV programs in the public interest. They must be filtered and really screened before they are permitted to go on before the cameras. For once they leap from the receiving set uncensored, the damage has been done that is beyond repair."

"The federal government must step into this mess and clean up the house of television so that its occupants will not track any more dirt into our homes. The broum and dustpan must be placed on the Censorship Board. And spring-cleaning time for TV is the next program on the schedule."

Rep. Lane told Broadcasting that he plans to introduce a bill to Congress to set up a censorship board if there is lack of initiative in either the Congress, itself, or in the FCC.
Look up, Sir—it’s

Elliott W. Reed!

(Another F&P TELEVISION Specialist)

Yessir, you’ve really got to look up to Elliott Reed—way, way up! And we don’t just mean physically, either, because in addition to his tremendous height, Elliott has done a pretty tremendous job of becoming one of the big men in our rapidly-growing team of TV specialists.

Speaking of teams, we’re mighty proud of all the Colonels in our organization. With TV business doubling and redoubling—with new men coming in almost every month to help us keep ahead of the TV game—our offices still tick like clock-work, which is quite a tribute to the team as a whole. With men like this, we’ve got what it takes to help you get the most out of television, in every market we serve.

We have seven offices to serve you. We’d welcome a chance to show you how well we do our jobs—and help your jobs—here in this pioneer group of radio and television station representatives.

Free & Peters, Inc.

Pioneer Radio and Television Station Representatives Since 1932

NEW YORK  CHICAGO  ATLANTA  DETROIT  FT. WORTH  HOLLYWOOD  SAN FRANCISCO
NBC Gross
(Continued from page 30)

annual average profit of 5.6% after taxes.

The year 1950 showed major increases in sales of video and radio receivers, records and record players, electron tubes and engineering parts, and the nation's set consumption continued the development initiated to develop substitutes to conserve these scarce materials and to maintain production under current conditions. Preparing to meet government requirements for "research, development and manufacture of vital electronic equipment for the nation's defense program," a mobilization planning department was established almost immediately after President Truman declared a state of national emergency in December.

Color TV Comment

Major advances in color television, radio production, radio, television, electronics and audios during the year were reported by RCA Labs. Commenting on color TV, the report said:

Notwithstanding the adoption on Oct. 10 by the FCC of incompatible color television standards, RAC has continued the development of its compatible, all-electronic, high-definition system. RCA believes that the public interest can only be served by the broadcast of compatible color signals—which can be received, as black-and-white pictures, by the early 12 million black-and-white receivers now in the hands of the public without any modification of those receivers.

Obliquely giddy with the success of a performance by Jerry Lester, NBC-TV comedians, are (1 to r) Lester, John T. Murphy, director of television operations for Crosley Broadcasting Corp., and Hal Friedman, producer of Mr. Lester's starring program, Broadway Open House. Mr. Lester made appearance at TV set exhibition in Cincinnati, sponsored by WLWT (TV).

SET EXHIBIT

Draws Large Attendance

AN ESTIMATED 145,000 persons attended exhibitions of TV sets held in Dayton, Cincinnati and Columbus, Ohio, by Crosley Broadcasting Corp. last month.

WLWT (TV) Dayton sponsored the first display Feb. 2 and 3 at which 15 distributors showed their complete lines of TV sets. The Cincinnati exhibition was held Feb. 9-11 under sponsorship of WJW (TV) Cincinnati, and that in Columbus Feb. 18-20 under the aegis of WLWC (TV) Columbus.

Talent from all the stations performed at the set displays, and at Cincinnati Jerry Lester, NBC comedian, and his troupe made two personal appearances. The promotion cost a total of $90,000, Crosley said.

KTTV Names Mullen

FRANK E. MULLEN, television consultant and board chairman of Jerry Fairbanks Inc., has been reappointed as management consultant of KTTV (TV) Hollywood, according to Normand Chandler, president, Los Angeles Times, which owns and operates the station. Mr. Mullen will assist in formulation of future plans for KTTV, it was said. He has been acting as consultant to WPX (TV) New York News station since 1949. Mr. Mullen was formerly NBC executive vice president and was at one time in charge of TV operations.

Ziv Signs Peach

SIGNING of Kenneth Peak to direct photography in the production of several series of TV films by Ziv Television Productions at its Hollywood studios was announced last week. Mr. Peach, who signed a long-term contract, has been associated with Jerry Fairbanks Productions.
KGO-TV WINS 'EMMY'

Other Awards Presented At Academy Dinner

HIGHEST AWARD of the San Francisco Academy of Television Arts and Sciences—for outstanding station achievement—went to KGO-TV San Francisco at the Academy’s second annual awards banquet Feb. 24.

Gayle Grubb, general manager of KGO-TV, accepted the foot-high silver-winged “Emmy” on behalf of his station. The vote for the ABC station to win the award was reported “overwhelmingly” by members of the Academy’s Awards Committee.

Outstanding Personalities

Ben Alexander, of KPIX (TV) San Francisco, and Evangeline Baker, of KGO-TV, were voted the outstanding local male and female personalities of 1950. Ford Time, starring Bandleader Alvino Rey, on KRON-TV San Francisco, was voted the best “live” show.

Almost a thousand persons crowded the Fairmont Hotel’s Gold Room (at $6.60 per plate) to watch the awards ceremony. All three television stations telecast the ceremonies.

Guests of honor at the speakers’ table included Mayor Elmer Robinson of San Francisco and Mayor Clifford Rishell of Oakland; Syd Casady, past president of the Los Angeles ATAS; and Kenneth G. Clark, PCC, in San Francisco.

Philip G. Lasky, general manager of KPIX and president of the San Francisco ATAS, presided. Lee Giroux, announced; Paul Speegie was master of ceremonies.

Incoming ATAS president Harold Sea, director of television for KRON-TV, presented Mr. Lasky with an engraved gavel on behalf of the academy in recognition of his services during the past year.

Awards, consisting of bronze-plated plaques, and honorable mention scrolls were presented in the following categories:

- Best Live Show—Ford Time, with Alvino Rey, on KRON-TV. Honorable Mention: Science in Action, KGO-TV.
- Best Local Children’s Program—Ruby Hunter’s Once Upon A Time, KPIX. Honorable Mention: Pete Abenheim’s Cap’n Pete, KRON-TV.
- Outstanding Local Male Personality—Ben Alexander, KPIX and KRON-TV. Honorable Mention: Al Constant, KRON-TV.
- Outstanding Female Personality—Evangeline Baker, KGO-TV. Honorable Mention: Edith Green, KRON-TV.
- Best Local Commercial—Acme Beer (Everybody’s Doing It), KPIX. Honorable Mention: Hoffman Radio Corp. (Hoffman Hayride), KGO-TV.

Mayor Robinson (r) presents the “Emmy” award to Mr. Grubb.

** * **

- Best Local Adult Daytime Program—Marjorie Trumbull’s Redesively Yours, KRON-TV. Honorable Mention: Evangeline Baker and Fred Jorgen sen’s Mailbag of Tricks, KGO-TV.

Educational Award

- Best Live Educational or Cultural Program—Science in Action, KGO-TV. Honorable Mention: Let’s Look at Books, KRON-TV.
- Best Public Service Program—KRON-TV’s March of Dimes show. Honorable Mention: Christmas Eve Midnight Mass, KGO-TV.
- Best Special Event—Christmas Eve Midnight Mass, KGO-TV. Honorable Mention: Saints and Sinners All-Star Revue, KPIX.
- Best Film Program—Sandy Spillman’s Teletrips, KPIX. Honorable Mention: Ben Alexander’s Party Time At Club Roma, KRON-TV. (Both filmed by Wills & Diner.)
- Outstanding Station Achievement—KGO-TV. (No honorable mention in this category.)

In addition to these regular awards four honorary citations were awarded to:

- Hoffman Radio Corp.; for its “aggressive vision” in securing and making available to the television audience college football during the 1950 season.
- George Sleeper; for his contributions to the technical advancement of the industry and his part in developing the “Sleepers System” of color television, presented by Color Television Inc. of San Francisco, and one of the three systems considered by the FCC for approval.

The engineering staffs of KPIX, KRON-TV and KGO-TV; a three-part award for “great though generally unsung” contributions of “the men behind the cameras and at the controls.”

Easter Parade Telecast

SANSON HOSIERY MILLS Inc., New York, will sponsor a telecast of the Fifth Ave. “Easter Parade,” featuring Faye Emerson and Sketch Henderson, over NBC-TV, March 26, 12-1 p.m., for the second successive year. The agency is Dordan Inc., New York.
teletest

DAYTIME advertising by television came into its own in 1950. Almost a novelty in most markets, the year 1949, when the general belief was that women were too busy with household chores to spend much time watching television programs during the daytime hours, daytime TV advertising was with skyrocket speed during 1950, far outstripping the overall rise in the use of TV by advertisers, although that increase was in itself spectacular.

Analyzing the records of TV station business in the Rorabaugh Reports on Television Advertising for January and December 1950, BROADCASTING * TELECASTING found that while the number of spot advertisers using the medium at any time rose from 399 in the measured week in January to 880 during the sample week in December, daytime users of spot TV increased from 128 during the January week to 589 during the week in December.

Daytime spot TV advertisers in January 1950 accounted for 32.1% of all spot advertisers on TV. In December, daytime advertisers comprised 63.5% of the total number of TV spot accounts. While all TV spot advertisers increased numerically by 120.6% from the first month of 1950 to the last month of the year, daytime spot clients increased 390.5% from January to December.

Network TV's daytime growth during 1950 kept pace with that of spot. Ten of the 72 TV network clients in January, or 13.9%, were not only daytime periodics or participations. By December the total number of TV network advertisers had risen to 160, in which 50 or 38.8% were sponsors or participating in the sponsorship of daytime network programs. While the total number of advertisers on the video networks increased by 129.2% from January to December the number of users of network daytime went up 290%.

Analyzed by time consumed for daytime TV commercials, spot advertisers in the sample week of January 1950 used three hours and 42 minutes of TV time for announcements, three hours and five minutes for participations and four hours and 47 minutes for programs. For a total of 49 hours and 32 minutes. The December sample week showed, for spot daytime TV, 36 hours and 47 minutes of announcement time, a 116.1% and two minutes of participation time, a gain of 896.1%. The December Rorabaugh Report does not show the actual time used for each program as it did in January so no direct comparison is possible here.

However, the average time consumed by daytime spot TV programs in January was 45 minutes. If the same average was applied to December, the total weekly program time for spot daytime programs would be 231 hours, a gain of 450% over January. Even if the December program is assigned the more conservative length of 15 minutes—and that certainly is as modest an estimate as anyone could ask—the daytime spot program time for the week would aggregate 77 hours, a gain of 88.3% over the January count.

Network daytime TV sponsored hours rose 897.8% from January (four hours and 14 minutes in the sample week) to December (29 hours and 32 minutes). Daytime devoted to network commercial programs increased from 24 hours and 9 minutes in January to 16 minutes, a gain of 631.3%. Sponsored participations in daytime network shows, estimated at one minute each, took up 14 minutes a week in January and 17 minutes a week in December, a gain of 21.4%.

Breakdown of network commercial daytime periods by the four major TV network programs shows:

<table>
<thead>
<tr>
<th>Jan. '50</th>
<th>Dec. '50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Advertisers</td>
<td>Number of Advertisers</td>
</tr>
<tr>
<td>Hours</td>
<td>Hours</td>
</tr>
<tr>
<td>ABC</td>
<td>12</td>
</tr>
<tr>
<td>CBS</td>
<td>12</td>
</tr>
<tr>
<td>DuMont</td>
<td>14</td>
</tr>
<tr>
<td>NBC</td>
<td>13</td>
</tr>
<tr>
<td>Total</td>
<td>59</td>
</tr>
</tbody>
</table>

(Continued on page 68)

Weekly Television Summary — March 5, 1951, TELECASTING Survey

City | Outlets On Air | Sets in Area City | Outlets On Air | Sets in Area City
--- | --- | --- | --- | ---
Anchorage | KAKA-TV | 700,000 | Anchorage | KAKA-TV | 700,000
Anchorage | WAKA-TV | 6,646 | Anchorage | WAKA-TV | 6,646
Baltimore | WANG-TV, WBAL-TV, WMAR-TV | 3,652,380 | Baltimore | WANG-TV, WBAL-TV, WMAR-TV | 3,652,380
Bellingham | KDBS-TV | 44,900 | Bellingham | KDBS-TV | 44,900
Bloomington | WIVB-TV, WBCB-TV | 13,000 | Bloomington | WIVB-TV, WBCB-TV | 13,000
Bloomington | WTHM-TV | 7,000 | Bloomington | WTHM-TV | 7,000
Boston | WJAR-TV, WBAC-TV | 6,747,373 | Boston | WJAR-TV, WBAC-TV | 6,747,373
Buffalo | WKBW-TV, WNYC-TV | 181,952 | Buffalo | WKBW-TV, WNYC-TV | 181,952
Charleston | WCDE-TV | 4,000 | Charleston | WCDE-TV | 4,000
Chicago | WLS-TV, WGN-TV, WSM-TV, WNBQ | 815,479 | Chicago | WLS-TV, WGN-TV, WSM-TV, WNBQ | 815,479
Cincinnati | WCKY-TV, WRTV, WMV, WNKY | 250,000 | Cincinnati | WCKY-TV, WRTV, WMV, WNKY | 250,000
Cleveland | WCKV-TV, WEWS, WBER, WEWS | 422,525 | Cleveland | WCKV-TV, WEWS, WBER, WEWS | 422,525
Columbus | WNPM-TV, WLBW, WTVN | 105,319 | Columbus | WNPM-TV, WLBW, WTVN | 105,319
Dallas, Ft. Worth | KRLD-TV, WFAA-TV, WBAP-TV | 46,668 | Dallas, Ft. Worth | KRLD-TV, WFAA-TV, WBAP-TV | 46,668
Dayton | WHIO-TV, WLWD | 170,000 | Dayton | WHIO-TV, WLWD | 170,000
Denver | K5KTV | 426,000 | Denver | K5KTV | 426,000
Davenport | KDSM, Davenport, Moline, Rock Island, E Moline | 105,319 | Davenport | KDSM, Davenport, Moline, Rock Island, E Moline | 105,319
Detroit | WXIL-TV, WTVI, WLWY, WXYZ-TV, WYTV | 674,375 | Detroit | WXIL-TV, WTVI, WLWY, WXYZ-TV, WYTV | 674,375
Duluth, Wausau | WDLH-TV | 32,000 | Duluth, Wausau | WDLH-TV | 32,000
Erie | WCBS | 30,000 | Erie | WCBS | 30,000
Fort Worth | KDAF-TV | 426,000 | Fort Worth | KDAF-TV | 426,000
Grand Rapids | WGRV-TV, WGRG-TV, WJYB-TV | 105,319 | Grand Rapids | WGRV-TV, WGRG-TV, WJYB-TV | 105,319
Great Falls | KFVY | 20,000 | Great Falls | KFVY | 20,000
Harrisburg | WJLA-TV | 43,500 | Harrisburg | WJLA-TV | 43,500
Huntington, W.Va | WCHS-TV | 5,000 | Huntingdon, W.Va | WCHS-TV | 5,000
Indianapolis | WBNF-TV, WSBTV, WJXV | 100,000 | Indianapolis | WBNF-TV, WSBTV, WJXV | 100,000
Jacksonville | WJW-TV | 8,000 | Jacksonville | WJW-TV | 8,000
Johnstown | WJJC-TV | 5,000 | Johnstown | WJJC-TV | 5,000
Kansas City | WDAF-TV | 105,319 | Kansas City | WDAF-TV | 105,319
Kansas City | WDAF-TV | 105,319 | Kansas City | WDAF-TV | 105,319
Lancaster | WJAX-TV | 10,000 | Lancaster | WJAX-TV | 10,000
Lanham, Md | WJMN-TV | 10,000 | Lanham, Md | WJMN-TV | 10,000
Los Angeles | KCET-TV, KTLA-TV, KTLA-TV, KNB, KSD, KTBV | 677,421 | Los Angeles | KCET-TV, KTLA-TV, KTLA-TV, KNB, KSD, KTBV | 677,421

Total Markets on Air 63

Editor's Note: Totals for each market represent partially duplicated sources of set estimates and manufacturers. Since many are compiled necessarily approximate.
COLUMBIA, SOUTH CAROLINA

On the banks of the Congaree, historic state capital, modern commercial center, Columbia also adjoins booming Fort Jackson, one of the army's busiest training centers. Greater Columbia's 133,337 people receive consistent television service only from WBTV, Charlotte.

CABLE TELEVISION FOR 3 MILLION CAROLINIANS
RCA Research

Over $50 Million Invested
In TV—Anderson

RCA has more than $50 million invested in television research and development, E. C. Anderson, vice president in charge of the commercial department of RCA Labs, disclosed Thursday night in an address in San Francisco.

Speaking before the Patent Law Assn. of San Francisco, Mr. Anderson said “most of this outlay was made before a single dollar returned to anybody, including RCA.”

He cited RCA’s demonstration and offer of its TV set manufacturing blue prints to competitive manufacturers following World War II as an illustration of its contribution to the TV industry.

As a result, he said, “we got competition, all right, and several of the companies have told us since that they never would have gone into television if they had not been so thoroughly sold at that first post-war meeting.”

One industry result of this “goodwill gesture,” he pointed out, was an increase in the American TV set in use from 16,476 on Jan. 1, 1947, to more than 10 million as of the first of this year.

Mr. Anderson said RCA of course “also benefited, through the sale of TV sets and the supplying of growing numbers of tubes and parts to competitors. And, he continued:

“In addition, we have the satisfaction of knowing that the results of our 20 years of research in television have been made available to American industry and to the American public at an exceedingly modest price.”

Reviewing RCA’s patent policies,

TVA-KTLA Pact

Revises Sports Wage Scales

WESTERN section of TVA and KTLA (TV) Los Angeles contract was expected to have been signed late last week with the union continuing negotiations with four other local TV stations—KNBH KTSL KECA TV KLAC TV [BROADCASTING TELECASTING, Feb. 19, 12]. To be included in the KTLA contract was revision of the original wage scales covering sportscasters and color men.

Agreement calls for classification of sporting events into three groups—AA, covering professional and major intercollegiate football; A, major and minor league baseball, pro and intercollegiate basketball, pro boxing and wrestling, pro and intercollegiate ice hockey, championship golf, minor intercollegiate football; B, all other sports.

Payment in the first category is $150 for sportscaster, $75 for color man. Second category, $100 and $50, respectively, for over 50 minutes; $75 and $45 for under. In third, $75 and $45 over 30 minutes; $55 and $35, under.

Union has also set up payment on a multiple scale for seasonal baseball engagements, provided sportscasters are guaranteed jobs for the whole season.

DuMont Dividends

DIVIDENDS of 25 cents per share of Class A, B and C common stock, payable March 26 to stockholders of record March 12, was announced Feb. 23. Regular quarterly dividend of 25 cents per share on preferred stock, payable April 1 to stockholders of record March 15, also was declared.

This new book shows you how to use movies most effectively

Movies for TV

by J. H. Battison

A COMPLETE, HOW-TO-DO-IT GUIDE TO THE PRODUCTION AND TRANSMISSION OF MOVIES ON TELEVISION.

This book gives practical information on all camera, projectors, recording equipment, etc., showing how each operates and how to use it most efficiently. It also describes studio and special effects, newcomers, all types of commercials; how to edit and splice film; how to light scenes for best results on TV; how to combine movies with live action. Here is a wealth of usefull information organized in a practical and easily understood way. Real-life advice on what is good and what is bad in movies for television, and why.

See It On Approval

The Maxell Co. 88 5th Ave., New York 11, New York Please send me a copy of Movies for TV. I will either return the full price of $4.25 or return the book in 10 days.

Signed

Address

Page 62 • March 5, 1951

Telecasting • Broadcasting
FIFTY airline miles from WBAP-TV's transmitter and antenna, more viewers in McKinney, Texas, like the Rutland family pictured to the right, tune more to Channel 5.

McKinney is one of over 75 cities in the fabulously rich Fort Worth-Dallas area that consistently depends on pioneer station WBAP-TV for television entertainment.

There are two good sound reasons for this loyalty—WBAP-TV has the best signal (highest antenna, 1138 feet above sea level) and the best programs . . . . Hard selling local shows plus top NBC and ABC programming.

Don't Be SPOTTY with Your Spots
Use ALL, ALL, ALL
The Fabulously Rich
Fort Worth-Dallas Market

Now, more than ever, a schedule on WBAP-TV makes sound, advertising-dollar sense . . . the TOP station in a market nearing 110,000 home set installations with an annual retail spending of ONE AND A THIRD BILLION DOLLARS.

WBAP-TV's coverage counts. See any F&P man for further audience and coverage data. Hoopers on request.

Free & Peters, Inc.
Exclusive National Representatives

Amon Carter, President
Harold Hough, Director
George Cranston, Manager
Roy Bacus, Commercial Mgr.

3900 Barnett St. Fort Worth, Texas
Telephone LO-1981

March 5, 1951 • Page 63
nothing but smiles under our umbrella!

Research Muddle (Continued from page 25)

further by recommending that the test and methods for carrying it out should cover both radio and television. Furthermore, it felt that the test should not be confined to San Francisco but should cover a half-dozen communities.

After explaining that its actions and findings represent the opinions of a group of research men and not the companies they represent, the committee hopes "the radio and television industry will find the funds to undertake the entire study, toward the end of removing some of the confusion now rampant in the field of audience measurements."

Finally, the committee declared itself dissolved, with members ready to aid in carrying out the recommended projects.

"It is the responsibility of the medium itself to assume the leadership in resolving the existing confusion in the area of radio and television audience measurements," the committee stated. It recommended that NAB, representing both radio and television broadcasters, "undertake to set up the machinery for implementing the plan in the report."

To do the job, the committee said, a fulltime project manager would be needed, aided by a volunteer committee of five industry research leaders consulting on procedure, analysis and interpretation. This advisory group would include broadcasting, advertiser and agency representatives.

Television can be included in the study for a small increase in cost, removing confusion in the visual field, according to the committee.

A half-dozen cities should be covered, it was felt, because a comparison based on San Francisco alone, as originally proposed by Mr. Breyer, would be influenced by the city's 86% telephone home radio compared to a 74% median in the 41 largest cities. Besides, informative comparisons should be collected under conditions other than those existing in San Francisco.

The committee explains it had no official status at any time, merely representing a group of research men willing to help find a solution to a research problem that has irritated the entire industry.

The group has no desire or intent to promote or attack any service or method, it explains. It feels the buyers and sellers of time "should be the ones to set up the definitions and the specifications of the conditions under which these data are to be collected; that this important and basic step in the collection of measurements should not be left to the measurement organizations themselves."

Ratings services were praised for their "unqualified offers of cooperation." The Hooper and Pulse firms provided special San Fran...
FOOTBALL BAN

THE COUNCIL of the National Collegiate Athletic Assn. was ready Friday morning to consider recommendations made by an eight-man television committee the previous night in a series of special three-day TV meetings. The hotel was engaged for the duration of what “experiments” will be permitted in telecasts of football games this year. The NCAA has declared a one-year ban on live telecasts for all member schools [Broadcasting • Telecasting, Jan. 18].

Television network officials and representatives of the manufacturing industry, theatre, television, Skiatron and Phonevision were slated to appear individually before council members throughout Friday in an effort to outline their suggestions as to what kind of “experiments” in TV the NCAA should authorize.

Although most of the Thursday discussion centered on non-TV matters, members of the group reviewed the video policy adopted at the 45th annual convention in Dallas. The council agreed the ban was “binding on the membership, and discussed possible means of enforcing the regulation should violations take place.”

Industry representatives ex-

NCAA Council Hears Telecasters’ Plea

suggesting that before appearing on any local TV network or cable network, a broadcaster should refer to the council for permission to telecast. The ban is designed to prevent other networks from bidding away the shows.

TVA STRIKE?

Machinery Set in Chicago

STRIKE MACHINERY was being set up Thursday in Chicago as members of Television Authority as union officials attempted to schedule a final meeting with station management for Friday or Saturday. The board was authorized the previous week to call a strike if negotiations were not settled promptly and in their entirety [Telecasting • Telecasting, Feb. 26].

Negotiations broke down after three and one-half months of meet-

TV Reports Growth of Clients

TELEVISION research is being used at a far greater volume today than a few months ago among advertisers and advertising agencies, according to Nielsen Television News, which is announcing 22 new subscribers since Jan. 1 to its National Television Index. Total subscribers since the inauguration of its all-Auditorium Television Index.

Nielson firm points out that the post-Jan. 1 rise in TV subscriptions follows the fact that since November about half of the clients’ research is for special analyses concerned television.

New subscribers since Jan. 1 include 14 agencies, six advertisers and two program production firms, a spokesman said.

DIVIDEND of 15 cents per share declared by directors of Televis-

FOOTBALL BAN

Research Cost

A final note on cost of current radio and TV research points out advantages of conducting the proj-

The Committee wishes to call at-

Moreover, it is believed the for-

DEFY NCAA BAN

Movement Grows in Texas

MOVEMENT to defy the NCAA ban on telecasting college grid games is gathering strength in Texas, it was reported by Ben Blount, former Texas football star, now representing the district of Big Spring, introduced a resolution before the state legislature in Austin directing state-supported schools to sell TV rights to the highest bidder.

Meanwhile, Howard Grubbs, ex-

Union membership unanimously passed a resolution that the final proposals presented by the stations are unacceptable to the members-

DIRECTIONS of $533,953.

MUNTZ TV Inc., Chicago, netted sales of $18,843,567 for nine months ended Dec. 31, and net profit of $32,680.
CD RADIO-TV POSTS
 Branch Chiefs To Be Named

APPOINTMENT of branch chiefs to head up radio and television activities within the Audio-Visual Division of the Federal Civil Defense Administration will be announced shortly, it was learned last week, to be announced along with initial

* * *
In other CD developments:
* CDA Administrator Millard F. Caldwell urged that "public air-
  rai tests held in every city in the country during the next few
  months," and declared that the U. S. "can hope for one or two
  minutes at best" of advance warning of an enemy attack and that "there
  is nothing we can do to stop such an attack."

* Legislation was introduced in the Senate jointly by Sens. Irving
  M. Ives (R-N. Y.), Herbert H. Lehman (D-N. Y.), H. Alexander
  Smith (R-N. J.) and Robert C. Hendrickson (R-N. J.) which would
  grant Congressional authority for an interstate mutual military aid
  pact between New York and New Jersey.

* "New York-New Jersey Pact
  The New York-New Jersey inter-
  state pact, referred to the Senate
  Judiciary Committee, would san-
  ction arrangements, calling for mili-
  tary action to protect communica-
  tions facilities and other vital in-
  stallations, plants and facilities."
  The agreement was signed by state
  governors last December.

* CDA also announced three key appointments: John A. DeChant,
  as public affairs director; Dr. Roscoe C. Martin, as consultant, and
  Samuel Sabin, as general counsel.

* Federal officials were prepared
  last week to take the case for ade-
  quate civil defense on the road. Mr.
  Butcher of CDA is slated to speak
  before the Detroit Television Coun-
  cil tomorrow (Tuesday) on radio's
  role in the emergency. Authorities
  from New York and Detroit also are
  scheduled to appear.

In World-Wide FM, the
  Detroit News outlet, is planning
  elaborate two-day sessions with the
  theme Operation Defense. During
  select periods—Tuesday, 6-7 p.m.
  and Wednesday, 2:05 to 10 a.m.
  programs will originate at emer-
  gency studios outside of Detroit.
  Test is designed as a "dry run" to
  show how the station would be ex-
  pected to send out orders and in-
  structions from the civilian defense
  office and other agencies.

ADIMAR CORP.

Has Record Sales Volume

ALL TIME high net earnings totaling $18,767,554, and a sales volume of $230,397,661, was reported for 1950 last week by Admiral Corp., Chicago.

The annual report showed net earnings of $18,767,554, and a sales volume of $230,397,661, with per share earnings amounting to $9.73 on 1,928,000 shares of outstanding stock. The 1950 volume repre-

* * *
Airm's net worth is now $32,761,011, compared with $18,034,048 a year ago, an increase of 82%.

President and Board Chairman Ross D. Siragusa, in a message to stockholders, said that last year Admiral manufactured "almost a million" TV sets, and that appliance sales "substantially exceeded those of the past two years combined."

** ** **

CBS ELECTION

Set for March 7 in N. Y.

FOUR UNIONS will bid for cer-

** ** **

FILMACK

ATTENTION SMALL BUDGET TV ADVERTISERS!

Here's how FILMACK serves you faster!
Our large staff and extensive facilities are geared to do fine quality work at top speed.

Here's how FILMACK saves you money!
We do all of our own type setting, artwork, photo-
graphy, special effects, voice recording, music
and laboratory work.
Through 32 years of specialized low cost mov-
e-making we've learned to deliver high quality
inexpensively and to pass the savings on to you.

Let us quote your job today!
One minute TV commercial with audio as low
as $150.00.
Send us your script or ideas
FILMACK
1331 S. Wabash Ave. • Chicago
Telephone HA 7-3395

** ** **

Film Report

CHARLES MICHELSON, Inc., New

York, producing five-minute, open-
ed TV film series, Capsule Mys-
teries, to be used on cooperative
basis by Blackstone Washing Ma-
chine Corp., its dealers and dis-
tributors. The series has also been
sold to Beltone Hearing AIDS for a
Chicago test over WBBK(TV)
through Olsen Advertising.

* * *

MUTUAL TELEVISION PROD-
DUCTIONS Inc, has sold exclu-
sive TV rights for two British fea-
ture pictures, "Kiss the Bride, Goodbyed," and "Dame
Basset Dressed," to KTTV (TV) Hollywood for show-
ing on its Movie Premiere series.

* * *

TOBY ANGUIUSH PRODU-
CTIONS, Los Angeles, has acquired
world TV and theatrical rights to SS. Popular Television
will reportedly send the films in deal reportedly
amounting to more than $600,000. Purchase
included sale of PARAMOUNT PICTURES' interest in series.
Selected programs will be built into quarter-
hour TV programs with additional
footage to be added in form of
narration by Gayne Whitman.
For another good buy, see back page of this insert.
<table>
<thead>
<tr>
<th>Time</th>
<th>Show</th>
<th>Network</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-30</td>
<td><em>The Ted Mack Family Hour</em></td>
<td>NBC</td>
<td></td>
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<tr>
<td></td>
<td><em>Lucky Pop</em></td>
<td>NBC</td>
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<tr>
<td></td>
<td><em>Chuck Wagon Playhouse</em></td>
<td>NBC</td>
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<tr>
<td>4-30</td>
<td><em>Space Cop</em></td>
<td>NBC</td>
<td></td>
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<tr>
<td></td>
<td><em>The Adventures of Superman</em></td>
<td>CBS</td>
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<tr>
<td></td>
<td><em>The Adventures of Superman</em></td>
<td>NBC</td>
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<tr>
<td>5-30</td>
<td><em>Space Cop</em></td>
<td>NBC</td>
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<td></td>
<td><em>The Adventures of Superman</em></td>
<td>CBS</td>
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<tr>
<td>6-00</td>
<td><em>The Adventures of Superman</em></td>
<td>NBC</td>
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<td></td>
<td><em>The Adventures of Superman</em></td>
<td>CBS</td>
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<td>7-00</td>
<td><em>The Adventures of Superman</em></td>
<td>NBC</td>
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<td></td>
<td><em>The Adventures of Superman</em></td>
<td>CBS</td>
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<tr>
<td>8-00</td>
<td><em>The Adventures of Superman</em></td>
<td>NBC</td>
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<td></td>
<td><em>The Adventures of Superman</em></td>
<td>CBS</td>
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<td>9-00</td>
<td><em>The Adventures of Superman</em></td>
<td>NBC</td>
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<td></td>
<td><em>The Adventures of Superman</em></td>
<td>CBS</td>
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<td>10-00</td>
<td><em>The Adventures of Superman</em></td>
<td>NBC</td>
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<td><em>The Adventures of Superman</em></td>
<td>CBS</td>
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<tr>
<td>11-00</td>
<td><em>The Adventures of Superman</em></td>
<td>NBC</td>
<td></td>
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<tr>
<td></td>
<td><em>The Adventures of Superman</em></td>
<td>CBS</td>
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*(M) Morning, *(E) Evening, *(M-M) Morning-Morning*
<table>
<thead>
<tr>
<th>Time</th>
<th>Show</th>
<th>Network</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00</td>
<td>ABC Library Doc. Film (E-M)</td>
<td>F (E-M)</td>
<td></td>
</tr>
<tr>
<td>6:15</td>
<td>Marshall Plan in Action</td>
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<tr>
<td>6:30</td>
<td>Gospel Stout's Corp. Old Fashioned Revival Hour (E-M)</td>
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<tr>
<td>6:45</td>
<td>Young People's Church of the Air Youth on the March (E-M)</td>
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<td></td>
<td>General Electric Co. Fred Waring Show</td>
<td>F (E-M)</td>
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<tr>
<td>6:00</td>
<td>Arthur Murray Studios Arthur Murray Show (E-M)</td>
<td>L (E-M)</td>
<td>(FM)</td>
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<tr>
<td></td>
<td>With This Ring (L (E-M))</td>
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<tr>
<td></td>
<td>They Stand Arassed (L (E-M))</td>
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**MULTI MARKET RADIO PULSE**

**Companion Piece to MULTIPLE MARKET TELEPULSE**

**A NEW Pulse service, at no cost to radio subscribers, will be available during the first week in March.**

**THE Multi Market RadioPulse, covering fourteen markets regularly surveyed by Pulse, will be available to stations and agencies now buying individual market reports. This report will be issued bimonthly and will cover network programs appearing in three or more markets.**

For information about this and other Pulse services . . . . .

**ASK THE PULSE**

**THE PULSE, INC.**

15 West 46th Street
New York 19, N.Y.
SONGS FOR SALE
Jan Murray supervises this laugh-filled and tuneful CBS Package Program to get the wide-awake audience that sponsors are always looking for.

Variety uses such language as "topflight entertainment values...slick professional framework...a brightly-spangled line of gags..." and Radio Daily says "red hot... highly entertaining."
**CANADIAN TV**

**Toronto Outlet Prepares**

TV TRAINING equipment for Canada's first TV station, at Toronto, has arrived at the Canadian Broadcasting Corp.'s Toronto studios and included two camera chains and a field control switching. (R.C.A. spons.)

**NTFC Trade Show**

FIRST annual trade convention and exhibition of the National Television Film Council will be held in New York sometime in June, it has been announced. The new convention is expected to reach back in the summer for the Fall. Scheduled for March 28, it was also announced. As usual the forum will be divided into three sessions: on production, distribution and stations.

**U-Y**


**Mich Workshop**

Dr. Hunter to Direct

DR. ARMAND L. HUNTER, a leading figure in U. S. educational radio and television, will direct a six-week TV workshop at Michigan State College, East Lansing, June 19-30.

**NWLC—Television LEADS in LEADING daytime TV cities**

Cincinnati, Dayton and Columbus — served by WLW-Television — lead the nation for daytime sets in-use with an average of 13.9%, 12.2% and 11.1%, respectively.*

*Avge. Share of Audience*  

**TV-casting • BROADCASTING**

March 5, 1951 • Page 71
KMBC ARTISTS

THE NATIONAL Labor Relations Board last Thursday adopted the findings of an NLRB trial examiner and dismissed a complaint filed against KMBC-AM-FM Kansas City, Mo., by a local of the American Federation of Radio Artists.

An amended complaint, filed June 28, 1949, charged that the licensee, Midland Broadcasting Co., prior to Aug. 19, 1948, had restrained its employees by maintaining individual employment contracts through the KMBC Artists Bureau, a booking agency, and that the station had refused to bargain with the union on terms and conditions for special program announcers.

In a majority decision, the board ruled that the station did not violate the Taft-Hartley Act, notwithstanding the fact the union was exclusive bargaining agent for the artists, and pointed out that 1946 and 1948 union contracts with KMBC "expressly authorized direct negotiations" which would offer better terms than those provided by AFRA.

"Generally speaking," the majority said, "these talent contracts afforded the artists an opportunity to earn a bonus over and above the minimum rates of pay guaranteed by the unions, but at the same time imposed certain restrictions on the artist, designed in general to assure that (KMBC) would receive the exclusive benefit of its investment in the artist."

The board also agreed with Trial Examiner Myers D. Campbell Jr. that the discharge of an employee, Sherwood Durkin, was "due to union activity but to his frequent references to (station) management and policies in profane and abusive terms." The licensee therefore did not violate the act in this respect, the board added.

In a dissenting opinion, NLRB members John M. Houston and Paul L. Styles held that "any direct negotiations between an employer and such employees is in derogation" of the union's collective bargaining right. They interpreted the contracts as permitting the station to enter agreements only insofar as they relate to matters covered by union contracts and that they were "more favorable" than AFRA terms.

Under language of the contracts, the minority continued, the negotiation of any "term" of employment, which was not more favorable than the union minimum, would violate the AFRA agreements and render the employer open to violation. The minority also took exception to the majority view that the board would have been required to rewrite talent contracts for the involved parties.

In other actions, touching upon broadcasting, the board held that some contract provisions for other industries, NLRB also ruled that:

(1) A union's request for "permanent layoff" of an employee of a subordinate union violates the Taft-Hartley Act if the actual discharge materializes through action by the employer.

(2) In determining whether or not to assert jurisdiction in secondary boycott cases, it will consider the operation of both primary employers — with whom the union had direct dispute — or secondary, against whom the union has taken action to cause him to cease doing business with the former.

(3) A union violates the T-H act by inducing employers of a secondary employer at their place of work to engage in boycott activities by citing to them an "unfair listing" containing the name of the employer.

SPOTS ATTRACT

Washington State Tourists

TOURIST expenditures by visitors from outside the state reportedly totaled $123.2 million, an all-time high for the state of Washington, in 1949, the first year of existence of the Washington State Advertising Commission. The average tourist party reportedly spent $178 while in Washington.

Radio played an important part in attracting tourism to the state. A series of spot announcements [Broadcasting • Telecasting, June 20, 1949, August 22, 1949] was aired on 18 stations in 16 markets during the summer of 1949.

Loren B. Stone, general manager of KIRO Seattle, is a member of the seven-man Advertising Commission. The account is handled by MacWillkins, Cole & Weber, Seattle advertising agency.

Mrs. Roy Thomson

EDNA ANNIS THOMSON, 56, wife of Roy Thomson, owner of CJKL Kirkland Lake, CKGB Timmins and CJRU North Bay, Ont., died Feb. 22 at Fort Lauderdale, Fla., after an illness of several years. Born at Drayton, Ont., she married Roy Thomson in 1917 before he went in radio publishing business. She is survived by Mr. Thomson, two married daughters and a son.

RADIO SURVEYS

Err in Newspaper Analogy

BROADCASTERS who think they see an analogy between radio listenership ratings and the circulation count of newspapers are mistaken, in the opinion of Dr. Sydney Roslow of The Pulse Inc.

In an address before the Chicago Radio Management Club, Dr. Roslow said: "Your potential is radio families, which should be your ABC count."

He urged the broadcasting industry to decide what it wants measured, "then the research companies will follow through." Describing the "fighting between one another" in the radio research field, he noted that those in other media are taking advantage of us while we are having internal troubles. Timebuyers should look upon audience surveys as "sides to their judgment rather than replacing their judgment," he advised.

In support of research as a whole, Dr. Roslow contended that "a station's success in several counts, and they will all be right."

He stressed the importance of evaluating a rating, declaring that "if you know how to evaluate it, the size won't be too important."

AUTO RADIOS

Surveyed in Pittsburgh

CHARLES F. ACKENHEIL, director, Guide-Post Research of Pittsburgh, after conducting a survey in that city, estimated 120,000 hours of auto radio listening daily in the Pittsburgh area.

The research organization polled 1,533 Pittsburgh district families and noted their radio listening habits. Of the families, 65% owned autos, and 51% of the car-owners had auto radios in working condition. Those radios in 59% of the cases had been turned on sometime during the 24 hours previous to when car-owners were polled. Average listening time per day was 49 minutes. The 120,000-hour figure was based on 1 ½ riders per auto.

Forego Birthday Week

BECAUSE of the national emergency, Camp Fire Girls Inc. will forego its nationwide Birthday Week network broadcast and is requesting that, whenever possible during the week of March 11, the organization be saluted by spot announcements or plugs on existing programs. Miss Elizabeth M. McStea, the group's national public relations director, felt it "unwise to tie up a network's facilities when they may be needed for a broadcast of national importance."

NLRB DISMISSES

AFRA Complaint

Board last Thursday adopted the findings of an NLRB trial examiner and dismissed a complaint filed against KMBC-AM-FM Kansas City, Mo., by a local of the American Federation of Radio Artists.
From where I sit
by Joe Marsh

Right Under
Our Nose!

Sometimes back, we got word from the Governor, asking if we wanted to use the State Fire Inspection Team—experts they send around to communities to inspect public buildings.

We sent a letter saying: "Okay! Give us the once-over!" They came down, all right—last week.

After the inspection, we got their report. Came out pretty well, all told. Town Hall and School were O.K. Post Office just needed more sandbuckets. In fact, everything got a clean bill of health, except—the Fire Station!

From where I sit, we volunteer firemen had just been too blamed busy keeping everyone else on the ball—to realize our own firehouse was not up to snuff. Like the man who worries so much about his neighbors—about whether they work hard enough, about whether they can really afford their new car, about their enjoying a temperate glass of beer—that he forgets to take a good critical look at himself now and then.

Joe Marsh

Copyright, 1951, United States Brewers Foundation
air-casters

DON HOWELL, WDSU announcer, named night operations director WDSU-TV.

BUDD DUVALL, KERR Sherman, Tex., to announcing WAKL-AM-FM Storm Lake, Iowa.

STEVE ALLEN, radio-TV star CBS, presented annual Distinguished Service award from AMVETS "for outstanding service to nation and to welfare of nation."

News...

JOHN R. HOLMES appointed farm director KLRA Little Rock, Ark. He succeeds WNT Cedar Rapids, Iowa, and Texas Quality Network.

BERNIE KAMEN, news and sports director WORL Boston, resigns to enter Army. MARK CARROLL, Boston Post, replaces him.

CHET HUNTELY, news analyst CBS Hollywood to ABC Hollywood where he has started six weekly quarter-hour news commentary on ABC Pacific Network. CHARLES COLLINGWOOD, CBS newscaster, temporarily replaces him on his Columbia Pacific Network news analysis program.

FULTON LEWIS Jr., CBS commentator, received good citizenship medal of the Philadelphia chapter, Sons of American Revolution, at luncheon in his honor in Philadelphia. T. Joseph Reilly, chapter president, made award. GEORGE LORD, news staff WCAU Philadelphia, appointed director of special events for station.

LINDSEY NELSON, Tennessee sportscaster, appointed publicity director for U. of Tennessee Athletic Assn.

R. S. JAMES to farm commentator CBN St. John's, Newfoundland.

MIKE DAVIS, commercial manager WJBS Deland, Fla., to WWTW Wilkes-Barre, Pa., as director of farm programs.

PEARL BAUM, women's commentator WCSC Charleston, S. C., received special commendation from English Speaking Union of United States in recognition of work she is doing towards greater friendship and understanding between peoples of United States and Commonwealth Nations.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE

For the wise Broadcaster
OUR UNIQUE POLICY provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotes write

Employers
Reinsurance Corporation
Insurance Exchange Bldg., Kansas City, Missouri

Put Yourself on a spot!
Reach 1,000 radio homes for 44†

WINS spots move mountains of everything—from collar buttons to "Constellations"—fast! Let us give you examples! WINS spots have a high Pulse but a low rate per thousand homes. Let us show you! WINS spots, in other words, sell more, cost less.

Get the straight facts on a WINS spot buy.

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


Buy WINS, it sells!

CROSBY BROADCASTING CORPORATION

DICk WOOLEN appointed radio program manager ABC Central Div., Vice President H. H. NORTON Jr., announced last week. Mr. Woollen replaced LEONARD BLAIR, who transferred to New York as Eastern production manager and assistant to LEONARD REEG, vice president in charge of AM programming. Mr. Woollen worked previously as writer-director for network's Western Div.

WILLIAM FROUG, writer program department CBS Hollywood, named director of program writing and program idea acceptance Columbia Pacific Network. He replaces PAUL PIERCE, resigned.

BILL VAUGHN appointed program director WAVY New Haven, succeeding BOB GILLESPIE, resigned. He has been with stations in Texas, Missouri, Montana and Maryland.

HARRY BLACK, associate program director WXEL (TV) Cleveland, appointed program director.

ROBERT SEAL, general manager KOB Albuquerque, to KTVV (TV) Los Angeles as chief of program operations. Mr. Seal was previously director of CBS' Truth or Consequences and Gene Autry Show and before that staff producer NBC in Hollywood and San Francisco.

PAUL HARRINGTON appointed chief continuity writer W O W - A M - T V Omaha. He succeeds BILL O'HALORAN who resigned to freelance on West Coast. ROBERT E. LEE named to continuity staff.

HARRISON WOOLEY, KFRC San Francisco, to KYA, same city, as program manager.

HANK STILVERN, radio-TV musical director, will serve as music director for new State Dept. dramatic series to be beamed to South America.

DICK AKER, program director WSAL Logansport, Ind., to program staff KDWT Stamford, Tex. HOWARD BRIGHT, announcing staff WIOU Kokomo, Ind., succeeds him as program director at WSAL.

WILLIAM O. CRAMPTON, film and TV director WSYR-TV Syracuse, N. Y., resigns.

JOHN H. MORSE, director of ABC-TV Lane Ranger, appointed production coordinator for CBS Amos 'n Andy TV series. He will assist CHARLES BARTON, director of program, in providing liaison between network program department and Hal Roach Studios, Culver City, where TV series will be filmed.

IRVING SMITH, program chief WCAM Camden, N. J., and WCAF Ashbury Park, N. J., to production staff WIP Philadelphia, ED LOCKE, WSNJ Bridgeton, N. J., to announcing staff WIP, replacing LES ALEXANDER, who is now with WATH Baltimore, in same capacity.

DICK ERSTEIN, senior producer Lowell Institute Cooperative Broadcasting Council, Boston, appointed radio officer at Athens, Greece, in foreign service of State Dept.

DON HILLMAN, director NBC-TV, named new director on Mon. and Wed. portions of five weekly Broadway Open House, NBC-TV, 11-12 p.m.

ISABELLE BIASINI, assistant director of religious and educational programs CBS, recalled to active duty as captain in WAC. CELESTE CLORES, staff of Idaho Daily Statesman, Boise, Idaho, will replace Miss Biasini.

RALPH MOFFATT to WDDY Minneapolis, as disc eneece. He was with WCCO Minneapolis.

LEWIS KLEIN, Donn Bennett Productions, Phila., to WPIL Philadelphia.

FRANK LUCAS and DAVE FERRY to music department WIL St. Louis, as librarian and assistant librarian.

NORM MCBAIN, announcer CBW Minneapolis, to ABC International Services, Montreal.


ANN CONFORTE and RENEE IOSET named to staff WDTV (TV) Pittsburgh.

BOB DARE, studio engineering department WPTR Albany, N. Y., named to announcing staff.

GEORGE BARNES to announcing staff CBS Vancouver. Was with CKWA Ottawa.

JACK BRICKS, producer Enterprise Studios, to KFMB-TV San Diego, as staff announcer.

WILLIAM P. HOPKINS, disc jockey WTTM Trenton, to WNEW New York.

BILL ARNOLD, program director CBJQ Belleville, to CFQQ Saskatoon, in same capacity. GWEN MARSH, announcer CBJQ, to announcing staff CFQQ.

MRS. ELEANOR ROOSEVELT starts five weekly 45 minute program on KFWB Los Angeles. Mrs. Roosevelt will give commentary on various important news developments and interview name personalities and world figures. Her son, Elliott, will participate on program.

LARRY KEEF, WBCO Des Moines, to WKCR Mobile, as announcer, replacing TOM ASTER, ROSS SMITH, EMERSON, WALA Mobile, to WKAB, as disc eneece.

HAYES PILLARS, musician and orchestra leader, to WII St. Louis, as disc eneece on The Harlem Express.

KEN KLYCE, WSGW Saginaw, Mich., to WCSS Charleston, S. C.

GLENN ELLIOTT WOLF, WMJW Cordell, Okla., to WIRU Poynette, Wis., as announcer-disc jockey.

NANCY REINIKE to script department at KGBS San Francisco.

BILL WOOD, WFEC Miami, Fla., to WLLI-AM-FM Lenoir City, Tenn., as producer-encece.

RUTH RATNY to WTVJ (TV) Miami as copywriter in programming department.

BOB HOWARD, WKOW Madison, appointed announcer WDSU New Orleans. He replaces NORMAN JACKSON who has been called into service.

Mr. Holmes
SEMINAR for program directors of Veterans Administration hospital radio stations, held last month at Fort Wayne, Ind., posed a perplexing attendance problem. When the local hospital outlet faced shutdown of broadcasts, WANE volunteered services of two announcers to operate it during the three-day session. Completing arrangements are (1 to r): Lynn M. Miller, WANE program director; Harold McGinnis, chief of recreation, Fort Wayne VA hospital; Norman J. Doyle Jr., program director of WFWI, the VA station. Seminar drew representatives of 26 VA hospitals throughout the nation.

MORE KIDS, AGED
Census Breakdown Shows
MORE potential radio and TV fans are indicated by the latest breakdown of the 1950 census, which shows that there are 30 million children under 10 years old, an increase of nearly 40% over 1940, and 12 million persons over 65 years of age, an increase of almost 37% over 1940.

Sex ratio, according to preliminary estimates upon which these figures are based, shows the females outnumbering the males by 100 to 98.1. This is the first U.S. census to show a majority of females. Ratio in 1940 was 100 girls to 100.7 men. The preliminary estimate also showed 63.7% of the people living in non-farm areas, 20.6% in rural-non-farm areas, and 15.6% in rural farm areas. Number of households increased from 34.9 million in 1940 to 42.5 million in 1950, a 20% increase for the 10 year period. But average size of each household decreased from 3.7 to 3.4 persons.

Give-away PRIZES
"Fastest-growing prize service in the West." We serve more than 50 AM and TV stations, plus many outlets. We use $2 and $50 items and invite inquiries from manufacturers and their agencies. We give you 100% cooperation.

Associate Needed
For Chicago Office; investment and your services required.

RAY AND BERGER
1471 N. Tamarind Ave., Hollywood 28; Telephone: HUDSON 24202

On All Accounts
(Continued from page 8)
mond, Ind., venture—WJWG. His war service was as night fighter controller in Marine aviation radar, in Hawaii and Japan, as well as the U. S. When he left the service to join Reincke, Meyer & Finn, he was a first lieutenant.

Among Frank's radio accounts are the Chicago, Burlington & Quincy Railroad, Anderson Co. (windshield wipers), Sterling Insurance Co., Otation Inc. (hearing aids) and Lehon Co. ("Mulehide" roofing). He also is about to launch Anderson on television, and already has Powder-ene (rug cleaner) and Burgess Cellulose (sponges) on TV.

While conceding that the advertising accent is shifting "a great deal" toward television, with values of time of day in radio changing sharply, Frank feels "it is ridiculous to say radio is on the way out."

Adjustments Needed
"This is a period of flux that calls for many adjustments," he says. "An agency man can't take a partisan stand for either radio or television. Both are important media."

Both Mr. Baker and his wife, the former Dorothy Bellon of Bloomington, Ill., have deep roots in the Wolverine state. Frank's grandfather, the late William Henry Harrison Myers, settled in a log cabin in Van Buren County in 1836, and his sons and daughters and grandchildren have been prominent in Michigan farming and educational circles for nearly a century.

The Frank Bakers were married June 14, 1931, and have a son, David, 18, and a daughter, Florence, 15, students at Taft high school in Chicago. The family resides in suburban Norwood Park.

Frank is a member of the Chicago Radio Management Club and is program chairman of the Chicago Federated Advertising Club. He has few hobbies, but enjoys going fishing occasionally and "if it takes a worm to catch one, I'm not too proud."

Loyalty in Pennsylvania
LOYALTY to the government and denunciation of Communism is the substance of a loyalty oath signed by 100% of the employees of WYAM Altoona, Pa. Manager Robert G. Walter also heads an "Americanization" committee, formed by the Pennsylvania Assn. of Broadcasters to work with the National American Legion Division on a projected series of programs on the threat of Communism for state network presentation. Other members of the committee are Jim Murray, KVQ Pittsburgh; Jack Hooper, WHGB Harrisburg; L. R. Rawlins, KYW Philadelphia, and Robert Trace, WMGW Meadville.

For dependable tubes* and service
.... see your RCA Tube Distributor

RCA Tube Distributors are veterans in the radio field....second to none in their territories. There's one close by to give you authoritative technical information and the best possible service on your broadcast tube requirements. Phone him.

* RCA Tubes for AM Broadcasting—such as the 833-A, 892-B, and 5671—are noted for their dependability, operating economy, and long service life. Buy RCA tubes and get all the performance you pay for.
Respects  
(Continued from page 48)  
behind in his studies, asked Wes to take over as business manager of the University Oklahoman, the semi-weekly school paper. Stacks of lineage in the next six months surprised Wes even more than it did unbelieving bystanders, encouraging him and two other students to venture into a long-hoped-for project, publication of a daily paper. They started the Oklahoma Daily in 1916, and it has been published five times weekly ever since. Wes stayed in journalism school, but thereafter took advertising rather than writing courses.

He left school for the Army in May 1917, a month after the war started. After getting an infantry commission at the First Officers Training Camp in Little Rock, Ark., he moved to another part of town and took machine gunnery training at Camp Pike. A few months later he was admitted to aviation school at Chanute Field, Ill. Wes Nunn became one of the few “flying doughboys” in the country, wearing the cross-arms of an infantry officer on his collar and the wings of a pilot on his tunic. After two years of serving as commanding officer of a service squadron in the states, he returned to Oklahoma.

At Southwestern Adv. Agency, Oklahoma City, he was undoubtedly one of the earliest full-time advertising men to work as a market investigator, checking field research on distribution of products. He was upped to contact work and new business, and then was named account executive for a client he brought into the house—Marlond Oil Co. Two years later, in 1922, he went to Marland at nearby Ponca City as assistant to the director of marketing, responsible also for all advertising. He worked at Marland 14 years, before and after it merged with Continental Oil Co. in 1929, except for about a year.

In that period he went into partnership as a Buick and Cadillac dealer in Ponca City, and ran a gubernatorial campaign for a millionaire oilman, Frank Buttram. Mr. Buttram won over six “favorite sons” but lost in a run-off vote to “Alsalfa” Bill Murray. “His losing was probably the best thing that ever happened to me,” comments Mr. Nunn, whose future could have been surrounded by pork and pickle barrels.

After the Marland merger with Continental, Mr. Nunn worked as manager of retail marketing, manager of wholesale and export sales and advertising manager. In 1956, while in Chicago on a business trip, he took the advice of two friends who suggested he apply for the advertising directorship of Standard Oil of Indiana. He walked in “cold” at 9 a.m. Friday and was hired before 9 a.m. Monday. He has been there 15 years.

Standard of Indiana, which distributes in 15 midwest states, works with McCann-Erickson agency on product advertising and BBDO on institutional. Mr. Nunn is a concerned devotee of public service advertising, “which is vital at any time but now more than ever.” Convinced that “everyone in advertising has a responsibility to help create a better and more complete understanding of advertising by the public,” he believes if advertising were not efficient, inexpensive and a proven necessity, it would have been superseded long ago.

“Advertising is something more than saying something,” Mr. Nunn says. He notes that “the governmental quarters are aware of what advertising can and does do” in helping us to help maintain a civilian economy in order to meet production demands of a defense economy. They know we can’t do it alone.

Mr. Nunn, in addition to professional advertising activities, is a member of the Executives Club of Chicago, the Economic Club (an invitational dinner forum group), vice president and director of the Off-the-Street Club and president of the Evanston Golf Club, of which he has been a member 14 years. He and his wife, the former Beryl Butler of Tulsa, were married on Aug. 26, 1917. They live in North Shore suburb Evanston with their son, Wesley Jr., a Navy veteran who works at the National Outdoor Advertising Bureau. His brother-in-law, Louis Kemp, married to his sister Louise, is an account executive at Ruthrauff & Ryan, New York.

The favorite indulgence of the entire family is visiting their ranch in the Kiamichi Mountains of Oklahoma. The cattle ranch, cared for during the year by friends, has a new Western-style home for the Nunnis with everything ultra-modern “except a telephone and television set.” There, periodically, Mr. Nunn hunts in the mountains and fishes in a river which flows through his “land.”

### National Nielsen Ratings Top Radio Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Previous Rank</th>
<th>Current Rank</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Benny (CBS)</td>
<td>1</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>Lux Radio Theatre (CBS)</td>
<td>2</td>
<td>1</td>
<td>+</td>
</tr>
<tr>
<td>Amos ’n Andy (CBS)</td>
<td>3</td>
<td>3</td>
<td>=</td>
</tr>
<tr>
<td>Walter Winchell (NBC)</td>
<td>4</td>
<td>5</td>
<td>-</td>
</tr>
<tr>
<td>Charlie McCarthy (CBS)</td>
<td>5</td>
<td>6</td>
<td>-</td>
</tr>
<tr>
<td>Jeff MacKay (CBS)</td>
<td>6</td>
<td>7</td>
<td>-</td>
</tr>
<tr>
<td>Spencer Tracy (CBS)</td>
<td>7</td>
<td>8</td>
<td>-</td>
</tr>
<tr>
<td>Fibber McGee &amp; Molly (NBC)</td>
<td>8</td>
<td>7</td>
<td>+</td>
</tr>
<tr>
<td>My Friend Irma (CBS)</td>
<td>9</td>
<td>10</td>
<td>-</td>
</tr>
<tr>
<td>Big Town (NBC)</td>
<td>10</td>
<td>9</td>
<td>-</td>
</tr>
<tr>
<td>People are Funny (F.) (NBC)</td>
<td>11</td>
<td>10</td>
<td>-</td>
</tr>
</tbody>
</table>

NOTE: Number of homes is obtainable by applying the "NIELSEN-RATING" (%) to 43,905,000 —the 1951 estimate of Total United States Radio Homes.

(*) homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1951 by A. C. NUNN CO.

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**CHIEF SAYS:**

‘Cleveland heap big hunting ground  
Seventh city in the nation  
Sales-wise hunters sure have found  
It rings the bell to use Chief Station’

**HAPPY (SALES) HUNTING GROUND**

Use WJW—Greater Cleveland’s most merchandising-minded, promotion-minded station—to bag sales in the Greater Cleveland market!

**Cleveland’s Chief Station**

**WJW**  
5000 W.  
BASIC ABC  
CLEVELAND OHIO  
REPRESENTED NATIONALLY BY M. R. REPRESENTATIVES, INC.
NEW OFFICERS and board of directors of the California State Broadcasters Assn. are (l to r) Gale Gilbert, general manager of KGER Long Beach, board of directors; Paul Bartlett, president and general manager of KFRE Fresno, secretary-treasurer; Harry Butcher, president of KIST Santa Barbara, retained for a second year on the board of directors; William B. Smullin, president and general manager of KIEM Eureka, president; David Mc-Kay, general manager of KGYW Vallejo, vice president; Arthur Westlund, president and general manager of KRE Berkeley, board of directors, and Les Hacker, owner and general manager of KPRL Paso Robles and general manager of KYEC San Luis Obispo, board of directors. Not pictured are Merle Jones, general manager of KNX Los Angeles, vice president, and Leo Schomblin, general manager of KPMC Bakersfield, board of directors.

A COCKTAIL party between meetings of California Broadcasters Assn. (Broadcasting • Telecasting, Feb. 26) brought these San Francisco station managers together: Seated (l to r), Gayle V. Grubb, general manager of KGO; Philip G. Lasky, vice president and general manager of KSFO-KPIX; Lloyd Yoder, general manager of KNBC; standing, Arthur Hull Hayes, vice president of CBS and general manager of KCBS, and William D. Pobst, general manager of KFRC.

ROY THOMPSON

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC
Altoona, Pa.

Represented by
ROBERT MEKER ASSOCIATES

PROBE ASKED

In Attacks on KOFO

FOLLOWING two acts of violence directed at the station, officials of KOPO Ottawa, Kans., have asked for an investigation by the Kansas Bureau of Investigation and Ottawa authorities.

First attack came, officials say, when a 40-pound building block was thrown through a window of the station.

Also, it was discovered that a guywire supporting the station's tower had been sawed half-way through. The tower did not fall, but engineers opined it would have toppled if exposed to high winds.

ASCAP Balloting

BALLOTS for election of directors of ASCAP were mailed to members last week, so they may be returned and tabulated before the annual membership meeting to be held March 27 at the Waldorf-Astoria Hotel, New York. All incumbents—12 writers and 12 publishers—were renominated and ballots will also carry the names of 24 additional writers and 12 additional publisher candidates.

TIME TROUBLES

Carnation Drops Show

DIFFICULTIES in obtaining a favorable eastern time slot for its CBS Carnation Family Party last week led to the Carnation Co.'s decision to drop the Saturday half-hour audience-participation show effective March 24. On the air for approximately one year, the program was originally broadcast only on Columbia Pacific Network stations and expanded after three months to the entire CBS network. The program was transmitted in Hollywood and aired 10-10:30 a.m. on the eastern network and 11-11:30 a.m. on the West Coast. Carnation had wanted to change the eastern time period to 11:30 a.m., but failed to get network approval.

According to Paul Willis, general advertising manager for Carnation, cancellation of the program was "no indictment whatever of the show." It was a good program, he said, and "may well be reinstated at the proper time." Carnation agency is Erwin, Wasey & Co.

SCBA Resolves...

IN AN ATTEMPT to curb the growing tendency of advertising agencies to overload commercial content on radio and television programs, the board of directors of the Southern California Broadcasters' Assn. has passed a two-part resolution urging its 54 member stations and network to refuse to allow any client more commercial time than is specified in the contract; and to restrict the length of commercials within programs to the recommendations of the NAB Standards of Practice. A. E. Joscelyn, CBS Hollywood director of operations, and SCBA president, has transmitted the resolution to the group.

MISSOURI PACIFIC SYSTEM has announced that every one of its diesel-powered passenger and freight locomotives will be equipped for train to train communication.

HITCH YOUR PRODUCT TO A "RADIO RANCH" STAR

Webb Hunt
NATIONAL AND REGIONAL ADVERTISERS ON WEBB'S SHOW:

Alaga Syrup
B. C. Headache Powder
Dantyne Chewing Gum
Faimaard Bread
Foremost Dairies
Ipana Tooth Paste
Kam Dog Food
Kool Cigarettes
Ladies Home Journal
Lon Star Beer
Masteraide
O. J. Beauty Lotion
Pic Sweet Frozen Food
Red Arrow Dogs
Robert Hall Clothes
Shampoo Curl

Plus a choice list of local advertisers.

Webb Hunt Shows:
"Portcity Poppert"
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
FORD
National Representative
or DAVE MORRIS
General Manager at Keystone 2581

"RADIO RANCH"
P. O. Box 2135

BROADCASTING • Telecasting
Most Important Service, Carolina Assn. Told

NEWS

NEWS is a front-line facet of radio, commercially and as a public service, said Mr. Shooster, who has been in the broadcasting business for 28 years, with training as a 4th year medical student in his early years. A graduate from the University of North Carolina, he is currently Senior Vice President of Eureka Broadcasting Co., Inc., one of the nation's oldest, largest and most respected radio companies.

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WILLIAM M. MERTZ Jr. named Chicago representative of Frederick W. Ziv Co., succeeding STANLEY LEVEY who resigned to take charge of night-time sales at KMOX, St. Louis. Mr. Mertz is former manager of C. F. MacGregor Transcription Sales.

RANDALL LARSON, producer and film director WBSN-TV Columbus, Ohio, to head branch office being opened in San Francisco about March 16 by Sterling Television Co. New office to serve TV stations in San Francisco, Los Angeles, San Diego, Seattle, Salt Lake City, Phoenix, and Albuquerque, and also offer package programs direct to agencies. President SAUL J. TURELL said additional offices contemplated in Detroit and Texas.

ALBERT ZUGSMITH, newspaper and TV consultant, has moved to new offices at 118 S. Beverly Drive, Beverly Hills, Calif. Telephone, Crestview 1-4195.

PUBLICIDAD MEXICO, S. A., Mexico, D. F. (publicity and public relations), has opened offices at Insurgentes 16. Telephone 35-56-79.

RADIO FEATURES' N. Y. office moves to larger quarters at 40 E. 41 St. Staff, headed by JACK ARDEN, collects prizes for giveaway shows syndicated by the Chicago firm including Talk-Test, Tune-Test, Field-Test and Miss U.S. Television contest.

VOYLE GILMORE, sales representative, Capitol Records Inc., L. A., to firm's artists and repertoire department. He replaces LOU BUSH, resigned effective March 15 to concentrate on outside arranging and conducting.

TELEFEX, L. A. (manufacturer rear projection process backgrounds for TV shows), introduces act-type projector that gives sharper picture and covers wider area than that provided by incandescent light. New development being used by ABC Hollywood for its Vitapix shows.

GENERAL RADIO Co., Cambridge, Mass., announces new amplifier, provides maximum output at 15 watts with less than 0.2 volt input. Type 12/23-A power amplifier has specific application in driving super sensitive generators.

HUGHEY & PHILLIPS Tower Lighting Division, L. A., moved to new and larger quarters at 4070 Beverly Blvd. Telephone, Normandy 3-2427.

F. K. McCUANE, assistant general manager, vice president Magnavox Co., appointed manager of engineering large apparatus division, Schenectady. He succeeds ERNEST E. JOHNSON, named general manager of general engineering laboratory. WILLIAM E. JOHNSON named to succeed Mr. McCune in nuclear department. Dr. MARTIN A. EDWARDS, associate engineering manager in charge technical division general engineering laboratories, named engineering manager for laboratory.

THE MAGNAVOX Co., Ft. Wayne, Ind., opening West Coast parts department to supply Magnavox television, radio-phonograph and record changer components to Magnavox dealer and service agencies in western states. Headquarters will be at 5242 E. 8th St., L. A.

NATIONAL ELECTRONIC MgF. Corp., Australia, to new and larger quarters at 4202 Vernon Blvd., Long Island City, N. Y.

London IAC

To Cover Advertising Tasks

Tasks of advertising in a free world will furnish the theme of the International Advertising Conference in London, July 7-9.

Delegates from 35 countries are expected to attend the meeting, first of its kind to be held in London since 1924.

Each of the first four business days will cover a different task for advertising, the fifth day will be devoted to a summation of the accomplishments of the delegates.

Personnel in the United States planning to attend are advised to make travel reservations soon and to register through Elton G. Borton, chairman, American Advisory Committee, c/o Advertising Federation of America, 330 W. 42d St., New York 18, N. Y.

Abbott & Friel, Inc. 370 Madison Ave., New York 17, N. Y.

Broadcast Engineers!

Attend Broadcast Day at IRE Nat'l. Convention & Radio Engineering Show

Tuesday, March 20th has a special group of papers for Broadcast Engineers:

- Symposium: BROADCAST TRANSMISSION SYSTEMS—Morning
  General Meeting
  "Master Control Facilities for a Large Studio Center"—H. H. Tanner
  "Cathode-Ray Oscillography in AM, FM, and TV Broadcasting"—P. E. Chrystal
  "Optimum Performance of Secionalized Broadcasting Towers"—C. E. Smith
  "Increased Economy and Operating Efficiency of Television Broadcast Stations Through Systemic Design"—A. A. Lahey
  "Technical Considerations of Television Broadcasting"—O. B. Hamilton

- Symposium: PANEL DISCUSSION ON THE "EMPIRE STATE STORY"—Afternoon
  A detailed discussion of the electronic, electrical, architectural, and mechanical constructive features of the Empire State broadcasting facilities by a group of specialists who are specifically involved in the activity.

- Symposium: COLOR TELEVISION—Evening
  A panel of several leading engineers from companies currently engaged in color television research and development will discuss the most recent technical advances which have been achieved in their respective laboratories during the past year.

IRE Member Registration $1. Non-member $3.

Our 1951 Advance

AS EXHIBITED AT THE-

267 Exhibits
Many including Audio, Communication and Broadcast Equipment.

The Institute of Radio Engineers
1 East 79th St., New York, N. Y.
APPEAL to the U. S. Supreme Court was taken last week from an appellate court ruling that the Communications Act does not prohibit radio stations from censoring political broadcasts by persons who are not candidates for office.

Petition for writ of certiorari was filed last week by Westing- house Radio Stations Inc. (KYW), WCAU Inc. and Triangle Publications (WFLI), all Philadelphia. The decision in the case of Felten v. Westinghouse etc. was handed down Dec. 20 [BROADCASTING • TELECASTING, Dec. 25, 1960].

Originally the district court ruled that censorship bans in Section 315 of the Act applied both to a candidate and to his authorized representative. The U. S. Court of Appeals for the Third Circuit has reversed this ruling and held the prohibitions applied only to the candidate personally and did not include either his authorized agents or supporters in general.

Speeches Made in 1949

David H. Felix, Philadelphia lawyer, filed suit for alleged defamation of character following radio speeches delivered Oct. 24-25, 1949, by William F. Meade, chairman of the Republican Central Campaign Committee of Philadelphia. Mr. Meade was not a candidate but was authorized to speak on behalf of candidates.

The three stations contend Section 315 forbids them from censoring such speeches. The district court so ruled, only to be reversed by a three-judge appellate court. Petitions for rehearing were dismissed.

Counsel for the station, in the brief, argue the issue is at the heart of the democratic process in a modern political campaign, to wit, the degree to which the protagonist in the campaign are subject to censorship by the owners of radio stations. Petitioners urge that the utmost freedom from censorship in political matters is in the public interest, and that is the view taken by Judge Kirkpatrick (district court). It is also the position of the FCC (Port Huron Broadcasting Co., WHLS).

"The censorship clause is part of the provision for equal opportunities to all candidates. The two are of equal breadth of coverage. The question of censorship of political speeches by radio broadcasting companies is therefore intertwined with the rights, duties and prohibitions of radio stations in the matter of equality of charges and of allowance of time to be made to the contestants in the political campaign."

"This case is the first decision of a federal court on the point."

The issue also is important to

**APSC CONFERENCE**

Broadcasters Attend

MORE than 75 broadcasters from North and South Carolina and Virginia attended the First Associated Program Conference held last month at Sedgefield Inn, Greensboro, N. C.

Maurice B. Mitchell, APS general manager, conducted the 3½ hour afternoon session designed to help stations increase volume and overcome sales problems.

Morning session on programming was devoted to discussions by Jim Lucas, APS director of product development, and Les Biebl, Associated Program director. Harold Essex, general manager of WNJS Winston-Salem, presided as honorary chairman.

persons who conduct political campaigns, it is pointed out, and involves the right of free speech.

Core of the controversy, according to the brief, is interpretation of the word "use" in Section 315. Legislative history of the Act is reviewed to support the contention that "use" should be interpreted in a restricted sense.

The appellate court's decision leaves broadcasters in a precarious position in connection with political broadcasts, according to attorneys familiar with the case. FCC has never stated a positive opinion whether broadcasts on behalf of candidates by others than candidates themselves are governed by Section 315.

**NARDN MEET**

Convention Site Undecided

BIDS for the 1951 convention of the National Assn. of Radio News Directors have been received from 26 cities and was announced last week by Ben Chatfield, WMAZ Macon, Ga. NARDN president, said that invitations for the convention have more than tripled since last year. A decision will be announced when the board of directors meets in Chicago in April.

Lowell Thomas, a principal speaker at the 1960 convention in Chicago, has reportedly issued a special invitation to have the convention at his home in Pawling, N. Y.

**McCarthy vs. Pearson**

CHARGE by Sen. Joseph R. McCarthy (R-Wis.) that ABC Commentator Drew Pearson has been recipient of military secrets from the Pentagon is now in the hands of the Justice Dept. [BROADCASTING • TELECASTING, Jan. 29]. Secretary of the Army Frank Pace Jr. has announced transferal of the case from his department to the Justice Dept. Secretary Pace told Sen. McCarthy that the Army's probe of the incident has been completed with "negative results."

"WE'VE ALL EARS..."

for station WTH, say the formers from Michigan's great Thumb district.

- First with the latest news
- 2 Daily farm programs
- Best in entertainment

**ABC NETWORK**

Represented by Weed & Co.

Radio Station of the Port Huron Times-Herald

**TELECASTING**
NEWSCAST CONTEST  
KWHW Altus, Okla., in cooperation with Lee Onite Equipment, Altus, have made public speaking and radio experience available to local high school juniors and seniors. One student each week collects commercials from sponsor and edits news for 16-minute show. Students work hand-in-hand with station preparing show. Winner will be given portable typewriter.

SPOTS PUSH RADIO  
WDOD Chattanooga uses spots to combat sets-not-in-use figure. Station points out "Keep Your Radio on Every Minute and . . . Every Day," so that listeners can keep abreast of world events.

TOPFLIGHT SHOW  
KIWW San Antonio, International Hour, Sat. 11:30 a.m., program honors some outstanding individual man or woman, who has made a noteworthy contribution to welfare of others without consideration of color, race or creed. Person so honored is named "The Good Neighbor of the Week" and is given citation.

SHARP PROMOTION  
KTTV (TV) Hollywood sending trade five-page promotional booklet. Front page shows expressionist drawing of Barker, and bears words "An extra come-on for customers." Inside pages contain block ads for programs carried by station, with similar drawings and photographs of stars featured, used as regular newspaper promotion. First inside page of folder further reads, "when you buy time on KTTV you know your advertising message will be seen on television by hundreds of thousands of your potential customers ... at KTTV you get an advertising extra--the station's continual, long-range newspaper promotion of every program."

SNOWED under with over 25,000 letters and postcards received by WKOP Binghamton, N. Y., during a week-long contest, this pretty receptionist begins the task of sorting them out. Listeners in the area were asked to send their Social Security number with a $100 dollar prize for the person coming closest to the "mystery number" locked in the station safe. It took WKOP three days after the contest closed, and the help of four extra mail clerks, to select the winner.

VET HOSPITAL  
WSGW Saginaw, Mich., inaugurated new public service series Feb. 10 from city's new $5 million Veteran's Hospital. Every Saturday afternoon, show will originate from hospital's modern radio studio, featuring "Uncle Don" Andrews and patients appearing as guest disc jockeys.

TITLE FIGHT  
WSAZ Huntington, W. Va., Feb. 14, in cooperation with "The Huntington Advertiser" and local Philco dealer, set up television in arena where Advertiser was staging Golden Gloves bouts, so fans could see the LaMotta-Robinson title fight from Chicago. Sets were placed in the arena so spectators attending would not miss either event. WSAZ-TV carried the fight locally.

GRIDPION AWARDS  
WDIA Memphis sponsored "WDIA Gridiron Great Contest" for six best football players in local Negro high schools. Coaches and principals rated boys for the award. In addition they had to receive majority vote by students at their schools. Station distributed printed sheet with pictures of winners and explanation of contest. Contest was conducted to promote "friendship and understanding" among the people of Memphis. Each winner was awarded gold velt watch.

RADIO COURSE  
WDET (FM) Detroit cooperating with local labor unions in radio technique course. Station helps with all phases of program and donates facilities for shows. Dodge Local 3 has presented Letter From Local 3 over station.

TRANSIT FM  
KXOK-FM St. Louis sending advertisers and trade brochure inviting them to look into Transit Radio. Cover resembles front of bus with window cut out and picture of women looking through and is headed "Here is your perfect prospect. . . ." Inside gives purpose of Transit Radio and audience it reaches.

'BOMING' COVERED  
KCBS San Francisco presented special broadcast of mock bombing attacks on West Coast. Bill Doria, KCBS newsmen, broadcast bird's eye view of raids from jet fighter. KCBS News Director Bill Nettfield arranged show.

FREE TIME  
WMAM Chicago gave clients promotional announcements last year worth $1,121,105. John Keys, promotion manager of WMAQ (AM) and WNBQ (TV), reported. Gift certificates were mailed to local and network clients calling their attention to quantity and cash value of free spots aired on both stations. Total of 16,088 promotional announcements were broadcast on WMBQ, while 4,385 were televised. The TV spots had rate card value of $346,777. Harry C. Kopf, NBC Central Division vice president and general manager of both stations, signed the certificates.

CATHOLIC Broadcasters Assn's promotion committee reports that recent survey showed that Rosary on the Air is being heard in more than 5,000 cities and communities.

immediate revenue produced with regional promotion campaigns
23 years of service to the broadcasting industry
HOWARD J. MCCOLLISTER COMPANY
66 ACACIA DRIVE
ATHERTON, CALIFORNIA
DAVENPORT 3-3061
PAUL W. MCCOLLISTER, General Manager

BROADCASTING • Telecasting

LANG-WORTH FEATURE PROGRAMS, INC.
110 W. 51ST ST., NEW YORK, N. Y.
Network Commercial Programs at Local Station Cost

NOT MUCH WAVING IN BANNER (Ky.)!

Banner is one place we don't wave in Kentucky. We don't have the power—or, frankly, the inclination!

Instead, our colors fly high over the rich Louisville Trading Area. Night and day we WAVE a gal- laxy of NBC and local stars—pull a tremendous audience in the 27 important Louisville-area counties, which account for nearly as much business as all the rest of the State, put together!

So roll up Banner, and WAVE Louisville! There's a lot stirring around here.

LANG-WORTH

FREE AFFIL. • 5000 W.ATS • 370 C.B.
FREE & PETERS, INC.
National Sales Representatives

March 5, 1951 • Page 81
KBIS ON AIR
Marmat Opens AM Outlet
KBIS Bakersfield, Calif., new 1 kw independent on 970 kc, licensed to Marmat Radio Co., started operating Feb. 28. Studios are located at 907 Oak St., which also houses Marmat’s KMFR (FM), founded last year.
James L. McDowell is general manager, with Guy Marchetti, assistant manager. James E. Reynolds is commercial manager and George Crofford program director. Richard Sampson is chief engineer. New station joined Southern California Broadcasters’ Assn., Hollywood, as its 55th member.

NEW STATION
Makes Toronto’s Sixth
CKFH Toronto, new 250 w station on 1400 kc, went on the air Feb. 21 to become the sixth Toronto station. Owner Foster Hewitt, Canadian sports commentator, has been broadcasting hockey games and other sporting events for over 25 years, first as CPFA, then owned by the Toronto Daily Star, and later with Canadian network.
His 22 year old son, Bill, who has had experience at various Canadian stations, will head the sports and special events department. CKFH will be on the air 24 hours daily, seven days a week.

Frederick Schmidt
FREDERICK SCHMIDT, who broadcast Voice of America messages to Germany, died Feb. 18 in New York, a short time after he was stricken while working on a broadcast. Widely known in Germany as Fred Williams, he had been singled out for attack by the Soviet Union on several occasions in recent years when his commentaries aroused German public opinion. He was editor and political commentator of the German section for Voice of America. Mr. Schmidt leaves his widow, Edith, and a daughter, Dorothy.

FEFBRUARY 23 TO MARCH 1

Grants authorizing new stations, changes in facilities, and transfers approved are published, accompanied by a roundup of new station and transfer applications.

February 23 Applications

February 27 Decisions

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash., D. C.
Starring 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
"A reliable service for over 16 years" For immediate service phone
JACKSON 2202
P. O. Box 7037 Kansas City, Mo.

VACANCY
YOUR CITY’S NAME in this "vacancy" weekly reaches up to 15,500 readers—station owners and operators, engineers and technicians—applicants for AM, FM, television and facsimile facilities.

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
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PRECISION FREQUENCY MEASUREMENTS
"A reliable service for over 16 years" For immediate service phone
JACKSON 2202
P. O. Box 7037 Kansas City, Mo.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Washington, D. C.
1337 Wisconsin Ave., N. W.
Member AFCCE*

McNARY & WRATHALL
RADIO ENGINEERS
906 National Press Building
Washington 4, D. C.
Member AFCCE*

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. 
WASHINGTON 4, D. C.
Member AFCCE*

There is no substitute for experience
GLENN D. GILLET AND ASSOCIATES
925 NATL. PRESS BLDG. 
WASHINGTON, D. C.
Member AFCCE*

Russell P. May
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Rep. 3984
Member AFCCE*

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Rep. 3984
Member AFCCE*

Walter F. Keen
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

Guy C. Hutcheson
1100 W. ABBY ST. 
AR 4-8721
Arlington, Texas

George C. Davis
501-514 Munsey Bldg.—Starrind 0111
Washington 4, D. C.
Member AFCCE*

Gautney & Ray
CONSULTING RADIO ENGINEERS
1052 Warner Bidg.
Washington 4, D. C.
National 7777

Weldon & Carr
WASHINGTON, D. C.
1605 Connecticut Ave.
Washington, D. C.
Member AFCCE*

A. Earl Cullum, Jr.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6100

Silliman & Barclay
1011 New Hampshire Ave.
Washington, D. C.

Adler Engineering Co.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
1 Le Fevre Lom, New Rochelle, N. Y.
New Rochelle 1-1620

February 28 Applications

February 28 Applications

and main studio locations and change type trans.
WBBM New Smyrna Beach, Fla.—Granted mod. CP for approval of ant.
and trans. and main studio locations and change type trans.
WDJZ Marquette, Mich.—Granted mod.
CP for extension of completion
date to 8-28-81.

WTYA Pasadena, Calif.—Same to 6-
31-81.

KRES St. Joseph, Mo.—Same to 5-
31-81.

KIRR Hood River, Ore.—Granted li-
cense new AM station; 1360 kc 250 w.
un.

Donald W. Howe, Ware, Mass.—
Granted request that dismissal of KA-
811 on 1-20-81 be set aside and amend-
ment executed 1-30-81 be accepted for
filing; and that CP be authorized in
accordance with following: frequency
1360 mc; power: 25 w; emission:

BROADCASTING • Teletcasting
Help Wanted

Managerial

Manager wanted. Rural Virginia 250 wat, half of market breaking even. Must be capable and willing to operate station. Monet share of profits. State qualified, first letter. Box 6838, BROADCASTING.

Station manager with sales experience wanted for Florida station in one station town of 15,000. Good salary, percentage of profits, send photograph and availability for interview, preference shown to one holding first class license. Box 963, BROADCASTING.

If you think sales, breath sales, sell sales, then you are the man for WJUL radio station. Box 443, BROADCASTING.

250 watt local has immediate opening for sales manager. Applicants must be able to announce and must have desirable personality. Immediate. Contact Bill Tedrick, KNEM, Missouri. Nashville.

Salesman: Pennsylvania independent seeking an opportunity to enter sales in a prosperous market. Only station in area. Retail sales experience. Good salary, commission. Apply 862, BROADCASTING.

Salesman—Experience in competitive selling radio. Must be alert and ethical. Send full information; references, photo, income requirements. KSEE, Pocatello, Idaho.

Salesmen or woman. Independent AM-FM, State experiences and references. Contact direct WATG, Ashland, Ohio.

Announcers

Experienced announcer-copyright writer. Pennsylvania 250 watt, give full details with first reply including discography, picture, salary desired and resume. Box 596, BROADCASTING.

Experienced announcer-copyright writer. Give full details with first reply including discography, picture, salary desired and resume. Box 596, BROADCASTING.

Immediate—Combination man for network station in Georgia. State salary, background and disc first letter. Box 7783, BROADCASTING.

Help Wanted (Cont'd)

Commercial

Engineer-announcer needed at once. New 1 kw daytimer, southeast, near capital. Salary and liberal package, referred but not essential. Box 501, BROADCASTING.


Combination engineer-announcer for 5000 watt ABC outlet in middle west. Modern facilities, high pay. Send resume to Box 906H, BROADCASTING.

Who is the man for this job? WSCR, Springfield, Missouri. WSCR offers opportunity in one of the most beautiful cities in the east. Major market—unlimited opportunities. Send resume and letters, working conditions, written salary and liberal share, to 86251, BROADCASTING.

To Box 896, BROADCASTING.

Experienced salesperson—wants to join first class station. Must be good man, no salary necessary. Contact Bill Tedrick, KNEM, Missouri.

WANTED: Man for ten years background radio, newspaper, department store advertising, personnel management. Must be capable of making tough sell with real opportunity. Contact 917, BROADCASTING.

$75.00 a week, plus sales. Act now. Address Box 31I, BROADCASTING.

Salesman: Currently desires challenging connection. Single man. South Carolina. Box 322, BROADCASTING.

Salesman: Indiana outlet. Must talk to man who is aggressive. Immediate. Box 412, BROADCASTING.

TV sales. Twenty years of constructive radio background. Excellent personal management. With the very best of references as to all questions. Send resume of experience to Box 6839, BROADCASTING.

Situations Wanted

Managerial

Continuity writer, 1000 watt network station in Michigan offers excellent opportunity and good salary for experienced writer. Rush sample copy, qualifications to Box 755H, BROADCASTING.

Giri capable of taking charge of continuous operation of 5000 watt Pennsylvania 250 watt. Give full details, experience, photographs, references, salary and qualifications. Box 895H, BROADCASTING.

Announcer wanted for AM-TV station in midwest city of 125,000. Must have full experience. Qualifications to Box 301, BROADCASTING.

Farmingurnished to organize and operate farm service department for aggressive 5 kw midwestern, network affiliated station. Unusual opportunity for right man. Send complete details, including photo and salary requirements. Address Box 86251, BROADCASTING.

Midwestern network affiliate desires services of fully experienced radio newsman. Must be at least ten years of news broadcast and newspaper background. Write in coating presenting news on the air. Send complete details in letter including experience, education, references and salary requirements. Box 401, BROADCASTING.

Continuity writer—Midwest station desires experienced copywriter to handle radio and TV. Good salary. 44 hour week, pleasant working conditions. Must have broken in and have a track record. Send photo to Box 31E, BROADCASTING.

Sports announcer-engineer for 5000 watt network station. Must have experience in large and small market stations. Good salary. Car necessary, not necessary. Pleasant surroundings. Must be experienced. Box 351, BROADCASTING.

Upload service engineer-wanted for AM TV station in midwest city of 125,000. Must be experienced. Send disc and copies to Box 361, BROADCASTING.

Help Wanted (Cont'd)
Situations Wanted (Cont'd)

Experienced announcer, potential salesmanager. Ten years with network station. Award winning show and station. For hard work are considered. Presently unhappy with larceny conditions. Wt: 220 lbs. Write: Box 237I, BROADCASTING.

Experienced sportscaster, former baseball, football, basketball and staff, emphasis on baseball, Veteran, Army, 4 years service. West. Salary $175.00. Box 589, BROADCASTING.

Experienced announcer seeks position as Disc Jockey. Has wide experience and is willing to move. Write: Box 231I, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, 3 years experience transmitted, remotes, tantrecorders. Present: Box 817H, BROADCASTING.

First phone, no experience. Draft exempt. Will consider. Box 817H, BROADCASTING.

Chief rigger—New employed 25 years, Marine experience, complete welding with private radio, Army or Navy training, married. Has complete experience in radio, television maintenance supervisor or inspector. Can erect or supervise installation of types of antennas, transmission lines AM, FM, TV, fiber optic. Salary request. Available reasonable notice. Write: Box 41I, BROADCASTING.

Very experienced announcer. All phases broadcasting, wishes to make move. Salary $64.00. Expect family. Other first class license in family. Neither subject to draft. Civic and employment references. Position only. Box 811I, BROADCASTING.

Chief engineer-program director-an- nouncer desires chief engineer or chief engineer-announcer in established network station. Five years experience and knowledge of directional and 250 watt construction box 368, BROADCASTING. Consider any where, prefer west. Box 258I, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, 16 years experience all phases of broadcasting, prefers central or south. Salary $75,000. Box 238I, BROADCASTING.

Chief engineer-operator. Familiar with construction. Prefer New York State. Box 369I, BROADCASTING.

Engineer, 18 years experience all phases, willing to travel, available immediately. Box 691I, BROADCASTING.

Holder 1st phone, straight engineer-pre fer Chicago or any near by states. Box 581I, BROADCASTING.

Sports director, 2-1/2 years experience and TV. Prefer northeast, available immediately. Box 40, BROADCASTING.

Production-Programming, others

Female (40) continuity, mike, steno. Prefer midwest independent. Consider Chicago area. Salary $13,000. Box 569I, BROADCASTING.

Seven years in radio. Now employed. Excellent all around production man. Air work requested. Personal interest. Inquire. Box 695I, BROADCASTING.

Champion writer, woman, de- signs own radio programs. Marine area. Three years experience. Radio, TV. Gainsboro, N. Y. Box 358I, BROADCASTING.


Production-Programming, others

TV. Air work. No experience. Draft exempt. Will consider all. Desire negotiations held confidential. Box 590I, BROADCASTING.

Champion writer, woman, de- signs own radio programs. Marine area. Three years experience. Radio, TV. Gainsboro, N. Y. Box 358I, BROADCASTING.

Publicity sales promotion director available. Chief engineer-production or un-fulfilled financial promises cause of employment. Radio, TV, publicity, newspaper experience. College degree. Technical training. Charge 1/2 to 1%, depending on size of account. Qualifications, recommendations furnished. Box 596I, BROADCASTING.

Two men baseball sports team can add punch to local programming. Com- prised in business management, production, publicity promotion. Salary $300. Draft exempt. Box 231I, BROADCASTING.

Young man, 24, would like announcing, production, sales. Draft exempt. Experienced California region with many years experience. Prefer Missouri or surrounding states. Box 431I, BROADCASTING.

Situations Wanted: Programming or other field. Salary $68.00. Prefer experience. Prefer Missouri or surrounding states. Box 431I, BROADCASTING.

Newsmen and continuity writer. Two years experience with many stations. Some commercial experience with promo. Special events, news gathering and reporting. Salary $70. Draft exempt. Prefer west coast or mountains. Box 601, BROADCASTING.

Situations Wanted (Cont'd)

Need a dynamo in your radio room? Experienced and capable. Has several years experience getting and building local spots. Salary $5000. Draft exempt. Air talent. Box 841, BROADCASTING.

Sports director, professional baseball, college football, basketball, play-by-play, color commentary. Prefer college graduate. Box 711I, BROADCASTING.

Wanted—Job building topnotch sports shows. Older, can carry on with limited experience. Prefer CBS affiliate loaded commercially. Salary $15,000. Box 235I, BROADCASTING. Will consider all. Prefer someone with experience. Believe I just can't improve conditions and produce exciting product, I can be of assistance. Contact me at WBAY, Green Bay, Bob Savage.

Mental director: 21/2 years all-round radio experience. Set-up, maintain organization with 2,500 personal records. Announce, rewrite, shows. Prefer newer, independent but experienced mental director. Will consider position offering possible future advancement to program manager. Salary $2000 per month, minimum. Minimum salary $65.00. Prefer eastern station. Address: Box 831, Radio City Station, New York City.

Production-Programming, others

For sale

Nearly new Collins 250 watt FM transmitter. Four tuned antennas, monitor and meter. See description in this issue for full application for buyer at no extra cost. Box 263I, BROADCASTING.

General Electric FM 3 kw transmitters, 120 volt, 200 amp monitor. Box 741I, BROADCASTING.

For sale: Brand new. 25% discount, 10 Ft. model 250, 2 Pewt, 1/2 inch antenna, 2000 feet of wire, 1000 feet of wire. $350.00. Box 955I, BROADCASTING.

For sale: Brand new. 25% discount, 10 Ft. model 250, 2 Pewt, 1/2 inch antenna, 2000 feet of wire, 1000 feet of wire. $350.00. Box 955I, BROADCASTING.

Two Blow-Knox 200 foot solid support antenna. 10000 feet of wire, 2 Pewt antenna support, 2 Pewt line, 2 Pewt connector 28 solid wire. Other miscellaneous items. See description in this issue for full application for buyer at no extra cost. Box 256I, BROADCASTING.

For sale: Westinghouse 500 kw AM antenna support, 2 Pewt, 1/2 inch antenna, 2 Pewt tower, 10000 feet of wire, 3 Pewt connector, 2 Pewt line, 10000 feet of wire. $550.00. Box 256I, BROADCASTING.

Television

Television engineer. Seven years total experience. Know RCA camera chain. Equipment. Camera rental, studio. Prefer family wants to relocate. Box 697I, BROADCASTING or TELECASTING.

For sale

Mauchly, 8521 S. Loomis Blvd., Chicago, Illinois. Triangle 4-1459.

Technology

Technical

Television engineer. Seven years total experience. Know RCA camera chain, studio, rental, equipment. Camera rental, studio. Prefer family wants to relocate. Box 697I, BROADCASTING or TELECASTING.
Radio Station and Newspaper Appraisals

Tax, estate, and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

Radio Station and Newspaper Brokers

WASHINGTON, D. C.

Chicago

San Francisco

WALTER W. BLACKHAM

Ralph R. Murphy

Ray V. Hamilton

Radio Station Appraisals

9434-2

San Francisco

Exhbrook 2-5072

Sterling 4341-2

Ralph 6-4530

Box 947H, BROADCASTING

Telephone 6-4530

\[ \text{Radio Station Appraisals} \]

WANTED TO BUY

Radio station wanted. Interested in radio station or combination station and newspaper. Give details. Box 849H, BROADCASTING.

Low priced single market station in south, suitable for combination operation. Will appreciate full details. Box 391, BROADCASTING.

Equipment, etc.

Complete equipment in good condition

WANTED: Complete 1 kw AM transmitter. Must be in good operating condition. Box 849H, BROADCASTING.

Complete studio equipment. Also modulation monitor, frequency monitor and limiter. State make, price and condition. Box 391, BROADCASTING.

Fair but Andrew FM antenna. Quote lowest cash price. Box 160, BROADCASTING.

WANTED TO BUY

Complete used equipment for growing kilowatt on air. Box 391, BROADCASTING.

WANTED: Complete kw transmitter, 1800 feet of sample lines, 1500 feet RG-58 transmission line. KSIV, Ontario, Oregon.

New or near new console, preferably RCA, 78-B or 78-D or other make with similar facilities. WHO-AM, Des Moines, 7, Iowa.

Two Fairchild, Presto, or RCA center drive turntables. George Steiger, Chief Engineer, WHOM, New York.

WANTED:

Field intensity meter in good condition. Either RCA, AK-2 or Federal 104-C. Contact G. R. Hoffman, WJIP, Evansville, Indiana.

Help Wanted

Announcers

MORNING PERSONALITY WANTED IN MAJOR EASTERN MARKET

A 50,000 watt NFC office is looking for a topnotch experienced morning personality with proven record of large audience pull. Excellent financial arrangements for right man. Send mail, recent photo, personal data immediately.

BOX 391, BROADCASTING

Help Wanted

Production-Programming, others

Man who can direct people and who knows television, vocal and instrumental music. Must take initiative and build top rated shows for top midwest radio station; no TV. Address Box 849H, BROADCASTING.

Situations Wanted

Production-Programming, others

MANAGER widely experienced production, public relations, advertising, and top clerical. Broad Washington contacts. Will be major or minor interest in good, small upper Ohio Valley market.

BOX 291, BROADCASTING

SALES CLINIC

Held by Canadian Outlets

BY HOW MUCH Canadian stations were underselling their time was shown representatives of 23 Canadian stations attending the eighth annual sales clinic conducted by their national representatives, H. N. Stovin & Co., at Toronto, Feb. 23-24. Horace Stovin showed through graphs and tables comparative rates of American and Canadian AM stations with similar coverage data and how much less Canadian stations were getting for their time. He presented tables showing how much each Canadian station could up its hourly basic rates to meet the rates of comparable stations south of the international border, and how they compared with newspaper rates.

Pat Freeman, sales director of Canadian Assn. of Broadcasters, Toronto, pointed out that the Canadian radio industry was "discount crazy" and stated that eliminating some of the discounts was one of the ways in which rates could be upped. Extra data services for the advertiser also would demonstrate the legitimacy of higher rates.

J. E. Potts, Lever Bros. Ltd., Toronto, told the station men what advertisers wanted from stations by way of market data. S. W. Caldwell, Toronto, transcription distributor, dealt with the proper use of various types of transmitted shows.

Saturday sessions were devoted mostly to internal station operations, including market research by Stuart Smith, James Lovick Adv. Co., Toronto; accounting practices by H. M. Hope, CHOV Pembroke; master control on promotion by W. N. Hawkins, CFOs Owen Sound, and the survey on public advertising attitudes made by Elliott-Haynes Ltd., Toronto.

GOVT. CAREERS

Open to Radio Technicians

THE GOVERNMENT has openings for radio operator-technicians interested in radio communications and general electronics careers involving extensive overseas assignments.

Current starting salaries for non-supervisory radio operator-technicians range from $3,100 to $3,825 a year. Interested persons are asked to send a brief application to Post Office Box No. 5640 Washington 16, D. C.

We'll buy your radio station all or part. Now operating a successful radio station in a major market, we are anxious to acquire another large or small market station regardless of power. This is the opportunity you have been waiting for to liquidate your holdings. Our radio station is making a profit in a tough TV market. Not interested in Stations west of the Mississippi. Act now for the best deal. First come first served with our money. We are owners, please no brokers. All replies strictly confidential.

Don't commit yourself to a price until we contact you. You'll hear from us if you answer this invitation to sell.

BOX 947H, BROADCASTING
CAB Maps Plans
(Continued from page 29)
hearts of Canadian broadcasters,
noting that he had attended past conventions as ‘‘permanent fratern-
ity delegate of NAB, joined in our discussions, acted as our imperial
referee, enjoyed the friendship and confidence of us all.’’

The Gillin award, made by a To-
onto committee of three influential
citizens on the basis of presenta-
tions sent in by a large number of
Canadian stations, went to CJOB,
outlaw station, with the slogan, ‘‘Work-
ing for Winnipeg.’’ Honorable mention was given
Bill Stovin, CJBQ Belleville, post-
war small-market station, for its
work for more than 30 charitable
organizations.

CJOB, CJBQ Cited

The Gillin Award is a bronze pla-
que, based on the WOW letter-
head, designed by Bill Carter,
CKLW Windsor. Per-
mament awards were a clock to CJOB and
a silver cigarette box to CJBQ.

CAB directors elected were F. H.
Elphicke, CKWX Vancouver; Gordon
Love, CFCN Calgary; Ed Rawlinson,
CKXK Prince Albert; Robert Albert,
William Speers, CKRC Winnipeg; William
Laba, CKTB St. Catharines; Murray
Brown, CFPL London; Harry
Sedgwick, CFRB Toronto; Dr. Charles
Houde, CHNC New Carlisle; W. B. C.
Burgoyne, CTV St. Catharines, and
Gordon Love, CFCN, Calgary.

ELEVEN new directors were elected
Tuesday afternoon at a general meeting
of the Canadian Assn. of Broadcasters during their annual convention
at the Chateau Frontenac, front row (1 to r): Murray Brown, CFPL London; William
Speers, CKRC Winnipeg; D. Malcolm
Neill, CFNB Fredericton; F. H. Elphicke,
CKWX Vancouver; back row, E. A.
Rawlinson, CKBI Prince Albert; E. P.
MacDonald, CJCH Halifax; and Harry
Sedgwick, CFRB Toronto. Absent
were Phil Lalonde, CKAC Montreal; Dr. Charles Houde, CHNC New Carlisle;

HOOPER CHECK

May Resume in Orlando
C. E. HOOPER Inc. last week of-
fered to resume its Orlando, Fla.,
station, which had been discon-
tinued Feb. 21 following receipt of
a telegram from three Orlando sta-
tions protesting that WORZ there
was ‘‘influencing radio audience’’
by money giveaways and a tele-
phone campaign.

The resignation offer was con-
ditioned on WORZ’s underwriting
the remainder of the survey cost.
No decision on this point had been
made late last week.

The protesting stations were
WDHO WHOO and WLOP, which
had been participating in the sur-
vey but which wired the Hooper
organization that WORZ ‘‘has
persisted in influencing radio audience
by money giveaways throughout en-
tire broadcasting day and is cur-
rently conducting telephone cam-
paign with listeners.’’

The survey was then stopped.
WORZ representatives promptly
notified the survey firm that the
‘‘money giveaway’’ was Lucky So-
cial Security Number. A program

Miles Renews News Show

MILES LABS, Elkhart, Ind., re-
news News of the World on the full
NABC network from April 2 for
52 weeks through Wade Adv., Chi-
ago. The show, which advertises
Alka-Seltzer and vitamins, is
broadcast five times weekly, 7:30-
7:48 p.m., with a West Coast re-
peat at 11:15 p.m. EST.

SOMNY THE BUNNY

On Records: Gene Autry—Col.
39217; Tommy Tucker—MGM 60010; Mervin Shiner—Dec.
27482.

BROADCASTING - Telecasting

Time Buyers, NOTE!

NO TV
Stations within
60 miles of
YOUNGSTOWN, O.
Ohio’s 3rd
Largest Trade Area
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The Only ABC
Station Serving
This Market
5000
All programs duplicated on
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SUCCESSFUL
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Convention  
(Continued from page 25)  
p.m.; Tues, Wed including lunches but not the banquet) will be $20 in advance ($22.50 for late registration).  
For the TV session Thursday registration will be $10, including lunch ($12.50 for late registration). Extra tickets will be available for luncheons and the banquet up to seating capacity. Robert K. Richard, NAB public affairs director, is handling management conference programming.  
Among satellite meetings to be held in connection with the convention are a Sunday meeting of MBS affiliate stations and the annual BMI dinner Monday evening.

Higgins Hospitalized  
HUGH M. P. HIGGINS, director of BAB, was hospitalized in New York last week after suffering a stomach attack Tuesday evening. He was reported recovering satisfactorily later in the week.

TRANSFER GRANTS  
For WDSU, WJEL  
APPROVAL was granted by FCC last week to assign of license of WDSU-AM-FM-TV New Orleans from Edgar B. Stern Sr. to WJEL-broadcasting Corp., new firm owned 67% by Edgar B. Stern Jr. Consideration involved is $1,185,000.

Consent also was granted by the Commission to maintain control of WJEL Springfield, Ohio, through sale of 100% interest to D. J. Parsons and Frank N. Jones for $250,000 to Chester R. Hinkle and George M. Hinkle Sr., owners of Hinkle Adv. Co. Mr. Walker is an architect. WJEL is 500 w daytime at 100%.

Edgar Stern Sr., who with Edgar Jr. has been operator of the WDSU properties, is retiring from radio. The new licensee, WDSU Broadcasting Corp., in addition to being owned chiefly by the younger Stern, is owned by Robert D. Sweeney with 20% interest.

to include issue with reference to areas with effective radiated power of 31 kw. WDSU-FM is a Class B outlet.

KIDO FACILITIES  
Goes on 630 kw With 5 kw  
KIDO Boise, Idaho, will begin operating with 5 kw on 630 March 18, Walter E. Waggart, vice president and general manager, announced last week.

The new RCA transmitter feeds a directional antenna array of three 505-foot IDECO towers. Mr. Waggart reports KIDO will henceforth have the largest physical coverage of any station in Idaho, regardless of power. KIDO now operates on 1590 kw with 2.5 kw day, 1 kw night.

FCC Actions  
(Continued from page 88)  
Applications Cont.:  
Cence to cover CP new FM station.  
Modifications of CP.  
KTSF (TV) Hollywood—Mod. CP new commercial TV station for extension of completion date to 8-26.

March 1 Decisions . . .  
BY COMMISSION EN BANC  
Program Log  
Announced that Bell & Howell is making to amend Part 3 of FCC rules concerning maintaining and training broadcast logs to make such rules applicable to permittees as well as licensees of such stations. Comment deadline April 22.

Authorized to make credit report under Sec. 4.2216 as a substitute for a credit report for CP.

Proposed to amend Sec. 4.2216(a) of FCC rules to enable AM and TV stations, which are also licensees of ASB, to report sales and costs for use in communication for studio and trans. Comment deadline April 22.

Authority Denied  
WDJL-FM Providence, R. I.—Denied authority to continue operation for 6 mo. because of financial considerations.

Extension Granted  
WNEW New York—Granted extension from Feb. 14 to May 15 to meet terms of CP for increasing power on 1330 kw from 10 kw to 80 kw, install new trans. and change DA-DN to NA-DN.

Modification of CP  
WLGZ Williamport, Pa.—Granted modification of CP for approval of int. and trans. request.

Request Denied  
WAUX-FM Waukeshia, Wis.; WRFD-FM Worthington, Ohio; WWPL-FM Bloomington, Ind.; WNEC-FM Norwood, Mass.—Denied requests of WAUX-FM, WRFD-FM and WWPL-FM for waiver. Sec. 3.251 of rules to permit sign off at station’s location and on-the-air programming for 6 stations, and of WSAV-FM to operate from 5 p.m.

SSA—839 kc  
WNYC New York—Granted extension of SSA to operate additional hours, 6 a.m. (EST) to local sunrise New York and from local sunset Minnesota to 10 p.m. (EST) using DA-2, for six mos. from March 2.

AM-110 kc  
KLOK San Jose, Calif.—Denied petition to reconsider and grant without hearing application for renewal of license of KLOK 1100 kc to change from 5 kw to 1 kw, 5 kw-LS, uni. and install DA-2, on own motion, amended order of March 28, 1958, designating new location for hearing in consolidated proceedings with applications for renewal of license of San Diego (for mod. license KCQB to increase N power from 1 kw to 5 kw)

hard working, resource producing manager,

Stable, selling, economical, program-wise operator. Market size, location, unimportant. Experienced, successful 230 up. Ten years last organization. Veteran, 36, family.

KFWB  
IN HOLLYWOOD  
980 on the dial

Page 88 • March 5, 1951

NEARLY 30 YEARS

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BROADCASTING • Telecasting

NEARLY 30 YEARS
SUMMARY TO MARCH 1
Summary of Authorizations, Stations On the Air, Applications

Class On Air Licensed Cps
AM Stations 2,136 2,226 132
FM Stations 62 69
TV Stations 107 60 49

* On the air.

Docket Actions...

INITIAL DECISIONS

WXLT Ely, Minn., and KMFA Davenport, Iowa—Order: George E. Sterling issued initial decision to affirm Commission's order No. 189, 1950, revoking license of WXLT and Commission order of June 21, 1951, in proceeding of KMFA. Initial decision Feb. 27.

Sky Way Bestg. Corp., Columbus, Ohio, and Stephen H. Kovalan, Welles,

Ohio—Hearing Examiner Elizabeth C. Stinson issued initial decision to grant application of Sky Way for new AM station on 1500 kc with 1 kw day and to grant application of Stephen Kovalan for new AM station at 1270 kc with 250 w day. Initial decision Feb. 26.

OPINIONS AND ORDERS
KMIC Los Angeles, WJLA Detroit and WGOR Cleveland—Adopted memoran-
dum opinion and order (1) denying petition filed Nov. 29, 1950, insofar as it requested FCC’s refusal to cooperate with revoca-
tion of station license renewal applica-
tions, and (2) dismissing in part the mov-
ent of all petitioners for renewal of license for period of 10 days: WCBD- FM Roselawn Rapid, N. C.; WKRT-FM Courthouse, Y.

FCC CORRECTIONS
License Renewals
Under renewal extended on tem-
porary basis, include: auxiliary to WBJA and WJFZ, New Britain, Conn., and WSBK, Eureka, Calif.

Temporary Renewals
Under renewals extended on tem-
porary basis, include: auxiliary to WBJA, WBHQ, WPI, WJFZ, WBGB, WSBK, Eureka, Calif.

March 1 Applications...

ACCEPTED FOR FILING
AM—1400 kc
KMYC, Maryville, Calif.—To change from 1400 kc to 1410 kc 1 kw.

License for CP
KFCA (FM) Phoenix, Ariz.—License for CP new non-commercial FM station.

RADIO TELEVISION GUIDE

WIBW

The Voice of Kansas

IN TOPEKA

March 5, 1951
NEW TV SPORTS BASIS
SEEN BY COLLEGE GROUP

TELEVISION and sports have future together, but not on same basis as past, which was "at the expense of commercials," according to TV Commission of National Collegiate Athletic Assn., which gave its first public report in Chicago Friday afternoon (early story page 55). Chairman Tom Hamilton, athletic director, U. of Pittsburgh, said every TV problem "weighty," and group now "trying to strike balance on basis of which it can cooperate with TV without jeopardizing economic or financial structure of athletic systems." TV Committee, meeting for first time after authorization at Dallas convention in January, is outlining basic functions and policies for next year, with emphasis on football. Dr. Hamilton, saying TV industry has been "most cooperative," reiterated conclusions of joint NCAA-TV industry survey which found that TV "hurts" football attendance "pretty much in proportion to set saturation in each area."

STEPs TO MAINTAIN SET OUTPUT URGED

COOPERATION in industry-wide materials conservation program, designed to "keep production of television and radio sets at a healthy level," requested Friday by Robert C. Sprague, president, Radio-Television Mfrs. Assn. In letter to member companies, he said program will be implemented at early meeting of industry engineers, directed by Dr. W. R. G. Baker, General Electric Co., RTMA Engineering Dept. director.

Results of conservation drive, described by Mr. Sprague as "key" to maintenance of high-level civilian output, will be submitted to defense agency officials by RTMA Policy Committee, headed by President-elect Glen McEachin.

Mr. Sprague submitted preliminary conservation report at short-notice meeting of top level government production authorities and electronic components and equipment industry representatives. William H. Harrison and Manly Fleischmann, administrators of Defense Production Administration and National Production Authority, respectively, attended sessions.

Industry group said there is no evidence civilian output is holding up defense orders; new production facilities had to be developed because of "exacting" military specifications; industry has made "great savings" in metals and expects to continue TV production at a fairly good rate because of conservation measures and despite exhaustion of cobalt supply; and asked for future estimates of material availability.

Gen. Harrison told group electronics companies command equal top priority. Mr. Fleischmann said all metals would be available to industry during second quarter, and NPA will give estimate well in advance when Controlled Materials Plan is issued.


C & W INDICTED

FEDERAL Grand Jury in Los Angeles late Friday indicted Harold Cowan and Ralph Whitmore, operators of Cowan & Whitmore Enterprises, on fraudulent use of mails in pre-holiday Christmas tree ornament "pitch" deals offered on radio and television stations. Jury recommended bail at $2,500 each. Both are reported in Chicago on company business, according to office of U. S. Attorney Ernest A. Tolin. Duo is reported to have sold more than $70,000 wholesale of ornaments during 30-day period preceding Christmas.

DuMONT FILM SERIES

DuMONT Industries, New York (DuMONT TV sets), signed to sponsor United Television Programs' series of Royal Playhouse; (second series). Premiere starting April 1 on DuMONT network in 18 major cities. Contract for time and film package is said to be $1 million.

Closed Circuit
(Continued from page 4)

embattled economy. British, with two stations in operation, are using 405-line standard. According to new inside information, Germany is planning 625 lines as are certain other western powers. Preliminary plans both 441 lines and 819 lines and only Kremlin knows what Russia will use. Incidentally, Russians are promising new TV station in their German zone by summer. Great Britain contemplates four additional stations for grand total of six before year is out.

REVISION OF SCOPE, purpose and functions of Broadcast Advisory Council, which got off to shaky start some months ago, will mean reorganization to make body more representative of radio and TV pursuits. It's expected that such segments as clear-channel and other groups will be represented on council which now pit in direction of cooperating with all agencies of government in defense effort. White House mandate aspect has been discarded.

HARRISON M. DUNHAM, who resigned last month as manager of KPRF (DEN) Los Angeles, is organizing motion picture group to promote, sell and distribute films for TV. He was instrumental in transaction whereby Los Angeles Times, KTTV owner, acquired Massour studios last year.

THOUGH NARTB-TV (NAB) pitch for northern members to join new branch of association has been out only few days, return mails are bringing surprisingly large number of contracts. Fifty-five of 107 TV outlets signed pledge of support at Jan. 19 Chicago meeting.

AM NETWORK likely to be used by Kellogg Co. for Wild Bill Hickok series, with TV program spotted nationally. Product slated to be Corn Pops. Kellogg agencies are Kenyon & Eckhardt and Leo Burnett Co. Program is Reynolds Production package.

TV COMMERCIALISM

DRAWS HENNOCK WARNING

FCC COMB. Frieda B. Hennoch warned educators Saturday that shortly after TV freeze is thawed "many more" of stations will be claimed for commercial use. "Once acquired by commercial interests," she added, "it is unlikely that they can ever be redeemed for educational use."

Miss Hennoch was discussing "Education's Opportunity in Television" before Sixth Annual Michigan Radio-Television Conference, Michigan State College, East Lansing, Mich. Borrowing a George Bernard Shaw phrase, Commissioner cautioned educators, "Get what you want or you will be forced to like what you get."

RCA DECLARES DIVIDEND

RCA board on Friday declared dividend of 87 1/4 cents per share on outstanding shares of $3.50 cumulative first preferred stock, for period Jan. 1-March 31, Brig. Gen. David Sarnoff, board chairman, announced following meeting. Dividend is payable April 2 to holders of record at close of business March 12.

'veoice' Award Series

RECORD albums to be given by Voice of America for best letters on aspects of U. S. that interest Voice listeners abroad. Offer made on new Jo Stafford transcribed series, with singer using guest interviews.
Modern Virginian

The modern Virginian is alert, informed, well entertained. And WMBG, with its 25 years of progressive broadcasting, its world wide NBC coverage, has helped to mold him that way. WTVR, the South's first television station, daily enlarges his horizon. Thus do the Havens and Martin group—First Stations of Virginia—serve their millions.