...EXAMPLE OF THE EFFECTIVE USE OF RADIO AS A TEACHING TOOL

SCHOOL TIME
With Al Tartif, narrator; Josephine Wetzler, narrator; Howard Peterson, organist
Producer: William Nelson
Director: Mrs. Wetzler
Writer: Marcela Albert
15 Mins.: Mon.-Fri., 1:15 p.m.
Sustaining: WLS Chicago

"School Time," WLS' long running educational series beamed at the younger set, has launched this 11-show group dealing with atomic energy. Working in cooperation with the Argonne National Laboratory, Josephine Wetzler and script writer Marcela Albert have worked out a semi-dramatic treatment of the complicated atom story. Session 3 dealt with the structure of the atom itself and came off as a highly handled exposition. Background details of the atom were given by the narrator with various highlights in science's discovery and understanding of the intricate phenomena depicted in a story form. Simple script and competent scripting made for a highly informative and understandable outlining of a complex subject. Entire show was a new and exciting example of the effective use of radio as a teaching tool.

This year, as a part of the DuPont Award winning "WLS SCHOOL TIME" broadcasts—a five time a week sustaining series for in-school listening, now in its 15th year—WLS inaugurates a new series based on the drama of the Atom. Each program translates into understandable and dramatic terms the meaning and significance of the new world of Atomic Energy. Indications of the success of this new radio venture can be found in the article appearing in a recent issue of Variety. The programs are being written in cooperation with the Argonne National Laboratories and, at the request of the Atomic Energy Commission, will be available to the National Association of Educational Broadcasters for broadcast on its fifty-one affiliated stations throughout the nation.

This confidence and trust displayed by the Atomic Energy Commission is most gratifying. The responsibility of radio in this new era cannot be overemphasized. For, as radio's ever magic touch can sell, so can it serve... and thru consistent service accures listener loyalty and belief—the basic ingredients of advertising results.
Look

THIS IS TELEVISION IN THE WHAS TRADITION

IN LOUISVILLE

7 out of top 10
LOCAL LIVE NIGHTTIME SHOWS ARE ON
WHAS-TV

Look at the
HIGH
SETS-IN-USE
57.8%
nighttime average

Seven out of the first ten ... as shown by the University of Louisville in the most intensive coincidental telephone survey ever conducted here. Over 13,400 calls were made in one week. Ask your Petry man about the high-rated local shows produced especially for participating sponsors.

Basic CBS interconnected Affiliate

WHAS-TV
Louisville, Kentucky

Serving a market of more than 80,000 television homes

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.  •  ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
Providence — and Beats Three!

WHIM vs. the Four Network Stations in Providence, Rhode Island

BROADCASTING
TELECASTING

Upcoming


March 26: FCC-license Civil Defense Conference.

March 26: Oral Argument on Color TV, U. S. Supreme Court, Washington.


April 3: McFarland Bill (S-658) Hearings begin, New House Office Bldg., Washington. (Complete list of Upcomings on page 68)

Bullets

PEDLAR & RYAN, New York, placing spot announcement campaign in 72 radio and all television markets, starting March 20, for Procter & Gamble’s Camay soap. Contract calls for 10 daytime spots per week or five nighttime one-minute T’s in radio and five daytime and nighttime 20-second announcements. TV announcements for 15 weeks.

JUSTICE DEPT. PROBES BAN ON FOOTBALL TELECASTS

JUSTICE Dept.’s anti-trust division probing complaint by Oklahoma State Senator against NCAA-Big Seven ban on live football telecasts.

Sen. George Mikeskow telegraphed Atty. Gen. J. Howard McGrath and his deputy, Peyton Ford, asking for study to determine if criminal or civil action could be taken.


Denying that NCAA has banned live telecasts, Dr. Hugh C. Willet, NCAA president, said in Los Angeles there will be some live telecasting of college football games next fall. He explained that the resolution NCAA adopted merely asks members to join in “a controlled experiment.”

That means, he added, that most games would be filmed and released on TV the following week. Dr. Willet deplored Oklahoma Senate bill which would force state-supported institutions to permit live telecasting (see early story page 60). NCAA’s TV-committee will meet soon to “work out plans for controlled live TV,” Dr. Willet revealed.

WWDC APPOINTS BLAIR

WWDC Washington names John Blair & Co. as national representative, effective May 15. Station joined MBS week ago as Washington affiliate, incorporating selected MBS shows into its blue and gold format of music, news and sports. Blair contract covers only AM operation. WWDC-FM and transit handled by H-R Representatives Inc.

GE TO SHOW UHF TUBE

NEW ceramic tube for use on top end of UHF TV band to be shown by General Electric Co. today (Monday) at luncheon in New York. It’s described as 900 mc tube, 1 kw, continuous wave output.

...at deadline

Business Briefly

AGENCY NAMED □ Howard Hat Stores New York, to William Warren, Jackson & Delaney, New York. Radio will be used.

TONI CHANGE □ Toni Co., Chicago, re places Give & Take on CBS with Alias Jan Doe, Sat., 12:30-1 p.m. (CT), effective April 7. Program will originate in Hollywood. Produce to be advertised not selected. Agency, Foose Cone & Belding, Chicago.

NAMES REPRESENTATIVE □ WDOJ Cleveland has appointed Walker Co. as exclusive national sales representative according to R. Morris Pierce, president and general manager.

TINTAIR MOVING □ Bymart inc. (Tintair moving its present weekly half-hour Sonoma Maugham video show on CBS to NBC in late April, taking over Musical Comedy Time, on hour on alternate Mon., 9:30-10:30 p.m. Latte program dropped by Procter & Gamble, Agene; for Bymart, Cecil &pressrey, New York.

SPONSOR’S SUMMER RIGHTS DEFINED BY NBC-TV

SUMMER hiatus rights of NBC-TV sponsor set up in plan announced Friday by network.

Sponsors in Class A time—those which have been on network 13 weeks prior to effectively date o’ status, may take not more than eight weeks’ hiatus without charge if, by April, they give NBC written notice accompanied b order for at least 13-week resumption.

If they want more than eight week hiatus they can take up to five weeks additional. agencies pay regular station time rates f weeks over first eight (they will not be charge for time sold to others, however).

No rate discount to be given sponsors which remain on network during summer, but NBC TV offers incentive plan with contributio toward program expenses.

Sponsors in Class B and C time—no fre hiatus, those which have not exceed eight weeks’ hiatus must cancel by April 15 or give 60-day notice and give f order for at least 13-week resumption.

Network officials emphasized plan is fc this year only.

TRAMMELL AND WHITE NAMED TO BAB COMMITTEES

NILES TRAMMELL, NBC board chairman appointed to BAB Board of Directors’ Executive Committee, and Mutual President Frank White to Research-Promotion Committee, BA) Board Chairman Edgar Kobak announced Fri day. Their selection was by agreement among networks, which will rotate service on com mittees, with CBS and ABC being represented at end of year. Other committee appointment announced 10 days ago [Broadcasting • Tele casting, March 12].

BAB will hold its bulletin last week, alert member stations to Hart, Schaffner & Mar April promotion letter which advocates utilization of radio spots prepared by company to local dealers. Bulletin includes “sales ptc angles” and copy of Hart, Schaffner & Mar radio spots.

Closed Circuit

ACTUAL lifting of TV station licensing freeze will not create profound allocation authori ties napping. National Production Authority’s Electronics Products Div. hopes to have Controlled Materials Plan in operation July 1 to provide for additional equipment materials. Group will recommend program on industry rather than individual basis now. Defense Production Administrator will review and make final decision.

SAME procedure holds true for emergency equipment needed by stations. Electronics Div. will recommend on basis of requirements filed by Civil Defense Administration. Authorities say there will be no “blanket authority,” but needs will be treated individually on merits as interpreted through CDA.

FINAL FCC approval of revised TV allocation proposal possible this afternoon (Monday) if tentative meeting on report is held as scheduled. Unless major revisions ensue, report should be out this week according to best esti mates (see story page 25). Action need not be withheld pending return of Conra. Roesl H. Hyde and Paul A. Walker from trips.

FEAR voiced at NAB headquarters that April convention attendance may suffer if many small station executives attend FCC’s March 26 defense conference in person instead of via engineering and/or legal counsel. Thorough briefing on defense techniques to be given at NAB convention.

TWENTY-FIVE advertising agencies are in running for National Guard recruiting con tract for new fiscal year beginning July 1. After closed briefing, representatives were asked to fill out questionnaires and return by April 5. Board will narrow field to less than a dozen and then invite formal presentations and hold hearing.

LENNEN & MITCHELL, New York, looking for local news program availabilities in radio for Old Gold cigarettes.

NEXT state group to support new NARBA treaty: Missouri Assn. of Broadcasters. No formal announcement yet, but it’s understood communications, detailing MAB’s stand on allocation of frequencies among North American nations, are enroute to those members of Congress and government officials concerned with NARBA.

LONG-DISTANCE lines kept hot as two NAB committees—presidential and TV manager—move toward selections. TV group willing to hold off another fortnight pending presidential action, desiring to select man acceptable to new president, but already it’s showing signs of impatience.

AMERICAN TOBACCO Co., Lucky Strike cigarettes, through BBDio, New York, said to be considering daytime television show across board built around Singer Snooky Lanson.

THOUGH no date set, Senate Foreign Relations Committee last week definitely put full-

(Continued on page 64)
MORE AND MORE PEOPLE ARE LISTENING TO WORK YORK, PENNSYLVANIA

NOW 5,000 WATTS—This recent power increase gives advertisers—at no extra cost—wider coverage, more listeners. Morning, afternoon and night—Conlan ratings and BMB show WORK as the Number One Station in this ever-increasing, progressive buying market. Ten year population increase York Metropolitan trading area 13.7% (1950 Census of Population.) Let WORK sell for you in this important mid-Pennsylvania section. Complete market growth information available on request.

Represented by
ROBERT MEEKER ASSOCIATES
Chicago    San Francisco    New York    Los Angeles

WORK York, Penna. 5000 Watts—Day
                        1000 Watts—Night

STEINMAN STATION
THE PRESTIGE STATION OF THE CAROLINAS

THE GREENSBORO CHAMBER OF COMMERCE WILL SOON COMPLETE ITS FIRST YEAR OF SPONSORING A PROGRAM, "AMERICANS, SPEAK UP!", ON WBIG.

WHAT GROUP IS BETTER QUALIFIED TO SELECT AN EFFECTIVE LOCAL ADVERTISING MEDIUM THAN THE BUSINESS AND PROFESSIONAL MEN WHO CONSTITUTE THE CHAMBER OF COMMERCE?

WBIG

Gilbert M. Hutchison, President

CBS Affiliate 5000 watts

EST. 1926

represented by Hollingbery
HOW JUNGLE AND PRAIRIE HELP REARM AMERICA

America has so many steel mills that the job of making sure they will never go "hungry" has started a worldwide search for iron ore.

This page tells about three vital steps in steel production:
1. More ore...
2. Better transportation...
3. New steel mills.

WOOD FOR IRON: An American steel company is pushing a new railroad to open ore deposits in Africa. This native of Liberia is sharpening a saw to cut railroad ties.

MAKING HISTORY WITH STEAM: New steel mills (and production from present mills) are going up so fast that the summer season of ore boat transportation needs to be stretched. This picture shows first winter-time trainload of frozen ore being given a steam bath for fast dumping.

If enough steel for armament and steel for homes and business are possible at the same time, competition among America's more than 200 steel companies will accomplish it. Production records are zooming... If you want to read more facts about your country's greatest industrial hedge against war and inflation, write for preprint from the magazine Steelways, "African Iron and American Steel," American Iron and Steel Institute, 350 Fifth Avenue, New York 1, N.Y.

ANOTHER MELTING POT: This is a big section of a furnace used in making iron. America has more steel production than all the rest of the world, but millions of tons are being added.
One of the basic facts of radio is that all stations and markets are "new and different" as compared with one another — and that makes one of the basic, incontestable, never-changing advantages of National Spot Radio.

The differences between markets and stations can give you headaches or opportunities. Our biggest job here at F&P is to help you minimize the headaches, cultivate the opportunities, by supplying honest, accurate facts about the stations and markets at the right. Only with such facts can you truly capitalize on the advantages of our medium, or on the time, money and effort you spend in it.

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

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

<table>
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<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
<th>Audience</th>
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<td>WBZ-WBZA</td>
<td>Boston-Springfield</td>
<td>NBC</td>
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<tr>
<td>WGR</td>
<td>Buffalo</td>
<td>CBS</td>
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<tr>
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<td>IND.</td>
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<td>Norfolk</td>
<td>ABC</td>
<td>5,000</td>
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<tr>
<td>WPTF</td>
<td>Raleigh</td>
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<td>WDBJ</td>
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### MIDWEST, SOUTHWEST

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<td>WOC</td>
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<td>ABC</td>
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<td>WOWO</td>
<td>Fort Wayne</td>
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<td>Kansas City</td>
<td>CBS</td>
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<td>ABC</td>
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<td>Corpus Christi</td>
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### MOUNTAIN AND WEST

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<td>ABC</td>
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<tr>
<td>KGMB-KHBC</td>
<td>Honolulu-Hilo</td>
<td>CBS</td>
<td>5,000</td>
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<tr>
<td>KEX</td>
<td>Portland, Ore.</td>
<td>ABC</td>
<td>50,000</td>
</tr>
<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
<td>50,000</td>
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Sailors aboard the USS Navasota (somewhere in the South Pacific), say she’s replaced GI Jane... listeners in Wahoo Nebraska dedicate tunes to folks in Las Vegas, Nevada... people in Saskatchewan, Canada, request tunes for Manitoba... all on the YOUR LATE DATE show on KOMA, in Oklahoma City.

You may not be interested in reaching the South Pacific or Canadian or California market on an Oklahoma City radio station... but the point is that KOMA’s gorgeous, pixie-like latenite gal discjockey, “NICKY,” is selling Oklahoma solid and throwing in the rest of the nation as a bonus. Investigate the attractive rate structure and spot availabilities on YOUR LATE DATE.

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

Clemens F. Hathaway, executive SSC&B, N. Y., elected vice president of agency.

Ruth Jones, media supervisor on P&G’s Tide at Benton & Bowles, N. Y., promoted to assistant director of media for Procter & Gamble.

W. A. Chalmers, vice president in charge of radio and TV Kenyon & Eckhardt, N. Y., resigns. Garth Montgomery, succeeds Mr. Chalmers [CLOSED CIRCUIT, March 12].

David Smith, Foley Agency, Phila., appointed assistant radio-TV director to Frank Knight.

Phillip A. Streich, vice president in charge of media, to handle TV and radio H. H. DuBois Agency, Phila.


THE ONE THING Curt Peterson dislikes,” explained an executive at Marshalk & Pratt Co., New York, “is pretentious.”

What the fellow left unexplained was that Mr. Peterson, partner and director of radio and television at Marshalk & Pratt Co., is not even pretentious about that dislike. He doesn’t trumpet it or dramatize it; it just happens to be a fact, a serene condition of his existence. Consequently, Mr. Peterson would be the first to grimace at the description of himself as something as heroicsounding as “pioneer.” Yet he is unquestionably that.

In September of this year, Mr. Peterson will celebrate his 25th year in the broadcasting industry. He began his career in radio at WJZ New York in 1926 as a singer-announcer-copywriter. It was a period during which hordes of eager young men received their inoculations of the radio bug. Mr. Peterson was one of the comparatively few on whom the inoculation “took.”

In 1927 he moved to WEAF, now WNBC New York, as supervisor of announcers for both the Red and Blue networks. In 1928 he became assistant commercial program manager. He remained with the networks until 1935 when he joined Marshalk & Pratt as radio director to handle the radio news programs of the Esso account.

In 1942 Mr. Peterson was drafted into the Army. He had served in the First World War as a second lieutenant. After a tour in Alaska and then at the Pentagon, Mr. Peterson finally was mustered out of the Army on April 1, 1945, with the rank of captain. He returned to M&P as radio director and in 1949 became a partner in the firm. Mr. Peterson still handles radio, and now television, for the Esso Standard Oil account. He has watched the advertiser grow from its sponsorship of a news program on seven stations in 1933 to the 52 station operation which it is currently. In addition Esso sponsors CBS-TV’s Alan Young Show.

The Peterson’s—she is the former Ruth Matteson, an actress—have been married since September.

As for hobbies, Mr. Peterson admits that Mrs. Peterson bought him some oil paints and a book on how to paint. So far, however, all he has done is read the book. He spends his spare time studying French and watching TV. He belongs to University Club and Beta Theta Pi.
JAMES G. COMinos, vice president and general manager and radio-TV director LeVally Inc., Chicago agency which closes its doors in May, to Needham, Louis & Brorby, same city, as vice president and account executive on Household Finance Corp. Account, which resigned LeVally early this year, is expected to use radio and TV.

Dave Nyren, TV program producer Ruthrauff & Ryan, N. Y., named director of new program and talent development for radio-TV department.


Herman S. Thoenerbe, vice president and copy director John Falkner Arndt & Co., Phila., appointed creative director.

Bob Knapp, radio-TV copy chief Schwimmer & Scott, Chicago, named executive director of radio-TV.

Barrett Welch, account executive Foote, Cone & Belding, N. Y., to Sullivan, Stauffer, Colwell & Bayles Inc., in same capacity.

Hugh Horler appointed radio director MacLaren Adv. Co., Toronto, succeeding the late M. Rosenfeld.

Patricia Grew, commercial writer Young & Rubicam Inc., N.Y., transferred temporarily to agency’s Hollywood office.

Don Dickens, copy staff Leo Burnett, Chicago, to Needham, Louis & Brorby, same city, in similar position.

J. E. Jacobs to public relations staff J. Walter Thompson Co., Chicago.

Ed Leptwich, technical TV director Young & Rubicam, N. Y., to Masterson, Reddy & Nelson, N. Y., as director in charge of all TV properties.

Mike Krich, story editor Nash Airflyte Theatre, to Biow Co., N. Y., as story editor on Philip Morris Playhouse.

J. Hugh E. Davis, executive vice president Foote, Cone & Belding, Chicago, and Jennifer Holt, Chicago radio and TV actress, married in Colorado Springs Mar. 3. Bob Hope was best man.

Peter Harrocks named radio director Vickers & Benson Ltd., Toronto.

Robert G. Wilder, public relations staff Lewis & Gilman Inc., Phila., named chairman National Production Authority advisory committee for public relations in that region. He is one of 14 executives chosen to counsel NPA.

Bill Dowding appointed assistant radio director J. Walter Thompson Co., Toronto.


Mahlon G. Remington named director of merchandising and sales promotion Ward Wheelock Agency, Phila.


James W. Christopher, The James W. Christopher Co., L. A., appointed manager of L. A. office Lannan & Sanders Ltd., Dallas. Lannan & Sanders will take over all of Mr. Christophers’ accounts. West Coast branch will operate under name of Lannan, Sanders & Christopher.


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Obviously Outstanding

WMBD Dominates the Rich Peoria Market

Everybody knows the magic name, "Caterpillar". The "big yellow machines" are a familiar sight on the byways and highways of America...yes, and all around the globe from there! Obviously, this Peoria product is outstanding.

So attached to their "Cats" do owners and operators become that they oftentimes endow them with personal nicknames...and that's a tribute to the more than 26,000 PEOPLE who build Caterpillar Tractors. It's Caterpillar PEOPLE who are responsible for the amazing Caterpillar record of performance.

This holds in radio, too—and particularly at WMDB. The PEOPLE at WMDB have unmatched experience in the knowledge of radio preferences of Peoriarea listeners...they work as a team to produce the best in Peoriarea radio.

No wonder, then, that WMDB so thoroughly dominates this rich, prosperous market! Rating after rating shows that WMDB reaches more listeners IN ANY TIME PERIOD than the next two stations COMBINED! Tribute indeed to the people at WMDB....
From where I sit
by Joe Marsh

Watch Out For The "Blind Spots"

Stopped by Squint Miller’s farm the other day and saw a vinegar bottle in his kitchen with an oversized cucumber inside it. The cucumber filled the whole bottle.

“What’s a cucumber doing in there?” I asked him. “That’s my ‘blind-spot’ reminder,” says Squint. “My grandmother kept one in her kitchen to remind her to take stock of herself now and then.

“I slipped that bottle over the cucumber when it was growing on the vine,” he went on. “And like certain viewpoints, not noticed, it just grew and grew—now it’s there to stay.”

From where I sit, we could take a cue from Squint and watch for our own “blind spots” and prejudices before they grow too big to get rid of. We’ve got to respect our neighbor’s right to his preferences...preferences for a certain make of car, a favorite movie star, or a temperate glass of beer after work. We won’t be tripped by any blind spots if we keep our eyes—and minds—open!

Joe Marsh

Copyright, 1951, United States Brewers Foundation

Showsheet Cited

EDITOR:
I am sure that you are aware of the fact that your monthly TV showsheet is of great value and constantly referred to by all agencies in network television.

You would be doing agencies a great favor if you would also publish a showsheet giving network television daytime schedules.

While I realize that the programming picture changes quite rapidly, nevertheless, half a loaf is better than none to starving timebuyers.

Robert M. Reuschle
Manager
timebuying dept.
McCann-Erickson inc.

[EDITOR'S NOTE: BEGINNING WITH THE APRIL 2 ISSUE THE SHOWSHEET WILL INCLUDE DAYTIME AS WELL AS NIGHTTIME TV PROGRAMMING.]

SCBA ‘Censorship’

EDITOR:
Few working broadcasters would disagree with the anti-censorship philosophy of your March 12 lead editorial, “Blunder in California.” Unfortunately, when you take off from that general principle to condemn the FCC, you are criticizing actions which just didn’t happen. Somewhere in the 3,000 miles between Los Angeles and Washington the facts about FCC Regional Attorney Joseph Brenner’s talk at an SCBA meeting became terribly garbled. Here are the facts:

1. SCBA monthly luncheons discuss varied matters of interest to the 56 members, with programs guided by a seven-man board. Guests from allied fields are invited to specific meetings. Among them recently have been spokesmen of organized advertising agencies, civil defense heads, station representatives, etc. Mr. Brenner, as local representative of an organization certainly as important to our industry as the above, was invited—to discuss not advance censorship of programs, but technical interpretation of FCC regulations with which broadcasters are in constant contact, such as sponsor identification and logging regulations. He restricted himself to such interpretative aspects and emphasized that his remarks were “unrehearsed, unoffici al and unauthorized.” His presence was no more out of line at a regional broadcasters meeting than the customary invitation of the chairman of the FCC to NATO convention, or several occasions when visiting FCC Washington personnel have attended SCBA luncheons—without criticism.

2. At the conclusion of the luncheon, several managers asked Mr. Brenner if he would cover the same ground at a later meeting for some of their working personnel, who are not ordinarily present at the managers’ meetings. They did not ask, as the editorial claims, “if he would be willing to institute a series of workshop discussions on programming that would conform to FCC desires.” Mr. Brenner agreed, if there was sufficient interest, to hold a repeat session...not, “to conduct a course on what the FCC wants in programming.”

3. SCBA invited managers by mail to note on a return postcard if they wanted a sub-committee; if so, what day and hour would be most convenient. As a result of their response, program people gathered with Mr. Brenner last Wednesday afternoon to cover the same ground as the discussions at the managers’ meetings. Comments from those who attended indicate that the session was educational and helpful, with not the slightest hint of dictation or censorship. There is not now, and never was, any intention to prolong this single informal conference into a course series.

Robert J. McAndrews
Managing Director
Southern California Broadcasters Ass’n.

Hollywood

[EDITOR'S NOTE: We are relieved to hear that Mr. Brenner’s talk to the SCBA and his subsequent talk to program personnel were confined to routine matters such as logging techniques and sponsor identification. Such, however, was not indicated in the SCBA bulletin upon which our editorial was based. The implications in the bulletin and in postcards sent to members was that Mr. Brenner had been pleased to conduct a workshop discussion to ensure that “air operators conform to Commission regulations.” The kind of phrase that has been used over many attempts at censorship.]

The WCFM Story

EDITOR:
Spring is almost here, and the silly season is once again upon us. At least it appears to be upon our editorial staff, as from the paragraph about WCFM in your March 5 issue.

You have, of course, missed the point entirely. Our stockholders, as investors in FM radio, are justly angry at the radio manufacturing industry for its failure first, to promote FM, and then to keep up with the public demand for FM sets which has developed despite this lack of promotion. If you disagree with this statement ask some of the Washington distributors and radio stores managers. As a journalist, I’ve been alert to everything going.

(Continued on page 18)
Prominent mid-western college chooses Presto after preliminary survey of commercial and educational studios

Wherever you go... there's PRESTO!

The recording room at Indiana U., showing Presto disc recorders and reproducers, Presto rack mounted amplifiers and the famous Presto PT-900 portable tape recorder.

Indiana University selects PRESTO 8-DG'S

Indiana University at Bloomington now has a professional-quality recording laboratory in continuous operation.

Made possible by pooling the resources and knowledge of the Department of Radio, School of Music and Audio-Visual Center, this new lab is the result of painstaking care in every detail of planning, purchasing and construction.

Presto was selected as the equipment best suited to the quality and budget requirements. The basic machines are Model 8-DG disc recorders, installed with a specially designed relay control system and operational status lights on each unit. These are supplemented by an 8-D disc recorder, a PT-900 portable tape recorder for studio and on-location use, and a rack containing two 41-A limiting amplifiers and two 92-A recording amplifiers.

The selection of Presto equipment was preceded by a study of the facilities of established commercial recording studios, contacting other universities with similar programs and visiting the Library of Congress recording laboratory. The continuous use of the equipment these past months verifies this selection.
RELAXED......?
Yes, and easy listening, too—heard nightly Monday through Friday at 7:00 on WRC. In just a few short weeks, "BATTERS' PLATTERS" has grown to the listening stature of an early evening stand-by.

Charlie Batters’ casual style has a long-lasting way with habit audience, based on good music and off-hand comment—spiced but balanced.

This regular half-hour, in peak time has a few participations open, certainly worth your planning for STRONG coverage in the ever-growing Washington market. Batters’ style isn’t studied . . . it’s designed for hard selling. His growing list of sponsors is our best recommendation.

MONDAY THRU FRIDAY
7:00 PM

YOUR BEST BUY IS
IN THE NATION’S CAPITAL
FIRST in WASHINGTON
WRC
5,000 Watts - 980 K

feature of the week
SOME of the Denver radio man who were guests at the fourth birthday party at KFG at Fitzsimons Army Hospital included KFEL Disc Jockey Ray Perkins (holding cake) and (1 to r) Bill Jones, KLF newscaster and disc jockey; Pete Smythe, KLF singer and discer; Matthew McEniry, KLF public affairs director; Robert Owen, KOA Chief Engineer; Eugene P. O’Fallon Jr., KFEL promotion manager; Earle C. Ferguson, KOA program manager, and Jack Fitzpatrick, KFEL news director.

OPERATORS of the Hospital Radio Program Distribution System at Fitzsimons Army Hospital and veterans who are patients there, believe that Denver radio stations rate a 21-gun salute for their willing cooperation and help.
Under the assignment of Bedside Network Station KFG, the unit airs 15 hours daily to veterans in the Denver hospital.
Brooks Connally, KFG manager, who prepared a summary of activities in connection with completion of the fourth year of operation, said:
"Delving through the program logs of past months and years, I noted a number of outstanding con-
(Continued on page 78)

strictly business

Mr. CUTCHINS

ALTHOUGH one of Kentucky’s better known products, bourbon whiskey, is not advertised through the broadcast me-
dium, that does not mean that radio-television is without a strong supporter in the bluegrass state. William S. Cutchins, vice president and advertising director of Brown & Williamson Tobacco Corp., not only believes in the effectiveness of the broadcast media but his company, under Mr. Cutchins’ direction, invests a major part of its large budget in radio and television advertising.
The prominence enjoyed by the tobacco company in the radio and television field must be a source of constant gratification to Mr. Cutchins, who worked his way up the ladder from salesman with B&W to his present executive position. Since 1928, when he joined the firm, he has not ventured to any other enterprise.
For a company that siphons off the cream—roughly $3 million to $4 million annually—of its ad budget to rural advertising, this
(Continued on page 82)

IF YOU'RE INTERESTED IN SALES...
Better Hitch Your Wagon to the WISN Star, If You’re Interested in SALES in Milwaukee-land.

Convincing Copy Must Be HEARD to Produce SALES. And WISN Gives YOU MORE LISTENERS For LESS MONEY Than Any Other Milwaukee Station.

You’ll Like Doing Business With WISN.

IN MILWAUKEE THEY LIS’N TO WISN
5000 WATTS
Represented by KATZ Agency

Page 14 • March 19, 1951
Regardless of what consumer index you use, you know that our Red River Valley hayseeds are one of the most prosperous “markets” in America.

And WDAY covers them like a tent.

(1) For the period Dec. '49 — Apr. '50, WDAY got a Share of Audience more than three times as great as Station B, Mornings, Afternoons and Evenings—actually got the highest Hoopers among all NBC stations in the nation for the second year running!

(2) BMB Report No. 2 credits WDAY with a Daytime Audience of 201,550 families. 77.7% are average daily listeners!

(3) According to a recent 22-county survey by students of North Dakota Agricultural College, WDAY leaves all competition far behind—gets a 78.6% family preference against a mere 4.4% for the next best station!

Complete, fabulous facts, from us or Free & Peters!
Disc jockeys know that Lang-Worth's amazing 8-inch transcriptions are easier to handle and guarantee perfect cueing and faultless reproduction. They have discovered that the combination of a Lang-Worth artist and the 8-inch disc greatly facilitates their job of capturing and holding listeners.

"Our disc jockeys have greatly increased their use of the Lang-Worth library since you changed our disc library from the big 16" to the 8" discs. "They say that a Lang-Worth show sounds like a live broadcast. They say that a Lang-Worth show that appears on every disc...

KWKH, SHREVEPORT, LA.

"Their program ratings testify that Lang-Worth artists have great audience impact. They profit from the abundant Disc Jockey information that appears on every disc...

ALL this is "bonus" over and above our regularly scheduled Lang-Worth Production Shows. "Their reasons? "The little disc is easy to handle...

Good stuff!..."best quality I ever heard...and, it's mighty from the big 16" to the 8" discs."

Thanks for giving us more than our money's worth for free 48-page booklet that lists and describes every artist and feature in the new Lang-Worth Library..."The Disc Jockey's Bible."

LANG-WORTH SERVICE, Inc.
113 WEST 57th STREET, NEW YORK 19, N.Y.
**Network . . .**

**MANHATTAN SOAP Co., N. Y.** (Sweetheart Soap), March 26 starts five weekly *The Woman In My House* on NBC, Mon.-Fri., 3:45-4 p.m. (PST); 1:45-2 p.m. (EST). Contract 52 weeks. Agency: Duane Jones, N. Y. Program packaged by Carlton E. Morse.

**CANADA DRY GINGER ALE Inc., N. Y.,** renews Super Circus for 52 weeks starting April 8 on ABC-TV. Product sponsors first half of 4-5 p.m. (CT) Sun. show. Agency: J. M. Mathes Inc., N. Y.

**LEVER BROTHERS Co.** (No-Rinse Surf) effective April 2 starts Hawkins Falls, Pop. 6200, Mon. through Fri., 5-5:15 p.m. on NBC-TV. Show will originate in Chicago. It was originally launched as summer replacement in 1950 on network. Douglas Johnson will write and Ben Park will produce it. Agency: N. W. Ayer & Son, N. Y.


**SIXTH ARMY** For Recruiting, S. F., March 18, started five week sponsorship of Dink Templeton's *Sport Page* on full Don Lee network (45 stations) Sunday, 10:15-10:30 a.m. (PST). Agency: West-Marquis Inc., S. F.

**Spot . . .**

**PIZZA-FRO Corp., Chicago** (frozen pizza pies), begins introductory radio and TV campaign in Chicago in about six weeks, using participations handled by name personalities. Spots expected to be expanded into other markets later. Agency: Presba, Fellers & Presba, Chicago. Account executive is Francis Kerr.

**PETER HAND BREWERY Co., Chicago** (Meister Brau Beer), extends its TV schedule for *Pantomime Quiz* from Chicago to Lansing, Grand Rapids and Rock Island this month. Agency: BBDO, Chicago.

**Agency Appointments . . .**

**MARYLAND STATE FAIR Inc.** (Laurel Race Track, Laurel, Md.) appoints Henry J. Kaufman & Assoc., Washington, as advertising counsel, with extensive plans for promoting spring meet throughout Middle Atlantic area. Radio and TV will be used.

**FLEMING-HALL TOBACCO Co.** (Sano, Encore and Sheffield cigarettes) appoints Weiss & Geller, N. Y., to handle advertising. William H. Saul is a account executive. Media plans are not completed.

**HOUSEHOLD FINANCE CORP., Chicago,** appoints Needham, Louis & Brophy Inc., same city, to handle advertising for company and subsidiaries.

**DEMPSTER FURNITURE Co., Sikeston, Mo.,** appoints The Harold Kirsch Co., St. Louis, to handle advertising and merchandising. Radio will be used.


**PENNSYLVANIA WINE CO.** (disturbutor of Sylvania "Peerless" California wines) names Gray & Rogers, Phila., to handle advertising.

**DEPT. OF FINANCE OF PUERTO RICO** appoints Publicidad Badillo, San Juan, to handle advertising of its Income Tax Bureau. MYRURGIA, S. A. (Barcelona, Spain) appoints same agency to handle advertising of its cosmetics and perfumes in Puerto Rico.

**Adpeople . . .**

**JOHN I. EDWARDS,** radio-television program director ABC Western Division, to Maier Brewing Co., L. A., as advertising manager.

**NAT KALECH,** western regional sales manager, Tintair (Bymart Corp.) named general manager.

BROADCASTING • Telecasting

---

**Ask The Bolling Company**

What is meant by the slogan—

"The stations that never outpromise . . . but always outperform"
Open Mike
(Continued from page 18)
on in the radio industry, you should know that FM's battle for equal
treatment has been going on a long time, and that the struggle
for FM stations has nothing at all to do with the manner in which
those stations are financed.
We are not, as you neatly imply,
asking Congress to investigate the reasons for our own failure. We
do not think we are failing. And since
you place a virtue on "the principles
upon which the U. S. broadcasting
system was built," by which I presume you mean commercial
radio, WCFM is entirely commercial.
We sell stock to the public. If
this is what you mean by financing
ourselves through public subscrip-
tion, you ought to include a great
section of American industry which
procures capital by issuing stock.
We support ourselves, you'll be
pleased to know, by the usual meth-
ods of selling time and services.

But even if your statements were
true, which they are not, the ques-
tion is not how WCFM is financed
but what to do to insure fair play
for the FM industry. The resolu-
tion passed by our stockholders,
which you correctly reported on
page 42 of the same issue, states
the case plainly. It calls for a Con-
gressional investigation of the ap-
parent attempt on the part of many
radio set manufacturers to scuttle
FM. Your editorial muddles the
issue. Worse, it resorts to sophistry
—a popular pastime these days in
discrediting those with whom you
disagree. Broadcasters who have
invested in FM will not be taken in
by such arguments.

George A. Bernstein
General Manager
WCFM (FM) Washington
[EDITOR'S NOTE: This journal stands
on its record of unqualified coverage of
the continuing story of FM develop-
ment. If, as Mr. Bernstein says, WCFM
supports itself by the usual methods of
selling time and services, it would seem
unnecessary for a "Listener Committee
for Better Radio" to be engaged in a
public fund-raising drive to pay for a
proposed series of Sunday afternoon
NBC programs to be broadcast on
WCFM [BROADCASTING • TELE-
CASTING, Feb. 19].]

* * *

ARBI Report Value
EDITOR:
Your report of the ARBI
tests in Washington should be of
tremendous value to all radio sta-
tions.
We should greatly appreciate
reprints of the "Radio Power Tons
Papers in D.C." tests from the

Marion I. Benjamins
Manager
KDAE Pueblo, Col.

* * *

Real Testimonial
EDITOR:
I'm Kuhnel Vic Sholos, who
farms a little AM-TV acre called
WHAS here in the bayous of Ken-
tuckiana. For some time I've been
suffering from nausea and vapor.
over the copy that advertising me-
dia have been accepting from Had-
acol. Instead of curing a soul, it
ought to give me one. Then I
took two pages of Ed James' piece
in an economy size issue of BROAD-
CASTING • TELECASTING. Some of
mysales and pains disappeared,
and I sure want to recommend that
product to others who feel irritated
and nervous about our industry. I
feel better now, and my youngest
boy is only six months old.
This is an unsolicited testimonial.

Victor A. Sholos
V. P. and Director
WHAS Inc., Louisville

* * *

Mit Schnapps?
EDITOR:
Apparently BROADCASTING
• TELECASTING is read by a few peo-
ple because we are getting letters
about the right spelling of "hassen-
pfeffer." It was correctly spelled
in your first proof and misspelled
in your second which ran without

Jerome Sill
General Manager
WMIL Milwaukee
[EDITOR'S NOTE: A non-Teutonic
proofreader who let the error slip by in
a WMIL advertisement March 2 has
been advised that the "p" is as impor-
tant to 'hassenpfeffer' as the rabbit
to the delectable dish the word de-
scribes.]

* * *

'Voice' Staff
EDITOR:
A word of appreciation for your
timely editorial, "Voice Or Babel?"
[BROADCASTING • TELECASTING,
Feb. 26].
A staff of 19,000 on the "Voice
of America" payroll by 1969 is no
assurance of attaining the objec-
tives of service, nor is it likely to
contribute toward the maintenance
of an ultimate service in keeping
with the American concept of radio
broadcasting. Bureaucracy thrives
upon its fat, rather than muscle,
and in all probability such growth
would only strengthen the resolu-
tion of those who would perpetuate
a system of government operated
radio, both here and abroad!

Rex Howell
President
KFXJ Grand Junction, Col.

* * *

'Meaty Article'
EDITOR:
... Your meaty article, "Radio's
Power," in the Jan. 26 issue of
BROADCASTING • TELECASTING. . .
a splendid example of a solid story
to the retailer that radio can tell,
and should be telling constantly.
Both retailers and radio are miss-
ing a bet where advertising approp-
rations are set up so lopsidedly in
favor of the one medium—when
it has repeatedly been proved that
a more equitable combination of
media will do the better job.

Kermit L. Richardson
Commercial Mgr.
KGHI Little Rock, Ark.

SELL in a
BLUE CHIP MARKET!
THE LARGEST G.M. PLANT CITY . . . FLINT

With wages 32% above the national average, Flint folks employed by Buick, Fisher
Body, A.C. Spark Plug and Chevrolet (and there are more G.M. employees in Flint than
in any other city in the nation) help spend
over $25,000,000 every month in the Flint
market. They form the nucleus of a "Blue
Chip" prospect list for YOU! Be sure they
hear YOUR sales message! Tell it over Flint's
first station . . . WFDF*!

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville
HELP WANTED
Busy industrial Cleveland is on the job! A new high in employment was recently reached with 606,500 on Greater Cleveland's industrial payroll. With industry at work, more help is needed and WGAR serves by recruiting employees. More people at work means more dollars put to work buying your products and services. When it's help wanted - personnel or sales-wise - let WGAR do a job for you!

CIVIC ADVISORY COUNCIL
WGAR has formed a Civic Advisory Council consisting of citizens from the fields of business, labor, government, religion and education. This group meets regularly with WGAR department heads to exchange views on how WGAR can best serve the broadcasting needs of its area. This enables WGAR to better support worthy projects with its time and talents.

in Northern Ohio...

WGAR
the SPOT for SPOT RADIO

A WGAN ADVERTISER
Northern Ohio's largest appliance dealer, Strong, Carlisle & Hammond Co., advertises on Northern Ohio's Most Listened To Station! General Manager of the Philco Division, Mr. Homer G. Frank (center), has been with the firm for 20 years. Mr. Paul W. Buchholz (right) is advertising manager. Mr. Samuel Abrams (left) is president of Ohio Advertising Agency, Inc.

WGAR Cleveland 50,000 WATTS... CBS RADIO... AMERICA'S GREATEST ADVERTISING MEDIUM

AWARD WINNER
Americans who make outstanding contributions to a better understanding of freedom by what they write, do or say, receive the Annual Freedom Foundation's awards. Ralph Worden (right), an award winner for his "Hometown, Ohio" series, interviews Mr. E. T. Broderick (left), editor of the Lake County News Herald of Willoughby, Ohio. "Hometown, Ohio" highlights unusual features and interesting personalities of communities in Northern Ohio. It is available for sponsorship.

Represented Nationally by Edward Petry & Company
Look at Standard Rate and you'll see stations Broadcasting to Post (Ky.). But not WAVE—'tis True that we don't Go there at all. Even on Saturday Evenings, Post is too far across Field & Stream for us. . . .

Our Flair for programming is best known in the Town & Country comprising the great Louisville Trading Area. Here we have the Time of our Life producing spots and Sponsoring shows for 315,000 American Homes.

Take the Cue! Ask Free & Peters! We'll be glad to send the facts to put a Fortune in your Future!

Milestones

► KWK St. Louis, Globe-Democrat station, held dual celebration March 17—its 24th anniversary and St. Patrick's Day. Founded by Thomas Patrick Convey, with studios in the Hotel Chase, station has been in Globe-Democrat Tower Bldg. since 1940. Growth of station since 1927 under presidency of Robert T. Convey, son of KWK founder, was stressed on 24th anniversary, which found studios decked in green for general holiday atmosphere.

► William F. Malo, commercial manager at WDRC Hartford, is observing his 21st anniversary with that station this month. . . . Charles Parker, WDRC control room operator, is marking his seventh anniversary there.

► Kraft Foods Co. celebrated sponsorship of Kraft Television Theatre March 7 with telecast of 200th dramatic performance, "Delicate Tory" starring Felicia Montealegre, Nelson Olmsted and John Erickson. Program is aired Wednesday, 9-10 p.m.

► Lester H. Bowman, director of technical operations for CBS Hollywood, is completing 22 years service with the network this month.

► Tomorrow (Tuesday) The Johns Hopkins Science Review, weekly telecast of current developments in science, will begin its fourth year. Program originates at WAAM (TV) Baltimore each Tuesday and is carried as far west as Chicago by the DuMont network.

► KRNT Des Moines on March 11 marked the anniversary of what it believes may be the oldest local radio program on the air with the same sponsor. The program, Uncle Dan Reads the Funnies, is sponsored by the Colonial Baking Co. It was originated in 1923 by Art Smith, the original "Uncle Dan," who now is news director of WNAX Yankton-Sioux City. Current "Uncle Dan" is Carter Reynolds.

► France Laux, sportscaster for KXOK St. Louis, celebrated his 21st anniversary in St. Louis radio March 6. He started at KMOX as sportscaster and chief announcer, and has aired all types of sports, including nine World Series and nine All-Star baseball contests.

► One of the oldest regular programs on any Canadian station is Club Broadcast, Sunday, 10-10:30 a.m., which is celebrating its 28th anniversary on CFCCO Chatham.

► CKDM are call letters of new 250 w station on 1230 kc at Dauphin, Man.
NOW FOR THE FIRST TIME
IN TV—

1kw AT 900 mc

PLUS CERAMIC CONSTRUCTION

NEW GL-6019
See this great new G-E power tetrode at the I.R.E. Show in New York, March 19 to 22. Or wire or write for descriptive folder ETD-152. Electronics Department, General Electric Company, Schenectady 5, New York.

GENERAL ELECTRIC
THE chart shows the amazing results 5 five-minute programs on KWKH recently scored for a St. Louis jewelry store. 25 minutes of early-morning Class C time produced over $22,000 of orders, at a sales cost of less than 7/10 of 1%!

Hoopers and BMB figures tell you why KWKH can come up with sales stories like this. Year after year KWKH consistently gets top Shreveport Hoopers—far out-running the nearest competition, Morning, Afternoon and Night! And for every one radio family in Shreveport, KWKH gets nine BMB families in 87 Louisiana, Arkansas and Texas counties. 75% of these 303,230 families are "average daily listeners" to KWKH!

What other facts and figures would you like? Write direct or ask The Branham Company.
ANA: ROUND TWO

By RUFUS CRATER

THE ASSN. of National Advertisers hauled up its artillery last week for a second blast at radio rates, unveiling a new study which purports to show television has cut evening radio time values up to 60% in some cities.

Big gun of the campaign is an analysis prepared by the ANA Radio and Television Committee entitled “Radio Time Values, Radio Analysis Prepared for Evening Radio Time Values Both in Full Networks and on Individual Radio Stations in TV Cities.”

The committee’s conclusions do not necessarily represent the views of these or other cooperating organizations, the study comes to these basic conclusions:

- Average ratings for CBS and NBC sponsored evening radio programs occupying the same time spots during the interval October-November 1949 to the same period of 1950 showed “significant and continued declines.”

- At the same time the “cost per thousand homes reached by these programs increased 24.5% for CBS and 27.7% for NBC,” as against 21% for CBS and 18.4% for NBC in the original report covering March-April 1949 to March-April 1950.

- Radio listening in TV homes “has stood up well as compared with listening in radio-only homes” in morning hours, but “has suffered progressively in the face of television competition during the course of the afternoon, and still approaches elimination during the evening hours.”

- In TV cities surveyed by C. E. Hooper Inc., television’s share of the total radio-TV audience “continued to increase sharply between April-May and November-December 1950, to a point in excess of 70% in one city” (Philadelphia, 70.5%).

The new study, coming on the heels of a CBS research project showing radio still reaches more people per dollar than any other medium [BROADCASTING • TELECASTING, March 12], does not mention the relative effectiveness or the costs of other media. It is slated to reach the ANA spotlight in a closed session—and perhaps other sessions—at the ANA spring meeting March 28-30 at Hot Springs, Va.

The report specifies, perhaps in deference to anti-trust laws, that “no trade group should attempt to dictate to the radio stations and networks a formula for pricing radio time.”

“However,” it continues, “it is only appropriate that advertisers, in making plans for the effective marshalling of their advertising...

Trys Comeback on Radio Rate Reductions

By J. FRANK BEATTY

PRODUCTION of radio sets, on the upsurge for two years, continues to show a heavy increase, according to Radio-Television Mfrs. Assn.

The rate of increase promises to go higher as manufacturers find a steadily rising demand for radio sets. At the same time a number of individual TV makers find demand slowing up—with television dealers starting to resort to cut-price devices—after turning out TV sets at a record pace.

Both AM and AM-FM radio receivers, particularly in the table models, are in short supply in some areas.


RADIO SET PRODUCTION UP

Top ‘50

MAKE BID FOR NBC AFTERNOON STRIPS

By BRUCE ROBERTSON

NO HEROINE of a daytime radio serial ever was more beset with troubles than those NBC found itself confronted with last week.

Pulled out with trying to beat time to the network's on-set time radio rate structure, NBC was suddenly confronted with a surprise raid on its major afternoon accounts, it was learned last week. And—a quaintest of all—a new attack came from another network and a supposed ally, ABC.

Five leading advertisers, currently sponsoring 12 quarter-hour and one-half-hour five-a-week afternoon programs on NBC, and their agencies reportedly received ABC's written offer of a 45% discount on one-fourth of the full-hour one-time rate if they would transfer these shows to ABC for broadcast in the hours between 1 p.m. and 6 p.m. Furthermore, ABC offered to contribute $1,000 per program per week toward the program cost of these daytime serials.

If the offers are all accepted—and it was learned that they are receiving respectful attention—NBC would lose 13 afternoon serials which now solidly fill the NBC schedule from 2:30 to 5 p.m.

Advertisers approached by ABC

LIBERTY PLANS

Chicago Group Heals

LIBERTY BROADCASTING'S System solicited Chicago-area membership Monday night as managers of four stations met informally to hear an outline of its programming.

Stations represented were WJJ1, WJNP Evanston, WOPA Oak Park and WCWA Gary.

Among topics discussed were Liberty's plans, beginning next month, to add Commentators William L. Shirer and Joseph C. Harsh, each handling a quarter-hour show daily.

Proposed affiliation would cost each of the stations $400 monthly on a firm one-year contract, it was reported. The network is understood to be planning a sales organization which will sell network shows to national advertisers, time for which will be paid for by Liberty and pre-empted locally.

Mr. Shirer is a writer of Berlin Diary, and entered radio in 1945 after working as Paris editor and foreign correspondent for the Chicago Tribune. Mr. Harsh has been a CBS commentator seven years, and is a former writer for the Christian Science Monitor. Both reportedly will broadcast exclusively for Liberty.

Vice President H. B. Bumpas, who has been acting as manager of the Chicago office, has returned to Dallas headquarters. His replacement will be announced shortly.

Sterling Shows

Sterling Drug Inc., now sponsoring Backstage Wife, Stella Dallas, and Young Widder Brown, all quarter-hour strips on NBC, all placed through Dancer-Fitzgerald-Sample.


ABC's offer mentioned all five advertisers and is believed to be available only on a block basis and if accepted by most, if not all, of these accounts.

Ernest M. Jaehneke Jr., ABC vice president in charge of radio, confirmed that the offer had been made. Mr. Jaehneke emphasized that the time rate offered by ABC was a standard one and was on the network's rate card. He would not discuss the proposal for ABC to absorb part of the program cost.

Mr. Jaehneke denied that the offer would alter ABC's basic rate structure.

Although official comments were lacking, off-the-record comments of NBC executives were couched in vigorous if unquotable language. Desulphurized, they showed a general feeling that ABC's success in this raid would inevitably lead to a general breakdown in daytime radio rates.

(Any break in daytime rates also would certainly bring about a comparable if not greater decline in evening rates for radio, these executives believed. They pointed out that such a situation would lead to rate reductions in the evening hours when competition from television is strongest had been resisted last summer. It was believed that the renewed ANA recommendations for even stronger rate cuts than originally proposed would almost certainly succeed if daytime rates were to be cut first.

BERK APPOINTED

Joins Warwick & Legler

HARRY A. BERK, former president of Foote, Cone & Belding International Corp., Joins Warwick & Legler, New York, as a partner, director and vice president. He will also serve as chairman of the agency's plans board.

During the war Mr. Berk was a colonel and was appointed to the White House staff as assistant to the special representative of the President. Before his discharge he was a member of an economic mission of four which President Truman sent to China. In 1946 he joined Foote, Cone & Belding to organize the agency's overseas operation. He resigned in Europe in 1949.

'51 AIRLINE ADS

$2 Million For Radio-TV

NEARLY $2 million is earmarked for radio and television advertising in 1951 by scheduled U. S. airlines, according to the Air Transport Ass'n. Total ad budget is reportedly $16 million mark.

In the past, airline radio time has been devoted mostly to spot announcements with an occasional TV show. This year, however, TWA has a regular radio program on NBC, Mr. and Mrs. Blandings.

Habitant Campaign

HABITANT SOUP Co., through Chambers & Wiswell, Boston [Boston-ANA • Telecasting, March 12], is placing spot announcement and participation programs on the following stations: WSPD Toledo, WTOL, WDTN Dayton, WFMQ Cleveland, KSTP Minneapolis-St. Paul, WCPO Cincinnati, WNBG New York, WGY Schenectady, WAGE Syracuse, WFBF Syracuse, and has renewed on KMPC Los Angeles.
By JOHN OSBON
U. S. radio and television station licensees were summoned last week by the FCC to a secret emergency meeting in Washington March 28.

Although the entire project was classified (the FCC would not even admit that such a meeting had been called), it was learned authoritatively that the Commission would present plans for a proposed plan for radio-TV operations during a war emergency.

It was believed the plan would attempt to resolve conflicting beliefs about radio-TV broadcasting during enemy attacks.

The view of the Air Defense Command is that there should be radio silence in certain instances to prevent hostile enemy guided missiles on radio beams.

Civil defense officials, however, claim radio will be their chief means of giving vital information to the public at times of attack.

Although details of the plan which the FCC will present March 28 were within the realm of military secrecy, it can be reported that they involve substantial modification of equipment, permitting stations to remain on the air by the use of deception techniques such as frequency changes.

The March 28 meeting is without precedent. In all of World War II no government agency ever attempted to convene the entire broadcasting industry for a defense planning session, nor was there ever nationwide operational plan requiring broadcasters either to quit the air or resort to quick start, a frequency for deceptive purposes.

The plan has been submitted to the Air Defense Command, it was learned. The Commission called the meeting after conferences had been held between high officers of that Command and an official in the Office of the Secretary of Defense.

 Authorities saw in the FCC decision a positive recognition of broadcasting's vital role as a principal avenue of information during attack, indeed the only means of communication with the public in case more vulnerable carriers such as wire were destroyed.

In its notification to broadcast licensees, FCC invited them to attend the March 28 telecasted session to discuss proposed plans and problems dealing with the operation of stations during the period of imminent air attack. The Commission indicated that technical operations and methods of alerting the public would be discussed in detail.

The invitation was limited to two representatives from each station, presumably a top executive and chief engineer from each licensee operator of AM-FM-TV facilities, which number about 2,600. Admission will be by ticket, with licensees each tendered a card marked "restricted" and asked to return a form notifying the Commission of their intention to appear. It was understood that stations would be allowed representation by legal counsel if desired. According to plans, the session would be held in the Interdepartmental Auditorium adjacent to FCC headquarters.

Topics slated for discussion by FCC and industry representatives include:

- "Methods of deception" by which stations could operate without letting themselves as navigational aids to enemy aircraft.
- Results of tests conducted by the Commission, in conjunction with the Air Force, which will throw light on the broadcasters' participation in civil defense activities.

Use of sub-audible or "coded" frequencies to alert civil defense personnel in threatened communities without notifying the public at once.

Modification of existing broadcast facilities which would enable stations to remain on the air during imminent or actual attack and role of designated monitor outlets.

The monitoring role of FCC during an emergency.

It was learned exclusively by BROADCASTING * TELECASTING last Thursday that the question of whether existing broadcasting stations will remain on the air will hinge largely on modification of existing facilities, thus accommodating the "objectives and purposes" of the Defense Dept. plan.

One military official, who declined to be quoted by name, said stations would have to comply with this requirement "if they intend to...

"(Continued from page 62)"

By LARRY CHRISTOPHER

FCC's revised TV allocation proposal may be issued this Thursday or Friday—perhaps sooner.

To a number of cities—in view of reports the Commission may at least partially unfreeze the UHF bands—these objections are (BROADCASTING * TELECASTING, March 12)—it could mean that television service might be just around the corner.

How quickly the corner might be turned would depend upon the enthusiasm of applicants, the promptness of FCC processing (including comparative hearings if required) and the aid of reportedly sales-savvy engineers and set manufacturers (see story, page 57). Add to this the defense situation.

The proposed allocation revision may well preview the beginning of the long-foreseen, unprecedented expansion and revolution of the communication media within the U.S.—the challenge of that ever-nearer "tomorrow" for all broadcasters, aural and visual.

The report is expected to issue later this week if the Commission has been able to meet earlier to give the proposal a last review and approval.

But should additional modifications be ordered—and they can, just as they repeatedly have during the past fortnight—the report may be delayed until next week or so.

Because of the major revisions which have been made, FCC is expected to return formal comments, and replies thereto. These would have to be filed within about 30 days. In all likelihood, more weeks would ensue before the Commission could commence its hearing on the city-by-city allocation proposals which are a part of the revised report. This hearing in turn may take as much as two months to complete and is expected to be one of the liveliest sessions yet held in view of the extensive witness roster [BROADCASTING * TELECASTING, March 5].

FCC Can Review

After this final-phase hearing, FCC can then review its proposals along with the comments of industry and others and work out the final allocation plan. No sooner will the lifting of the freeze and resumption of normal processing procedures can occur until then.

At this writing, the significant aspects of FCC's revised proposal appear to include:

- Complete revision of the city-by-city allocation table, including both VHF and UHF.
- Full allocation of the UHF (some 65 channels from about 500 to 800 mc) instead of the previously proposed partial allocation (42 channels). These augment the 12 VHF channels which are in use.

- Relatively prompt unfreezing of the UHF band, perhaps even before completion of the city-by-city allocation-proposal hearing and final decision, depending on the number and nature of comments opposing specific allocation proposals.

- Unfreezing might be possible in specific areas where no opposition to the allocation has been filed and the overall allocation effect would not be negative. But chances for this are slim.

- Some VHF unfreezing may follow in certain areas like Hawaii, Alaska and Puerto Rico, although it's doubted any similar spot thaw within the U.S. would be consistent with the overall allocation policy and planning.

- Commission cannot any general UHF or spot UHF-VHF unfreezing, applications would be subject to normal processing procedure—including comparative hearing—before actual grants could be made.

- Education probably will get allocation reservations in the UHF, and possibly the VHF, but it won't

(Continued on page 68)
**Did He Invent Radio?**

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**Mr. Stubblefield receiving wireless telephone messages near Philadel phia in May 1902.**

**By L. J. HORTIN**

"WAY DOWN in the tip of Kentucky you'll hear on your radio every hour or so: "This is Station WNBS Murray, Ky., Birthplace of Radio."

If you're a stranger in those parts, you'll smile indulgently and reflect that it's probably a tall tale told by an over-bourbonized Kentuckian.

If you're a scientist, you'll ask: "What about Marconi, DeForest, Fessenden, Preece, Poulsen, Fleming, and all the others?"

Old-timers down in Western Kentucky will answer you about like this: "Oh, we've heard about some of them. Of course, they deserve a lot of credit. But, stranger, we heard Nathan B. Stubblefield talk to us in Murray by wireless as early as 1892—a long time before we heard about these other fellows."

The "NBS" in Murray's call letters WNBS are the initials of Nathan B. Stubblefield, whom they credit with the invention of radio-telephony.

Mr. Stubblefield was born in Murray, Ky., in 1860, the son of Atty. and Mrs. William Jefferson Stubblefield.

In his teens, he read and studied everything available on the new science of electricity. When Alexander Graham Bell phoned Tom Watson on March 10, 1876, "Come here, Watson: I want you," Mr. Stubblefield was experimenting with "vibrating" communication devices and other "queer contraptions."

The Murray Weekly News carried this news item on March 10, 1897: "Charley Hamlin has his telephone in fine working order from his store to his home. It is the Nathan Stubblefield patent and it was the best I have ever talked through."

Mr. Stubblefield's vibrating telephone was patented Feb. 21, 1888—Patent No. 576,816. His "acoustic-telephone" was a local success. About 1890 he developed a "Bell telegraph."

Scientists had known for a long time, of course, that electricity could jump across gaps of intervening space. But just when or how this young Kentucky inventor made the first private discovery of the ability to transmit sounds by wireless will perhaps never be known. Evidence points to the period of 1890-1892.

He did tell a St. Louis Post-Dispatch reporter in January 1902: "I have been working for this 10 or 12 years, long before I heard of Marconi's efforts or the efforts of others to solve the problem of transmitting sound without wires. . . . This solution is not the result of an inspiration or the work of a minute. It is the climax of years."

**First Tests Without Ground Wires**

Mr. Stubblefield's first crude experiments "were made without ground wires." He said the messages were first sent "by means of a cumbersome and incomplete machine through a brick wall and several other walls of lath and plaster without wires of any description." He called his first machine the "wireless telephone" as the word "radio" or "radio-telephony" was not then in use.

What about Marconi? Mr. Stubblefield's proponents have a rather simple answer. In the first place, in 1890 Marconi was only 15 years of age, since he was born April 17, 1875. Mr. Stubblefield was 30 and had read and studied practically all books and magazines available on the subject.

In the second place, telegraphy

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The Stubblefield home in Murray, Ky., where the inventor made his early experiments in radio-telephony, burned in 1915, but is commemorated by a marker on the campus of Murray College. In the left photo, the family pose outside the home with some of his equipment. Right photo gives a view of the interior of the house, with Mr. Stubblefield and his son Bernard standing beside the invention.

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TWENTY-THREE years ago this month a 68-year-old hermit was found dead in a dilapidated shack in Calloway County, Ky. Was he the inventor of radio?

L. J. Hortin, associate professor, School of Journalism, Ohio U., thinks he may have been. Mr. Hortin, one-time reporter for the St. Louis Post-Dispatch Press, has assembled painstaking research that indicates Nathan B. Stubblefield, who died in poverty and obscurity, may have been the first actually to transmit a voice and music without wires.

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Several close friends of Mr. Stubb-

(Continued on page 92)
MARCH SIGNINGS

By GRETCHE N GROFF

FOUR RADIO networks gained a total of 15 new and renewed contracts during the mid-March contract negotiations with advertisers, to counterbalance the 15 programs, sponsors they lost, according to a survey by Broadcasting • Telecasting last week.

ABC accounted for the most activity among the networks by lining up one new program and six renewals, but dropping a total of five shows. The Philip Morris Playhouse, which started March 15, was purchased by Philip Morris Co., Thursday, 10-10:30 p.m., and reportedly brought $750,000 in gross billing to the network.

Renewals included: Procter & Gamble, for Ferry Monday, Tuesday, 2-15:2-30 p.m., through Benton & Bowles Inc., New York; General Foods, for The Second Mrs. Burton, Monday-Friday, 2-2:15 p.m., 52 weeks, through Young & Rubicam Inc., New York; Lever Bros., for Talent Scouts, Monday, 8:30-9 p.m., for 40 weeks, through Young & Rubicam Inc., New York; Sterling Drug Co., for Sing It Again, Saturday, 10-10:15 p.m., segment, for 52 weeks; Carter Products, for Sing It Again, Saturday, 10-10:15 p.m., segment, through SSG&B, New York, for 52 weeks, and Colgate-Palmolive-Peet Co., for Strike It Rich, 52 weeks, Monday - Friday, 4:30-5 p.m., through William Esty Co., New York, beginning April 2.

Cancellations

Cancellations on CBS were: Chamberlain Sales Corp., of Eric Sorensen and the Theatrical, beginning March 18, through Cecil & Presbrey Inc., New York; Pan-American Southern Corp., Edward R. Murrow, Monday-Friday, 7:45-8 p.m., over 15 CBS stations, through Fitzgerald Adv., New York; General Foods, for My Favorite Husband, Saturday-Sunday, 8-8:30 p.m., effective March 31, through Young & Rubicam Inc., New York; and the Carnation Co., for Family Circle, Monday-Friday, 10-10:30 p.m., effective March 24, through Erwin, Wasey & Co., New York.

Network was reported on the verge of concluding negotiations with the Chevrolet Div. of General Motors to sponsor its Hear It Now documentary program, 10-11 p.m., Friday.

ABC Changes

ABC revealed the sale of one new Monday-Friday, news program; one renewal, and five cancellations during the last several weeks.

Serutan Inc., through Roy Rogers, renewed once for New York, added 10 minutes to its 12:25-12:30 Monday-Friday news program featuring Edwin C. Hill for sponsorship of Don Gardner, 12:20-12:30 p.m., effective April 23.

Firm however is dropping its John Kennedy news program, 2:30-3:45 p.m., Monday-Friday, 52 weeks, effective April 20. Equitable Life Assurance Society renewed This Is Your FBI, 8:30-9 p.m., Friday, for 52 weeks.

Other cancellations included: Miller's High Life Beer, of The Lawrence Welk Show, Wednesday, 10-10:30 p.m., effective March 28, through Murray & Ash, 30% assoc., Milwaukee; Texas Co. of The Metropolitan Opera, Saturday, 2-5:15 p.m., effective March 17 (with the closing of the Metropolitan's season), through Mutual Songs, Song Show, 10-10:15 p.m., Sunday, through Silverstein-Goldsmith Inc., New York; Pacific Coast Borax for The Trail Blazers, 9-9:30 p.m., through Sigma, and Mutual, 9:30-9:55 p.m., through McCann-Erickson, New York.

Network reported gain of one new show, three renewals and one cancellation. The National Dairy Assn., effective April 1, will sponsor a news show, 3:30-3:45 p.m., Monday-Saturday, 52 weeks; News of the Week, 10-10:15 p.m., effective March 26, through Benton & Bowles, New York; Miles Labs, One Man's Family, 7:45-8 p.m., Monday - Friday, through Wade Adv., Sunday, filling in 15 minutes of the recently cancelled Miles Labs show, The Quiz Kids. General Mills renewed When a Girl Marries, Sunday, filling in 15 minutes of the same time slot as the cancelled show. One Man's Family, 7:45-8 p.m., effective March 26, through Benton & Bowles, New York; Miles Labs, One Man's Family, 7:45-8 p.m., Sunday, filling in 15 minutes of the cancelled show.

MBS Adds Two

MBS signed two new sponsors and one renewal and lost one program. The Vitamin Corp. of America (Rybutol) purchased the Gabriel Heather, Thursday, 7:30-7:45 p.m. program, through Harry Cohen Adv., New York, effective March 29. R. J. Reynolds Tobacco Co.'s Chesapeake, 1800 p.m., five minutes following Game of the Day, about 2 p.m., Saturday, through William Esty Co. Inc., New York. Burrell Mills & Eleva- tor Co. renewed its Light Great Doughboy, 12:45-1 p.m., Monday, Wednesday, Friday, for 13 weeks on 165 stations, through Tracy-Laird Public Relations.

Amurol Products Inc. cancelled its Thursday night sponsorship of Gabriel Heather, 7:30-7:45 p.m., which was replaced by Rybutol.

Army-Air Force Plans

U.S. ARMY and Air Force, through Grant Adv., Chicago, plans release of Ralph Planagan and his orchestra on ABC in its national recruiting campaign. Other broadcast recommendations, for both AM and TV network shows, were made to Washington officials late last week.

AGREEMENT REACHED

By P r E t i C O K

JAMES C. PETRILLO, AFM president, last week reached an agreement with radio and television networks on terms less drastic than those demanded by two powerful and strike-minded locals but still severe enough to represent substantial union gains.

In addition to obtaining general salary scale increases, Mr. Petrillo was able for the first time to establish in the broadcasting industry the principle of employer contributions to the AFM music performance fund.

Telephonic record manufacturers have paid millions of dollars to the fund in recent years since they acceded to Mr. Petrillo's demands, following 20 months of AFM boycott against them. Recently Mr. Petrillo was able to reach similar agreements with several independent producers of television films.

Last week's agreement, however, was the first penetration of the broadcasting industry by the royalty principle.

The new agreement obliges networks to pay the fund 5% of the gross revenue from sales of television films.

Musicians Get Increase

The union won a 15% wage increase for staff musicians, with two weeks' vintage.

The increases will bring salaries of staff musicians in New York to $220-17 for a 28-hour week and to $15 in Los Angeles, according to unofficial estimates. It also won wage scale parity in radio and television. Formerly, television musicians received 95% of the radio scale.

A moratorium for arrangers, orchestrators, composers and copyists is to be distributed by a subcommittee of network and Los Angeles AFM local representatives so that the over-all cost will not exceed 15%.

The contract will cover three years and is retroactive to last Feb. 1. Only 10% of the wage increases were effective immediately, the remaining 5% being subject to approval by the Wage Stabilization Board.

The unit was treated on one demand by New York Local 802 for a prohibition of the use of transcribed or recorded music on network stations between 8 a.m. and midnight.

"If I could have called a strike and won it, I'd have called it," Mr. Petrillo candidly admitted last week after reiterating his longstanding antipathy for "sympathetic" strikes.

"Records," he added, "are probably here to stay."

In reaching his agreement with the networks, Mr. Petrillo overrode strike votes by both New York and Los Angeles locals. They had voted to walk out Wednesday night. The Petrillo settlement was reached the following night.

Petrillo Makes Announcement

It was announced by Mr. Petrillo Wednesday at a news conference at which the AFM chief was flanked by Frank Stanton, CBS president; Robert E. Kintner, ABC president; Joseph McConnell, NBC president; Mark Woods, board vice chairman of ABC, and Theodore C. Streibert, president of WOR New York, MBS outlet there.

The two parties had reached an agreement in New York and Los Angeles could not be localized. As a consequence it had been vetoed for fear it would jeopardize musicians' interests throughout the country. Efforts to "pipe" music into the struck areas would have necessitated extension of the network to strikes into ever-larger areas of the country, not only among radio-TV musicians but among those in theatres and night clubs.

Querled as to his relations with New York Local 802, which was rumored to be dissatisfied with Mr. Petrillo's predominance in AFM affairs, the latter said, "From my standpoint, they're good." Pressured further, he said that he and the local were "fairly in a different relation."

DuMont network, which was not a party to the settlement, sent representatives to the first few meetings of the new agreement, he said. Negotiations with DuMont would be handled by Local 802.

Both a union and a network version of the terms of the settlement

(Continued on page 40)
McFARLAND BILL
House Group Hearings
Set for April 3

STATUS of this year's congressional effort to write into law a new Communications Act, realigning FCC procedural functions, narrowed down to the House Interstate & Foreign Commerce Committee last week.

Legislation in question is the so-called McFarland Bill (S 658), sponsored by Senate Majority Leader Ernest W. McFarland, chairman, Senate Commerce radio-communications subcommittee [Broadcasting • Telecasting, Jan. 29 et seq.].

Under Senate pressure, the House Commerce Committee has formally opened hearings on S 658 for April 3, following the House - planned Easter recess, March 22-April 2. It was learned that NAB may ask to testify. Last session, when the same measure was heard in the House, NAB filed only a statement.

Presumably other witnesses will include FCC Chairman Wayne Coy, who has returned from his six-week vacationing.

Parliamentary steps taken by the Senate in its obvious move to spur House action on the measure were completed last week. On Monday, the Senate unanimously passed a House-approved bill (HR 1730) to which again the McFarland Bill was attached as a "rider." The bill, before changed in the Senate, would have authorized funds for the FCC to acquire land and buildings for monitoring purposes, a provision which, incidentally, is included in the text of the McFarland measure.

As a backdrop to this rumbling of legislative machinery, Senate

MBS OUTLETS
Regional Meets Set
FRANK WHITE, president of Mutual, and a group of network executives have scheduled a series of regional affiliates meetings starting last Saturday and continuing through the month.

The sessions will cover all phases of programming and station relations.

Last Saturday's session was to be at Salt Lake City and was to be followed by one at Colorado Springs yesterday (Sunday).

Among executives attending the sessions are, in addition to President White: William H. Fineshriber, vice president in charge of programming; Adolf N. Hult, vice president in charge of sales; E. M. Johnson, vice president in charge of engineering and station relations; Charles Godwin, director of station relations; Roy Danish, Western Div. manager of station relations; Robert O'Connor, manager of engineering information, station relations.

Remaining meetings scheduled are: Today (March 19), Albuquerque; March 20, Charlotte, N. C.; March 21, San Antonio; March 22, Nashville; March 23, New Orleans; March 24, Tulsa; March 26-27, Minneapolis; March 27-28, Jacksonville, Fla., and March 30, Detroit.

TELEVISION'S unique talent as a news reporter was never more apparent than it was last week when Frank Costello, who feels crudely used when people call him the underworld boss of America, was interrogated in New York by the Kefauver committee.

Mr. Costello is a shy man who seldom ventures in public without the protective coloration of a platoon of functionaries who dress almost as impeccably as he does and are nearly as freshly barbered. His theory apparently is that in the midst of a covey of painfully groomed look-alikes he will pass unnoticed.

The news that the Kefauver hearings were to be televised presented a dilemma to a man with so great an admiration for anonymity. Mr. Costello finally agreed to appear on the television screen, providing his face was not shown.

This solution was no more successful as concealment than his habit of surrounding himself with bodyguards. Somehow the camera view of the headless Mr. Costello's

MAIN Liquor Ad Bill
MAINE House of Representatives last week upheld an unfavorable action by the committee on liquor advertising. Bill would have banned radio, magazine and newspaper liquor ad copy containing information beyond the advertiser's name, brand name or statement of sponsorship [Broadcasting • Telecasting, March 12].

ADMEN WARNED
Borton Asks Vigilance
ELON G. BORTON, president, Advertising Federation of America, last week warned the ad industry to guard against further restrictive laws and regulations such as those already controlling advertising. Mr. Borton voiced his warning in an address before the Syracuse Sales and Advertising Executives Club.

He declared that unless advertising watches its step carefully in this mobilization period, it may find itself burdened with further regulation and possibly even direct taxes. Above all, he cautioned, advertisers should not relinquish their place in the competitive market just because demand may exceed available goods now.

IN REVIEW

PROGRAM FACTS

Page 28 • March 19, 1951
TELL RADIO'S STORY

By DAVE BERLYN

RADIO'S STORY (and TV, too) as a dynamic medium of communication was told in all its force and flavor before a Congressional committee last Thursday.

Setting of this dramatic re-telling was the House Ways & Means Committee which heard testimony for one day on the subject of proposed increased excise taxes on radio and television sets; a boost on the manufacturing level from the current 10% to 25%.

Testimony was voluminous, but intertwined into radio-TV speakers' statements was the theme that, in the words of Ralph W. Hardy, NAB government relations director, radio and television are "media of public enlightenment and information."


Hardy Terms Discriminatory

Mr. Hardy said a tax applied "solely to radio and television, and not to other media of public enlightenment and information, is discriminatory and basically regressive to our traditional determination to keep the channels of information to the American public unfettered and available to all of the people, regardless of their economic station."

NAB's spokesman said the proposed excise could be regarded as a "tax on the circulation of vital information to the public at large." He said surveys showed that the nearly 3,000 radio outlets' broadcast regularly by 85% of all American families, with a majority of listeners habitually tuned to newcasts.

At Excise Hearing

"We tend to lose sight of the fact that radio broadcasting is now the most important medium of mass communication in the U.S.," Mr. Hardy continued.

Records, he explained, show 1,500 daily newspapers as against approximately 3,000,000 radio outlets. Such comparison, he said, gives a "starting point to comprehend radio's position."

Mr. Hardy pointed out that President Truman was cited by Treasury Secretary John W. Snyder as recommending $3 billion additional revenue raised from excise taxes on consumer goods which are "less essential" or which use materials that will be in short supply.

In answer, Mr. Hardy noted the statement by Mr. Truman that "radio must be maintained as free as the press" and that he has at his disposal broadcasting facilities and receiving sets "to bring his voice to every American, not only in person and on short notice." [BROADCASTING • Telecasting, Oct. 18, 1950].

He also pointed out that Defense

[Continued on page 48]
SHEPPARD PROTESTS

FCC Action on ABC

CBS and MBS with flourishing under the Act as "one of the greatest monoplies this country has ever seen" and has grown to such proportions that it dictates what entertainment and what information the public shall hear over the public's own airways."

Bill May Be Heard

There is a possibility that the Californian's proposals may come up before the House Interstate & Foreign Commerce Committee where his bills have been marking time. The committee begins public hearings on the McFarland Bill to realign FCC procedures (S 658) April 3 (see story page 28).

Last year, when the House group heard testimony on the procedural bill, Gordon P. Brown, owner of WSAY Rochester and a perennial campaigner for stricter control over networks, urged combination of the McFarland legislation with the then pending [BROADCASTING • TELECASTING, Aug. 21, 1960].

No More Confusion?

IP A CONGRESSMAN can do it twice, so can the clock. It happened with the so-called Sheppard Bill sponsored by Rep. Harry R. Sheppard (D-Calif.) to license networks and to take control of network rights away from the networks. In the 81st Congress, the bill was given the House number, 7510. The two bills introduced in the 82nd Congress, covering the same ground, are HR 73 and HR 10. This should clear up some of the confusion for the broadcast-er.

RED CROSS
Radio-TV Support Campaign

AMERICAN RED CROSS has announced that this year, as before, the advertising industry, radio, television and the press is lending full support to its March 1961 fund campaign for $85 million.

Brig. Gen. David Sarnoff, RCA board chairman and ARC national fund chairman, spoke on financial aims and needs of the Red Cross during a special NBC program, "Parallel 49," 10:30 p.m., March 12. The program was a dramatization of the organization's work.

Louis C. Bochecher, ARC public relations director, said, "In generously sponsoring advertising space and radio and television time for the Red Cross, American business, too, is demonstrating its awareness of our part in the national emergency".

Radio and television networks as well as more than 2,000 local stations throughout the country have pledged complete support.

AMERICAN RED CROSS blood bank drive was given a boost on the Bob Turner sports show over WHAM-TV Rochester, N. Y. During one of the sports telecasts, Sam Urrazette, national amateur golf champion, is shown donating a pint of blood while Ed Sullivan, Toast of the Town emcee, holds his hand reassuringly. Mr. Sullivan was in Rochester to launch the Red Cross campaign there.

FCC RED PROBE?

NO SENATE "task force" has been delegated the assignment of investigating the FCC in search of alleged subversive elements, Sen. Homer Ferguson (R-Mich.) told [BROADCASTING • TELECASTING, last week. Sen. Ferguson and Sen. James O. Eastland (D-Miss.) are the members of Chairman Pat McCarran's (D-Nev.) Special Subcommittee on Internal Security who head up a "task force" that is looking into "Communist infiltration" in the executive agencies. This preliminary investigation is being conducted with top-level secrecy, it was understood.

Sen. Ferguson said that while the committee has full "jurisdiction" over alleged Communist "infiltration or influence" in government agencies, "no task force has been assigned to that project," meaning the FCC.

The Michigan Republican pointed out that while no efforts have been launched along that line at the present time, he could not give any assurance that the probe would by-pass such agencies as the FCC.

Two other "task forces," shrouded in a hush-hush cloak, are probing "Communist infiltration." One of these units, each unit consists of about two Senators with staff investigators, is charged with combing for Communist infiltration or influence in [BROADCASTING • TELECASTING, Jan. 22].

The subcommittee of the Senate Judiciary Committee has been granted powers rivaling those of the House Un-American Activities Committee. Seven Senators are on this subcommittee. They include Sens. McCarran, Eastland, Ferguson, O'Connor, Willis Smith (D-N.C.), William E. Jenner (Ind.) and Arthur V. Watkins. It was provided with a $160,000 budget by the upper chamber.

Among its functions originally contemplated is an inquiry into the McCarran Communist Control Law which proscribes Communist and subversives from sponsoring radio- TV time if sponsorship is not labeled.

None Scheduled, Ferguson Says

Sen. Eastland, who was in Mississippi last week, was unavailable for comment on an unidentified report that possibly the subcommittee is considering an investigation of the FCC.

The new and powerful Senate investigating unit was created last January to look into Communist and subversive activities [BROADCASTING • TELECASTING, Jan. 22].

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You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY
NO EVIDENCE has been presented respecting the reputation of Arthur B. McBride or his past ownership and operation of Continental Press, national racing news service, to disqualify him from being a stockholder in a radio station.

That is the substance of an initial decision reported by FCC last week to grant consent to WMIE Miami, Fla., for assignment of its construction permit from Lincoln Operating Co. as trustee for Sun Coast Broadcasting Corp. to Sun Coast itself. Mr. McBride and his Cleveland business associate, Daniel Sherby, are substantial owners of Sun Coast. They also are part owners of WINK Fort Myers, Fla.

WMIE's handling of race broadcasts also was found to "not reflect unfavorably upon the character of its management or of the stockholders of Sun Coast."

The initial decision found no ground for disqualifying Mr. Sherby from stock ownership in WMIE. The taxi "monopoly" of Messrs. McBride and Sherby in Cleveland was declared to not reflect unfavorably upon their qualifications in view of testimony praising the taxi firms' operations.

Continental Press Details

Continental Press itself in effect gained a clean bill of health as far as FCC is presently concerned. Hearing Examiner Leo Resnick, who presided in the case, pointed out that although the record does not contain "detailed information concerning the operations of Continental Press," no evidence was presented to show that the race news service is involved in any unlawful activity and has never been found to have been so involved.

The examiner pointed out the FCC case was not a "legislative or investigatory proceeding in which the initiative for questioning witnesses and issuance of subpoenas is sometimes taken by the presiding officer."

"It is rather," he explained, "an adversary proceeding subject to the Administrative Procedure Act and more particularly, an adversary proceeding in which counsel for the applicant organizes and presents the evidence favorable to the applicant and in which Commission counsel is primarily responsible for such preliminary investigation as may be made and for the organization and presentation of evidence which might be regarded as unfavorable to the applicant."

The examiner emphasized that full opportunity was made available at the hearings for any "public" witness to present any relevant evidence or testimony.

The decision declared Mr. Mc-

CHECK Buffalo's "PULSE" today!
See all the top shows on WGR! It's THE station in Buffalo for best buys day or night.

COLUMBIA NETWORK

Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N.Y.

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick  I. R. ("Ike") Lounsbury

OFF FOR the South is Gilmore N. Funn, WLAB Livingston, N.Y., representing U.S. broadcasters at Inter-American Assn. of Broadcasters meeting at Sao Paulo, Brazil, starting today. He took off from International Airport, New York.

Bride placed Continental Press in operation in November 1939, "a few days after Nation-Wide News discontinued its services. Unlike Nation-Wide News, which sold racing news to bookmakers, Continental Press did not sell news to bookmakers but to six customers each of whom was the publisher of a racing "scratch" sheet."

The initial ruling said the "attention has not been called to any conviction of Arthur B. McBride or of Continental Press on criminal charges and the record does not show that Continental Press operates in violation of any State or Federal law."

It further observed Mr. McBride "sold Continental Press in 1942 to James Ragen Sr. and his son, James Jr., but after the death of the elder Ragen, full ownership was acquired by Edward McBride, student at U. of Miami law school and son of Arthur McBride."

Since disposing of Continental Press, the record shows the elder McBride has had no part in its operation, the decision said.

The decision also added that Edward McBride has no interest in WMIE and "knows practically nothing about the operations of Continental Press but leaves its operation and management entirely in the hands of his uncle, Tom Kelly, who has been with Continental Press since its formation in 1939 and who was instrumental in persuading Arthur B. McBride [brother-in-law] to establish the service."

Respecting Continental Press the initial decision noted that the second interim report of the Senate Crime Investigating Committee was issued subsequent to the closing of the record in the WMIE case. The footnote added neither the Senate committee report "nor the evidence upon which it is based are on the record of this proceeding and therefore cannot be used for the purposes of this initial decision."

The second interim report of the Senate committee, issued in late February as Senate Report No. 141, (Continued on page 34)
PEOPLE FROM ALL OVER—they listen to KYW

At 6:25 AM on a recent weekday morning, a KYW program aired a single offer of a cardboard-backed thermometer. Three days later, the mail count stood close to 5,000 pieces! 1,757 came from Philadelphia—the rest from some 600 communities elsewhere in Pennsylvania and in 20 other states. People really listen to KYW—early and late, near and far! For availabilities, check KYW or Free & Peters.
WGY delivers a regular listening audience in all 22 cities of the Seventeenth State.

WGY's average evening audience is larger than the audiences of the next two stations combined.

WGY's daytime audience is 18% larger than the next best station's daytime audience.

WGY's share of audience is above 20% in 15 of the 22 cities. Station 'B's' share of audience is 20% or over in only 4.

This tremendous power and coverage advantage is yours at a lower cost than any combination of stations in the area needed to reach the same markets. Coll NBC Spot Sales, New York, N. Y., or the WGY Sales Department, Schenectady, N. Y., today!
Stations acclaim it "wonderful idea"—

FIRST APS SUBSCRIBER CONFERENCE
AT GREENSBORO, N. C.

Big turnout hears APS staff outline value of
creative selling and programming
in building greater radio sales

ANOTHER WONDERFUL NEW
SELLING IDEA BECOMES A FACT!

One more phase of Associated's unique campaign to help its subscriber stations SELL by giving them real sales service has been launched with resounding results. First in a series of regional program and sales clinics, this meeting at Greensboro, N.C., on February 19 scored a clear hit with the APS subscribers who attended. How they felt, and their expressed reactions to this "why didn't it happen before?" event, are enthusiastically reflected in the column at right.

This was the kind of meeting that station sales and program personnel have long hungered for. Best of all, it didn't cost them a cent because their stations are subscribers of APS.

MORE IS COMING!

There will be plenty more subscriber conferences in city after city, across the whole United States...wherever Associated members want to build greater sales for their stations, using the unmatched APS Library that "pays for itself".

In the near future, APS Subscriber Conferences will be held in cities like Atlanta, Memphis, Chicago, New York, on the West Coast. Watch for announcement of the session nearest your market. If you're an APS subscriber, you'll get a personal letter.

NOTICE TO NON-SUBSCRIBERS:

The profitable value of these clinics with their exchange of vital selling ideas is obvious. But they're only part of the extensive sales service every APS subscriber enjoys without additional charge. They also receive (among other advantages) transcribed sales meetings for use in their own stations; regular copies of "The Needle", a monthly newsletter of selling tips; the APS Merchandising Calendar; sales promotion material that wins sponsors for APS pre-produced shows, personal visits by sales-skilled APS representatives—and the finest transcribed library in the world.

There are many other benefits to be gained as an Associated subscriber. And a few more stations still can be. Write us today for full details on how you may become a subscriber. Incidentally, even though you may already have another library, there is a new precedent-breaking plan that makes it possible for you to benefit from the APS extra services right away! Ask us about it! The coupon is for your convenience.

ACTUAL COMMENTS BY
BROADCASTERS
WHO ATTENDED—

"I think the entire meeting and its acceptance was tremendous."

"This was the beginning of a new phase in library 'merchandising' which has certainly been inspiring and refreshing. Once-a-year meetings like this should be planned. Working out the elementary questions in advance could help save time in the meetings."

"The best radio sales meeting I have ever attended—by far."

"I think that your idea of this meeting was excellent and if everybody got out of the meeting what I did, they really have gained some good ideas and advice."

"I think this is a wonderful idea, one of the best meetings I have attended."

"Thought meeting was best I ever attended!!"

"Your meeting was the best I have ever attended."

"Your meeting was most helpful, both from a program and sales standpoint. We hope that they will continue."

"This has been a most worthwhile meeting and you are to be congratulated on another first in the industry."

"The information APS has brought—the confidence Mitch exudes—all are like a shot in the arm!!"
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: 1/2-min. or time signals, $18.24; 1-min., $22.80; 5-min., $36.48 (26-time). Complete card on request.

For further details or complete brochure, please write or phone Jack Koste, Independent Metropolitan Sales, national representatives, 60 E. 42nd St., New York City—Murray Hill 2-4813. J. Douglas Freeman, Commercial Manager, Munsey Building, 1229 E. 2nd St., Wash. N. W., Wash. 4, D. C. Sternlitz 1772.

WASHINGTON, D. C. METROPOLITAN NETWORK

WARL 780 KC, 1000 W.
WBCC 1120 KC, 250 W.
WFAX 1220 KC, 250 W.
WGAY 1020 KC, 1000 W.
WPIK 730 KC, 1000 W.


Convention Plans
(Continued from page 29)

BMI president, declined a committee bid to become NARTS president [Broadcasting • Teletasking, March 12].

At least a score of names have been mentioned in connection with the NAB presidency. Two names mentioned last week, in addition to those previously cited, were FCC Commissioner Robert F. Jones and Gordon Grose, president of WIP Philadelphia.

Election of Hugh B. Terry, KLZ Denver, as director-at-large for medium stations [Closed Circuit, March 12] leaves only one vacancy on the board, the District 8 directorship. Ballots for election of a successor to George J. Higgins, who resigned when he moved from WISH Indianapolis to KMBC Kansas City, were mailed to District 8 members last Tuesday.

Dist. 8 Balloting

In the District 8 balloting only two candidates are nominees. They are R. M. Fairbanks, president of WBDC Indianapolis, and Milton L. Greenbaum, owner-president of WSAM Saginaw, Mich. Several other proposed nominees received four votes but five were necessary for nomination. Ballots must be returned to NAB not later than March 29. The new director will serve until the 1982 convention.

The runoff race for the medium-station directorship was even until the last days of the balloting, when Mr. Terry pulled ahead of John E. Esau, KTUL Tulsa, a candidate to succeed himself. Mr. Terry formerly served on the board from 1946-50 as District 14 director. His new term starts after the April convention. Messrs. Terry and E. Esau had been tied in the original voting, necessitating the runoff.

KMBY IS SOLD

Bought by Kenyon Brown

KMBY Monterey, Calif., has been sold to Kenyon Brown, president of KWPT Wichita Falls, Tex., by L. John Miner and Taft R. Wrathall, subject to NAB approval. Consideration of $45,000.

KMBY is assigned 250 w unlimited on 1240 kc.

This is Mr. Brown’s second purchase of a radio station in the West, following not long after his announced purchase of KWRN Recordery pending before the Commission [Broadcasting • Teletasking, Jan. 15]. Mr. Brown also owns interests in KEPO El Paso, Tex.; KGLO Miami, Okla.; and KFDR Oklahoma City. The sale of KMBY was handled by Blackburn-Hamilton Co., radio station and newspaper broker.

ENDORSES BAB

NARSR Changes to NARTSR

NATIONAL Assn. of Radio Station Representatives went on record last week as endorsing the objectives and proposed operating plans of BAB.

Holding its first quarterly membership meeting Wednesday at the Biltmore Hotel in New York, the station representative organization also voted to change its name to National Assn. of Radio & Television Station Representatives—NARTSR.

NARTSR Vice President Max Everett, president of Everett-McKinney, who presided in the absence of President Robert Meeker, noted that almost all members of the group have television connections, so that the new name expresses the composition of the group more accurately. The membership endorsement of BAB objectives and operating plans was coupled with a hope that BAB will devote a substantial amount of its budget and time to development of broadcast business.

Members said the volume of national spot business in 1980 came close to that of the total of all four AM networks, and that the stations received a substantially larger proportion of the net revenue. Station subscribers of BAB have so much to gain from continued growth of national spot business, NARTSR members said, that BAB can easily justify giving serious attention to problems of national spot business.

Lewis H. Avery, president of Avery-Knodel Inc., and NARTSR board member and past president, also noted that BAB members on the BAB board of directors, reported on the recent organization meeting of the new time sales promotion agency.

Participating in the meeting in addition to Messrs. Everett and Avery were:


CANADIAN Radio factories produced 703,800 receivers valued at $82 million in first 10 months of 1980, according to report of Dominion Bureau of Statistics, Ottawa.
CONSECUTIVE BROADCASTS BY ONE ADVERTISER ON WHAM

A Remarkable Case History, extending over 19 years!

REMEMBER 1932?
REMEMBER 1937?
REMEMBER 1941?
REMEMBER 1950?

On the 2nd day of April, Sibley, Lindsay & Carr Co. of Rochester, N. Y.—the largest department store between New York City and Cleveland—will air the 5000th consecutive broadcast of its 15-minute program, "Tower Clock Time," over WHAM.

Through 19 years of war and peace, deep depression and boom prosperity, Sibley's has used WHAM continuously five days a week, 52 weeks a year, to move merchandise with the same radio program.

Here at WHAM we're mighty proud of that, naturally. And we're proud, too, that "Tower Clock Time" has three times won a First Prize in the annual NRDGA competition, and, in 1950, capped its achievement by winning the NRDGA Grand Award. Congratulations are in order to the management of Sibley's for consistency and program excellence of prize-winning caliber.

... Any time buyer can see that there's a moral in this story:

A major retail institution such as Sibley's knows its area market and people intimately, from A to Z. When such an advertiser invests heavily year after year on one station, you can be quite sure that that station is producing SALES in real measurable volume! Sibley's knows by experience—and so do many other advertisers—that there is no better, more powerful sales-by-air medium in Western New York than WHAM!
Tell Radio's Story
(Continued from page 29) Mobilizer Charles E. Wilson took to the airways when making a personal appeal to workers involved in the recent crippling railroad strike and "how would you measure the essentiality of the television of vital UN proceedings?"

Mr. Hardy also referred to WOW Omaha's on-the-air campaign urging listeners to repair or replace faulty radio sets because in case of peace failure "your radio will be the most important device in your home" [BROADCASTING • TELECASTING, March 6].

Other points raised by Mr. Hardy look in these fields:

- Broadcasters' "established pattern" of cooperating with the Advertising Council in promoting major government and welfare campaigns in the public interest.
- Postmaster General Jesse M. Donaldson's statement to the House Post Office and Civil Service Committee a fortnight ago, while testifying on proposed increases in second-class postal rates to the effect that even though boosts were enacted into law, deficit in this category — including newspapers and magazines — would still stand at $16 million a year. "This is no insignificant subsidy for our associates in the public information field," Mr. Hardy emphasized.

Resorting to rhetoric, Mr. Hardy orated: "The sweating horse, topped by a dusty rider with a leather mail pouch slung over his shoulder, plodding down the deep-rutted post roads of colonial times to deliver the news has been replaced by the electronic miracles of radio and television."

- These media "if kept free from discriminatory tax encumbrances" can break down economic barriers "to full enlightenment and understanding . . ."
- Broadcasters cannot understand the logic of the government which on one hand would subsidize distribution of newspapers and periodicals while on the other, demanding a 26% tax "as a penalty for the use of receiving sets for instantaneous live access to news, general information, and entertainment."
- Problems of the potential TV station operator in areas to be eventually "unfrozen" in that sets will cost more than they did in non-freeze sections, thus restricting circulation for broadcasters' program services.

Mr. Hardy concluded: "...we would urge you to reject the excise tax principle as related to the avenues of the sounds and pictures that have such a vital influence on our thoughts and actions."

Mr. Sprague's pointers were seven in number:

1. Contemplated tax on sets would curtail sales about 40%, causing loss of corporate income (Mr. Hardy pointed out pioneering broadcasters' colossal investments in TV), excess profits taxes and personal income taxes.

2. Despite industry use of some materials in short supply, taxing should not be used as a means of controlling their use. Such authority is invested in NPA which is thoroughly familiar with the industry's problems.

3. Excise increases would be passed on to consumer and would partially discriminate against lower income buyers.

4. Radio-TV sets are essential media of communication. In times of national emergency they are valuable in civil defense training, for maintaining high morale and "as a means of vital communications."

5. Attempts to raise additional revenues from existing excises on a "selective" basis greatly increase present inequities and discriminations.

6. Congress never before has imposed excise taxes until an industry has passed through its initial developmental period—television is still in this period.

7. A 15% extra excise on the 10% tax on TV sets at the manufacturing level already leveled since the start of the Korean War is discriminatory.

Dealers Give Case
Mr. Farr's brief was equally prolix. In telling the dealer's side of the radio-TV story, Mr. Farr reminded that dealers protested the proposed 10% tax on "the infant television industry . . . struggling to get started."

He said: "Television is not a luxury in the mink coat or diamond class . . . sales are very poor now . . . decline in sales in many markets 40 to 60% below last year at this time."

The proposed 25% tax "will tend to pyramid retail prices" with an immediate serious decline in retail business and a downward turn in mass buying and may be able retailers out of the TV set market, Mr. Farr opined.

Said Mr. Farr: "Newspapers and radio are the greatest disseminators of news. They are great molders of public opinion. They are a positive force to combat subversions. Were such a 25% tax proposed for newspapers, headlines would shout the muzzling of the press . . ."

Mr. Conkling pointed out increases in excises for phonograph records (also 25%) would bear heavily on the products as a source of moral education and enlightenment. Educational media, he said, always have been exempt from taxes.

Mr. Siegel asserted that Secretaries Snyder is trying to sell Congress and the American people a fallacious theory in an attempt to effect passage of a proposed new excise tax program.

The union executive warned that the low-income family would be hardest hit by higher excise taxes: "Certainly . . . a radio, and to a lesser degree, a television set constitutes a necessity rather than a luxury." Rather than trying to discourage sales of sets, Mr. Siegel went on, "an enlightened government should be doing the reverse—to make sure at least every home has a radio."

Mr. Thomas, speaking for industrial television, asked that "entertainment TV," as he put it, be taxed but that its industrial counterpart not be penalized.

Live Audiences
For legitimate theatres in New York, Mr. Reilly, who claimed 8 million persons were box office at network show originations (both radio and TV) in Gotham alone, entered a plea that a nominal fee be levied to protect his interests from "unfair competition," help offset their decline in receipts and provide the government with a loss of potential revenue.

Retail sales tax program as a substitute for manufacturers' excise taxes was recommended March 7 by a business executives' committee called the National Committee for Fair Emergency Excise Taxation.

Testimony was presented by Louis Ruttenberg, chairman of the committee and also chairman of the board, Servel Inc., Evanston, Ill., on the opening day of excise tax hearings.

Supporting Mr. Ruttenberg's views were Arde Bulova, chairman of the board of Bulova Watch Co. and vice chairman of the tax committee.

(Continued on page 60)
YOU MIGHT FLY NON-STOP AROUND THE WORLD —

BUT... YOU NEED

WKZO-WJEF AND WKZO-TV TO FLY HIGH IN KALAMAZOO-GRAND RAPIDS

No matter what yardstick you use, the Fetzer stations are by all odds the best radio and television values in Western Michigan.

WKZO-TV is the official basic CBS Outlet for Kalamazoo-Grand Rapids. Channel 3. It is a multiple-market station serving five Western Michigan and Northern Indiana markets with a buying income of more than $1,500,000,000. As of February 1, there were more than 100,000 television receivers within the .1 MV line of WKZO-TV — more sets than in the Dallas-Fort Worth, Memphis or Syracuse television markets.

WKZO-WJEF are an equally impressive value for your radio dollar. Both consistently lead the Hooper parade in their home cities. They average about 50% more listeners than the next-best two-station combination in Kalamazoo and Grand Rapids... yet cost 20% less! In the Grand Rapids area alone, WKZO-WJEF have an unduplicated coverage of more than 60,000 homes. New figures credit WKZO-WJEF with a big increase in their unduplicated BMB Audiences since 1946 — up 46.7% in the daytime, 52.8% at night.

What other facts would you like? Avery-Knodel has them, or write us direct.

*The United States Air Force did, in February, 1949.
AFM Peace
(Continued from page 27)

ment, which remained to be worked out in detail, were made available to newsmen and contributed to the following summary:

RADIO
Weekly engagements—net work owned & operated stations elsewhere: 15% rate increase effective at the end of current contracts with locals in respective cities and extending to Feb. 1, 1954.
FM: No change.

ELECTRICAL TRANSCRIPTIONS: No change.

STAFF MUSICIAN EMPLOYMENT: Networks agree to employ same number of musicians as under previous agreement.

COOPERATIVE PROGRAMS (net work programs simultaneously sponsored by different advertisers in various localities): Same rate as for one sponsor.

PARTICIPATING PROGRAMS (net work programs constituting one integrated unit, with no specific portions allocated to one or several sponsors): Rate of single engagement plus $5 per man per each half hour or less.

ARRANGERS, ORCHESTRATORS, COMPOSERS, COPYISTS, etc.: Over all 15% amendment of rates with "sub-committee representing the local in Hollywood and the companies... to meet to allocate such 15% of the total expenditures to the various items on the price list."

PAID VACATIONS: Two weeks for staff musicians, with date and temporary replacement or not at discretion of employing.

INSTRUMENTS EXCLUDED FROM "DOUBLES" PAY: Staff musicians to get $5 per day for first additional instrument, and $5 per day for each additional instrument, excluding the following: Saxophones and members of saxophone family: bass saxophone; clarinet and bass clarinet; bassoon and contrabassoon; oboe and English horn; flute and piccolo; piano and celeste; piano glockenspiel; banjo, mandolin and guitar; electric guitar; drums, including tambourines, triangles, castanets, etc., of "prediction outfit"; mallet played instruments; tympany and bass drum where used as a single instrument; tuba and sousaphone; trumpet and fluegelhorn.

TELEVISION
PARITY: All network television scales to have parity with network radio scales.

SINGLE ENGAGEMENTS: Up to local in whose jurisdiction telecast is made.

WEEKLY ENGAGEMENTS: Applicable network radio scale of local in whose jurisdiction telecast is made.

INSCRIBING OR MAKE-UP: Increased from $6 to $12 per service.

AUDITION FILMS FOR LIVE SIMULCASTS: Permitted if used only for audition purposes, and if "each is identified with the AFM.

TV FILMS: "... Subject to a separate agreement... providing for payment to the music performance trust fund of 5% of gross program revenue of the film, with the understanding that the picture will not pass out of the control of the networks at any time."

REMOTES: All are under jurisdiction of AFM federation, rather than locals.

SIMULCASTS: Increased from $15 to $25 for each commercial simulcast, and from $7.50 to $10 for each sustaining simulcast.

COOPERATIVE PROGRAMS: Same as radio.

PARTICIPATING PROGRAMS: Same as radio.

ARRANGERS, ORCHESTRATORS, COMPOSERS, COPYISTS, etc.: Same as radio.

RCA Tube Distributors are equipped to provide you with the best possible local service on your broadcast tube requirements. Well established—and the leaders in their territories—RCA Tube Distributors are conveniently located in all principal cities of the U. S.

*Designed by RCA to meet the special requirements of FM...the RCA 7C24 and 5592"metal header" power triodes are striking examples of RCA's leadership in modern tube development. For modern, more efficient power tubes for FM...buy RCA.

HOUSTON MEET
Hears NBC Sales Plans

NBC's 1951 radio sales presentation, graphically documented, was exhibited to the network's affiliated stations in the southwest last Tuesday at a meeting in Houston, second of a series of such sessions being held across the country.

Charles B. Denny, NBC executive vice president, presided, stressing the advantages of radio over other media as he had done the previous week in the first meeting of the series in Hollywood [Broadcasting • Teletasting, March 12].

Attending the Houston session were:
Jack Harris, KPRC Houston; Harold Hough, WBAP Fort Worth; Martin Campbell, WFBA Dallas; David Wilson, WPLC Lake Charles; Ed George, Thomas, and Evan Hughes, KVOC La Fayette; La.; Sylvan Fox, KSYM Austin; S. B. Harris, KCSU Corpus Christi; Tex.; Harvey Wheeler, KPAC Los Angeles; Barney Ogil, KRKY-Welaco, Tex.; Cecil Kerley, KVBS Shreveport, La.; Aubrey Jackson, KRGV; Archie Taylor, KANS Wichita; Paul Goldman and James Neely, KNOE Monroe, La.; N. L. Carter, WSMB New Orleans; T. B. Landford, KPLC; E. Newton Wray, WTBS, Harold Wheelahan, KITF; KNGC Amarillo; Ted Taylor, KANS-KOVV, Hugh Hahn, San Antonio; T. Frank Smith, KHB; Jack McGrew, KPRC, Arden X. Pangborn, KOAT, Roy Dahl, Dr; Weslaco, Tex.; Gus Brandborg, KVOO Tulsa; Douglas Mansfield, WBT; F. E. Mills and A. B. Craft, KPLC.

Tell Radio's Story
(Continued from page 28)

committee, and Leon Henderson, economic adviser to the group. Mr. Bulova is a one-time owner of WNEW New York.

The witnesses pointed out that excise taxes on the retail level would eliminate the "hidden" tax on the manufacturer's level.

Business Representatives

The business group also includes these members:


Mr. McDaniel is chairman of the organization's committee on procedures. Mr. Talt is a vice chairman.

Democrats on the House committee disclosed earlier in the week a speedup drive to get lower chamber approval of a tax boost bill before May 1. This schedule calls for the committee to start a draft of the measure April 2.

to $25 for each commercial simulcast, and from $7.50 to $10 for each sustaining simulcast.
**KGW** THE ONLY STATION WHICH GIVES THE ADVERTISER
COMPREHENSIVE COVERAGE

...... in the OREGON MARKET

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

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

**TOTAL BMB FAMILIES**
(From 1949 BMB Survey)

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

Newberg, Oregon, second largest city in the northwest corner of the state's lush, prosperous Willamette Valley, lies under the primary domination of KGW. With its numerous industries, including a pulp and paper mill, canneries, fruit and nut dryers, and machinery works, and because of its importance as a trading center for diversified agriculture, Newberg is important to the KGW advertiser. COMPREHENSIVE COVERAGE of this city was proven in a recent Tour-Test, conducted with the cooperation of the Oregon State Motor Association and witnessed by Mr. J. A. Moore, Newberg businessman, shown above with "Miss KGW". Remember, KGW delivers Newberg and the rest of the expanding Oregon Market... through COMPREHENSIVE COVERAGE.

**PORTLAND, OREGON**
ON THE EFFICIENT 620 FREQUENCY
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
Oklahoma U. Conference Gets Emergency Plan

Radio's role in the event of a military crisis was outlined in terms of urgency by Charter Heslep, chief of the Atomic Energy Commission's Radio-Television Branch.

"Communism is mobilized and the United States is not—yet," warned Mr. Heslep. He underscored radio's service as a means of coordinating defense facilities, locally and nationally.

Turning to the possibility of an atomic attack, the AEC executive said that "radio could save thousands of lives by quelling the panic attack."

"The people should be informed that the radioactivity from an A-bomb explosion would not affect their radio sets, and the public should be advised to keep their radios tuned on during an attack so they can receive helpful instructions."

He strongly urged radio men to enlist their services for civil defense and gave the following 10 rules for broadcasters to use in preparing for mobilization and a possible crisis:

Keep your station strong—praw profits into defense.
Keep on the air—prepare for physical emergencies.
Plan to fight panic—lives can be saved if bombs fall.
Build a strong newsroom—your

Have You Seen the "Primer"?

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

50,000 WATTS • 800 KG

CKLW

Guardian Blvd., Detroit 26

Adam J. Young Jr., Inc.
National Representative

J. E. Campeau
President

RADIO'S ROLE

RADIO'S vital role in the event of a military crisis was outlined in terms of urgency by Charter Heslep, chief of the Atomic Energy Commission's Radio-Television Branch.

Mr. Heslep spoke before the 10th Annual Conference on Station Problems at the U. of Oklahoma.

"Communism is mobilized and the United States is not—yet," warned Mr. Heslep. He underscored radio's service as a means of coordinating defense facilities, locally and nationally.

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Build a strong newsroom—your

GURNEY TO CAB

Senate Gives Confirmation

AMID a round of tributes to their former colleague, the Senate March 9 unanimously confirmed the appointment of ex-Sen. Chan Gurney (R-S. D.) to the Civil Aeronautics Board for the remaining portion of a term ending Dec. 31, 1952.

Mr. Gurney, who helped found WAXN Yankton, S. D., 25 years ago and who remained active in the radio field until the early '30s, will succeed Harold A. Jones, retired, at a reported salary of $15,000 per year. Mr. Gurney had been reported available for a key government post since the first of the year. He was defeated in the state's primary in May by Sen. Francis Case (R-S. D.). His confirmation came two days after unanimous approval of the nominee by the Senate Interior and Foreign Commerce Committee.

Leonine March

FOLLOWING closely a fire which burned KFMB San Diego out of its studios [BROADCASTING • TELECASTING, March 5], a freak storm brought lightning which struck the KFMB transmitter tower at Mt. Helix, Granville, putting the station off the air for more than an hour. On top of that, when employees arrived the next morning, they discovered 50-mile-an-hour winds had huffed and puffed and blown in the front entrance. Steppling over the debris they went on the air as usual.

ANNUAL REPORT

GE Profits, Sales Soar

GENERAL Electric Co., Schenectady, N. Y., and its consolidated affiliates set an all-time record for net profit in 1950, according to the company's 50th annual report submitted by President Ralph J. Cor- diner.

Net profits recorded for last year reached $173,424,000—58% more than the previous peak earnings of $126,688,000 for 1949—while net sales jumped 22% over 1949's figure, with a record $1,960,425,000 compared to $1,613,584,000 for the previous year, Mr. Cordiner reported.

The report, transmitted to stockholders March 8, did not break down the figures for individual General Electric Co. properties which include WGY WQFM (FM) and WRGB (TV) Schenectady.

Net earnings for 1950, Mr. Cor- diner reported, were equivalent to 8.7 cents per dollar of total revenue and to $6.01 per share of common stock. Of net profit 56%, or $97,006,000, was declared payable as cash dividends on GE common stock. Amount was equivalent to $3.40 a share for 1950 compared to $2.80 a share declared the previous year. Provision for taxes last year was $299,446,000, largest sum ever recorded for this purpose.

Additionally, expenditures for plant and equipment totaling $58,237,000 were reported by the company, with $61,214,000 provided for depreciation. At a book value of $2,536,000, GE's plant and equipment at the close of 1950 was $276,605,000, which was less than the amount spent for those items during the last four years.

RTMA Favors Corps Plan

SUPPORT of the plan to establish a Reserves Specialist Training Corps was urged by Radio-Television Mfrs. Assn. in letters to Congress. RTMA said the shortage of engineers will be aggravated unless steps are taken to assure a steady flow of graduates from technical colleges.
Hooper was here.*

Wow!

In the Cedar Rapids area, WMT has 2
listeners for every 1 shared by all other
stations combined . . . the biggest share
of audience in our history.

Among the nation’s 64 Hooperated cities,
the Sets-in-Use comparison shows
Cedar Rapids tied for first in the afternoon,
second in the morning and evening. (Actual
%: a.m. 26.4; p.m. 24.5; eves, 34.5.)

Among the 60 Hooperated CBS stations,
WMT’s share of audience is first, morning
(80.4), afternoon (69.1), and evening (72.2).
This clearly establishes WMT as the highest
Hooperated CBS station in the nation.

There’s a catch in this. Hooperatings are
for metropolitan areas. WMTland is 19,100
sq. miles big (2.5 mv line area). Cedar
Rapids is just a small part of our audience.

For a small part of your budget ($27 per
1-minute Class A commercial, 52-time rate)
you can reach rich WMTland. The
Katz Agency will be glad to tell you more.

* Oct.-Nov., 1950 rating period

CEDAR RAPIDS
600 KC  5000 WATTS
DAY AND NIGHT
BASIC COLUMBIA NETWORK
IRE CONVENES
MORE THAN 18,000 members of the Institute of Radio Engineers are expected in New York this week to attend the technical meetings, at which 210 papers will be presented, and to view the latest models of electronic equipment on display at the IRE's 40th annual convention. Meetings beginning at 10 a.m. morning (Monday) and continuing through Thursday afternoon, will be held at the Palace, the Waldorf-Astoria and the Belmont-Plaza.

Tuesday might well be labeled "Broadcast Engineers' Day," with a morning session on "Broadcast Transmission Systems," an afternoon panel discussion of the multiple antenna atop the Empire State Bldg., from which six TV stations soon will be telecasting simultaneously, and an evening panel on color television. Speakers and papers scheduled at these meetings were listed in the March 12 issue of Broadcasting • Teletcasting.

TV Sessions
Convention agenda also includes three TV meetings comprising 15 papers and including a demonstration of the new "ultra-portable" TV pickup equipment developed by RCA. Atomic pile, radar, guided missile controls, gun-aiming computers and similar military developments will be discussed as fully as is compatible with national security. Other papers will deal with new circuits and component parts permitting continued manufacture of radio and TV receivers and other civilian electronic products, while conserving critical materials.

Three floors of Grand Central Palace will house 276 exhibits with a combined value in excess of $7 million, presented by equipment manufacturers, research laboratories and the government. Included will be elaborate exhibits of the military uses of electronics put on by the Army Signal Corps, Navy and Air Force. Certain to be of focus is the attention is a 14-foot scale model of the Empire State TV totem pole antenna, which may set a pattern for similar centralised multiple TV transmitting antenna installations in other cities.

Aside from the technical sessions and exhibits, IRE's 1951 convention program includes the annual business meeting on Monday morning, the IRE cocktail party that afternoon, the president's luncheon Tuesday noon and the banquet Wednesday evening, with RTMA board chairman Robert C. Sprague as principle banquet speaker.

The IRE Medal of Honor for 1951 will be awarded at the banquet session to R. V. Zworykin of RCA for outstanding contributions to national security and to television. The Morris Liebmann Memorial Prize will go to R. B. Dome of General Electric Co. for his work in TV and FM broadcasting. A. E. Macnee of the U. of Michigan will receive the Browder J. Thompson Memorial Award; Marcel J. E. Golay of the Signal Corps the Hassel Award; and Harry R. Lubke, Don W. Wells and W. W. Harman of the U. of Florida the Editor's Award.

IRE Fellowships will be presented to 41 IRE members:


REGIONAL MEET
IRE to Convene in Boston FIFTH annual Radio Engineering Meeting of the North Atlantic Region, Institute of Radio Engineers, will be held April 21-22 at the Copley Plaza Hotel in Boston.


Chester W. Rice
CHESTER W. RICE, 65, former research engineer for the General Electric Co. and noted inventor, died in Boston March 9. A son of the late E. W. Rice, former president of that company, he was living in retirement. Dr. Rice was credited with developing a sonic locator for ships and planes along the radar principle, and worked on radio, submarine detectors and radar, in which he held numerous patents.

Women's Forum
INNOVATION of the 1961 IRE convention will be the women's forum, to be held at 10 a.m. Thursday at the Waldorf-Astoria, for wives and other feminine guests of the convening engineers. Nadine Miller, director of press and public relations for C. E. Hooper Inc.; Beatrice A. Hicks, president of the Society of Women Engineers, and Mildred McAfee Horton, former head of the WAVES and ex-president of Wellesley who is currently NIE's first woman board member, will address this meeting. On Monday the IRE's women guests will be given an afternoon party at the Waldorf and on Wednesday a tour of the Waldorf, a luncheon and fashion show and choice of matinées.

MARCH 31
is the concluding, final, ultimate, last chance for the 1951 YEARBOOK to be included with a subscription to BROADCASTING • TELETASTING. After March 31, the few remaining copies will be sold at $5.00 each. Before it's too late, subscribe now—and get the . . .

1951 BROADCASTING YEARBOOK
BONUS
MAIL COUPON TODAY!

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

☐ $7 enclosed ☐ please bill

NAME

TITLE

STREET

COMPANY

CITY ZONE State

YEARBOOK Special

Page 44 • March 19, 1951

DEADLINE

"OPERATION CHARLIE," NBC's welcoming party for Charles C. Bevis, new general manager, KOA Denver, drew more than 500 civic and radio leaders [BROADCASTING • TELETASTING, March 5]. In a relaxed mood are (l to r) John W. M. Bunker, president in the Western Division of N. G. Gaines, NBC vice president in charge of owned-and-operated stations, and Lloyd E. Yoder, former KOA chief now manager of KNBC San Francisco.

BROADCASTING • Teletasting
The WWJ market is the fabulous DETROIT market, where one million families spend $7 billion dollars annually in retail stores. It is an industrial market where more than one million workers are paid the highest wage rate of the nation's five largest cities...with factory workers averaging over $75 weekly! It's a busy market that is currently at capacity production of new cars and trucks...a long-range market with well over a billion dollars in defense orders placed for completion in this area.

This is the market-place that WWJ has been selling so effectively for the past thirty years...and is still doing it today! Renewals by steady advertisers show it. Results for YOUR products can prove it to YOU! Get a list of availabilities...today on WWJ!
WSAZ Huntington played host to the one-day meeting of the WVBA. An informal get-together included these host and visiting radio men (1 to r): Mr. Rosene, Mr. Beacon, Mr. Smith and Walker Long, secretary-treasurer of WSAZ-TV.

OUTGOING president of the WVBA, Mr. Clinton (1), discusses association matters with two re-elected directors (1 to r) Mr. Rine and Mr. Gray.

WVBA MEET
MANPOWER problems and adoption of a "code of ethics" governing radio-press medical relations, as well as election of new officers, highlighted a meeting of the West Virginia Broadcasters Assn. at the Frederic Hotel in Huntington, W.Va., March 10.

Officers elected for the new term were Joe L. Smith Jr., WJLS-AM-FM Beckley and WKNA-AM-FM Charleston (The Personality Stations), president; J. Patrick Beacon, WVVW and WJPB (FM) Fairmont, vice president; and Miss Alice Stein, WBTW Williamson, secretary-treasurer. Nine directors also were named. Mr. Smith succeeds George Clinton, WPAR Parkersburg.

The association voted to set up a personnel pool for West Virginia broadcasters, with Miss Stein delegated to maintain a file of applicants. WVBA also is in press favoring the relaxation of engineering standards to permit third-class operators to be used as during the last emergency. Group also agreed to transmit a letter congratulating LeonarD Kapner, WCAE Pittsburgh, on his election as District 3 director of NAB.

New Directors
Directors named during the one-day session were: Jack Reynolds, WKWK Wheeling, Dist. 1; Glaceus Merrill, WHAR Clarksburg, Dist. 2; Bert Sonis, WTPC Charleston, Dist. 3; Mel Barnett, WLOH Princeton, Dist. 4; Emile Hodel, WCFE Beckley, FM stations; Marshall Rosene, WSAZ-AM-TV Huntington, TV stations; Bill Rine, WWYA Wheeling, large stations; George Gray, WKNA Charleston, medium stations; Plem Evans, WPLH Huntington, small stations.

Text of the "Doctor Press Radio Code of Ethics," adopted earlier this year by the West Va. Medical Assn. and Medical-Press Radio Conference, is as follows:

(1) Designated spokesmen for state and county medical societies to be available to representatives of the press and radio to give information promptly on health and medical subjects.
(2) In matters of private practice, the wishes of the attending physician or surgeon will be respected regarding the use of his name or a quotation.
(3) Members of the staff of each hospital will, in the absence of—or at the request of—attending physician, designate an official spokesman who shall be competent to give authoritative information to the press and radio about emergency or unusual cases at any time, but will not jeopardize the hospital-doctor-patient relationship or violate the confidence, privacy or legal rights of the patient.
(4) Representatives of the press and radio recognize that the first obligation of the physician and hospital is to safeguard the life and health of the patient and they will refrain from any action or demand that might jeopardize the patient's life or health.

Cussed Wires
CROSSED wires attracted the attention of national news services fortnight ago when it was reported that KMYR Denver gave its listeners an unexpected description of telephone wiring, explained in rather harsh language. According to the report, a KMYR program was interrupted by a strange voice: "X?xxx! These xxxxxx wires always give me fits ..." While studio executives listened in horror, a second mystery voice joined the uncensored conversation. Two telephone workmen repairing wiring had tapped into the station's transmission lines and their small phones acted as microphones, broadcasting their conversation.
There is always a most efficient way to do a job...

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

because

WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET

WTIC's 50,000 Watts represented nationally by Weed & Co.  
ZIV'S NEW "BO WITH BOGAR AMAZES ENTI"
LD VENTURE"
T AND BACALL
RE INDUSTRY!

Over 400 markets sold in just 90 days!

Bought by RADIO STATIONS!
such as WGST Atlanta; WAVS Memphis; WNOX Knoxville; WSGN Birmingham; KZD Denver; KEX Portland—who know that Bold Venture means higher ratings, more renewals and easier sales.

Bought by AD AGENCIES!
such as Maxon, Inc. for Pfeiffer's Brewing Co.; Campbell-Mithun for Hamm's Beer; Harold Kirsch Agency for Bardohl Oil Co.; Bozell and Jacobs for Storz Brewing Co.—who know that this great show delivers your most merchandising opportunities.

Bought by REGIONAL ADVERTISERS!
such as Rhodes Furniture Co.; Log Cabin Bread; Southern Distributors; Danko Coffee Co.; Oklahoma Gas and Electric Co.; Seaboard Beverage Co.; Fleetwood Coffee Co.—who assure themselves of quality, audience and increased sales.

Bought by LOCAL ADVERTISERS!
leaders in their field such as Mainman's Dept. Store, Jonesboro; Jordan and Bush's Men's Store, Shreveport; White Way Cleaners, Minneapolis; Standard Mattress Co., Hartford—who get a big name, network caliber show at a fraction of its original cost.

Your market may still be available! Wire your order today!

FREDERIC W.
ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK • HOLLYWOOD
No Better Buy

AS THIS publication predicted a week ago, the ANA's new report on radio time values (reported elsewhere in this issue) avoided the one issue upon which there can be no debate—that despite the inroads of television, radio still gives an advertiser more for his money than any other national medium.

There cannot be any quarell with the ANA's basic conclusion that radio is losing audience to television. There can, however, be proper disagreement with the thesis that rates ought to diminish in direct proportion to the decrease in listeners.

Radio rates, like those of other media, must be related to the rates of all media. That being so, there is no reason whatever for a reduction in national network charges at this time.

In this publication last week was a CBS report showing that radio today reaches 691 people per dollar, magazines reach 655 for a dollar, and newspapers only 249. The margin of radio's advantage in such a comparison a year ago, two years ago, was even greater. The margin still justifies present rates.

The loss of audience in the past two years has, in effect, meant an increase in the cost of radio advertising, since network rates have remained unchanged in that time (and for many years before). There would be nothing to concern us if the development were not for the fact that in the same interval the costs of other media have soared—the result of rate increases which in many cases were based on proportionate growth of circulation.

We wonder if any advertiser can point to any service or commodity he uses in his business that has not increased in cost?

The fact is that the economy of radio has been remarkably stable, in relation to other avenues of advertising, in a period characterized by rampant inflation throughout the economy.

By the same token, the ANA, costs more than it used to, but it demonstrably is still your best buy.

Ice Moving Out?

IN THE STIR created by the disclosure that FCC is poised for the momentous step toward lifting its 29-month-old television licensing freeze, a word of caution is desirable.

First, the Commission at the moment appears to be more unopposed than poised. A new channel allocation plan which was described as virtually a fait accompli 10 days ago has now come back as a week it was reported to be undergoing bureaucratic surgery, or face-lifting, and the prognosis was uncertain.

But that is a temporary condition.

Whether this week or later, a new allocation table will be forth coming. The important thing to remember is that, unless the Commission renounces all the procedural policies it has held dear since September 1948, then we are still months away from the grant for the non-commercial a.m. stations.

For allocations proposals take hearings, and before hearings the licensees, applicants, and would-be applicants will be given a chance to oppose the proposed plan, or parts of it, and they will also have an opportunity to answer the oppositions thus filed. After hearings, FCC must weigh all the conflicting proposals it has heard, and come up with a final plan. Then the Commission has said it will hold the door open for 60 days for new applications before cranking up its licensing machinery.

There's a good chance that when the new applications have been tooted up, the Commission and the applicants will find that in most major markets, and many others, the number of applicants exceeds the number of channels available—or at least the number of VHF channels—with the result that competitive hearings will be necessary. And there go so many more months between now and the actual issuance of TV grants.

There are reports that FCC plans to thaw out the UHF at once, while keeping VHF on ice. Such a move would be toates with the principle of the freeze itself—that to retain flexibility in order to work out the best possible overall allocation.

Concurrent reports say FCC plans to open up some 70 UHF channels—meaning all of the UHF TV band—instead of the 42 it originally proposed. Thus it might be argued that it has enough channels to guarantee, in the UHF, the flexibility which has been its byword in denying pleas for an early VHF thaw.

From last week's frenzy, we would judge that final answers to these and corollary questions have not yet been reached.

At this point, patience would seem to be the guideword for all of those within the regulatory and broadcasting community. Patience and, of course, fortitude.

Fiddle-dee-$$$

THE FACT that James C. Petrillo last week vetoed strike votes against radio and television networks by two rebellious locals and settled with the networks for less than the locals had demanded should not be taken as an indication that the czar of music has suddenly softened, either in the head or the heart.

A close look at the terms of the settlement shows that Mr. Petrillo is realistic as ever. He is a man who wants the moon, but is patient enough to take it a piece at a time.

For one thing, the agreement introduces into the broadcasting business the principle of paying tribute to people who don't work. The Petrillo plan makes its way into the AFM music performance trust fund $5% of the gross program sales revenue of all motion picture films made for television.

In relation to the total volume of business done by the networks, the 5% royalty on films will not amount to much. The unsettling thing about it is that it establishes a precedent in the broadcasting industry. It would be wooly thinking indeed to hope that Mr. Petrillo will not treat it as such in future negotiations.

Doubltless the networks feared that the alternative to acceptance of the royalty principle—which was established throughout the phonograph record industry several years ago after the NAEdoC's 29-hour-week—was a strike. No matter what the alternative, resistance to the proposal now will have been less costly than acquiescence.

The networks also agreed to a 15% wage scale increase that will escalate staff musicians' salaries into such an executive level that fidlers will probably start coming to work in white-piped vests and cutaways. For a 25-hour week a staff musician will be paid $220.17. That's a 100% increase over last year, unlesss, of course, he works overtime in which case he will make more money.

"Telecasting scales, which used to be 95% of radio scales, were established at parity, meaning that TV musicians got a 90% pay raise.

It is not easy to imagine the total dimensions of the moon that Mr. Petrillo yearns for, but whatever they are, the piece of it he got last week ought to hold even him for a while.

ERNST LEE JAHNCKE JR.

NOT SO LONG ago a letter addressed, "Astonishing Luck, ABC, New York," was delivered to Ernest Lee Jahncke Jr., the network's vice-president in charge of radio. He received it with the equanimity of a man to whom it has happened before.

After the amphibious landing on Southern France during the last war, Commdr. Jahncke was aboard a ship on which a British officer proposed the toast: "Astonishing Luck!" He was referring to the ship's having survived another invasion, and the phrase struck the commander standing nearby as particularly felicitous. It became his "tag-line."

Signing an occasional letter today, in which the phrase has replaced "sincerely yours," Mr. Jahncke remarks that "it can work either way."

But if luck is a factor, it would appear to have worked only one way for him. A network vice-president at 25, only 12 years (with 4% out for wartime Navy duty) after entering the field, his career is, to say the least, hardly "average."

While presiding over ABC's 29s radio affiliates, Mr. Jahncke supervised extension of the television network from coast to coast.

How he came to such a pass in radio and television is not particularly explained by his background. Born Aug. 5, 1912, in New Orleans, where he attended public schools and graduated in 1928 from New Orleans Academy, he appeared destined by family background for public life. Through his mother he was directly related to Secretary of War Stan ton in the Lincoln Cabinet. His father, successful as a ship builder and in the building supply business, and one of New Orleans' "vanishing" Republicans who wouldn't "vanish," served as Assistant Secretary of Navy in the Hoover administration. Young Jahncke obtained a broad view of life practically before anything else—something of a record in New Orleans, which emphasizes the amenities.

At 15, facing an ordeal for which most applicants find special preparation to be a wise precaution, he entered Sevem School near Annapolis to prepare for Naval Academy entrance examinations. But not until he "passed" had attended Tulane U. in New Orleans, as did the rest of his family; and had been made a member of Sigma Alpha Epsilon, the social fraternity whose Tulane chapter his father had helped found.

Admitted subsequently to the Naval Academy, where he became the fifth youngest, Mislishman Jahncke enjoyed his first year...
where there's smoke....

...you find people using the products of the Carolinas' mammoth tobacco industry. Prosperous tobacco farmers, and tobacco workers are among the 3,000,000 Carolini ans whose loyalty to WBT makes it the biggest single advertising medium in the two states.
ARON RUBIN has been elected assistant treasurer ABC it was announced last week by C. NICHOLAS PRIAULK, vice president and treasurer. Mr. Rubin has been assistant to the treasurer and has been with ABC since its formation.

BOB McCRARY, sales department KCOL Ft. Collins, Col., appointed sales manager succeeding DAVE SCHLOTHAUER, appointed national executive director of AMVETS. BILL HANSEN, continuity chief, appointed to sales staff. PEGGY HUNT replaces Mr. Hansen.

JOHN CARLILE appointed to sales service staff WFEC Miami. He was with CBS.

RON SMITH, salesman WERE Cleveland, to WTAM Cleveland in same capacity.

GEORGE HANSEN, classified sales staff Omaha World-Herald, to sales staff KMTV (TV) Omaha.

RAY JOHNSON, chief engineer KMED Medford, Ore., appointed assistant manager.

SEARS & AYER Inc., Chicago, appointed national sales representative for KWIN Fort Smith, Ark.

BOB GEARSON, time salesman WSB-AM-TV Atlanta, called to active duty with Air Force.

EUGENCE C. LITT, timebuyer Kenyon & Eckhardt Inc., N. Y., appointed sales executive independent Metropolitan Sales, N. Y. Independent Metropolitan Sales has moved to new offices at 60 E. 42nd St.

GEORGE C. COLLIE, AM-TV merchandising manager WOAI San Antonio, appointed to radio sales staff, succeeding J. MILLARD BISHOP, recalled to active duty with Air Force [BROADCASTING * TELECASTING]

Mr. McClary

Mr. Meyerson

Mr. Meyerson

Mr. Meyerson

COMMENTS

NEW AM OUTLET

Examiner Recommends

NEW AM stations for Columbus and Wellston, Ohio, are recommended in an initial decision by Hearing Examiner Elizabeth C. Smith, announced by FCC.

Sky Way Broadcasting Corp. would receive 1 kw daytime on 1580 kc at Columbus for the city's first new AM station since 1922 while Stephen H. Kovalan would be granted 260 w daytime on 1570 kc at Wellston, a city of 5,537 persons without a daytime primary service. Mr. Kovalan is foreman in Hazel-Atlas Glass Co., Clarksburg, W. Va. Sky Way is permittee of WVKO (FM) Columbus.

Neither station would cause objectionable interference to any other existing or proposed outlet, the decision found.

As to overlap of the 0.5 and 2.0 mv/m contours of the Columbus outlet and the 0.5 mv/m contour of the WONE Dayton, Ohio, under partial common ownership, the examiner ruled the area involved is served with primary signals by 9 to 17 other stations and Sec. 3.35 of FCC's rules (forbidding dual ownership in the same area) should not apply.

The initial decision found that this overlap area involved 1,109 sq. mi. with a population of 60,089, or 34.5% of the area and 12.1% of the population to be served by the Columbus station. The examiner also found the proposed Columbus station would not fully meet FCC's engineering standards as to minimum signal required in the industrial and business areas, but held this should not preclude a grant.

The four stockholders (38%) of Sky Way who also hold interest (63.5%) in WONE are: Gustav Hirsch, Sky Way president; Ronald B. Woodard, WONE president; Loren M. Berry, WONE vice president, and J. Frank Gallaher, WONE secretary-treasurer.

A N D I A N E SCHMIDT III, Atlanta and New York offices George P. Hollingbery Co., to sales department WOR New York, as account executive.

MORRIS MILLER has become associated with law firm of Lucas & Thomas, Washington. He will work under the supervision of Scott Lucas, former Senator from Illinois.

HELEN MOBBERLEY, assistant to general manager, WWDC Washington, to sales staff WTTG (TV) same city.

ANN RUTLEDGE, copywriting department WTVJ (TV) Miami, moves to sales department.

WALKER Co., N. Y., named exclusive national representative, effective immediately, for WDKC Cleveland.

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BAB Distributes Replies

BROADCAST Advertising Bureau has distributed over 7,000 copies of its reply to the Pittsburgh story of American Newspaper Publishers Assn. BAB investigated the Pittsburgh situation after A N P A claimed business had fallen apart in the city during the October newspaper strike.

March 5]. DOUGLAS FLEMIN, program and merchandising manager KABC same city, replaces Mr. Collie. PAUL ADAMS, advertising department San Antonio Light, appointed to TV sales service staff.

J. I. MEYERSON appointed general manager KOME Tulsa, Okla. He was assistant to publisher of Muskego Phoenix & Times Democrat, and KBIX Muskego, Wis. He replaces DICK CAMPBELL who has been invited to remain with station in executive capacity.

FRED MOSIMAN, salesman WLBJ Mattoon, Ill., to sales staff WMX Mt. Vernon, Ill.

DANIEL E. SCHMIDT III, Atlanta and New York offices George P. Hollingbery Co., to sales department WOR New York, as account executive.

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We are in a state of Emergency.
We must build our military strength—and, at the same time, we must keep our economy strong for the long pull. Inflation bleeds both!

One way to hit at the heart of Inflation—more production

Right now, our nation faces a tremendous production job.
We have been producing at near-capacity to meet our civilian demands. Now we must also produce guns, tanks, planes and other war materials to build our military strength.

How do we do it?
We must shift part of our production from peacetime to war goods. This means fewer civilian goods to buy until we can increase our production of both defense and civilian goods.

Increased production calls for improved management and labor skills, more factories, expanded plants, and new machinery.

If Government, management and labor pull together—if every one of us works harder, accepts the fact that living is going to be tougher—we can do the job!

What’s more, by increasing production, by making supply catch up with demand, we not only make America stronger, we also do much to help to check Inflation.

5 more things that must be done to check Inflation—
even with price controls
1. Support increases in taxes: To put our Government on a “pay-as-you-go” basis.
2. Maintain credit curbs: To reduce the competition for civilian goods.
3. Increase personal savings: To provide investment money for greater production and to lessen the demand for goods.
4. Buy only for real needs: Overbuying only increases shortages, and adds to the inflationary pressures.
5. Cut non-military expenditures: To provide money for vital military needs and to hold down tax increases and borrowing.

These things won’t be easy for any of us to do. We must also forego increased wages and profits unless they are the result of increased production. But everybody will agree it’s worth sacrificing to prevent the Sixth Column Enemy—INFLATION—from bleeding our economy.

* * * *

This message is one of a series on Inflation brought to you by the life insurance companies and their agents, who believe that keeping America strong is the job of each and every one of us.

You can help check Inflation by doing your part and by letting your representatives in Government know that you support every action they take to stop Inflation—The Sixth Column Enemy.

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

* * * *
RADIO CORPORATION OF AMERICA

TRUTH' DRIVE

THE GOVERNMENT last week called on the commercial radio industry — and at least one prominent executive from the advertising agency field — to help sell America's "truth campaign" overseas.

At the same time a House Appropriations Committee set tentative hearings this week on President Truman's $97.5 million request for additional broadcast facilities and the "final links in a ring" of transmitters earmarked to penetrate the Iron Curtain and other countries through the Voice of America [Broadcasting Telecasting, March 12].

As part of its recent drive to utilize the services of private industry, the State Dept. last Tuesday announced the formation of a Radio Advisory Committee of the U. S. Advisory Commission on Information. The committee is headed by NAB President Justin Miller and includes Western States Broadcasting Council group chairman; Charles Denny, executive vice president, NBC; Edward Noble, board chairman, ABC; Wesley L. Dunn, president, Associated Broadcasting, Inc., and former OWI director, as a consultant on special projects relating to the Voice of America program [Broadcasting Telecasting, March 12].

Other members of the radio advisory unit—one of a number of media panels created by the State Dept. — are: William S. Paley, board chairman, CBS (who also is chairman of the President's Materials Policy Commission); Theodore C. Strong, board chairman, KXLC (KSPD, San Francisco); Jack Ward, executive director, U.S.O.; Henry P. Johnston, general manager, KSFO Houston; Henry F. Jones, general manager, KFRC San Francisco; Charles Denny, executive vice president, NBC; Edward Noble, board chairman, ABC; Wesley L. Dunn, president, Associated Broadcasting, Inc.; and former OWI director, as a consultant on special projects relating to the Voice of America program [Broadcasting Telecasting, March 12].

While the State Dept. moved to imbue the Voice with a magnetic personality and scope to reach the American public through broadcast facilities, with "aims, scope and effectiveness of the information program." Private radio's role in aiding the government's public relations effort will be explored in all facets, it was explained, under the general supervision of Edward W. Barrett, Assistant Secretary of State for Public Affairs.

Progress Report

At the first meeting of the newly organized League of Advertising Agencies Inc., New York, representatives of a number of smaller agencies took part in a round table discussion of "commercial radio advertising and television." The league will hold frequent meetings under a charter which extends to the membership scope outside of New York.

Key officers of the group, formed within the past fortnight, are: Joseph M. Russakoff, Vanguard Adv., New York, president; and Harry Waterston, Waterston & Fried, first vice president. Other officers include: Ken Rader, Kenneth Rader Co., second vice president; S. Duane Lyon, third vice president; and Gloria Sobelman, Stevens Adv., secretary.

High-due and national operation of an organization such as the American Assn. of Advertising Agencies necessarily eliminates many of the smaller agencies from membership, Mr. Russakoff pointed out, adding that no attempt is being made to compete with any other agency group.


JIMMY DURANTE
"Four Star Review." NBC

Microphone of the STARS

RCA's new ribbon-pressure "STARMAKER"... a ribbon-pressure microphone that is so slim... so skillfully styled... so unobtrusive... you must look twice to see it.

Despite its slim construction, the STARMAKER meets the exacting quality standards of other RCA professional broadcast microphones. Pick-up is non-directional. Frequency response is substantially uniform, 50 to 15,000 cps. It is free from wind rumble and air blast... and virtually imperious to mechanical shock.

The STARMAKER fits any standard microphone stand... can be used in place of any RCA microphone. No extra attachments needed.

For delivery information call your RCA Broadcast Sales Engineer, or write: Department PC-19, RCA Engineering Products, Camden, N. J. (In Canada write: RCA Victor Limited, Montreal.)

Radio Advisory Group Is Formed

 introduced a bill, referred to the House Foreign Affairs group, which would authorize Voice officials to prepare a series of "truth" pamphlets for overseas consumption.

- The Voice inaugurated programs in Portuguese and Swatow (Chinese) dialects and stepped up transmission schedules to France, Hungary, Turkey, Italy and England. Additions raise the output to 37 hours-55 minutes daily in 29 languages and dialects.

- An anti-Kremlin underground refugee group... "Radio Free Russia" - disclosed it is using a mobile unlicensed station to beam programs to Soviet troops in Germany. Group claims it covers themes untouched by the Voice or BBC because it is not hampered by diplomatic amenities.

AGENCY LEAGUE

Formed by New York Group

FIRST meeting of the newly organized League of Advertising Agencies Inc., New York, representing a score of smaller agencies which seek to establish a more effective presence on the local level, was held last Thursday at the Midtown House in New York.

Topic for discussion was "Advertising Agency Networks." Future plans include a meeting on "How Small Accounts Can Use Radio and Television." The league will hold frequent meetings under a charter which extends to the membership scope outside of New York.

Key officers of the group, formed within the past fortnight, are: Joseph M. Russakoff, Vanguard Adv., New York, president, and Harry Waterston, Waterston & Fried, first vice president. Other officers include: Ken Rader, Kenneth Rader Co., second vice president; S. Duane Lyon, third vice president; and Gloria Sobelman, Stevens Adv., secretary.

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- - -
Little Man: "Tell me, Officer, what do you know about WOR-tv's 'Merry Mailman' on channel 9?"

Officer: "Well, me lad, all I know is that it's one of New York's fastest-growing kid shows. I know that in a little over 4 months, its rating jumped from 1.4 to 3.9* and during the past 4 weeks it pulled about 12,000 pieces of mail."

Little Man: "I guess that's big stuff on tv?"

Officer: "Big stuff's no name for it, man. It's just a sample of the power of WOR-tv, in New York. It's the best local, early-evening, kid show buy on TV today."

WOR-tv, channel 9

*Telepulse
television's economy packages

Television too expensive?

Let's see. Suppose your budget is under $1000 per week. Suppose you want to reach people in eight of the largest television markets... like New York, Chicago, Philadelphia, Los Angeles. Impossible? Not at all.

For $817.60 per week you can participate in all—that's right, all—of the eight top-ranking TV programs pictured above. The potential circulation for your advertising message is over 6,000,000 TV sets. Economy? Definitely.

Your NBC Spot Salesman has all the details on television's leading daytime spot buys in the nation's major markets.

Interested?

Then dial NBC Spot Sales:
Circle 7-8300 in New York
Superior 7-8300 in Chicago
Cherry 1-0942 in Cleveland
Hollywood 9-6161 in Hollywood
Greystone 4-8700 in San Francisco

VARIETY
1 Date in Manhattan
11 AM-12 Noon, Mon.-Fri.
WNBT, New York

2 Norman Ross Varieties
11:30-12 Noon, Mon.-Fri.
WNBQ, Chicago

3 Whirligig
2:30-3:00 PM, Mon.-Fri.
WPTZ, Philadelphia

4 Notes and Keynotes
12:30-1:00 PM, Mon.-Fri.
KNBH, Hollywood

5 Easy Aires
1:15-1:30 PM, Mon.-Fri.
WNBK, Cleveland

6 Herson in Person
2:00-3:00 PM, Mon.-Fri.
WNBW, Washington

7 Tucker Talk
2:00-2:25 PM, Mon.-Fri.
WBZ-TV, Boston

8 Rollin' with Stone
1:45-2:45 PM, Mon.-Fri.
WRGB, Schenectady-Albany-Troy
WHEN FCC opens its doors once more to the processing of television applications—perhaps within a week, according to latest indications—the manufacturing industry will be ready to start producing the transmitters and receivers needed to carry TV to its potential heights.

A quick pickup in transmitter orders occurred last week following disclosure in Telecasting that the FCC was poised to issue a proposed new VHF-UHF station allocation. TV granting has been frozen since September 1948.

Manufacturers Interested
At least a few manufacturers are interested in getting transmitter orders. Plant activity is at a low point, aside from developmental work. Two or three companies are understood to have built up small floor stocks against the end of the freeze.

One factory has just disposed of its stock to those with TV transmitter orders, selling the gear on the basis of priority of contract signing. It had more bond orders than transmitters. Earlier the company had sold a few transmitters to TV applicants who had decided to take a chance on getting a VHF grant.

Allen B. DuMont Labs announced

VHF CHANNELS
Canada Considers Plan

ALLOCATION of four VHF channels above the present Channel 13 for stations along the United States border is being considered by the Canadian Dept. of Transport.

The plan was recommended by the Canadian Radio Technical Planning Board. It is based on provision of similar facilities in the United States by the FCC.

Suggested channels would start at 216 mc, top of the present U. S. VHF band, with each channel 6 mc wide. Military services have reserved this piece of the spectrum and the Canadian board said its recommendation hinges on relinquishing of the four-channel segment.

Addition of four channels in the international border area would open room for a number of VHF stations in the Channel 2-13 portion of the band.

TRANSMITTER DEMAND UP

Makers Ready for Freeze Lift

Industry Music Group Counsel

Robert P. Patterson, who will doubtless plan and present ASCAP's court case, should matters reach court action stage. The committee has asked for my recommendations and my selection was former Federal Judge Rifkind...

Referring to ASCAP's announced per program rates, Mr. Martin told the nation's TV station operators: "Your committee cannot endorse this proposal and regretfully must take the view that any hope for fair terms with ASCAP will require a great deal more time and/or court action."

Photo that satisfactory per program license terms may still be secured from ASCAP without litigation stems from the provision of the consent decree, which ASCAP a decade ago accepted from the Dept. of Justice as a condition to continued existence, that broadcasters who find terms of ASCAP licenses unacceptable may negotiate individually with the society. The decree further provides that terms agreed on between ASCAP and any broadcaster must be made available to all broadcasters.

This opens up the possibility that a TV station operator, dissatisfied (Continued on page 88)
Telefile: WLAV-TV

Pioneers in Film Use For Local Programming

TAKE DUTCH thrust and conservatism, add a dash of electronic development, strength with Americana — the Mid-West variety — and you have the meat of WLAV-TV's success in serving the Grand Rapids-Kalamazoo areas of Western Michigan the past 19 months.

This three-part formula works in synchronization for the television sister of WLAV-AM-FM that is licensed to Leonard A. Versluis, sole-owner of the tripartite operation.

Set ownership, which has climbed from a token 500 sets when WLAV-TV was being built, to a total of more than 110,000 receivers, speaks loudly for the Holland strain that has begeten the area's high rank in home ownership.

Electronic development in the form of video swept the traditional American curiosity of Western Michiganers for the new and the progressive in no less a force than it had in other parts of the United States.

WLAV-TV was born Aug. 15, 1949, on Channel 7 (174-180 mc) with 10 kw aural and 20 kw visual power, serving the Grand Rapids, Muskegon, Kalamazoo, Battle Creek and Holland heretofore TV-isolated regions.

When only authority for construction had been obtained by Mr. Versluis, the fertile field for set sales was already being explored. Radio sales groups were invited to WLAV'S radio auditorium for meetings, thus sparking the station's pioneering.

Mr. Versluis' original plan was to operate a kinescope station until a cable spur from the main telephone line 100 miles south of Grand Rapids was laid.

But set distributors, taking their cue from past experiences in established TV markets, urged a "live" operation as basic to a larger volume of receiver sales. Mr. Versluis, recognizing the argument's strength, went along and planned to give West Michigan live network shows on the opening day.

Build Three-Tower Relay System

In order to expedite this, Mr. Versluis financed an unusual three-tower relay system, of which he is the sole owner. This relay links the main ECA transmitter, located 18 miles south of Grand Rapids (for which equipment was installed and on the air 20 days after towers and equipment were delivered) with Chicago in an off-the-air-pickup operation.

Originally, the system consisted of a two-tower set up, transmitting both audio and video from any Chicago TV outlet. Signals were picked up from the other side of Lake Michigan at Stevensville, a distance of 56 miles. From that site, programs were beamed 37 miles north to Cedar Bluff and thence to the main transmitter, another 57 mile hop. The relay was utilized from the opening date of the station until April 1950, when a third tower was built near Michigan City, Ind., eliminating the long 56 mile relay and most of the overwater transmission.

Station executives thank network advertisers "who placed the nation's finest programs in this one-station market," starting a "television boom" by lighting the initial fuse that August day.

They also praise the cooperation of WXYZ-TV Detroit. James Riddell, WXYT-TV general manager, loaned technicians, production men and extra equipment for WLAV-TV's opening program at the Grand Rapids' Midtown Theatre. Local and state civic leaders made their TV debut, joining representatives from the major networks in aiding WLAV-TV's arrival on the video scene. A stage show, telecast for 1½ hours, drew an audience of 1,500 guests. TV "parties" were held throughout the area.

WLAV-TV recalls that at a $100 hourly rate, the station's nighttime availabilities soon bowed to the SRO sign. And with the station's finger on the set pulse (Grand Rapids Distributors clears all sets for purchase in the West Michigan area), it was rewarded with an increasing count that quickly showed a doubling of the television audience within its 40 mile radius.

Executives who operate this non-lve (on local level) camera station, since WLAV-TV makes use of network, film and kinescope only, include:

Hy M. Steed, formerly with radio, is general manager. He was associated with WLAV's AM operation since its opening in September 1940.

Hal Kaufman, formerly of KDYL-TV Salt Lake City, is program director, joining the ad-

Mr. Versluis Jr. Mr. Stevens Mr. Kirby

Mr. Versluis
DUMONT OWNERSHIP

Question Is 'Herdship'

MORTIMER W. LOEWI, director of the DuMont Television Network, last week flatly denied a report that DuMont is considering, or has considered, selling its three owned TV stations to Paramount, which owns about 29% of Allen B. DuMont Labs, owner of the network.

In fact, Mr. Loewi said, "DuMont has sought to purchase the Paramount interest in the DuMont Corporation, which is the DuMont station 'to Paramount or anybody else,'" he said, "would be completely inconsistent with our policy of constantly improving the facilities of our stations and our programming to our affiliates."

His statement was issued in reply to a published report that arrangements for acquisition of the three DuMont stations — WABD (TV) New York, WTTG (TV) Washington and WDVT (TV) Pittsburgh — had been virtually completed several months ago but was upset by a reversal of stock prices.

DTON STATIONS
Loewi Denies Sale Report

March 19, 1951 • Page 59

The ensuing freeze on television for more than two years and the fact that the proposed control issue has been in abeyance during that time created an "uncertain and undetermined situation" for DuMont with resulting hardship, according to DuMont counsel.

Plans for development of the DuMont Network have been "handicapped by the continuing uncertainty," as well as "doubts raised by the Commission" as to control of company policies, the motion alleges. Counsel also points to "serious concern" of DuMont, as a manufacturer of electronic equipment, with respect to contractual relationships with the government in development and fabrication of equipment in the present international emergency.

Among other issues raised in the motion was the withholding of FCC action on DuMont's application to operate DuMont Labs from the Empire State Bldg., an authorization already given other New York stations, had been withheld. It was held that the unresolved control issue is largely responsible.

FCC has not yet acted on application to transfer control of KTAL Los Angeles of Paramount Television Productions Inc., licensee of WABD from the Empire State Bldg, an authorization already given other New York stations, had been withheld. It was held that the unresolved control issue is largely responsible.

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ARMY AND NAVY football schedules would be telecast under law, according to legislation introduced in the House last Wednesday by Rep. L. Gary Clemente (D-N.Y.), who was quoted as saying: "TV hasn't hurt anybody and everyone should get a chance to see these teams play." Although Navy has not made any television commitments for 1951, thus acknowledging the Eastern Collegiate Athletic Conference's December stand that none of its members telecast games next season, Capt. Howard Caldwell, U. S. Naval Academy athletic director, said: "Of course, the Army-Navy game will be televised, as usual!" Navy telecast only two of its home gridiron contests last season, Southern California and Tulane, but several of its away games were on TV. Capt. Caldwell added that Navy has not planned to "televisize any of our games this season," but that "we can't say what the

JOINT FACILITY

Video To Be Added

SENATORS and Congressmen will soon have the opportunity to add filmed reports for television stations to their regular radio recordings sent back home to radio outlets.

Ralph R. Roberts, House Clerk, told BROADCASTING • TELECASTING last week that both the Senate and the House have approved the setting up of television facilities as an addition to the radio services now offered by the Joint Recording Facility, operated by Robert Courr.

Procurement Bids

A meeting will be held soon by Mr. Roberts and Leslie Biffle, Senate Secretary, on the method of advertising bids for necessary television equipment, it was learned.

All equipment will be installed at present quarters of the Joint Recording Facility on the fifth floor of the Old House Office Bldg. Funds for television will come from past profits obtained through the regular operation of the radio recording service.

It is expected that the regular, normal charge for TV filming— as is now done for radio recordings—will go toward dissipating the cost of adding television to the Facility.

Kellogg Sets Show

KELLOGG Co., Battle Creek, Mich., for its new product, Corn Pops, will spotlight the half-hour, once-a-week film, Wild Bill Hickok, in TV markets starting April 15. The schedule will start on the West Coast and expand into additional markets during the rest of the year. Leo Burnett, Chicago, is the agency.

SEARS, ROEBUCK Co. completes plans for 52-week sponsorship of Hapalong Cassidy on WDSU-TV New Orleans, Sat. Arrangements are set by (I to r); Louis Read, WDSU-TV coml. mgr.; Ralph Betchelor, Sears str. pmm. mgr.; Maurice Kramer, mgr., and W. Z. MacDonald, WDSU-TV str. rep.

MARTIN L. STRAUS II (center), president and board chairman, By- mart Inc. (Tinton), visits stars of his latest participation show, Cavalcade of Stars, Dance Marilyn Taylor and Comic Jackie Gleason. Show seen weekly on DuMont TV network.

FRED F. FLORENCE (seated, r), pres., Republic Natl. Bank, sets sponsorship of March of Time on KRLD-TV Dallas. Others are J. B. Taylor (seated), J. B. Taylor Inc., agency; standing, Lowell Lafferty (l), Republic, and W. A. Roberts, KRLD-AM-TV.

SPONSORSHIP of Cisco Kid on WSAZ-TV Huntington each Sunday is assured as Lawrence H. Rogers (seated, l), station mgr., hands pen to Harold Frankel, gen. mgr. of Frank- el's. Standing is Jack Gary, acct. salesman at WSAZ-TV.

PEPSI-COLA hopes to hit the spot with contract for TV Hi-Life Hilarities, WLWT (TV) Cincinnati teen-age revue which started March 10. Participants at signing of 13-week pact are, seated (I to r); James Arno, sls. mgr., local Pepsi-Cola Co.; Walter Gross, firm's pres.; Walter Manna, pres., Manna Adv. Agency, which handles account; standing, William McCluskey, WLWT sales manager, and Herb Flaig, station salesman.

SPECIALS of late film releases will be telecast by WSB-TV Atlanta under sponsorship of McClean Tracking Co. Discussing details are W. A. McClean, company pres., and Frank Gaither, WSB-TV coml. mgr. Series is filmed Armchair Playhouse.

NCAA BAN

Video Ruling Favored

EASTERN College Athletic Conference members, meeting in New York, went on record last week as favoring the NCAA ban on "live telecasting of college football games for 1951."

Fran Murray, U. of Pennsylvania athletic director, spoke in favor of telecasting the games. Mr. Murray said that "live television offers a boost to our public relations." In closed sessions at the Hotel Bilt- more, however, representatives of 91 institutions passed a resolution endorsing the action taken by NCAA at Dallas [BROADCASTING • TELECASTING, Jan. 15].

GRID TELECASTS

Okla. Bill Would Defy Ban

A BILL to force state-supported universities to permit telecasts of their gridiron games was before the Oklahoma state legislature last week.

Co-authored by 24 of the state's senators, more than enough to pass it, the bill was referred over protest to the senate's education committee for a public hearing. P. A. Sugg, manager of WKY-AM-TV Oklahoma City, was to appear before the committee last Thursday. A similar bill in Texas received much the same treatment and it emerged from the committee as only a "suggestion" rather than as a directive [BROADCASTING • TELECASTING, March 8].

ALEXANDER CO.

TV Sales Up 400%

ANNUAL sales volume increase last year of more than 400% in the television division has been reported by the Alexander Film Co., Colorado Springs.

Announced also was the re-election of the following officials at the annual stockholders' meeting: J. Don Alexander, president; Don M. Alexander, vice president in charge of production; Don Alexander Jr., vice president; M. J. Meloney, vice president in charge of sales, and E. R. Foster, secretary-treasurer. Elected directors were J. Don Alexander, Don M. Alexander, Don Alexander Jr., E. B. Foster and Thomas Burgess.
LAUD COLOR

CBS DEMONSTRATIONS in New York for a score of leading national advertisers of their products looked like on CBS color television an enthusiastic view. The closed-circuit demonstrations, where network viewing went to the headquarters of the top executives of the advertisers watched their products on the television screen. The special showings are slated for completion Monday (16).

"Color television will revolutionize the advertising of food products," J. B. Hall, Kroger Co. president, said Monday, concluding Monday's demonstration. It was "what the food industry has been waiting for," he said, and predicted that color television would have a revolutionary effect on department store and clothing advertising techniques.

After watching Tuesday demonstrations, the network quoted Janette Kelly, director of the home service department of Mills, as predicting that TV color would markedly increase audience appetites. "Color television makes the food look so appetizing," she said. Another viewer the same day, Read Wight, radio and TV director of J. M. Mathes Inc., agency for Northram Warren Corp., maker of Cutex nail polish and lipstick, expressed his pleasure at the way Cutex colors showed up on the screen. "I predict that when color broadcasting starts, the cosmetics advertisers will fight to get on the air first with their products," he said.

Gundell Predicts

A prediction that every color television viewers out where pounds was attributed to Glenn Gundell, advertising director of National Dairy Products Co.'s Sealtest Division, who saw the demonstration of his company's products Wednesday.

"I was tremendously impressed," was the comment of George Boyer, advertising manager of Cannon

KTTV-DuMONT

Affiliation Planned April 17

SUBSTANTIAL completion of negotiations to make KTTV (TV) Los Angeles, Los Angeles Times station, effective in that city that DuMont Television Network, effective April 1, was announced last week by Dr. Allen B. DuMont, DuMont Labs president, and Norman Chandler, president of KTTV Inc.

"It is the intention of the DuMont Television Network, with the activation of AT&T service to the West Coast, to originate program- ming from the KTTV studios in Hollywood for retail growth nationally over the microwave," Dr. DuMont said. "Plans are presently underway to produce in Hollywood motion pictures especially made for television."

Mr. Chandler said that "KTTV is happy to have entered into this agreement with the DuMont Television Network and we are looking forward to many years of successful association."

KTTV formerly was owned 49% by CBS, which sold its interest to the Times, now holding 100% of the station.

CLASSROOM MUSIC

WNBV Sets Test Series

EXPERIMENTAL series in class- room "music appreciation" lessons, directed at selected sixth-grade students, was begun by WNNB (TV) Washington last Wednesday, 9:45 a.m., under supervision of the District president and superintendent Education. Titled Music Time, the eight-week series will teach music to students at various elementary schools, with WNNB furnishing TV facilities and technical "know- how."

The series is the result of a year's planning by WNNB. Paul Boyer, program content is under the assigned staff of teachers, teachers and assistants. Instruction is given to a studio of these students in schools watch- ing in their classrooms. Purpose of the series is to test the potential value of television as an aid to classroom education, a project un- der way in other TV markets [BROADCASTING * TELECASTING, March 12]. Results will be measured in tests given to 7th and 8th TV classes. Records, pictures, films and textbooks will be used as visual aids in the programs, with each telecast lesson running 30 minutes.

GF Sponsors

GENERAL FOODS Post Cereals Division is to sponsor Captain Video Mon.-Fri., 7:30 p.m. over the DuMont TV Network, beginning April 2. Benton & Bowles, New York, is the agency.

white and by far the most important medium of all. A. Benton, Paul Kakeh, Eymart vice president and director of sales and merchandising, was described as "It's perfect for our product. . . ."
Radio Silence?
(Continued from page 25)

stay on the air." He said it may prove "costly" to the industry but is necessary to accomplish the objectives. He declined to discuss the nature of the modifications.

It was further revealed that this phase of the plan will be placed squarely before industry and other representatives at the emergency session. An additional revelation, is still being retained by the Air Defense Command, an organization which exercises complete control over hemispheric air operations.

Some engineering authorities expressed belief, however, that the cost of modifying existing station equipment would be small in relation to the original investment. In transmitters, for example, crystals could be altered where the method calls a change in frequency transmission to obviate possibility of "homing" enemy craft. It was held that, where frequency shifts were not of a radical nature, the cost would not be exorbitant.

On the other hand, if wholesale shifts are in order, a complete change in directional array would be necessary, thus involving an expensive changeover.

Initially there was speculation that the proposed "modification" might imply the addition of simple devices which would permit air command centers to pipe in on coded frequencies for the information of code personnel stationed at broadcast receivers.

Cost Seen Slight

Some engineering authorities felt the addition would not entail great expense and pointed out, additionally, that it would serve as an alerting means—not as a method of silencing stations per se.

Experiments embracing utilization of sub-audible frequencies have been conducted by FCC and defense officials over a period of months, with participation of strategic and ground air services. Likewise, FCC has held a meeting with a limited number of industry engineers on this and other phases [BROADCASTING * TELECASTING, Jan. 15].

Moreover, the Commission had put licenses on notice that defense-emergency authorizations will be made "from time to time" as part of its current study of radio's war use.

Apparently taking cognizance of the possible frequency shift issue and alluding to so-called "classified grants for existing stations," FCC has ordered that such procedure would fall under Sec. 2.407 of its Rules and Regulations. The Commission may authorize:

... The license of any radio station during the defense emergency to operate its facilities upon such frequencies, with such power and points of communication, and in such a manner beyond that specified by the station license as may be requested by the Army, Navy or Air Force.

One of the methods now under consideration (which would enable some stations to remain on the air) is that dealing with so-called synchronized or "locked" frequencies. This technique reportedly enjoyed popular favor in Great Britain during World War II, and entails a synchronization of stations on a single frequency, which would destroy their homing value. Some authorities view the FCC "critique"—a two-pronged proposal detailing the alerting and operating phases of defense [BROADCASTING & TELECASTING, Feb. 12, etc.—as a compromise between the military's apparent predilection for radio-TV broadcasting and other electromagnetic radiations capable of serving as navigational aids.

At week's end the Air Force, which represents the Defense Dept., in this phase, had not yet replied to a proposed staff amendment offered by the Senate Interstate and Foreign Commerce Committee, headed by Sen. Johnson, which seeks to include certain radiation devices but eliminate the broadcast applications already set forth in Sec. 606 (c) of the Communications Act.

There has been speculation that the military has been awaiting comments from the Air Defense Command before approving the committee plan, though its representatives unofficiously have indicated they would go along with it.

In any event, industry representatives will receive a classified briefing on their emergency role, while Air Force, Civil Defense and other department officials sit in as observers, it was learned. There was some disfavor at week's end on the March 26 date chosen by POC. Aside from the holiday aspect, it was pointed out, too, that hotel reservations may present a problem.

The fate of the military's express plan to control broadcasting, not only in times of imminent or actual attack but also during a period of "strained international relationship," still hung in the balance on Capitol Hill last week.

Meanwhile, Radio-Television Mfrs. Assn. offered its own suggestions for radiation control, outlining them in two alternative amendments. RTMA stressed again its feeling that no further legislation is needed over radio-TV stations, but held that, if other radiation sources are to be controlled, proper limitations should be afforded within any amendments to Sec. 606 (c) of the Communications Act.

Reply Withheld

While contents of the replay were withheld by the committee, it was announced that RTMA would (1) eliminate from control any devices which are incidental raditors except when such devices are intended for use, as a navigational aid; and (2) provide that so-called incidental radiation devices, if included, be limited to those capable of transmitting radiations beyond a five-mile distance.

Industry authorities have expressed concern lest legislation be enacted which would bring radio-TV performers and their instruments under complete FCC jurisdiction [CLOSED CIRCUIT, March 12]. In this instance, RTMA's position differs from that of NAB's proposal, to include devices radiating between 10 kc and 100,000 me but not specifying any limitation on area coverage.

RTMA summed up the substance of previous engineering testimony offered during hearings on the radiation bill before the Senate Commerce Committee [BROADCASTING & TELECASTING, Feb. 26].

Dr. W. R. G. Baker, General Electric Co., member of the RTMA Engineering Dept., told the committee receivers are "incidental raditors" and are worthless as homing devices because they cannot be located geographically and are of low power, hence, unanswerable. He suggested limiting application of devices to those radiating over half a mile.

Dr. Smith, Philco Corp., had suggested limiting application of devices to those radiating over half a mile.

The second proposal offered by RTMA was designed to fit into the framework created by the Senate Commerce Committee, which also is studying the possibility of limiting emissions.

TV HELP WANTED ADS

WXEL's Answer to Manpower Shortage

INTENSE BIDDING of industrial firms for defense workers provided WXEL (TV) Cleveland with an idea which has strong appeal to sponsors and potential sponsors.

Three prominent Cleveland firms are now making "help wanted" appeals over five WXEL programs. A backlog of "substitutes" will replace some of the present sponsors if and when their respective employment needs are met.

Events in Korea inspired Jack March of the WXEL sales staff, former tennis professional star and tournament director, to approach Franklin Snyder, WXEL production manager, with the suggestion.

Used As Commercials

The "help wanted" ads are interjected into the programs as commercials. Job availabilities are shown on the screen and are described by a commentator. Then the plant's address and phone number is flashed onto the screen.

Queries from prospective employees usually begin immediately by phone, while interested interested televiewers report to the personnel offices for further information.

Audience response has been so great it is reported that the volume has justified firms sending up their own phone answering service on nights their programs appear.

Mr. March

Talent behind the drive to recruit workers: Top, WXEL News Director Bob Rowley who does news show for Cadillac; middle, Sportscasters Gail Egan (l) and Clay Dopp who handle National Desk; bottom, NewsAnchor John Fitzgerald of Manpower Headlines sponsored by Cleveland Pneumatic Tool Co.

[Continued from WXEL BROADCAST, March 25]

Page 62 March 19, 1971
CD CAMPAIGNS

Plan Public Education Via Radio-TV

GOVERNMENT planners last week were marshalling blueprints designed to implement public enlightenment and education in civil defense on the local community level through broadcasting facilities.

Industry-wide mobilization, already launched by numerous radio and TV stations, will stress the importance of carrying CDA’s air raid warning cards.

The radio kits will take the form of scripts adaptable for local use on various topics to be aired by broadcast stations. The kits will be distributed by the federal agency on the basis of the number of stations in each state.

Current activity along this line—and also in television—has been limited pending appointment of radio and TV section chiefs for the Audio-Visual Division. They are expected to be named shortly.

Heading up motion pictures is Howard Johnson, who will work closely with the television section when it materializes on distribution of films, which also will go to theaters, civic, educational and nongrouped groups. First of the 12 prints, “Survival Under Atomic Attack,” is being issued shortly. It originally was to be ready March 1.

Cost Problem Cited

Complicating the problem now is the question of cost—what portion will be borne by CDA, state civil defense offices and stations.

In any event, two companies—United World Films and Teletran—are producing the series at the request of the defense agency for renting through local dealers.

Films will be 16mm and 8mm and prices range from $17.50 for 16mm sound to $9.75 for silent. A 48-frame film strip is priced at $3.

Another factor concerns the chain of distribution which will assure the largest possible audience in each state, including provision for TV stations. A third source of concern is overall CDA funds which will make these enterprises possible.

President Truman already has sent Congress a proposed $408 million budget for the Federal Civil Defense Administration—part of it to tide the agency over for the remainder of this fiscal year ending June 30 and $119,323,000 to be held for the following 12 months.

Some of these funds are intended for matching against state outlays and to finance Audio-Visual and other activities (BROADCASTING • TELECASTING, March 8). A House Appropriations Emergency subcommittee held closed hearings on the proposal last week.

KLAC-TV PACT

Gots AFM Kinescope Rights

In DEAL worked out between KLAC-TV and American Federation of Musicians, the station has been given the right to use musicians on programs kinescoped for distribution to other outlets nationally.

The contract was signed several weeks ago but held under cover, according to Don Fedderson, vice president and general manager of KLAC-TV. It calls for AFM CDA, to pay AFM $5% of each market's TV station card rate for programs telecast. Station, it was said, is the first to sign such an agreement.

Kinescope programs will be distributed as an open-end offering.

In addition to syndicating its own programs, plans are in the making for KLAC-TV to distribute feature films to video stations. This also would be done by paying a percentage of the station card rate to AFM. Although no deal has been completed with James C. Petrillo, AFM president, or the union, it is expected that negotiations will be concluded shortly, it was said.

Distributing Shows

KLAC-TV has started distribution of kinescoped versions of Leo Carrillo’s Radio Ranch Varieties, sponsored by American Vitamin Co., to stations in six other markets. American Diary, starring Mr. Carrillo and containing no music, and sponsored by General Foods Co., also is being released via kinescope in markets outside the Los Angeles area.

TVA IN L.A.

Five Stations Near Signing

AGREEMENT between the Western Section of Television Authority and five Los Angeles TV stations on a contract covering performers was expected over last weekend, but there was prospect of a TVA strike against a sixth station, KFPI-TV, which has refused to recognize TVA.

KTIV (TV) which formerly sat on control negotiations as an observer, last week joined KNBH, KTSL, KLAC-TV and KECA-TV in active participation in negotiations.

Two main problems still to be worked out were that of the adjustment of present performer contracts with stations to bring them into conformity with basic wages and working conditions stipulated in the TVA code, and definition as to what constitutes a sustaining program.

Refusal of KFPI-TV to recognize Television Authority may lead to a strike against that station, declared that action was taken because of the station’s refusal to recognize the union, to bargain with it in good faith and an “unfair and discriminatory discharge” of three members of the union.

A few weeks ago KFPI, separating its AM and TV operations, fired three union announcers from the AM staff and hired three non-union men for the TV announcing staff. With that move the station announced its intention of maintaining an open shop.

TO INTRODUCE dealers of Hoffman Sales Corp. (TV set), L.A., to new “pivot plan" of selling, manufacturer has started sales clinic for all dealers selling on retail level.

Telecasting • Broadcasting
YESTERDAY and TODAY in Central Indiana at WFBM-TV

"First in Indiana"

Yesterday  . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . ..
1st on the network!
1st on the local scene!

The network show with the highest rating in Baltimore according to the American Research Bureau is none other than "Arthur Godfrey and his Talent Scouts." Top rated local show is Tuesday night wrestling from the Coliseum with Bailey Goss as Master of Ceremonies. Both come through on Channel Two.

284,985
sets in Baltimore (Baltimore set Circulation figures as of March 1st).

IN MARYLAND
MOST PEOPLE
WATCH

WMAR-TV
* CHANNEL 2 *

Represented by
THE KATZ AGENCY, INC.
NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
with ASCAP's per program terms, may be able to negotiate better ones for his station which would then become the model for a general industry per program license.

A number of telecasters, however, believe that the unwillingness of the ASCAP committee, headed by its general attorney, Herman Finkelstein, to compromise in negotiations with the all industry committee is clear proof that the society's management, and presumably the ASCAP board from whom the management receives its instructions, do not want to make a fair deal on their own responsibility but would prefer to have the license terms set by the courts, even though these terms may well be less favorable for ASCAP's membership than those offered by the TV committee.

**Rifkind History**

Describing the new special counsel in his report to Mr. Martin, Mr. Sprague said:

"Simon H. Rifkind got his law degree from Columbia Law School in 1925. Thereafter he spent a year as a member of the Columbia research staff in legal economics and contributed a number of articles to the professional press. Thereupon, he became associated with United States Senator Robert F. Wagner, as a member of the firm of Wagner, Quillman & Rifkind. That association continued until 1941, when he became a judge of the Federal Court in New York. He resigned from the bench in the middle of 1950 and became a member of the firm of Paul, Weiss, Rifkind, Wharton & Garrison."

**THE MARCH OF TIME's success with its TV film adaptation of General Eisenhower's Crusade in Europe has led the same group to start work on a follow-up series, tentatively titled Crusade in the Pacific. Unlike the first series, this will be based on no single book or record of the campaign, but will draw from records and from all the services and from both Allied and Japanese documents. About 300 million feet of film will be examined before the studio decides on the specific scenes to be presented in the series which, with all the background material necessary to make the area comprehensible to American viewers, will amount to "a military and political history of the Pacific-East Asian world from 1931 through 1961."...

*... Crusade in Europe, Peabody Award winner for 1951, will be shown throughout the country, in some areas for the third time...*

**HOM...**

**DUDLEY TELEVISION Corp., Hollywood, has completed three 20-second animated singing film spots, featuring Four Hits & a Miss, for Leslie Salt Co., San Francisco. Ellis Angel, Jr., KTTV (TV) Hollywood head the list of Western stations slated to air the spots. Agency is Long Adv. Service, San Jose, Calif.

**JERRY FAIRBANKS PRODUCTIONS, Hollywood, has completed The Other Face, another in its Front Page Detective TV film series. Film will be telecast March 25 on KTTV (TV) Hollywood...**

**WILLIAM WILBUR ADV. Inc. has packaged half-hour informal women's program, At Home With Maria, starring Maria Riva, noted for her appearance in play, "Finishing Ni...**
for film projection: The Eastman 16mm. Television Projector, Model 250. The first heavy-duty 16mm. projection instrument designed for TV film requirements, it is specifically engineered to obtain the best possible flat-field image plus theater-quality sound reproduction from 16mm. sound film for broadcast on TV audio and video circuits.

Whisper-quiet mechanical operation—plus sound reproduction free from high-frequency distortion—it is simple to operate. It will deliver continuous-duty performance on a full air-time schedule. Capable of instant start-stop operation, it gives your programming staff a tool for intercutting film and live action instantaneously.

for film recording: The Eastman Television Recording Camera. Whether network or local, live or film, recording of every broadcast program is your only permanent program record. It can pay for itself—and earn a profit, too—by giving your air-time schedule more flexibility, your advertisers wider market coverage, and your program department more sales potential.

This equipment is available for immediate delivery and installation. For detailed information concerning prices, specifications, and installation data, write directly to Rochester or any branch office.

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, New York

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California
For the first time in Northern California the full dramatic impact of "government in-action" was brought into the homes of thousands of viewers, when KPIX telecast the hearings of the Kefauver Senate Crime Investigation Committee.

Only through the miracle of television was it possible, by a single flick of a dial, for viewers to actually witness the complete proceedings direct from the Federal Court Room in San Francisco.

18 HOURS
Nine hours a day, for the first five days of the hearings, March 2 and 3, the KPIX Remote Crew trained their cameras on the real-life drama of investigators and witnesses in their serious game of questions and answers. Without such coverage this was the most complete on-the-spot news coverage yet achieved in Northern California.

PUBLIC SERVICE AT ITS BEST
In keeping with its traditional policy of serving the public interest, KPIX deleted its commercial schedules and mobilized additional manpower in the unrestricted effort to bring these telecasts, of nationwide significance, to viewers.

The impact of KPIX's telecasts, in portraying public interest in the crime hearings, was overwhelming. Congratulations letters from all over Northern California deluged the station, lauding KPIX's outstanding public service; and, a coincidental survey indicated that over 50% of all television sets in this area were in continuous use during the two days.

ALLOCATION PLAN
(Continued from page 28)
get the 20-25% of the total it requested.

Despite some proposals, operating VHF stations are not expected to be switched to UHF channels, but operators can expect a number of VHF channel interchanges.

VHF and UHF channels will continue to be intermixed in the same metropolitan areas. In the reshuffling, if an operator loses a channel, he cannot switch to UHF channels. When faced with VHF competition, the UHF allocation will be multiple where possible.

Offset carrier operation will play a more direct role in allocating the "tight" eastern half of the country. Directional antennas will be "shoe horns" in specific cases but will not be part of the allocation policy.

VHF power will be 100 kw, UHF 200 kw, with antenna height 500 ft. above average terrain (VHF power now is 50 kw). Increased antenna height keep the top practical limit will be encouraged since the effect of greater coverage is not attended by the corresponding increase in interference which occurs through boosting power.

Variable station separation standards have resulted, but with average separation about 180 miles seen for co-channel operation. Spacing considerations have been set forth in more complex manners than the former proposed mileage separations of 220 miles for VHF co-channel operation (200 miles for UHF) and 110 miles VHF adjacent channel operation (100 miles UHF). (Co-channel separation for VHF presently is 150 miles).

Station Spacing
Because of geography, location of population concentrations, station spacings will naturally be wider in West, closer in East.

While the proposed band by late last week was known to be "good shape" generally, it had suffered a thorough face-lifting over that originally recommended by the staff. Such suggestions as giving a boost to UHF by allocation revisions which would force many operating VHF stations almost immediately into the UHF, were not well received and hence revised.

The proposed revision is not expected to be a unanimous report. Some dissenting opinion may issue on technical-policy issues and a vigorous dissent by Comr. Frieda B. Henneck is expected on the educational issue. Her views may be shared as a part in others.

Admittedly concerned that speculation about TV allocation has gone astray in too many quarters, FCC wants to release the report as quickly as possible. But its desire to have the report well tempered by realization of the technical complexity of the TV plan as well as the long-range, nation-wide economic and social impact it contains.

The Commission obviously would like to issue as many grants and enable the construction of new stations as possible before defense cutbacks would preclude such construction, as well as set production. No one need tell FCC its freeze has been irregular and generally misunderstood. Correspondence on the subject, bulging the TV dockets, is a constant reminder.

FCC also knows TV has been recognized as a potential civil defense medium and it is believed defense authorities also would like to see a broadcast TV circulation as soon as practical without impeding the rearmament program.

BANKS' AID URGED
In Anti-Inflation Drive

AMERICA's banks were invited to join with radio-TV in driving home the government's anti-inflation campaign in a speech by Robert N. Pryor, vice president of WCAT-MTV Philadelphia, before the Public Relations Conference of the Pennsylvania Bankers Assn. Mr. Pryor urged bankers to put their positions of public service and dependability in the public mind to work for the country in its efforts to avert major inflation. He said the banks, through public service announcements on radio-TV, could become "a sort of 'Voice of America' at home."

He noted that "in the past, bankers have probably tended to sell their services and to educate people about banking. Now you can extend this public acceptance to the field of television to tell the people of your community more about the five anti-inflation steps set up by the American Bankers Assn."
He pointed out that "more than 1,000 banks are using radio and television. . ."

PHILCO OUTPUT
TV Remains 'Satisfactory' PRODUCTION of television receivers has been maintained at a high level and 1951 first-quarter earnings are running at "very satisfactory" levels as a result of a material conservation program, Philco Corp, stockholders were told last Monday in a letter accompanying dividend checks.

William Balderston, Philco president, also cited development of its new television chassis which is claimed to give improved performance while conserving scarce materials. Philco's new TV receiver, demonstrated in Washington last month, and scheduled for introduction later this year, eliminates use of cobalt and reduces need of other metals. Mr. Balderston noted, "This development that it requires a reduced quantity . . . should make it possible to maintain present television output at higher levels than would otherwise be the case."
He pointed out, adding that Philco will make its new designs available to the whole industry.

upcoming
March 19: MBS Regional Affiliates Meeting, Oklahoma City.
March 20: MBS Regional Affiliates Meeting, Charlotte, N. C.
March 22: MBS Regional Affiliates Meeting, Nashville, Tenn.
March 24: MBS Regional Affiliates Meeting, Tulsa, Okla.
March 28: Oral Argument on Color Television, U.S. Supreme Court, Washington, D. C.
March 28: MBS Regional Affiliates Meeting, Minneapolis, Minn.
March 27: Annual Membership Meeting, Sacramento, Calif.
March 27-28: MBS Regional Affiliates Meeting, Jacksonville, Fla.
March 28: National Television Film Council All-Day Forum, New York.
March 31: April 1: Advertising Federation of America Inter- City Women's Club Conference, Shoreham Hotel, Washington, D. C.
April 5-6: AIBT Convention, Hotel Commodore, New York.
April 11-13: American Broadcasters Association Meeting, Miami Beach, Fla.
April 18-19: NAHTB 29th Annual Convention, Hotel Stevens, Chicago.

Give-away PRIZES
"Fastest-growing prize service in the West" now offers more than 50 AM and TV stations, plus network shows.
We use $2 to $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. Tamarama Ave., Hollywood 28; Telephone: HUson 24022

The Telecasting • Broadcasting
WHY You Can Operate Zenith TV from Your Easy Chair

THIS MIRACLE TURRET TUNER IS THE SECRET...and only Zenith has it!

You sit anywhere in the room... blissfully relaxed... with Zenith's wonderful "Lazy Bones" Remote Control in your palm. You press lightly with your thumb, and change programs one after another! No jumping up, no one knob to touch or re-tune! This operation of the tuner by remote control is possible because Zenith's Turret Tuner is truly a miracle of automatic precision and stability!

Yes, all the necessary adjustments are made for you automatically, all at one time... and this tuner is so heavy—so sturdy—that even years of constant use will not cause its contacts to lose their precision and let the picture drift and fade!

And that's not all... this tuner is so much more sensitive that even in far outlying locations, it takes signals too weak for other sets to handle, and turns them into beautifully clear, steady pictures!

What's more, there is no other tuner in television so easily, quickly, inexpensively adapted in your home to receive the proposed new ultra-high frequencies on present standards, without an external converter!

Please remember—ONLY ZENITH HAS THIS TURRET TUNER. So regardless of what you read or hear, before you invest in television be sure to see for yourself that Zenith is different from all others... indeed, the Royalty of Television. Your Zenith dealer invites you to prove this in your own home, before you buy.

Above, New Zenith® "Aldrich," Console TV. New 165 sq. in. 2-in-1 Screen gives instant choice of circular or rectangular type pictures. Period cabinet, Mahogany veneers and hardwoods. $369.95. Includes Federal excise tax. Prices subject to change without notice.

Zenith Radio Corporation, Chicago 39, Illinois • Over 30 Years of "Know-How" in Radionics® Exclusively • Also Makers of Fine Hearing Aids
Telestatus (Continued from page 64) from the total time costs of $3,500. Mr. Zucker added that the cost per inquiry for the two TV stations that pulled the largest response averaged only 60 cents, while for the two best magazines the cost per response averaged $1.19, or twice as much, indicating that further testing may show per-inquiry costs appreciably less in TV than in magazines.

Stating that the help of client and agency enabled Dynamic to produce film spots that "are just as fine as the advertising done to the delicate and fine workmanship in Hathaway fabrics," Mr. Zucker said that because of the success of this test campaign, we have already produced more films for Hathaway which are being utilized in a national campaign.

**U. of Ky. Surveys Viewing Habits**

The TELEVIEWING habits of the more than 80,000 TV families in the Louisville, Ky., area have been the subject of a comprehensive survey just completed for WHAS-TV Louisville by the Psychological Services Center of the U. of Kentucky.

Taken during the week of Jan. 8, the survey involved 13,000 telephone calls. The study revealed that from 6 to 10 p.m. an average of 57.8% of area TV sets are in use. Friday was the biggest evening with 64% of the sets tuned on; in second and third positions were Sunday evening, 62.9%, and Saturday, 61%. Of the 13,000 homes phoned, 40% reportedly owned telesets. Almost 80% of these were reported in the upper middle and lower middle income groups.

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**Advertest Studies Weekend Audiences**

SUNDAY is reported a bigger TV day than Saturday in Advertest's February issue of "The Television Audience of Today," which covered weekend habits at three television homes. During the period Feb. 5-13, Advertest interviewers contacted 754 teleset owners throughout the New York reception area.

Peak of televisioning both days was arrived at during the hours 8-10 p.m. The number of telesets turned on rose sharply at 7 p.m. and continued on a generally high percentage level until 11 p.m.

---

**Videodex Reports Nation's Top 10 Shows**

TEXACO Star Theatre is shown as leader of the top 10 TV shows in the latest Videodex National Report covering 65 markets. The variety show, starring Milton Berle, won the attention of 60.5% of TV homes in 61 cities—a total of 6,339,000 TV homes—for the period, Feb. 1-7. The list of leading shows follows:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show Name</th>
<th>Percent of Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Texaco Star Theatre</td>
<td>60.5%</td>
</tr>
<tr>
<td>2</td>
<td>Talent Scouts</td>
<td>60.5%</td>
</tr>
<tr>
<td>3</td>
<td>Johnnie Ray</td>
<td>51.0%</td>
</tr>
<tr>
<td>4</td>
<td>Jack Benny Show</td>
<td>49.7%</td>
</tr>
<tr>
<td>5</td>
<td>Your House</td>
<td>47.5%</td>
</tr>
<tr>
<td>6</td>
<td>Mr. Peabody</td>
<td>47.5%</td>
</tr>
<tr>
<td>7</td>
<td>Show of Shows</td>
<td>46.5%</td>
</tr>
<tr>
<td>8</td>
<td>Philco Playhouse</td>
<td>46.0%</td>
</tr>
<tr>
<td>9</td>
<td>Philco Program</td>
<td>43.4%</td>
</tr>
<tr>
<td>10</td>
<td>Texaco Board of Trade</td>
<td>43.0%</td>
</tr>
</tbody>
</table>

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**Sponsor-Program Identification Survey**

ABILITY of television to correctly link sponsor and products to programs was notably higher than radio listeners, in a survey based on five programs conducted by Trendex Inc., New York. The televiewers averaged 78.9% correct identification; the listeners, 55.5% for the five shows. Following are the individual results:

<table>
<thead>
<tr>
<th>Network</th>
<th>Correct Answers</th>
<th>Misidentification</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>78.8%</td>
<td>0.6%</td>
<td>21.5%</td>
</tr>
<tr>
<td>CBS</td>
<td>82.4%</td>
<td>0.9%</td>
<td>16.7%</td>
</tr>
<tr>
<td>NBC</td>
<td>81.0%</td>
<td>7.5%</td>
<td>13.0%</td>
</tr>
<tr>
<td>Mutual</td>
<td>81.0%</td>
<td>7.0%</td>
<td>12.0%</td>
</tr>
<tr>
<td>Dumont</td>
<td>82.4%</td>
<td>0.9%</td>
<td>15.7%</td>
</tr>
</tbody>
</table>

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**Nielsen Rates 'Star Theatre' Tops**

MILTON BERLE'S buffoonery on the Texaco Star Theatre still manages to tickle enough ribs to enable the program to maintain its lease on the place in the National Nielsen-Ratings for the top TV programs. Nielsen's latest report, covering the two weeks ending Jan. 27, places the top 10 shows as follows:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program Name</th>
<th>Percentage of Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Texaco Star Theatre</td>
<td>64.7%</td>
</tr>
<tr>
<td>2</td>
<td>Philco Playhouse</td>
<td>62.6%</td>
</tr>
<tr>
<td>3</td>
<td>Philco Program</td>
<td>60.0%</td>
</tr>
<tr>
<td>4</td>
<td>Your Life</td>
<td>57.8%</td>
</tr>
<tr>
<td>5</td>
<td>Show of Shows</td>
<td>54.5%</td>
</tr>
<tr>
<td>6</td>
<td>Show of Shows (Crosley)</td>
<td>54.5%</td>
</tr>
<tr>
<td>7</td>
<td>Show of Shows (Participating)</td>
<td>54.5%</td>
</tr>
<tr>
<td>8</td>
<td>Mutual Board of Trade</td>
<td>54.5%</td>
</tr>
<tr>
<td>9</td>
<td>Mutual Board of Trade</td>
<td>54.5%</td>
</tr>
<tr>
<td>10</td>
<td>Mutual Board of Trade</td>
<td>54.5%</td>
</tr>
</tbody>
</table>

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**TV Outshines 'Star'**

TELEVISION set circulation in the Washington, D. C., area has passed that of the Washington Evening Star's Sunday edition, it has been reported. The Washington Set Circulation Committee said there were now 244,000 TV viewers in the area. The Star's Sunday circulation, according to the Audit Bureau of Circulations, is 229,027.

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**FREED RADIO**

Files Bankruptcy Petition VOLUNTARY petition in bankruptcy has been filed by Freed Radio Corp., New York, manufacturer of television sets and electronic communications equipment under the trade name Freed-Eisemann, through its attorneys, Kremer, Hirsch, & Hellpap, New York, in the U. S. District Court for the Southern District of New York.

Freed Radio Corp. of America, credited with being the first company to build an All-Electric Television, and the first to manufacture an All-Electric Refrigerator, with the former having a 94% rating in higher than average income groups, and the latter a 68% rating, with no domestic competition, has been given a free hand in the radio field by the FCC.

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**Cities Reasons**

The action, according to papers filed by the company, was "made necessary by reason of the fact that . . . Freed Corp. . . . is unable to meet its obligations as they mature. The loss in the sale of television sets, which is a matter of common knowledge in the television industry, has resulted in the depletion of cash reserves and working capital, coupled with the fact that it maintains, at the present time, an inventory of approximately $258,000.

Schedules of the company's liabilities and assets have yet to be compiled, and a period extending to March 27 was granted by the court for that purpose.

Officers of Freed Corp. were listed as Arthur Freed, president, and 76% stockholder; Irving Freed, secretary and director; Charles Freed, assistant secretary and director, and Joshua Seizer, vice president.

The petition was referred to Referee John E. Joyce. Ratings for sponsored network TV shows, March 1-7:

<table>
<thead>
<tr>
<th>Program</th>
<th>Percentage of Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Show of the Week</td>
</tr>
<tr>
<td>2.</td>
<td>Texaco Theatre</td>
</tr>
<tr>
<td>3.</td>
<td>Show of Shows (Crosley)</td>
</tr>
<tr>
<td>4.</td>
<td>Show of Shows (Participating)</td>
</tr>
<tr>
<td>5.</td>
<td>Show of Shows (Crosley)</td>
</tr>
<tr>
<td>6.</td>
<td>Philco Program</td>
</tr>
<tr>
<td>7.</td>
<td>Philco Playhouse</td>
</tr>
<tr>
<td>8.</td>
<td>Show of Shows (Crosley)</td>
</tr>
<tr>
<td>9.</td>
<td>Mutual Board of Trade</td>
</tr>
<tr>
<td>10.</td>
<td>Mutual Board of Trade</td>
</tr>
</tbody>
</table>

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**Special Event**

America Appeals—Richard Rodgers . . . 39.6
While a camera is put in place, production problems on Success Story are discussed by (l to r) Bill Bowes, floor captain; George McMeans, work manager of Kaiser, and Mr. Schlichter.

DID AT A STEEL MILL

KTTV Takes Viewers on Hour-Long Tour

KTTV (TV) Hollywood’s most ambitious program to date, and possibly one of the most complicated television programs yet attempted by any TV station, was undertaken when the station did a remote telecast of the workings of the Kaiser steel mill, Fontana, for its bi-weekly Success Story program series.

Integrating the activities of the huge and widely spread-out plant into an hour-long program, the station utilized three remote trucks and four cameras placed at three locations. Two cameras were placed at the open hearth furnaces, the focal point of the telecast, and one camera each at the No. 2 blast furnace and the blooming mill. Microwave links were used by the production crew between the various locations which were a half-mile apart. Transmitting “dishes” mounted atop each of the secondary locations beamed signals to corresponding receiving “dishes” on top of the open hearth building.

Technical Problems

Several technical difficulties arising from the extent of the territory covered as well as those from the nature of the telecast had to be overcome by the station production crew. One of these was that the exceedingly bright light given off by the open hearth furnace prohibited an ordinary TV camera from giving the true picture of the molten metal process as well as background activity. This was overcome by inserting a special optical filter on the camera lens, cutting down the glare of the light and yet allowing a clear picture of the activity.

Another problem to surmount because of the great distance between pickup points was that of installing a dependable communications system for audio signals to enable split second timing of camera movements and cueing.

One of the station’s major problems was that the use of so much microwave equipment in the plant itself left none to transmit the signal from the steel mill to the station’s transmitter on Mt. Wilson. This was taken care of by an intricate plan devised by the telephone company involving a special process of double transmission and signal pickup phone lines sending the picture to nearby Mt. Diable; then to the phone company building in downtown Los Angeles; thence to the station’s master control room, and from there to Mt. Wilson.

Karl Schlichter writes and produces the Success Story series under the supervision of Kai Jorgensen, of Hixson & Jorgensen Inc. advertising agency, Richfield Oil Co., sponsors the public service telecasts which aim to portray American business successes.

Balaban Recovering

JOHN BALABAN, president of Balaban & Katz theatre chain, Chicago, which owns WBKB (TV) there, was recovering Friday at La Casita Hospital in Indio, Calif., after undergoing an emergency appendectomy Monday. He and his wife are in California for a vacation.

ENZINGER SUIT

Motion To Dismiss Planned

ATTORNEYS for Ed Sullivan, star of Toast of the Town on CBS-TV, will file a motion to dismiss the complaint of Mrs. Irene Castle McLaughlin Enzinger in Chicago Circuit Court April 4. Mrs. Enzinger, a famous dancer before World War I and now a Chicago socialite, charges Mr. Sullivan, Ford Motor Co., which sponsors the show, and CBS with invasion of privacy by the “unauthorized” showing of a dancing film in which she appeared with her (then) husband, Vernon Castle.

The film, which was telecast in March 1950, reportedly was loaned to Mr. Sullivan for use in a 1936 stage show. Arvey, Hodes & Manternach, Chicago firm representing Mr. Sullivan, will file an answer to the brief if the motion to dismiss is overruled. The case might not be heard for “two or three years,” one attorney said.

SEE Why Audio Engineers Switch to this

SLIM-TRIM

TV DYNAMIC

The only Microphone with all these Features!

- Slim-Trim Design
- Dynamic Performance
- Response 40-15,000 c.p.s. ± 2.5dB
- Individually Labortatory Calibrated
- Power Rating -53
- Pop-Proof Head
- Built-in Blast Filter stops wind and breath blasts
- Exclusive AcoustiAlloy Diaphragm withstands severest service
- Omnidirectional
- Requires no closely associated auxiliary equipment
- Changeable Low Impendance
- Removable Swivel 1/2" or 5/8"-27 thread
- Cannon XL-3 Connector
- All parts precision ground
- 20 ft. broadcast type cable

Write today for further facts!

Model 655. Price... $200

ElectroVoice

402 CARROLL STREET • BUCHANAN, MICHIGAN

ANA: Round Two  
(Continued from page 28)

...expenditures, should wish to keep track of trends in the value of radio time. And in doing so, it is appropriate and possible to demonstrate how television is altering that value."

Explaining its formula—used in the preceding study—it said:

"The method suggested for measuring relative radio time values is based on the simple arithmetic growth of television homes. It employs standard data that are local and can be kept current. The method is simple and clear-cut.

"Uwarranted basic assumptions are eliminated. There is little, if any, area for genuine disagreement. It handles the problem equitably in each city, and the same is not used by the network advertiser and the spot advertiser equally. It does not affect time values in non-TV cities. For all these reasons, this arithmetic method is suggested to advertisers as a practical way to evaluate radio evening time.

"One change in formula is substitution of a 60-mile area for the 40-mile area previously used in counting television homes. The report explains that this revision "corresponds with the change made by NBC..." in its method of reporting this information."

The ANA committee cited a table based on Nielsen figures as demonstrating that "each new TV installation signifies, for all practical purposes, the virtual elimination of one more home from the total of actual or potential radio listening during evening broadcast hours."

"Values 'Zero'"

It conceded that "there still is, of course, some slight degree of radio listening in TV homes. Therefore, any calculation must be subject to whatever value one wishes to place on this vestigial radio listening in TV homes."

"The ANA committee valued it at zero."

In preparing the study, the committee listed each TV city in which CBS or NBC had a radio affiliate. The number of radio homes, recorded by each of these affiliates was recorded, based on information from the station, from BMB figures, or from estimates of the station's power and frequency. Then the number of TV homes within a 60-mile area was entered, using April 1 as the mid-point of the first half of 1951.

On the assumption that each TV home formerly was a radio home but had since eliminated evening listening, the relative time value of each station was assumed to be reduced by the ratio of TV homes to claimed homes. These percentage figures were rounded off to the next lowest 5% for simplicity's sake, the report said.

"Where TV coverage areas are greater than AM coverage areas, the committee explained, the base used in calculating the value-declined ratio was increased to include the relative number of families in the 60-mile area, again using NBC estimates."

With this formula, the report looking over a transmitter at the new WFAA-WBAP installation are (l to r) Paul Barnes, WBAP plant supervisor; R. C. Stinson, WBAP technical director, and Ray Collins, assistant manager of WFAA in charge of technical operations.

**WFAA-WBAP**

New 570 kc Plant Underway

WFAA Dallas and WBAP Fort Worth are jointly installing a new $200,000 directional antenna system and transmitter to improve nighttime reception on the 570 kc frequency which the two stations share.

The new WFAA-WBAP 570 kc facility will be combined with their 820 kc plant at Grapevine, between the two north Texas cities. Under an unusual FCC arrangement, the radio affiliates of the Dallas Morning News and Port Worth Star-Telegram divide time on the air on the same two frequencies. ABC is heard in the Worth-Forth Dallas area on 570, NBC on 820.

Completion of the new 570 transmitter will with 5 kw power is scheduled for mid-June. Three 600-foot towers will be used with the ground system covering 100 acres. The old 570 plant was at Arlington, Tex. Engineers said combining WFAA-WBAP-570 and 820 (60 kw each) facilities will make for a more efficient operation.

gave the following "relative radio time values of two networks based on television displacement as of April 1, 1951":

<table>
<thead>
<tr>
<th>Network</th>
<th>NBC CBS</th>
<th>CBS NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current gross night</td>
<td>25%</td>
<td>75%</td>
</tr>
<tr>
<td>Local hour cost in TV cities</td>
<td>$15,285</td>
<td>$17,965</td>
</tr>
<tr>
<td>Relative values in TV cities</td>
<td>12,863</td>
<td>12,156</td>
</tr>
<tr>
<td>Reduction in relative value in TV cities (1 minus 2)</td>
<td>4,309</td>
<td>5,789</td>
</tr>
<tr>
<td>Current full network gross hour cost</td>
<td>$27,785</td>
<td>$29,920</td>
</tr>
<tr>
<td>Relative value of full network (4 minus 3)</td>
<td>$22,455</td>
<td>$24,131</td>
</tr>
<tr>
<td>Percent reduction in relative value of full network (5 divided by 4)</td>
<td>18.2%</td>
<td>19.4%</td>
</tr>
</tbody>
</table>

For individual NBC and CBS affiliates in television markets, the committee estimated reductions in evening radio time rates would be in order as follows:

No reduction—W S M Nashville, NBC affiliate.

5% cut — WHO Des Moines, WOAI San Antonio, WDAF Kansas City, all NBC affiliates: W WL New Orleans, CBS affiliate.

10%—WSB Atlanta, WFAA Dallas, KVOO Tulsa, WOW Omaha and WLW Cincinnati among NBC affiliates; KSL Salt Lake City, KFAB Omaha, WKYA Richmond and KXSA Saint Louis among CBS affiliates.

15%—KOMO Seattle, KZNC San Francisco, KXTL Phoenix, KOB Albuquerque, KSD St. Louis, among NBC affiliates; WBT Charlotte, WRECC Memphis, WLAC Nashville among CBS affiliates.

20%—WSOC Charlotte, WSMB New Orleans, WMBC Memphis, WOCR Birmingham, WQH Davenport, KFBC Houston, KGBT Oklahoma City, WBTI Houston, WAPI Birmingham, KKGM Albuquerque and WQWA Moline, IL, among CBS affiliates.

25%—WJAC Johnstown, WSP D Telecaster, WBVR Newark, WDCL Wilmingon, WKY Oklahoma City and KXYL Salt Lake City among NBC affiliates: WCCO Minneapolis, W KZO Kalamzoo, WARD Johnstown, WMBC Jackson-

ville, WBG Greensboro, KTSO San Antonio among CBS affiliates.

30%—WIRE Indianapolis, WHRM Rochester, WBBW Boston, WMAQ Chicago, WGY Schenectady, WAVE Louisville and WPRO Providence among NBC affiliates; KOOL Phoenix, WPRO Providence, WFBM Indianapolis, KSTP Minneapolis, KSAN San Diego, KMOX St. Louis, WAGA Atlanta, WJAS Pittsburgh, KOMA Oklahoma City, WIBX Utica among CBS affiliates.

35%—WIOD Miami among NBC affiliates; KTUL Tulsa, WHEC Rochester, WGBS Miami, WBBM Chicago among CBS affiliates.

40%—WODG Grand Rapids, KFPS San Diego, WMBG Richmond, WGAL Lancaster, WINR Binghamton, WTMJ Milwaukee among NBC affiliates; WISN Milwaukee, WGR Buffalo, WBNS Columbus, WNFH Binghamton and WZET Grand Rapids among CBS affiliates.

45%—WWJ Detroit, WTM Cleveland among NBC affiliates; WTRY Troy, WHTO Dayton among CBS affiliates.

50%—KFI Los Angeles, WSyr Syracuse, WRC Washington, WERC Erie, WJKY St. Paul among NBC affiliates; WCBS New York, WRCB Cincinnati, WPBL Syracuse, among NBC affiliates.

55%—WBNC New York, WLB Buffalo among NBC affiliates; WGR Cleveland, KXN Los Angeles, WTOP Washington among CBS affiliates.

60%—KYYW Philadelphia, WBL Baltimore among NBC affiliates; WCAU Philadelphia, WCAL Balti-

Says Walter H. Kniffin  
Mgr. of Media,  
H. W. Kastor & Sons

"I am pleased to send our contract on the Eddie Arnold Show for the next 52 weeks. The tremendous effectiveness of KDAL helped immeasurably in selling our client on your market. KDAL's greatly increased BMB plus KDAL's unusually high ratings helped swing the decision to the Duluth-Superior market and, of course, KDAL. We are looking forward to the usual KDAL type of merchandising and promotion job."

More for Your Money... on KDAL

DULUTH-SUPERIOR 5000 WATTS ON 610

Page 72 • March 19, 1951

KUSA

SIOLA SPRINGS, ARK.
ONE OF THIS WEEK'S ADVERTISERS

5000 WATTS
M.B.S. AFFILIATE
Serving 4-State Area

Associated With KGER
Long Beach, Calif.

BROADCASTING • Telecasting

HIGH BMB RATINGS
SOLD US ON DULUTH-SUPERIOR

Copyright © 1951 Broadcasting Publications, Inc.
The study included a table indicating that, for 21 CBS nighttime programs, the cost per thousand homes reached an increase from $5.65 in October-November 1949 to $7 in October-November 1950, a gain of 24.6%. For 20 NBC nighttime programs the increase was shown as from $6.85 to $8.75, or 27.7%, during the same period. The figures are based on gross night time hourly rates, the report explained, "since only the rates between the two years is important."

Conclusions

Other tables led the committee to these conclusions:

- "1. For the hours from 9 p.m. to 11 p.m., radio listening actually is higher in television homes than in non-television homes."
- "During the hours from 1 p.m. through 7 p.m., the amount of radio listening in television homes becomes progressively less in comparison with that in radio-only homes..."
- "Assuming that listening in radio-only homes equals 100%, the report summarized findings on radio listening in television homes as follows: 1-2 p.m., 83%; 2-3 p.m., 81%; 3-4 p.m., 74%; 4-5 p.m., 69%; 5-6 p.m., 56%; 6-7 p.m., 31%."
- "During the nighttime hours of 7 to 11 p.m., an average of only 6.3 out of 100 TV homes listened to their radio sets, as compared with 34.8 out of 100 radio-only homes. In other words, there was 83% less radio listening in television homes than in non-television homes in November 1950. This figure compares with 83% as given in the previous report for the month of December 1949."

The report reiterated that "the problem of calculating the relative value of radio time to the advertiser must be approached on a local basis. In the first place, television's adverse effect on radio listening occurs currently in only 60 out of 1,000 radio stations, and is in those stations and their suburbs—not in the hundreds of other station areas without TV—where radio values are being reduced. Furthermore,"

Radio Set Production

(Continued from page 86)

000 in January 1950.

The January 1951 output was 29% over 1950 and an estimated 29% over 1949.

1,325,450 radio sets turned out in February 1951, compared to 1,622,200 in February 1949.

The February 1951 output is 25% over 1950 and an estimated 45% over 1949.

These RTMA production figures thus show a spectacular increase in the output of radios during a period that also has witnessed perhaps a four-fold jump in production of television sets. The RTMA data apply to the entire manufacturing industry.

Much of the soaring demand for sets centers around table models, with many manufacturers selling AM-FM combination types instead of FM-only or AM-only. One company has quadrupled its AM-FM output of table models since the beginning of the year and still is behind schedule. Another major manufacturer will boost AM-FM table model production 50% to 75% over 1950.

The increased output and a tight production problem was taken up in detail last Tuesday at a three-way meeting of industry and factory committees. Taking part were the NAB FM Committee, headed by Ben Stromme, WABC-FM; the Industry FM Committee, headed by Morris Novik, consultant; the FM Committee of Radio Television Mfrs. Assn., headed by John W. Craig, Copley Division. Sessions were held at the NAB Washington headquarters.

To some extent the manufacturers conceded there are shortages of FM-AM sets, especially in recent weeks. The NAB committee will send out questionnaires to distributors in an effort to obtain data from local distributors on demand for FM sets. The RTMA committee will recommend that RTMA conduct a separate survey. NAB's group will submit its findings to RTMA.

Manufacturers scoffed at any suggestion they were trying to hold back FM or deliberately refusing to produce enough sets.

RTMA was invited to send a representative to the NAB convention in mid-April, to take part in the April 18 FM panel discussion. Suggestion was made that the joint groups meet again in late April to review development of the NAB convention. Mr. Novik said he understood some Capitol Hill committee members were interested in a proposal to conduct an investigation to find out what is holding back FM.

Josh Horne, WMFA (FM) Rocky Mount, N. C., said the state can't get enough FM receivers and contended his city is 49% FM equipped. General Electric was described as sending 10% of its FM-AM table sets to North Carolina.

Mr. Novik said Germany is gearing for FM production because Russia is using the choice frequencies. He added German manufacturers might be a source of FM sets if U.S. manufacturers don't turn out enough to meet the demand. (See value of radio position in "LITTLE TO RADIO BUY!"

NAB COMMITTEE

to Cover Government News

STAFF coordinating committee has been set up in NAB by President Justin Miller to "to arrange, confirm and distribute day-to-day information emanating from governmental sources."

The group is to guide NAB in keeping broadcasters advised concerning war time problems such as news of personnel, material, taxation and restrictions on broadcast operations. Ralph W. Hardy, government relations director, is committee coordinator.

Data gleaned from government publications will be summarized in the NAB management newsletter. Committee members, besides Mr. Hardy, are Richard P. Doherty, employee-employer relations director; Nelse McNaughten, special projects director; Vincent Wasilewski, attorney, and Robert K. Richards, public affairs director.

March 19, 1951 * Page 73.
RED PROBE

Hearing Slated Wednesday

CONGRESSIONAL probe of alleged Communist infiltration in the entertainment world, with undercurrents of possible subversive associations in the radio-TV field, was quiet on Capitol Hill last week.

But behind the scenes the House Un-American Activities Committee was mapping plans for a hearing slated to be held this Wednesday and resume after the Easter recess.

On the western front, however, there were complaints that the committee should not confine itself to Hollywood but should extend its inquiry into radio, television and other industries. The suggestion was offered by Y. Frank Freeman, chairman of the Amas of Motion Picture Producers.

Mr. Freeman said he does not regard the probe as an attack on the industry, some members of which have been subpoenaed to testify Wednesday, but is an effort to unmask individual Communists and their sympathizers. He suggested, however, that the board may want planning committee chairman, Lee H. Bristol, to re-elect vice-chairman of the board for a third term. Mr. Gale was director of General Mills, and Mr. Bristol is president of Bristol-Myers.

Council campaigns under way include a special Red Cross defense mobilization drive of which Mr. Collins is volunteer coordinator, and a government reorganization campaign of which Mr. Chapin is volunteer coordinator.

NAME DIRECTORS
Ad Council Elects Four

ELECTION of Howard M. Chapin, marketing manager of Birds Eye Division of General Foods, and Kenneth Collins, vice president and member of the planning committee of several Burlington Mills' sales divisions, as directors of the Advertising Council was announced last week by Chairman Fairley M. Cone. Both executives represent advertisers on the council board.

Directors-at-large elected included Samuel C. Gale, president of the board and now planning committee chairman; Lee H. Bristol, re-elected vice-chairman of the board for a third term. Mr. Gale was director of General Mills, and Mr. Bristol is president of Bristol-Myers.

One of the more interesting possibilities was an unconfirmed report last week that a former network director is being served to testify on infiltration of Communists in the radio industry. Authorities declined comment on the personality phase and said the committee has no plans at present to set aside sessions for that "field alone. They emphasized again that the probe will be charted along the course of individual personalities rather than any industry segment.

Reorganization Power

EMERGENCY power of the President to reorganize governmental agencies in the interests of national security was blocked last week by House rejection of legislation (HR 1545) which would have permitted such action. Last year, Senate Commerce Committee Chairman Ed C. Johnson (D-Col.,) opposed a Presidential plan to reorganize the FCC, giving additional powers to the FCC Chairman. The Senate then voted down the plan.

EMPLOYEE SUES
Asks $30,000 of WAGA

SUIT against Fort Industry Co. and James E. Bailey, as managing director of WAGA-AM-FM-TV Atlanta, has been filed by Clifford Rogers, WAGA technician.

Damages of $300,000 are asked on the grounds that he was defamed and otherwise injured when WAGA charged three technicians with sabotaging equipment when they walked out Jan. 14 [BROADCASTING * TELECASTING, Jan. 29, 22].

Action was filed in Fulton Superior Court, Georgia. The plaintiff denied he had done anything to injure WAGA's property. He contended WAGA's $10,000 damage suit against the technicians was "done maliciously" to defame the plaintiff, attempt to break his spirit in connection with the strike and to obtain a medium for disseminating slanderous statements.

WFPG STAFF

Union-Station Settle

NEW agreement covering wages and working conditions of IBEW engineers at WFPG Atlantic City was announced last week by the union. Announcer-control operators failed to report for March 15 according to Fred Weber, station manager, with WFPG staff and continuing operation without loss of operating time or program scheduling [BROADCASTING * TELECASTING, March 12]. The walkout ended March 9 when an armistice was established, according to Mr. Weber.

A new agreement was reached March 15, IBEW stated, setting up a wage scale starting at $50 a week and ranging up to $75. IBEW said a similar agreement was signed with WRAB Atlantic City, with WMID that city having reached accord several weeks ago.

The 'Blatz Song'

THOSE who deride the existence of radio commercials should check with Michael Henry, general manager of WKOW Madison, Wis. WKOW carries a disc jockey show, You Ask For It, which, according to Mr. Henry, has listeners calling for a commercial—a singing commercial, no less. The spot carries the message of Blatz Brewing Co., a participating sponsor through Kastor, Farrrell, Chelesy & Clifford, New York. In Barry Keit, account executive and recently appointed traffic manager of Headley-Reed Co., New York, WKOW national representative, Mr. Henry submitted more than 100 cards and letters from listeners requesting the playing of the Blatz song, which, he said, is "one of the most popular tunes on the show."

WMAW LICENSE
FCC Grants Plea Time

WMAW Milwaukee has been granted further opportunity by FCC to plead for a license to cover its permit.

The Commission March 7 vacated and set aside its final decision on ground of alleged misrepresentation of ownership [BROADCASTING * TELECASTING, Dec. 26, 1960; Jan. 1] and has scheduled the case for trial argument March 30. The action was taken by FCC upon petitions for reconsideration filed by the station which deny the charges. The FCC's final decision had reversed the earlier recommended decision of Hearing Examiner Basil P. Cooper, whose initial ruling had found no evidence to support charges of ownership concealment [BROADCASTING * TELECASTING, April 17, 1960].

Contr. Paul A. Walker had disclaimed from the Commission's final decision on the ruling to reverse the examiner's decision.

WMAW is assigned 5 kw fulltime on 1520 kc, directional. The station has been on the air since 1948 and is owned by Midwest Broadcasting Co.

CFRN-FM Edmonton is now on air with 279 w on 100.3 mc.

BASEBALL SOUND EFFECT RECORDS
5 D/F SPEEDY-D DISCS COVER ALL REQUIREMENTS

Order C.O.D. Today While Supply Lasts
Charles Michelson, Inc.
25 WEST 47th ST., N. Y. 19
PL 7-6065

BROADCASTING • Telecasting
SPANISH GROUP

New Texas Unit Formed

FOLLOWING a two-day meeting in Dallas March 3-4, Texas Spanish-Language Broadcasters announced completion of its organization.

Affiliates are KCOR San Antonio, KTXX Austin, KUNO Corpus Christi and XEO Matamoros and XEOR Reynosa, Mexico; Joe Hurry, assistant manager, and Frank Stewart, manager, KTXX Austin, and William P. Smythe, manager, KCOR San Antonio. Standing, Horlan G. Oakes, Horlan Oakes & Assoc.; Jack Mayberry, manager, KUNO Corpus Christi; Stanton Morris, asst. mgm., KCOR; Mr. Melville.

POWER INCREASE

WBEN-FM Plans 106 kw

NEW CONSTRUCTION will increase WBEN-FM Buffalo's effective radiated power to 168 kw from 6 kw, the station announced. It will continue on a frequency of 106.5 mc (channel 280).

Construction will begin April 1 in the nearby town of Golden on a 1,067-foot tower, the top of which will stand 2,699 feet above sea level. Edward H. Butler, president of WBEN Inc., said that one of the most modern antennas in the world will be used. Program transmission is expected to begin during the first quarter of 1952. A new transmitter building will be constructed adjacent to the tower. Equipment will be RCA throughout.

Cleveland's Chief Station - WJW - CLEVELAND'S Greatest Salesman - WJW - CLEVELAND'S Chief Station

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!

REVIEWING promotion plans for the Texas Spanish-Language Broadcasters are, seated (l to r) Robert N. Pinkerton, manager, XEO Matamoros and XEOR Reynosa, Mexico; Joe Hurry, assistant manager, and Frank Stewart, manager, KTXX Austin, and William P. Smythe, manager, KCOR San Antonio. Standing, Horlan G. Oakes, Horlan Oakes & Assoc.; Jack Mayberry, manager, KUNO Corpus Christi; Stanton Morris, asst. mgm., KCOR; Mr. Melville.

Cleveland's Chief Station - WJW - CLEVELAND'S Greatest Salesman - WJW - CLEVELAND'S Chief Station

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BROADCASTING & TELECASTING

Respects

(Continued from page 59)
1951 'YEARBOOK' ADDENDA

CHANGES and additions received after the 1951 YEARBOOK went to press are included in the following list which will also serve to correct some errors made in compiling the vast volume. For convenience, the information is arranged numerically by YEARBOOK page number. Personnel abbreviations may be found on page 6 in the 1951 YEARBOOK.

Page 33—Radio Corp. of America, RCA Communications Inc., New York City, N.Y., has announced the appointment of Samuel M. Thomas, vice president, in charge of New York District, and Frederick P. Guttire, assistant vice president, in charge of Washington District.

Page 58—KFWY-AM, Reno, Nev., has named John Linehan, Ill., as station manager. Mr. Linehan is also chief operator of tech. dept.

Page 61—KTRT, Twin Falls, Idaho, has named A. A. Bingham as new manager. Bingham replaces Fred Knop as sd.

Page 74—KCBS, San Francisco, Calif., William Niefield replaces Grant Holcomb as d of news and special services. Dr. Howard Luck Gossage, adv. manager, is in charge.

Page 102—WCXN, Middletown, Conn., has named Bennett A. F. Bishop chief operator of tech. dept.

Page 126—KGDL, Redding, Calif., Rich- ard Bingham is now pd replacing Lenore Mark.

Page 127—WOKX, Orlando, Ill., Ray L. Watson is gm replacing Har- old E. Blythe, John B. Smith is pd replacing John Coughlin as gm.

Page 138—WISH, Indianapolis, Ind., C. B. Conner is now news director. Frank E. McKinnon; Robert B. Marsh is vp & gm replacing J. G. Higgins. Add: William F. Miller, manager.

Page 140—WJVA South Bend, Ind., correct spelling of ce, Francis J. Bock.

Mr. Al Durante
J. Walter Thompson Co.
New York, N.Y.

Dear Al:

You fellows'll be glad ter know that on Monday nights dartin' th' R A D I O T R A N S C R I P T I O N S is on th' air. Only 55% of th' subscribers, so one's they're five radio stations ter listen to! Think it over.

Here's a list of the stations, WCHS sterile sun-shines ter West Virginia's number one station! You fellows' gun's ter keep in mind them in yo' yon- er lookin' fer radio programs. WCHS is Yo- Algy.

WCHS
Charleston, W. Va.

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THESSALUS UNIT
Sets Research Department
RCA Thessalus & Syndicated Programs last week announced creation of a commercial research department with Donald D. Axt, as research supervisor, as manager.

Purpose of the new department, according to Thessalus, is to correlate and disseminate merchandising information and sponsor success stories for use by Thessalus station subscribers in selling to and retaining, local advertisers.

OAB MEETING
Set May 3-4, in Columbus
OHIO Assn. of Broadcasters' annual management meeting is scheduled for May 3-4, at the Neil House in Columbus.

Discussion will be devoted to selling, overhead, competing media, promotion and civil defense. Carl George, general manager and general manager, WAGAR Cleveland, said that details, including the name of a nationally known speaker, would be available in a few weeks.

J. Fred Woodruff
FUNERAL services for J. Fred Woodruff, 65, former vice president of Campbell-Ewald Co., were held in the Little Church of the Flowers, Forest Lawn Memorial Park, Glen- dale, Calif., March 10. He died in Huntington Memorial Hospital, Pasadena, March 8, after a brief illness. Mr. Woodruff was the agency's Pacific Coast manager from 1932 until his retirement in 1956. Besides his widow, Mrs. Virginia Woodruff of San Marino, Calif., surviving are three sons, a daughter and five grandchildren.

Kennedy, media director & radio timer.
TALENT WAGES

WSB To Examine Separately

SALARY problems peculiar to the talent field will be treated separ-ately by the Wage Stabilization Board, Hollywood producers and guilds have been told. Timing of such a study was not disclosed, however.

According to W. Willard Wirtz, acting executive director of WSB, that in lieu of an “interpretation and ruling” on the request of Hol-lywood attorneys that talent be specifically exempted from the wage freeze [BROADCASTING • TELECASTING, Feb. 26], actors, di-rectors, writers, etc. are authorized to inspect their framework of General Regulation Nos. 5 and 6.

These regulations permit (1) employers to recognize contracts, either by exercise of options or other practice set forth in the con-tract, in effect last Jan. 25, including periodic increases specified either on merit or length of service; (2) individual contracts already signed or contemplated after last Jan. 25 for “promotion or transfer” or for “new or changed jobs,” providing compensation is in accordance with the fixed procedure followed in 1950 and not in excess of the amount paid to comparable talent.

However, Mr. Wirtz explained, the so-called “10% formula“ is not applicable to the motion picture in-dustry, under Regulation No. 6, al-though individual cases can be treated by specific application and upon a case-to-case basis. Each employer must keep records of each adjustment made in order that the board can inspect them.

According to WSB, the talent classification embraces: Actors and actresses; extra talent, including dancers; assistant producers; directors and producer directors; assistant directors, in-cluding technical directors; dance directors, music directors; music writers (music and lyrics); composers; musicians; art directors; wardrobe designers; cameramen; assistant cameramen and operative camera-men; sound engineers (professional), and film editors.

Similarity of these skills to those found in television and also in some radio lines gives rise to speculation that the Hollywood request for exemption may set the precedent for radio-TV entertainers.

A three-day hearing that was to have been held in Phoenix on the applicability of the wage freeze to employees in radio, newspapers and related fields was cancelled [BROADCASTING • TELECASTING, Feb. 19].

DURING WHK Cleveland’s “Opening Week,” [BROADCASTING • TELECASTING, Feb. 5], the Mutual board of directors visited Cleveland to hold its quarterly meeting at the new WHK studios. Looking over a model of the station are (l to r) William Finshriber Jr., MBS vice president in charge of programs; J. B. Maurer, WHK sales manager, and Robert A. Schmid, MBS vice president in charge of advertising, research, planning, promotion and publicity. Both MBS executives are from New York.

Fax System

wu has high-speed unit

HIGH-SPEED Fax, a new facsimile system eliminating processing at the sending and receiving ends, and operating over a carrier fre-quency of 28 kc on a band width of 30 kc, was unveiled by the West-ern Union Telegraph Co. in New York last week.

Ten times as fast as the ordinary desk facsimile system, the new method was described as carrying written, printed or picture matter ¾/14 inches in size or less, at the rate of one-quarter inch per second. That reportedly equals 180 thousand words per hour, equiva-lent of a 90-page issue of a maga-zine per hour.

A motor speed stabilizer, devel-oped by Western Union, permits 1,800-rpm with such minimum of oscillation that the copy does not waver perceptibly.

First installations of the system are to go to the Army, it was an-nounced. Later High-Speed Fax is expected to be operated commer-cially anywhere the volume of copy traffic is large enough. The system has been tested by the company for over a year between New York and Washington, it was announced.

Oliver S. Warden

oliver s. warden, 85, pub-lisher of the Great Falls (Mont.) Tribune and owner of KMON Great Falls, died at his home last Monday. Mr. Warden, a director of the Associated Press and noted civic leader, had served as a member of the Democratic National Committee in Montana for 17 years prior to his death. A key figure in reclamation and international aviation activities, he also owned the Montana Farmer Stockman, the Great Falls Leader and a printing and supply business. Mr. Warden became owner of the Tribune in 1885. He is survived by four children of his first marriage; his sec-ond wife, the former Eleanor G. McGran, and their son, Jack Finley.

Remote Pickups

FCC has proposed rules changes to allow licensees of AM and TV stations, which have remote trans-mitter sites and employ micro-wave studio-transmitter links, to utilize remote pickup stations to provide communication between the studio and transmitter. Rules al-ready allow this for FM stations. Comments are invited by April 2.

Advertising to Advertisers

How the Big 25 Advertised

adio frequently shifts media.

That is one of the important facts documented in “How the Big 25 Advertised” — a new and origi-nal study recently published by Printers’ Ink as a service to the buyers and sellers of advertising.

The Big 25 are those ad-ver-tisers whose combined investments in the six major media were the greatest during the 14-year period 1936-1949.

In this analysis of how the pacemakers of national adver-tising shifted their budgets and strategy over the years, significant media buying trends are revealed. For example...

Radio cut the biggest slice out of the 2½ billion dollars invested by the Big 25.

62% of Radio’s slice came from just eight of the Big 25...

Radio received more advertising dollars from P&G, the #1 adver-tiser, than any other medium...

Radio has been getting an in-creasing share of the soap, drug and toiletry business; the 7 leaders more than tripled their investments between 1936 and 1949...

“How the Big 25 Advertised” is an example of why Printers’ Ink gets top at-tention from the top execu-tives who buy advertising — why it stands alone as the magazine for adver-tisers, and for advertising to advertisers.

And that’s one good reason why your advertising in Printers’ Ink strengthens your “consumer fran-chise” with the buyers of adver-tising and keeps them sold on you when media shifts are considered.

(Copies of the “How the Big 25 Advertised” research report are available at $6.00 each.)

Robert E. Kenyon, Jr.

advertising director

Printers’ Ink

205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London

March 19, 1951 • Page 77
Feature of Week
(Continued from page 14)

ditions by Denver radio stations and broadcasters... there has been little or no public recognition of these activities...

The operation includes a three-
channel wired system with outlets near each of the 2,600 beds at Fitzsimons, largest Army hospital in the continental United States. Through this system three programs are fed simultaneously, one of hospital origination, the others from Denver stations.

Mr. Connally said that help from Denver broadcasters includes baseball broadcasts, special events, celebrity guests, and many hours of work from the station staffs. He specifically mentioned KFEL, KLZ, KOA KMYR and KTLM, and added that in many cases stations went to considerable expense to furnish programs.

Manager Connally said that the KFG staff includes three announcers, writers, editors, formerly with KGGM Albuquerque; Bill Charles, formerly with KID Idaho Falls, and Paul Blue, formerly with KTLM Denver; and a chief engineer, Robert A. Miller, who served three years with the CAA.

The small map above shows five miles to nearest met-
ropolitan centers, assuring unduplicated CBS service to the CBS audience.

Now in its fifth year of service, KSWM is an integral part of all community affairs and activities.

PLOUGH Inc., Memphis (WMPs Mem-
phis), will open new plant in Mem-
phis in June. The company will throw open its doors to employees, their families and guests during week long ceremonies.

\[BODY TEXT\]

| National Nielsen Ratings* Top Radio Programs |
|------------------------------|-----------------|-----------------|
| (TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES— including TELEPHONE and NON-TELEPHONE HOMES) | \[CURRENT RATING\] | \[HOMES\] |
| | CURRENT | RANK | PREVIOUS | RANK | PROGRAM | CURRENT RANK | PROGRAM |
| EVENING, ONCE-A-WEEK (Average for All Programs) | \[9.3\] | | | | | | |
| 1 | 9.3 | 1 | | | | | |
| 2 | 9.2 | 2 | | | | | |
| 3 | 9.1 | 3 | | | | | |
| 4 | 9.0 | 4 | | | | | |
| 5 | 8.9 | 5 | | | | | |
| 6 | 8.8 | 6 | | | | | |
| 7 | 8.7 | 7 | | | | | |
| 8 | 8.6 | 8 | | | | | |
| 9 | 8.5 | 9 | | | | | |
| 10 | 8.4 | 10 | | | | | |

EVENING, MULTI-WEEKLY (Average for All Programs)

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| WEEKDAY (Average for All Programs) |
|-----------------|-----------------|
| \[1.0\] | \[1.0\] |
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| \[0.8\] | \[0.8\] |
| \[0.7\] | \[0.7\] |
| \[0.6\] | \[0.6\] |
| \[0.5\] | \[0.5\] |
| \[0.4\] | \[0.4\] |
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\* (Continued from page 14)

SAFETY DRIVE
WMCA Survey Gets Action

AS A RESULT of a WMCA New
York six-months survey into the
cause and effect of automobile ac-
cidents in the city, the station has
managed to get the Citizens' Union
to introduce a bill in New York
State Legislature which aims to al-
ter existing laws. In addition, WMCA
will launch a new show on the sub-
ject called "The Killer killers
effective today (Monday)."

Mr. Straus

The new plan will call for a law which will sub-
itute the present system of state
liability insurance law, with motor
vehicle compensation insurance as a
requirement for a driver's li-
ence. Drivers would contribute to
a state-administered fund, and all
benefits available from this fund,
without legal wrangling over who
caused the accident would go to
automobile victims.

"The recorded evidence accumu-
lated by WMCA," declared Milton
M. Bergerman, chairman of the
Citizen's Union, convinced of
the necessity of campaigning for
this much needed reform. The
chairman also pointed out that
Nathan Straus, president of
WMCA, was a former adminis-
trator of the U. S. Housing Hau-
ority, a state senator and had pioneered
in this field with his bill for com-
pulsory compensation automobile insurance which he introduced in the New York State Legislature from 1921 to 1926.

Leon Goldstein, WMCA vice
president in charge of programs,
directed the six-months inves-
tigation using mobile recording units.

PARAMOUNT STARS
Set To Air Royal Spots

ARRANGEMENTS for a spot an-
nouncement series, in which Para-
mount Pictures stars will promote
Royal Desserts and their movies,
have been completed by the film
orporation and Standard Brands
Inc. and will begin over major ra-
io network stations next Sat-
urd.

One-minute spots will be used on
154 network stations in 105 cities
from coast to coast, with each star
assured a minimum of 10 spots per week on each station. Para-
mount said a total of 4,000 national
breaks will be used for the one-
month promotion. First spots will feature Bob Hope and be timed
with the Easter engagement of his
"Lemon Drop Kid at New York's
Paramount Theatre.

BRAND NAMES DAY
To Salute Merchants

SEN. JAMES H. DUFF (R-Pa.) is slated to be the principal speaker at the sixth annual Brand Names Day celebration, April 11, in New
York.

The dinner, climaxing the event, will be highlighted by presentation of the third annual "Brand Name Retailer of the Year" awards to merchants in 17 separate fields of
retailing. Chairman of the Brand
Names Day committee is E. Huber
Ulrich, assistant to the president of the Curtis Publishing Co.

Armstrong Plans

ARMSTRONG CORK Co., Lan-
caster, Pa. (floor and wall cover-
ing), has announced plans for its
1961 advertising program—"the
most extensive in the company's
history." Additional outlets are to
be added to the 45 NBC TV stations
now carrying Armstrong's Circle
Theatre, Tuesday, 9:30-10 p.m. Statio-
s will be added either for live or
kinescope showings, the an-
nouncement said. The company also will continue its weekly radio show, "Theatre of Today," on 178 CBS stations, Saturday 12 noon-
12:30 p.m.
‘DISCO JOCKEY CONTEST’

WAVE Louisville, Disc Jockey Contest, Oertel Brewing Co., agency M. R. Koppinger Adv., same city, received over 26,000 pieces of mail in two-day contest for would-be disc jockeys. Winner, Miss Pat Stevens of Louisville, received all-expense-paid vacation in Florida. Station reports previous contest pulled almost 24,000 pieces of mail. Show has backing of local clubs and business organizations which provide loyal following when contestants from their groups enter contest.

RADIO SUCCESS

WPTF Albany, N.Y., has converted one more to radio by showing its ability to reach public. Local insurance man dipped into his own pocket for two spots on local show. Spots panned out so well that insurance man was swamped with leads on prospective business. In fact, it is possibly too much for him to handle alone, so he used spots to help hire.

RURAL LISTENERS

WRFD Worthington, Ohio, sending brochure to advertisers and trade based on station’s ability to reach farm listener. Piece is headed: “Is your product on the shelves of WRFD’s General Store.” Inside has picture and background of two farm broadcasters. It also has results of survey taken about farm and non-farm listeners made by station. Back outlines different shows station presents along with promotion and publicity material WRFD uses.

TV QUIZ SHOW

KSTP-TV Minneapolis-St. Paul, Dollar$, and $99, alternate Sundays 9:30-10 p.m., sponsored by Fair National TV Bank of Minneapolis. Show uses two studios with contestants from St. Paul in one and the other for Minneapolis contestants. Teams made up by civic organizations are given same test in their separate studios with only the viewer watching both. Each team wins quantity of silver dollars for correct answers, and show is topped off with jackpot question at end.

SPANISH BROADCAST

WIOU Kokomo, Report From Spain, taped recorded broadcast direct from Madrid using facilities of Spanish State Radio. Former WIOU staffer, Eric Ericsson, who attends U. of Madrid, broadcasts about Spain today. Report last 10 minutes and cover subjects ranging from arrival of the U.S. Ambassador to opening of bullfight season.

FUTURE RELEASES

WWCW Hartford, Pick A Hit, March 11, featured 12 unreleased records in cooperation with Columbia Record distributor in Hartford. Listeners were asked to vote for favorite record giving reason they liked it. Prizes included TV set and record players. A tie-in newspaper campaign was used.

THIS is one of 100 24-sheet billboards placed by WCAO Baltimore throughout that city. The call letters are three feet high in red against white background. They are being used to plug 20 CBS network shows. L. Waters Milburn, president of station, said: “... we want to build and hold big audiences both for our network and our spot clients.” An estimated one million people will see posters per day.

DIRECT BROADCAST

WROK Rockford, Ill., recently broadcast directly from Madison Square Garden the Beloit College vs. Seton Hall basketball game during National Invitational Tourney. Humphrey Cadillac & Oldsmobile, and The Kroger Co. (supermarkets), sponsored broadcast. School located in area had large following, so station arranged to air game. Kroger Co. used window displays to promote broadcast in 14 stores in towns located in area. Broadcasts were to continue as long as team remained in tourney, but unfortunately they lost their first game to Seton Hall.

THEATRE DISCUSSION

WJNW (TV) Washington, Sat., March 17, 2:30-3 p.m. Special program, Curtain Call for ’51, presented under auspices of UNESCO and American National Theatre Academy, discussing question: “What is international theatre month?”, being celebrated during March. Panel included: Robert Schnitzer, managing director of Ballet Theatre, moderator; Rosamond Gilder, on ANTA board; Blanche Yurka, stage and screen actress; Paul Green, playwright; M. S. Sundaram, cultural attaché of Indian Embassy; Rosemary Krill, drama student, Cathlic U. of America.

‘PAT BOY’ PROMOTION

KPRC-TV Houston, cooperating with Houston Post, has launched “Fat Boy” promotion, based on Salesman Elmer Wheeler’s The Fat Boy’s Book. Paper is running book in serial form and station is conducting contest to promote interest in series. Two contestants were selected, both weighing over 250 pounds, to compete with station’s TV director, Gene Lewis, who weighs 250. Contestants must use Mr. Wheeler’s diet for 16 days. The one losing the most weight during period will be awarded prizes.

HIGH AM-TV RATINGS

WSB-AM-TV Atlanta reports that both Bob VanCamp shows on radio and TV have gained high listener ratings in area. On radio It Pays To Listen, station has doubled its rating during the morning hours. Program switched from popular music to classical tunes. On TV It Pays To Watch, patterned after AM show but on film and built around Snader musical series, has followed suit.

TV BROCHURE

WBTY (TV) Charlotte, N.C., sending trade and advertisers revised brochure showing summary of coverage, viewership, promotion, sales effectiveness and production facilities. Brochure has map of coverage, charts and letters from viewers confirming distance covered by station.

LENTEN SERIES

WSFD-TV Toledo, Town Topics, devotes 15 minutes every Wed. during Lent to various Christian churches in area for use in presenting to viewer the origin and customs of different churches. Interviews with priests, guest speakers from United Council of Churches, dramatic skits by high school students and scripture interpretations are featured.

FACT BROCHURE

WESTINGHOUSE Radio Stations sending trade eight-page brochure containing facts about stations. Cover is blue with man with sandwich board standing next to lamp-post, sign reads: “Eat at Joe’s.” Inside tells how “Joe” was smart enough to use radio in advertising. It also has market-area coverage charts for each station (KFWT Philadelphia, WOWO Ft. Wayne, KDKA Pittsburgh, WBZ Boston, WBZA Springfield, KEX Portland).

MUSICAL EVENT

CKCW Moncton, N. B., sponsoring for fourth year Moncton Musical Festival, May 7-12. Event designed as public service helping to develop musical talent of city. Competition open to both professional and amateur, trying for music scholarships at many music schools.

PROMOTION SERIES

WJW Cleveland has been using transit ads tying in with newspaper ads and direct mailing pieces to trade and advertisers. Transit layout has roundup of many different promotions used by station.

TRICK GIMMICK

WTRY Troy, N. Y., sending advertisers and trade trick gadget it is using in contest. Station asks trade to send copy that best ties in with gadget and puts across station’s point. Station offers case of Scotch as prize. The small gimmick proves that the hand is faster than the eye. Round metal case has pictures of bullfighter and built with small hole where bull’s head should be. Head is attached to chain with stem to be inserted in hole. Lever on side operates show in lighter hand. Metal sword appears to pass through neck without severing it.
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William M. Mertz Jr., Joe Glass, Larry L. Stewart, and James C. McCormick appointed sales representatives Frederic W. Ziv Co., N.Y. Mr. Mertz has been assigned to Chicago area; Mr. Glass to Memphis area, including western Tennessee and northern Mississippi; Mr. Stewart to Miami area, and Mr. McCormick to Los Angeles area. Paul Landres has been signed to long-term contract as director in West Coast studios of Ziv Television Programs Inc.

Robert Scott, TV director Brocken Productions, L.A., replaces Douglas Jenkins, vice president and production manager, recalled to armed services.

Harlow Wilcox signed by Jerry Fairbanks Productions, Hollywood, to narrate new series of TV film commercials being produced for Osmobile. Lee White signed as director of photography for Front Page Detectives currently being filmed by company. Leo S. Rosencran, radio-film writer, to writing staff Jerry Fairbanks.

Demby Co., N.Y., TV and radio package agency and public relations consultant, moves to larger quarters at 94 61st St., to accommodate recently added motion picture department. New division headed by Myron L. Broun, vice president.


Primrose Productions Inc., radio, TV and movie production company, incorporated in California for $1 million. Board of directors includes John Ireland, movie actor; Albert Pearson, Joyce Primrose Lane, Kemp Niver, Richard Morley. Offices are being established in L.A.

Edward Kaufman, research department Kenny & Eckhardt, N.Y., to Marketscope Research Co., Newark, as account executive.

Equipment . . . .

D. W. Gunn, assistant to general sales manager Sylvania Electric Products Inc., N.Y., appointed equipment sales manager of radio and TV tube division. G. V. Bureau named to newly created position of government sales manager in radio and TV tube division.

E. C. Tracy appointed manager of broadcast sales RCA's engineering products department.

Philco Corp., Phila., announces new line of high voltage condensers, designed specifically for high voltage, high temperature application in TV receivers, industrial electronic equipment and vibrator power supplies. Next line of 26 condensers ranges in voltage of 3,000, 5,000, 6,000 and 10,000 volts DC.

R. O. Bullard, assistant to manager General Electric tube division, appointed manager of manufacturing for division.

George F. Sandore, district manager for Atlanta area technical products division RCA Service Co., appointed manager of newly created sales and merchandising section.

Carl E. Johnson, manager theatre service section, named manager of district operations. He continues supervision of contract administration, technical and theatre groups. Adolph Goodman, manager district sales section, appointed manager of commercial operations, in charge of Camden repair shop, communication service groups and public demonstration group.

C. L. Swinney, supervisor Atlanta district, named manager of district.

Potter & Brumfield, Princeton, Ind. (electrical equipment), constructing new plant to double production output.

Electro-Voice Inc., Buchanan, Mich., announces new moderately priced "slimair" dynamic microphone. Model 636 is 1-1/8" in diameter and 16" long. It can be used on stand, in hand or hanging.

RCA has turned over new type walkie-talkie radio to Army Signal Corps. New radio is half size and weight and has twice range of ones used during World War II, firm says.

Bill Burke, salesmen Pabst-Bitter Cheese Co., to Storecast Corp. of America, N.Y., as merchandising field representative in southern New England area.

Electronic Parts Div. of Allen B. DuMont Labs Inc., Paterson, N.J., has announced YA2 deflection yoke for sharper TV pictures. It is designed for use with TV tubes of 60 to 70 degree deflection angle covering present popular tube types.

Harold E. Karlshue, Emerson Radio & Phonograph Corp., chairman of radio and TV manufacturers and distributors group for 1951 Cancer Crusade, N.Y.

Technical . . . .

Clinton Alberts, KGPE Los Angeles, to KGER Long Beach, Calif., as transmitter technician. Ralph Wilson, KGEM, appointed to CBS technical staff.

John Berney, dramatic director WLTR Bloomsburg, Pa., to WTVJ (TV) Miami as cameraman. Ralph Zinn Jr. also to station as cameraman.

Joseph E. Crotteau appointed to engineering staff WFEC Miami replacing William Reeder, resigned.

William Gayne, TV engineer WNBC Chicago, recalled to active duty with Air Force.

Marshall Rife, radio field engineers supervisory NBC Chicago, and Mary Lou Brennan, engineering department secretary, married March 2.

Henry Klug and Gene Hatha-way named to engineering staff WYR, Plattsburg, N.Y.


Winslow S. Stewart, Theodore T. Emm and Vincent F. Mahoney to KECA-TV Hollywood engineering staff. Mr. Stewart was former cameraphotographer, Adel Precision Products, Burbank, Calif., and assistant producer Telepix Corp., Hollywood; Mr. Emm, Sun Co., San Bernardino, Calif.; Mr. Mahoney was independent radio servicing technician.

Leo Pirotrowski, TV engineer, NBC Chicago, father of girl, Jane Helen.

AFCA Speakers

Set for April 19-21 Meet

Robert C. Sprague, chairman, Radio-Television Mfrs. Assn., will be one of the principal speakers at the April 19-21 national Armed Forces Communications Assn. convention in Chicago's Drake Hotel [Broadcasting * Telecasting, March 12].

Other speakers include Fleming W. Johnson, director of manufacturing, J. P. Seeburg Corp., Chicago; John M. Sanabria, vice president, American Television, Chicago; and Capt. William C. Eddy, USN (ret.), president, Television ASSOC. Inc., Chicago.

Summer Course

KNBC, Stanford Institute

KNBC San Francisco and Stanford U. have announced that the ninth annual Stanford-NBC summer Radio-Television Institute will convene on the Stanford campus at Palo Alto, Calif., June 21.

The eight-week course will offer university credit or non-credit instruction in radio writing, television, radio sales, production, news and special events, program planning, music for radio and similar subjects. Faculty will be staffed by regular Stanford faculty members and heads of departments at KNBC.

CBC Applications

BECAUSE the Canadian Dept. of Transport, Ottawa, has ruled that new applicants for radio stations must show they have steel on hand for building necessary towers, etc., the Canadian Broadcasting Corp. board of governors' March meeting did not hear any new AM, FM or TV applications. The CBC board, meeting at Ottawa March 15-17, heard applications from a number of stations for share transfers and licensee transfers; request from CJSO Sorel, Que., for establishment of a permanent studio at Joliette to originate CJJSO programs there, and application from CJNT Quebec to have bilingual broadcasting privileges; the station being licensed as an English-speaking outlet.

Time Buyers, NOTE! NO TV Stations within 60 miles of YOUNGSTOWN, 0. Ohio's 3rd Largest Trade Area Buy WFMJ

The Only ABC Station Serving This Market

5000 All programs duplicated on WFMJ-FM

50,000 Watts on 105.1 Mc.

WATTS
call Headley-Reed Co., National Representatives

March 19, 1951 * Page 81
Strictly Business

(Continued from page 14)

doubtless is a fortuitous blessing for Brown & Williamson—and the industry as well.

If Willie, the Kool-minded penguin, really could talk shop as effectively as he speaks in radio and TV spots commercials in the country, he might recall Mr. Cutchins' early days as a native Virginian at the Richmond Acad-
emy and Virginia Military Institute.

There is no evidence to indi-
cate that the youth's early dis-
ciplining and indoctrination curbed his advertising and selling inclina-
tions.

Bill Cutchins moved on to Prince-
ton U. and, later, to the U. of Nanking where he specialized in the Chinese language, both oral and written.

At B&W, he launched his career in the tobacco firm's leaf depart-
ment, transferring to manufactur-
ing and finally sales. In 1944 he was appointed a member of B&W's board of directors and the follow-

ing year was transferred from sales to advertising. Other prom-
tions followed in short order.

Mr. Cutchins was named direct-
or of advertising and a member of the convictions committee in early 1946, in which capacities he served until November of that year, when he jumped to vice presi-
dent in charge of advertising—per-
sonal progress that more than equalled that of the fast-growing firm itself.

In his present position, Mr. Cutchins works with J. W. Bur-
gard, B&W advertising manager, with responsibility for overall ad-
vertising media operations. As part of his duties he meets with officials of the company's two advertising agencies—Russel M. Seeds Co. (Raleigh pipe tobacco) and Ted Bates & Co. (Kools and Viceroy cigarettes). He also spends consider-
table time in the field talking with consumers of tobacco products and visiting friends he made in the wholesale and retail tobacco trade when he was in the company's sales department.

Under Mr. Cutchins' watch-

ful eye, B&W today sponsors Peo-
ple Are Funny and its summer re-
placement A Life In Your Hands on NBC; an assortment of spot announcements on nearly 300 radio stations, and a promising spot campaign on some 70 TV outlets in the larger markets where set tunes reaches a prescribed figure.

Belief in Radio

The company's continued use of nighttime and also daytime radio is based on the conviction held by Mr. Cutchins and his associates that aural broadcasting should not be sold short for years to come on the premise of delivering listeners at a low-cost per thousand.

Until the facts prove otherwise—and the figures as well—Mr. Cutchins and B&W's advertising manager, Mr. Burgard, have ex-

pressed their intention of appropri-
ating a large part of their budget for AM radio. And B&W's tele-
vision plans are based primarily on the objective of improving and broadening its spot franchise until it is of equal caliber to its radio franchise—one of the best in the United States.

Bill Cutchins is a member of the University Cottage Club of Prince-
ton U. and the Princeton Club of New York. In Louisville, his home city (he lives in Indian Hills, a suburb), belongs to the Pen-

insula, Wynn-Stay and Louisville Country clubs. He is a member of the board of trustees of the Norton Memorial Infirmary.

Mr. Cutchins and his wife, the former Sue Wilson, have three daughters, Barbara, Carol and Alexandra, aged 21, 18 and 8, re-

spectively. His hobbies are golf and, of course, Chinese literature.

Radio-TV Court

Chicago "Teen-Age Seminar

NBC CHICAGO and Junior Achievement Inc., in the same city, are cooperating in the presentation of a radio-TV workshop for "out-

standing young people" in the achievement group. Fifteen young-

sters from 15 to 21 years are at-
tending the 12-week seminar. This is the first time JA has offered radio-television training. Its usual procedure is to set up selected persons in businesses of their own.

NBC speakers at the seminar will include Homer Heck, radio program-production manager; Howard B. Meyers, WMAQ sales manager; George Heinemann, TV operations man-

ager for WNBA; Arthur Jacobson, TV program manager; Ted Mills, executive TV producer; Paul Moore, TV technical operations super-

visor, and John Whalley, controller.

Judith Waller, director of public affairs for J.A., and the as-

sistant, Betty Ross, planned the series with Thomas M. Pendergast, executive director of J u n i o r Achievement.

CLAIM could be made that Jerry Crocker, WCUE Akron disc jockey, is the hottest top man and by the buck these days for program ideas.

In a frenzy of inspiration he dove into a tank to interview a night club entertainer named Divine who performs under water. After a brave effort to talk while submerged, Mr. Crocker was revered.

PULSE CITIES

To Add Detroit, Atlanta

EXPANSION of Pulse broadcast audience surveys into Detroit and Atlanta this spring will increase the coverage of cities covered by The

Pulse Inc. to 16. Figures for these two cities also will be included in the new multi-market radio ratings introduced by Pulse March 9

(BROADCASTING • TELECASTING, March 12).

All network programs, both com-
mercial and sustaining, broadcast in three or more of the 14 markets covered, are rated in the new serv-

ice, which measures the listening of 10,738,780 families. Ratings are based on a sample of 5,640 radio homes each quarter-hour on Sat-

day, Sunday and individual eve-

nings. Monday-Friday ratings are based on 16,500 radio homes per quarter-hour before 6 p.m. and 29,000 radio homes after 6 p.m.

According to Sydney Roslow, direc-
tor of Pulse, "this is larger than either Nielsen's national sample or the 36-city sample which formed the basis of Hooper's network rat-

ings."

Leading programs in the Janu-
ary-February 1961 Multi-Market Pulse survey were:

LEADING SHOWS

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Benny</td>
<td>15.5</td>
</tr>
<tr>
<td>Lux Radio Theatre</td>
<td>12.7</td>
</tr>
<tr>
<td>Amos 'n' Andy</td>
<td>12.0</td>
</tr>
<tr>
<td>Edgar Bergen Show</td>
<td>11.6</td>
</tr>
<tr>
<td>Walter Winchell</td>
<td>11.4</td>
</tr>
<tr>
<td>My Friend Fima</td>
<td>10.4</td>
</tr>
<tr>
<td>Speed &amp; Butter</td>
<td>10.4</td>
</tr>
<tr>
<td>You Bet Your Life</td>
<td>9.9</td>
</tr>
<tr>
<td>Godfrey's Talent Scouts</td>
<td>7.4</td>
</tr>
<tr>
<td>Fibber McGee &amp; Molly</td>
<td>9.5</td>
</tr>
</tbody>
</table>

TOP 10 DAYTIME

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arthur Godfrey</td>
<td>9.3</td>
</tr>
<tr>
<td>Grand Slam</td>
<td>7.9</td>
</tr>
<tr>
<td>Rosemary</td>
<td>7.7</td>
</tr>
<tr>
<td>Big Sister</td>
<td>7.6</td>
</tr>
<tr>
<td>Ma &amp; Pa</td>
<td>7.5</td>
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<tr>
<td>Helen Trent</td>
<td>7.5</td>
</tr>
<tr>
<td>Wendy Warthen-Warns</td>
<td>7.4</td>
</tr>
<tr>
<td>Get, Set, Go</td>
<td>7.4</td>
</tr>
<tr>
<td>The Guiding Light</td>
<td>7.3</td>
</tr>
<tr>
<td>Aunt Jenny</td>
<td>7.1</td>
</tr>
</tbody>
</table>

SAT., SUN. DAYTIME

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theatre of Today</td>
<td>6.6</td>
</tr>
<tr>
<td>Grand Central Station</td>
<td>6.6</td>
</tr>
<tr>
<td>The Big Break</td>
<td>6.4</td>
</tr>
<tr>
<td>True Detective Mysteries</td>
<td>6.4</td>
</tr>
<tr>
<td>Stars Over Hollywood</td>
<td>5.7</td>
</tr>
<tr>
<td>Last of the Summer</td>
<td>5.7</td>
</tr>
<tr>
<td>Give and Take</td>
<td>5.2</td>
</tr>
<tr>
<td>Morton Kane</td>
<td>5.1</td>
</tr>
<tr>
<td>Metropolitan Opera</td>
<td>4.6</td>
</tr>
<tr>
<td>The Falcon</td>
<td>4.5</td>
</tr>
</tbody>
</table>
Radio, Video Muster

'Sound Off' in Military Morale Programming

Radio and television stations are mustering "front and center" to boost military morale.

The roll call of participants is rapidly growing, and the parade of serviceman programs is keeping cadence as the nation mobilizes its armed potential.

Following are a few examples which have been reported to Broadcasting on Telecasting:

Phil Regan, Irish tenor, is being starred in his own show for servicemen over NBC under sponsorship of Pepsi-Cola Co. His Sunday broadcasts originate in rotation from Army, Navy, Air Force and Marine bases and defense plants.

WKJ Detroit is carrying a new program dedicated to all servicemen. The weekly series, Service Serenade, began March 1.

WMLS Syracusa, Ala., twice weekly broadcasts taped interviews with members of Alabama's National Guard unit now on duty at Camp Edwards, Mass. Four Syracusan personalities present the program, Report from Battery A, as a public service.

WOTW Feature

Also from Camp Edwards, WOTW Nashua, N. H., has aired a special broadcast consisting of one day of the Army life of Nashuans now stationed at the Massachusetts installation. Wire recording for the special show was made by 1st Sgt. Norman DeLude, WOTW staff member, now on active Army duty.

WKLV Blackstone, Va., near Camp Pickett, carried a musical variety series, The 4th on Parade, direct from camp service clubs. Idea for the show, which featured GI talent, was sparked by a GI's wife, Carson Brown Merry, who was publicity director for WBT-WHTV (TV) Charlotte, N. C., until last December. Mrs. Merry is now WKLV's savant on promotion, sales, and special features and served as m.c. for the series, which was climax'd with a banquet sponsored by Blackstone merchants.

WBAL-TV Baltimore's weekly radio show, Call to Arms, was honored this month with an award presented by the U. S. Army Forces. Written and produced by George Mance, of WBAL-TV's staff, Call to Arms is a half-hour show composed entirely of Armed Forces personnel.

WPIK Alexandria is proud of its weekly series, Fort Belvoir in Review, which reports the current training and activities at the nearby engineering corps training installation.

WCSS Amsterdam, N. Y., is using a heavy spot campaign in special promotion efforts on behalf of servicemen. The station offers to record messages from families of servicemen anywhere in the world. Families come to the studio and make recordings by appointment. These recordings are fashioned into 10-inch discs and then mailed.

KSTP-TV Minneapolis-St. Paul through its telecast series, That Door Marked Private, keeps home town televisioners informed of Minnesota National Guard activities through films made at Camp Rucker, Ala. Each week, That Door Marked Private, sponsored by GE Supply Corp., takes viewers on a tour usually closed to the public. It concerns many topics other than those dealing with military themes, however.

WDAY Fargo, N. D., last week was planning to present from Camp Rucker a series of special programs involving North Dakota National Guardsmen located in the Alabama camp.

CAB Certificates

First members of Canadian Assn. of Broadcasters' Quartet Century Club, presented with certificates at the CAB annual meeting at Quebec [Broadcasting on Telecasting, March 6], are:

William H. Baker, CFRB Toronto; John Beardall, CFCF Chatham; Major W. C. Borrett, CHNS Halifax; George Chandler, CJGB Vancouver; M. V. Chapleau, CFC Victoria; Fred Clayton, CFCH North Bay; J. A. Dupont, CJAD Montreal; W. Vic George, CFCW Moncton; Arthur Holstead, CKWX Vancouver; Leslie Hotton, CKOC Hamilton; A. D. Jacobsen, CHAB Moose Jaw; Miss A. E. Marshall, Carl O'Brien and A. A. Murphy, CFQC Saskatoon; Art Mills, CJGX Yorkton; G. S. A. Rice, CFRN Edmonton; Lt. Col. K. S. Rogers, CFCY Charlottetown; Leonard Spencer, CKAC Montreal; E. G. Swan, CKEX Toronto; A. L. Landry, CHNS Halifax; and J. S. Neill, CFNB Fredericton.

Sears Says "Yes" to WGRD

In competition with four other Grand Rapids Radio Stations, Sears Roeback selected WGRD to tell the Sears story to the people of Western Michigan.

Because—of WGRD's greater coverage larger audience lower cost proven results

Sears Daily Schedule—
Two 15 min. programs
Six announcements

WGRD

"The People's Station"
Grand Rapids, Michigan

For latest "Hoopers" call McGillivra

March 19, 1951 • Page 83
'PRIVACY' SUIT
Filed in L. A. Court

NAMING CBS, General Foods Corp., Phillips H. Lord Inc., Benton & Bowles Inc. and Young & Rubi-
cam Inc. among defendants, Wil-
liam A. Sampsell, retired restau-
rant chain owner, has filed a $500,-
000 damage suit in Los Angeles
Federal Court.

He charges that when Gong-
Busters was broadcast over CBS
stations last October, dramatizing
the criminal history of his son, Loy-
ld, his own name was used
without permission, several inci-
dents depicted were "false and un-
true" and the program generally
violated his rights of privacy. The
suit further states Mr. Sampsell
notified CBS after the first broad-
cast that he objected to use of his
name and portrayal, but despite
this, another episode of the story
was broadcast a week later.

WOMP Memphis has signed a contract with The d-CON Co., Inc., Chicago, which
is heralding as the "greatest radio campaign in mid-South history." Making plans are
1) Jerry Garland, d-CON vice president;
2) Harold R. Keistling, vice president and general manager, WMPA, and Lee
Rutner, president, d-CON. The company signed for the 3:30-4 p.m. period
Monday-Friday, using a different program each day.

WINNING ELECTIONS
Jonkel Tells How Radio Helped Sen. Butler

SENATORS have been given an
earby about radio announcements
and how they can help influence
and win elections.

Jon M. Jonkel, who was cam-
paign manager for Sen. John Mar-
shall Butler, when the Republican
defeated former Democratic Sen.
Millard E. Tydings last fall in
Maryland, filled the lawmakers
in on the intricacies of radio sound-
making.

Graphically he described how
spots were used to circulate Sen.
Butler’s name “the way you put
any other commodity across.” This
method, Mr. Jonkel said, took in
music and slogans. Examples: “Be
Butler!”—“like the Bromo Selt-
zer ads.” Mr. Jonkel then demon-
strated a series of “Be for Butler’s”
at a pace described by one newsman
as “at railroad engine tempo.”

Some announcements, Mr. Jonkel
explained to the Senate committee
investigating the Maryland Sena-
torial election, caused considerable
consternation in ex-Sen. Tydings’
campaign headquarters. One par-
ticular spot, he said, used machine
gun fire, mortar fire, plus the sound
of richochets. For the latter, Mr.
Jonkel gave emphasis to his testi-
mony by giving his version of the
sound effects. A spoken passage followed the whining bullets and chattering
guns in this manner, Mr. Jonkel
said: “That’s the way the war in
Korea sounds. Do you in your
heart believe we were ready for
Korea? Vote for John Marshall
Butler.”

In still another spot, he added,
“we had brakes squealing, and a
slogan—stop waste in government,
stop this, stop that. We had alarm
clocks going off, and ‘Be for But-
ler, Be for Butler, Be for Butler.’”

Arrangements were made, ac-
cording to the witness, so that
every time Mr. Tydings spoke on
the radio his time was preceded
and followed by these 20- to 30-sec-
ond spot announcements.

RIGGIO CORP.
Signs FTC Agreement

RIGGIO Tobacco Corp., Brooklyn,
N. Y., has signed a stipulation with
the Federal Trade Commission,
agreeing to cease certain represen-
tations made for its Regent
Cigarettes in broadcast and other
advertisements. The agreement
was announced by FTC March 11.
Under terms of the stipulation
the tobacco firm promised to dis-
continue claims that Regents (1)
provide any defense against throat
irritation due to smoking, (2) offer
cooler smoking because of extra
length or oval shape. The agree-
ment does not, however, prevent
claims that during the time the
extra length is smoked, less irri-
tating properties are contained in
the smoke therewith. Riggio spon-
sors NBC-TV’s Leave It to the
Girls, Sunday, 7:30-8 p.m. EST.

Zaimes Files
SUIT for $85,000 in damages, al-
leging libel and character defama-
tion, has been filed against the New
York Compass by Charles Zaimes.
Mr. Zaimes, a New York commen-
tator at WALL Middletown, N. Y.
Basis of the suit was a story, pub-
duced Dec. 31 and titled A Town
of Terror, which dealt with Mr.
Zaimes’ news campaign "to expose
Communist influence" in a fur-
workers union, according to WALL.
The article claimed that workers
are Down in fear because of the
broadcasts.

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broadcasts.

FTC ORDER

DECEPTIVE marking of radio tubes, attributed to Continental Corp., Chicago, and its
officers, would be prohibited under terms of
an initial decision reported by a
Federal Trade Commission
trial examiner. The proposed order also
would require the firm to stop rep-
resenting it has been licensed by
RCA "to make or distribute radio tubes" and that it is a tube manufacturer. The order
becomes final in 30 days unless it is ap-
pealed, stayed or placed on the
commission’s review docket.

RCA INSTITUTES, INC.
One of the leading and
coldest schools of Radio
Technology in America, offers its
trained Radio and Television tech-
nicians to the Broadcasting
Industry.

Address inquiries to
Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation
of America
550 W. 41st St, New York 14, N. Y.
PAUL D. GALE, manager-traffic department NBC Western Div., appointed manager of newly-consolidated station relations and traffic department. ALAN COURTNEY, acting manager-station relations, guest relations, public affairs and education, named station relations contact for new department.

ROBERT ARRIGHI appointed director of promotion KMBC-KFRC Kansas City, Mo., succeeding JOHN S. MCDERMOTT who has been appointed local sales representative. Mr. Storm has been with WOW and KFAB Omaha, and WAXY Tankston, S. D.

Mr. Storm

DICK KARNOW, news director WJY Plattsburg, N. Y., appointed chief announcer and sports director. ESTER FOX, continuity department director WJY, appointed continuity director.

HAROLD PHILLIPS, new to radio, named to accounting director. DAVE SMITH appointed part-time announcer.

WIRY, WIRY, appointed principal announcer. WIRY, WIRY, announced as the station's full-time news announcer. CHARLES RAY, WIRY, announced as assistant news director.

Mr. Kehm

NORMAN L. PREVATTE appointed to program department staff WTIV (TV) Charlotte, N. C. He has been with several stations in North Carolina.

JACK DOUGLAS, EDDIE COONTZ and JOHN BRADY to KPI-TV Los Angeles, as staff announcers. Mr. Douglas and Mr. Coontz are program packagers; Mr. Brady was freelance actor and writer.

CHARLES RAY signed to exclusive contract with Palmetto Broadcasting System, Anderson, S. C., to do series of shows. He has been with several stations in Louisiana and Mississippi.

MILTON BROWN, NBC press department staff writer, appointed column editor for newspaper syndicate. He replaces URSULA HALFORD who resigned last week to accept position with Mack Millar & Henry publicity firm.


FRANK PARIS, script department CBS Hollywood, to network editing staff.

Mr. Dialsthead

PHIL BAKER replaces JACK PAAR as m.c. of NBC The 60th Question. Mr. Baker was previously with program, when under the name of Pay It Or Leave It from December 1941 to September 1947, when GARRY MOORE took over.

CAT. CAPT. GRIFFITH, WAC, formerly with NAB, has been transferred from duties as public information officer at Fort Myer, Va., to the Radio Television Branch, Dept. of the Army, Pentagon.

BARRY CASELL, to WCAU-TV Philadelphia, as TV announcer.

FREDERICK P. LAFAYE, program director WLAB Lawrence, Mass., recalled to active duty with Army.

ROBERT W. BRECKNER, director KTV (TV) Los Angeles, appointed executive director. He will build department responsible for all sports, special events, news and public service programs on station.

LAWRENCE WHITNEY named as assistant public relations director WGN Chicago. He joined station's continuity accounting staff in 1952.

KEN WOODDELL, sports announcer WLBB Mattoon, Ill., father of son, Ken Jr.

PHIL GORDON, pianist-singer to WSDU-TV New Orleans talent staff.

PAT CRAFTON, KRON-TV San Francisco, father of daughter, Mimi.

NICK PERRY appointed chief announcer WDTV (TV) Pittsburgh. CLARK SUTTON, student, to publicity department replaces VINCE DI ROCCO, resigned. JAY RUSSELL, WATT (TV) Newark, to WDTV working on special research-public relations project.

JEAN HERSHOLT, star CBS Dr. Christian program, elected president Hollywood Bowl Assn.

Mr. Roensch
NEW FM OUTLET
To Purchase WMIT Plant
GRANT 7316 of a construction permit for a new Class B FM outlet on Climgman's Peak, Yancey County, N. C., paves the way for reactivation of the old facilities of WMIT (FM) Charlotte—pioneer FM station which ceased operation last April.

Under plans submitted to FCC last December [Broadcasting • Telecasting, Jan. 1, Mt. Mitchell Broadcasters Inc. permitted, is purchasing WMIT’s plant atop Climgman’s Peak for a reported $27,600. In addition to the WMIT 10 kw transmitter, the new firm also is installing a new 50 kw amplifier to boost the station's power from 300 kw effective radiated power on Channel 296 (106.9 mc).

According to the original application, the new outlet's 1 mv contour will include 27,380 miles while the 50 uw contour will include 56,360 miles. Principals in the Mount Mitchell Broadcasters Inc., W. Olin Niblet Jr., Charlotte investment banker, president and 31% stockholder; John C. Ervin, Charlotte businessman, vice president and 20% owner; W. H. B. Simpson, part owner of WRMIC Greenville, S. C., as secretary-treasurer, 6.6%.

KPET Grant

KPET Lamesa, Tex., would be granted extension of operation from anytime day time to 690 kc with 250 w according to an FCC initial decision last week.

Hearing Examiner Jack P. Blume found it desirable to recommend the grant although the proposed nighttime operation violated FCC standards respecting the limiting on Class II operation. He found a first primary nighttime service would be rendered to Lamesa which now is a “white’ area, without primary signal at night.

According to FCC rules, Class II outlet is not to limit its 50 mw/m contour, which for KPET would include 19,000 persons. However, because of objectionable interference at night, KPET will be limited to its 25.4 mw/m contour, including only 7,900 persons.

FCC actions

MARCH 9 TO MARCH 15

March 9 Applications

ACCEPTED FOR FILING

License Renewal


License for CP

KVAS Austin, Ore.—License to cover a fulltime service at 295 kw for KPET.

WLWT (TV) Cincinnati—License to cover CP new commercial TV station.

KBWL Corpus Christi, Tex.—Extension of SSA 820 kw at 75 kw, using new antenna at local warehouse for local station. Impacts on 12.0 mc. beginning April 1.

APPLICATION DISMISSED

Tuskegee Bscct. Co., Inc. Tuskegee, Ala.—Grant of license for new CP new FM station on 580 kc 500 w D.

March 12 Applications

ACCEPTED FOR FILING

License Renewal

Applications for license renewal filed by following: KEHA Little Rock, Ark.; WTCF Hartford, Conn.; WFPSF Miami; WHW Tomahawk, Wis.; WTHF Thompson, S. D.; KWWI Shreveport, La.; WBZ Boston, Mass.; WACB Asheville, N. C.; and WITN Greenville, N. C.

Replace CP

KEKO (FM) Ontario, Calif.—CP to KFAC Pacolet.

WAVY-FM Terre Haute, Ind.—Mod. CP new FM station for extension of completion date.

March 13 Decisions

BY THE SECRETARY

KTTY Los Angeles—Granted license for commercial TV station; ERP via power 39.0 kw, 15.8 kw: and to change studio location.

KFAN Minneapolis, Minn.— Granted license for commercial TV station; via private studio and to designate studio and transmitter locations (not a move). License for new CP.

WZTV New York—Granted license for new commercial TV station.

March 16 Applications

ACCEPTED FOR FILING

License Renewal


License for CP

KVAS Austin, Ore.—License to cover a fulltime service at 295 kw for KPET.

WLWT (TV) Cincinnati—License to cover CP new commercial TV station.

KBWL Corpus Christi, Tex.—Extension of SSA 820 kw at 75 kw, using new antenna at local warehouse for local station. Impacts on 12.0 mc. beginning April 1.

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WZTV New York—Granted license for new commercial TV station.
JANSKY & BAILEY
Executive Offices - National Press Building Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Adoma 2414
Member AFCCE*

COMMERCIAL RADIO EQUIP. CO.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.
Dl. 1319
WASHINGTON, D. C.
P. O. Box 7037
JACKSON 3302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BUILDING
WASHINGTON 4, D. C.
Member AFCCE*

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE*

JOHN C. SMLEY
"Registered Professional Engineer"
820 13th St., N. W.
EX. 8073
Washington, D. C.
Member AFCCE*

McNARY & WRATHALL
906 National Press Building
Washington 4, D. C.
District 1205
Aptos, California
Aptos 5532
Member AFCCE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
EXECUTIVE SUITE 5470
WASHINGTON 5, D. C.
Member AFCCE*

WILLIAM L. FOSS, Inc.
Formerly Calton & Foss, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851
1333 M Street, N. W.
Executive 1320
WASHINGTON 6, D. C.

McNARY & WRATHALL
906 National Press Building
Washington 4, D. C.
District 1205
Aptos, California
Aptos 5532
Member AFCCE*

A 42-year background
Established 1926
PAUL GODLEY CO.
Upper Montclair, N. J.
Mondale 3-3000
Laboratories
Great Notch, N. J.

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Member AFCCE*

JOHN M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE*

GUY C. HUTCHESON
1100 W. ABRAM ST.
AR 4-8731
ARLINGTON, TEXAS

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, ICC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, III.
(A Chicago suburb)

TENDERED FOR FILING
WETO Gadsden, Ala.—CP change hours from D to unl., operating with 100 W-N. 1 kw-D. on 330 kc.
APPLICATIONS RETURNED
WCNU Creativew, Fla.—RETURNED application for license renewal.

March 13 Decisions...
BY THE COMMISSION
Extension of License
WCBT-FM Roanoke Rapids, N. C.—Granted further temporary extension of license to 6-1-51.

Modification of CP
KIDO Boise, Ids.—Granted mod. 10 kw, move tower, hearer of DA etc., cond.

March 13 Applications...
ACCEPTED FOR FILING
License Renewal
Applications for license renewal filed by following:

LICENSE FOR CP
KWAX (FM) Eugene, Ore.—License to cover CP new noncommercial educational FM station.

February 20
MWBS-FM Miami—CP new FM station to change ERP from 2 kw to 1.5 kw, ant. from 395 ft. to 80 ft., change trans. and studio sites.

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.
Dl. 1319
WASHINGTON, D. C.
P. O. Box 7037
JACKSON 3302
KANSAS CITY, MO.

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Republic 3883
WASHINGTON, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851
1333 M Street, N. W.
Executive 1320
WASHINGTON 6, D. C.

jetted heating in renovation proceeding

now scheduled at Trenton March 16, pending action on petition for reconsideration filed March 9 of Commission order of Dec. 26, 1950, revoking license.

APPLICATIONS RETURNED
WCNU Creativew, Fla.—RETURNED application for license renewal.

March 13 Decisions...
BY THE COMMISSION
Extension of License
WCBT-FM Roanoke Rapids, N. C.—Granted further temporary extension of license to 6-1-51.

Modification of CP
KIDO Boise, Ids.—Granted mod. CP to change DA-N, cond.

CP Granted
KFSB Jeppin, Mo.—Granted CP.

BY THE COMMISSION EN BANC
Designated for Hearing
KCOG Centerville, Iowa—Designated for hearing in Washington on May 4 re application to increase power from

190 W to 250 W, unl. on 1800 kc, made WGV1 Galesburg, Ill., KVFTY Ft. Dodge, Iowa, and KFRU Columbia, Mo., parties to the proceeding.

Reinstatement of CP
Red Oak Radio Corp., Red Oak, Iowa—Granted reinstatement of expired CP which authorized a new station on 1800 kc 300 w D, subject to filing within 60 days, of an application for mod. of permit to specify a different trans. site and ant. system which will meet requirements of engineering standards, or in lieu thereof, to notify FCC within same period of time that construction has commenced at site previously granted and is otherwise in accordance with original authorization.

Program Test Authority
WWBZ Vineyard, N. J.—On petition, granted authority to conduct nighttime program tests under CP which authorized change in hours from D to unl. on 1360 kc with 1 kw, and install DA-N.

SSA Extension
KWBH Corpus Christi, Tex.—Granted extension of SSA to operate on 1030 kc 5 kw using non-directional ant. during hours from LS Boston, Mass., to LS Corpus Christi, for period not to exceed 12 months from March 15, pending decision in clear channel hearing.

(Continued on page 91)

March 19, 1951 • Page 87
Help Wanted

Managerial

If you think sales, breath sales, sell sales, then you are the man for us. Want a top job at a station with a chance for advancement? Box 45J, BROADCASTING.

Salesmen

Salesman: Pennsylvania independent offers an opportunity to enter sales in a prosperous, up-to-date station area. Radio background essential. Salary: This is a new station located on banks of the famous Indian River two minutes from the blue Atlantic. If this sounds good to you, send full details to Box 76J, BROADCASTING.

Salesman—Experienced in constructively selling radio. Must be alert and ethical. To represent leading station, must affiliate in competitive market. Send full information: references, past affiliations, etc. KZEE, Pocatello, Idaho.

Salesman: Experienced time salesman for 250 watt Chicago metropolitan area. Tremendous opportunity. WOPA, Oak Park.

Announcers

Experienced announcer, long established Michigan kilowatt now accepting auditions for opening August 1st. Guaranteed salary, 90% of money. Box 100H, BROADCASTING.

Wanted: Announcer-disc jockey for southern station. salary plus talent, plus all is yours. Good job, good money. Box 65J, BROADCASTING.

Help Wanted (Cont'd)

Technical

Immediate opening chief engineer who is interested in new and improved technique. First letter. Box 61J, BROADCASTING.

Engineer—Experienced in equipment maintenance and directional arrays for 5 kW midwest station. We need a man of ability and a desire to do a good job. Salary is good, but it's not for a lazy person. Will appreciate a snapshot along with outline of experience, education and references. Box 17L, BROADCASTING.

Operator for Texas station. Give full information and send first letter. Box 72J, BROADCASTING.

Combination engineer-announcer, emphasis on announcing, 2nd class ticket required. New York. Box 72J, BROADCASTING.

Chief engineer for 250 watt near New York, complete charge. Box 100J, BROADCASTING.

Immediate opening licensed engineer to operate control engineer position. Need car. WBHQ, Augusta, Ga.

Chief engineer, first class license, experience not necessary, conveniently located, best working conditions, position open for position. Box 107J, BROADCASTING.

Chief engineer for dual net station. Salary immediately. Contact first letter. WDYK, Cumberland, Maryland.

Transmitter engineer with first class license for AM and FM operation. Bachelor quarters available. Write Mr. Jameson, WADCO, Bowling Green, Ky.


Engineer-announcer. With license. Excellent, good future in prosperous small operation. Will train. Contact Hal King, WPXK, Pikeville, Kentucky.

Chief engineer-announcer, immediate opening. Emphasis on engineering. State salary expected, when available and send photo and audition if possible. Manager, WPLA, Plant City, Florida.

Transmitter engineer, no announcing, no engineering necessary. Transmitter with experience needed. Contact first letter. WREL, Lexington, Virginia.

Wanted: First phone engineer, $50.00 per 40 hours. WWOZ, Wilson, N. C.

Need broadcast engineer first phone. Box 13J, BROADCASTING.

Help Wanted (Cont'd)

Production-Programming, others

Continuity director. Preferably female. Disc, photo, samples of copy. Box 69J, BROADCASTING.

New England independent needs drive for continuity and air work. State experience and references. First year salary. Good salary. Box 8J, BROADCASTING.

Programming director for opening program director near future. Announcer with some experience will be considered. Write or call Radio Station WTRF, Parkersburg, W. Va. Personal interview necessary.

Continuity writer, must be experienced, sales and program minded, willing to work for advance in aggressive operation, start $50.00 per week. Apply immediately WORZ, New York.

Wanted at once: Continuity writer, call Mr. Shepherd or Mr. Garfield at WGBS, New York.

BROADCASTING.

Production manager—experienced, mature, sober, honest. Assume complete responsibility. Box 67K, BROADCASTING.

Manager—sales manager, 65, married, salesman for large publisher, newspaper, department store advertising. A man of mature judgment, seasoned campaign experience. Sales manager for network station. desires challenging position in major city. Salary $75,000. Available one month. Box 853, BROADCASTING.

Manager—radio station, 33, married, radio background. Has shown a profit for station now in the red. Can manage your station, especially if it is in the South or southwest. Box 901, BROADCASTING.

In eighteen months increased gross ten times with station in 100,000 market. Ready to move up. Completely self-educated all phases radio. Box 67K, BROADCASTING.

Manager—experienced, mature, sober, honest. Assume complete responsibility. Box 67K, BROADCASTING.

Good, sober, experienced station manager who can really sell, produce and program shows. Open for position with salary. Box 75J, BROADCASTING.

Station sold. Manager available for 300,000 market. Can produce profits. Box 68J, BROADCASTING.

Now production manager for Connecticut ABC station. Qualified announcer, newspaper writer, promotion man. Wide experience in administrative and engineering. Five years background. Seek program directorship in any station that needs building. Write Box 105J, BROADCASTING.

Mr. Station Manager: If you have tried programs, or sales and your managers why not try a good one? Past five year experience. I sold seventy thousand in New Jersey last year. Good money. Can manage your station, especially if it needs attention. Experienced in every phase of radio except engineering. Box 79H, BROADCASTING.

Manager—radio station, 33, married, radio background. Has shown a profit for station now in the red. Can manage your station, especially if it is in the South or southwest. Box 901, BROADCASTING.

Manager—radio station, 33, married, radio background. Has shown a profit for station now in the red. Can manage your station, especially if it is in the South or southwest. Box 901, BROADCASTING.

Salesmen

Salesman—newscaster. Now in Mississippi. Excellent opportunity. Must have minimum. Box 401, BROADCASTING.

Salesman, 25, married, draft exempt, three years experience, midwest. Box 12J, BROADCASTING.
Situations Wanted (Cont'd)

**Salesman-announcer, experienced salesman.** Recent Radio City graduate, trained at WNEW, New York. Experienced radio and television salesman, highly mobile, good presence, sales ability. Field rates. Excellent references. Box 567, BROADCASTING.

**Salesman:** 6 years experience. Aggressive, persistent, but definitely not high pressure type. Selling to moving into larger market, wishes to move to larger area. 29, married, two children, draft exempt. With excellent voice, has announced radio and baseball on Park Ground, especially news. Write Bob Simon, WHKP, Hendersonville, North Carolina.

**Announcer** Baseball, broadcast major league staff; veteran; married; college grad; experienced. Box 468H, BROADCASTING.

**Sports wanted year-round.** Experienced AA AA football, baseball and all staff. National college football, baseball, basketball. Veteran, 3 children, draft exempt. Box 950H, BROADCASTING.

**Announcer** Limited experience, thorough training. Excellent references to substantiate capabilities. Not anxious to move, prefers to stay in present location east coast. Box 861, BROADCASTING.

Announcer, baseball, busier, in banquet league, national newspaper recognition. Experienced, available after April 15. Box 64J, BROADCASTING.

**Announcer** Limited experience, B.S. Degree in speech. 29, veteran, draft exempt. Control board. Box 268, BROADCASTING.

**Announcer, professional quality.** Strong voice, AA AA, 33, veterinarian. Write for cooperation. Box 104J, BROADCASTING.

**Announcer** Limited experience on N.Y. indie, trained, 28, vet, draft exempt. Box 30J, BROADCASTING.

Not a Don Wilson, but lots of radio experience. Has worked for NBC trained, plus ten years active experience in radio. Announcer, operator, production man, Desert western stations. Available after April 15. Box 64J, BROADCASTING.

1111111 **is** 8 years successful morning personality, good presence, dependable, married, employed. $100. Box 167J, BROADCASTING.

**Announcer-salesman.** Limited experience. Knowledge all phases radio. Recent graduate, driven radio stack. New York Veteran, draft exempt. Desires position on DJ Sports team, or salesman, operator. Variable sales experience. Box 397, BROADCASTING.

**Baseball man.** Experienced all sports. Southwest only. Married veteran. Box 123J, BROADCASTING.

**Announcer** Salesman, basketball announcing employed though station not carrying 51 baseball. Well trained, veteran, AA AA allby-play man. Baseball live-by-live, football-broadcaster for one of country's major college basketball and football. Affiliated. Draft free. Present employer will furnish references. Box 48J, BROADCASTING.

**Baseball** Has filled position in all phases Top (ex-majors) desires program director or combination job. Box 66J, BROADCASTING.

Situations Wanted (Cont'd)

**Announcer,** employed, draft exempt, married, car, experienced, all phases colorful, with light but concentrated experience, future will travel. Box 95J, BROADCASTING.

**Announcer,** experienced, good, colorful, with light but concentrated experience, permanence, future, easy preferred. Box 95J, BROADCASTING.

Wants to advise other jockey? Good knowledge hillbilly music. 8 years under 30. Will travel stations at 3500 watt CBS outfit with own sports equipment. Will travel commercial, farm, etc. No New York. Immediate. Will promptly answer. Available immediately. Box 101J, BROADCASTING.


**Announcer** Baseball. Excellent ex-sportscaster seeks opportunity to gain practical experience. Small stations, hardworking, creative, reliable. Can operate control board or script ready disc on request. Box 101J, BROADCASTING.

**Announcer** Employed announcer, experienced, traffic programming, emphasis on production, married, draft exempt, will travel. Box 152J, BROADCASTING.

**Announcer** Employed announcer, strong on DJ, news, commercials. Some college, class license. Will work any area. Box 104J, BROADCASTING.

**Announcer** 28, experienced AA ball last year. Draft exempt. Will travel, all offers considered. Write Box 104J, BROADCASTING.

**Announcer** Inexperienced. Y O U N G. Ball last 2 years. Will travel, all offers considered. Box 107J, BROADCASTING.

**Announcer** College degree in broadcasting. Inexperienced, willing, male, married, will travel. Experienced, inexperienced, will be considered. Box 107J, BROADCASTING.

**Announcer** Married, vet, 31, 4 years experience. Desires position with reliable and reputable station. Will furnish references. Box 111J, BROADCASTING.

**Announcer** 1st phone, some copywriting, programming, willing worker, employed 1½ years, making $69. Car, travel, restricted, 5000 watt, desires position in future. Box 112J, BROADCASTING.

**Announcer** Experienced specializing in football, basketball, radio and TV, available on vacuum and staff announcing. Married veteran, desires permanent position with future. Box 117J, BROADCASTING.

**Announcer** Upper midwest or Great Lakes stations attention: New announcers, all phases, desirable position in above area. Box 118J, BROADCASTING.

**Sportscaster** Baseball play-by-play, former player, college degree in broadcasting. Young, single, indus- trial experience, will travel. Draft exempt. Box 119J, BROADCASTING.

**Announcer** Draft exempt veteran. Willing to learn announcing bottom up. Salary with GI benefits. Immediate. Box 122J, BROADCASTING.

**Announcer** Available, top-flight play-by-play baseball. Has handled AA AA baseball, AA AA basketball, major college football on eastern and southern networks. Further experience in other sports, news and special events. Married veteran, desires position in above area. Box 123J, BROADCASTING.

**Experienced, newscaster, announcer, copywriter, veteran, draft exempt, personal references, personal data and disc on request.** Broadcast engineer, pt., West Des Moines, Iowa. Box 128J, BROADCASTING.

**Negro announcer, 29. Graduate, copy writer, experienced, very fine clear presence, college educated, major department in music, college educated, major department in music, American radio, college educated, major department in music, American radio, licensed, excellent references. New West Coast network in advertising. Box 128J, BROADCASTING.

**Miss last week's want ads? Look up my picture in this issue of Telecasting!** Tommy Edwards, 1708 West Walnut, Milwaukee, Wisconsin.

**Experienced, newscaster, two years experience.** DJ, news, disc overboard in broadcast, Brooklyn 26, 3rd Street, New York City.

**Re-engineer** Two years experience, DJ, news, disc overboard in broadcast, Brooklyn 26, 3rd Street, New York City.

**Announcer-salesman-continuity writer.** Limited experience. Veteran, 20, draft exempt. Recent graduate leading radio school. Strong on DJ and commercials. Box 160J, BROADCASTING.

**Announcer, capable, conscientious, familiar all phases control board operating, with light but concentrated experience.** Married, have family, will travel. Single, draft exempt. Disc, resume, references available. Arthur, 1213 Washington Street, Hoboken, New Jersey.

**Announcer, capable, conscientious, familiar all phases control board operation, with light but concentrated experience, is willing to travel. Single, draft exempt. Disc, resume, references available.** Jim Melville, 37-18 59th Street, Woodside, Long Island.

**Four years as combination man (first phone).** Heavy on announcing. Lots of programming, production, news. Fit in any department. Medical discharge. Terry Perryman, KFJ, Gladswoat, Colorado.

**Experienced announcer-engineer, vet, 26, excellent references, work any area.** Bob Peters, 8 Uphold Road, Brookline 46, Mass., Beacon 1855.

**Experienced DJ, news, also remote work, originates from Chicago's suburban theaters. Play guitar. 24, vet, married, veteran. Bill Fuglestone, 1406 N. State, Chicago.

**Spanish-American girl disc Jockey, board, announce, continuity, traffic. Vera Paredes. 21, single, preferred.** Write or wire Box 500J, Hollywood 28, Calif.

Situations Wanted (Cont'd)


**Sports-staff announcer looking for play-by-play baseball.** Am presently employed in Logan, W. VA. There is no baseball during season. Contact Mike Wynn, Box 660, Logan, W. Va.

**Technical**

Phone first, salary, hours, offer, first contact. Box 832J, BROADCASTING.

**Chief engineer desires connection progressive station.** First class license since 1935. Former RCA engineer. References. 75J, BROADCASTING.

First phone, 3 years transmitter experience. 1060 watts. Veteran, 21, married. Available 2 weeks, employed. State offer, 1017, BROADCASTING.

**Field engineer desires position with consulting radio engineering firm.** Experienced in measurements and construction. Draft exempt, available 15 days. Box 122J, BROADCASTING.

**Chief engineer, experienced AM, FM, drafting draft proof.** Box 42, Holden, Mass.

**Technical, experienced broadcast engineer and various makes of equipment.** Available quickly for straight transmitter position. Please write Wende B. Arnold, 511 Main Street, West Street, Jersey City, N. J. Phone Plainview 7-3003.

Situations Wanted (Cont'd)

**Looking for a job**

- **equipment for sale**

- **need an engineer**

- **want to buy a station**

The best way to get results from any of the above classifications is to place an ad in **BROADCASTING** • Telecasting . . . where all the men who make the decisions meet every Monday morning.

**Situations wanted, 10¢ per word ($1.00 minimum)**

**Help wanted, 20¢ per word ($2.00 minimum)**

**All other classifications 25¢ per word ($4.00 minimum)**

**Display ads, $12.00 per inch**

Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington 4, D. C.
Help Wanted

Network station in western city of 250,000.

To be located in area of high density population. Must be experienced in getting and keeping own material and have had good commercial experience. Splendid opportunities for right man. Substantial base salary, plus I.H.T. Will consider qualified applicants will be considered. Send resume and information plus transcription.

Box 16J, BROADCASTING

Technical

Major south Florida stations seek FULLY EXPERIENCED ENGINEER WITH FIRST CLASS LICENSE.

Must be thoroughly acquainted with all phases of engineering, installation and maintenance. Adequate compensation for right man. Give complete employment history, references, personal data, and draft status.

Box 22J, BROADCASTING

Production-Programming, others

Net affiliate in major market needs competent director of women’s programs.

Minimum four years experience required, plus excellent commercial history. Must be able to assume full directorship of women’s activities. Splendid opportunity for qualified person. Excellent base salary, plus high talent. Send full information, photo, plus disc or tape to

Box 16J, BROADCASTING

Western Electric 1KW Broadcast Transmitter

Latest model 44B-A complete with tubes plus space power amplifiers—tired in recent 8KW transmitter. Traded in on recent 8KW transmitter—now tuned to 890 Kc. Will return to any broadcast frequency—in excellent condition and for those who prefer W.E., nothing finer.

Gates Radio Company
Quincy, Illinois

Telephone: 2092

For Sale

 Stations

For Sale Stations

Radio stations in western city of 250,000. Price $125,000, half down. TV application filed. May Brothers, Broadcast Brokers, Binghamton, N. Y.

Announcers

Toplight newscaster, commentator.

Must be experienced in gathering and preparing own material and have had good commercial experience. Splendid opportunities for right man. Substantial base salary, plus I.H.T. Will consider qualified applicants. Send resume and information plus transcription.

Box 16J, BROADCASTING

Situations Wanted

Woman Personality

Attractive (for future TV), experienced on-air personality, able to write and produce her own show, good on interviews, wanted by the leading station in major market. Send full details, photo, disc, salary requirements. Box (24J, BROADCASTING

For Sale

 Stations

1000 Watt Fulltime Independent New York State market over 300,000—good successful property and growing—owner wishes to retire.

Principals only.

$100,000

Box 32J, BROADCASTING

Equipment, etc.

Electrical Generating—Nat Surveys


EUGO, Mason City, Iowa

For Sale

 Stations

Situations Wanted

Production-Programming, others

For Sale

 Stations

For Sale: 270 foot steel tower, one 500-foot tower, one 250-foot tower, two 300-foot towers, two 450-foot towers, good condition, all spaced apart, priced at $20,000.00

Box 45J, BROADCASTING

For Sale

 Stations

For Sale

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For Sale

 Equipment, etc.

For Sale

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 Stations
March 14 Applications... ACCEPTED FOR FILING

WHOU Huntington, W. Va.—Mod. CP new AM station for extension of completion date.

WBBZ Vineyard, N. J.—Mod. CP change hours operation and install DA-N for extension of completion date.

WWA-AM—FM Westerly, R. I.—Mod. CP new FM station for extension of completion date. License for CP

Warren, N. Y.—License for CP new non-commercial FM station.

APPLICATIONS RETURNED

WBRB Breckton, Mass.—Returned application for renewal of license.

REWARD

$600 for forty hours. One moans, one hot evening at the box; you must have two moustaches, be at least six inches tall, bear a mustache. Don’t apply unless you want to work and have license. Prefer married men. K. G. & R. Gable, New Mexico.

FCC Actions

(Continued from page 87)

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FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO MARCH 15

Summary of Authorizations, Stations On the Air, Applications

Class

On Air Licensed CPs Grants Pending Hearing

AM Stations 2,228 2,228 134 270 120

TV Stations 187 155 44 391 171

on the air...

Docket Actions... FINAL DECISIONS

KID Idaho Falls, 1da.—Announced final decision granting change from 1 kw-D 500 w-N to 5 kw-D 1 kw-N install new trans. and DA change trans. location.

AM—1310 kc

KGNO Dinuba, Cal. — CP to change from 1 kw-D 250 w-N to 5 kw-D 1 kw-N install new trans. and DA change trans. location.

AM—1390 kc

KPRS Olite, Kan.— CP to change from 1500 to 1390 kc and change ant. License Renewals


March 15 Decisions... BY THE COMMISSION EN BANC

Hearing Designated

KDAC Fort Bragg, Calif.—Designated for hearing May 7, 1950 for action of KFIA on May 7, 1950 for license to cover CP for 1290 kc 250 w uni., and placed application for renewal of license for 1600 kc 100 w uni.

Revoked

KFST Fort Stockton, Tex.—Revoked on revoking CP for 869 kc 250 w D effective April 15, 1950. If application for hearing is made on or before April 3 the order shall stand suspended until conclusion of hearing.

License Renewal

WJCD Seymour, Ind.—Renewed license of for renewal of license for regular period.

March 15 Applications... ACCEPTED FOR FILING

WTVW Coldwater, Mich.—CP to change to D to un with power of 5 kw-D to change from 1 kw-D 500 w-N to 5 kw-D 500 w-N on 1500 kc, using DA-D-N in lieu of DA-N.

Applications for AM Station of 1,500 kc

WTVW Coldwater, Mich.—CP to change to D to un with power of 5 kw-D to change from 1 kw-D 500 w-N to 5 kw-D 500 w-N on 1500 kc, using DA-D-N in lieu of DA-N.

Following stations request renewal of license: WVCU Coral Gables, Fla.; WFRF, Freeport, Ill.; WSVT Pekin, Ill.; WANM Annapolis, Md.; WINS New York; WXQR New York; KEVA Shamrock, Tex.; KFDX Wichita Falls, Tex.
**Did He Invent Radio?**  
(Continued from page 86)

S Stubblefield have testified that they were given private demonstrations of the "wireless telephone" as early as 1892. They were convinced, moreover, that he doubtlessly had achieved success privately even before that date.

Dr. Rainey T. Wells, former general counsel for the Woodmen of the World and founder of Murray State College, testified before a FCC Commissioner in Murray in 1947 that he had personally heard Mr. Stubblefield demonstrate his "wireless telephone" as early as 1892.

Dr. William H. Mason, surgeon and family physician for the Stubblefield family, has testified concerning the early experiments. "I was privileged to see and hear private demonstrations of his invention which he called the 'wireless telephone.' Many years before he gave the first public demonstrations in 1901 or 1902," Dr. Mason said in a signed statement, "It was probably as early as 1892 that I first knew of his invention."

What did this early invention look like? What was its secret, which Mr. Stubblefield so persistently guarded? The first question is easy; the second may never be fully answered.

All who saw the early sets (he made several) tell of mysterious boxes, batteries, coils, nickel-topped steel rods, transmitters and receivers.

Mr. Stubblefield manufactured his own batteries. One type was later patented March 6, 1908, No. 860,457. This battery he later described as being "the bedrock of all my scientific research in radio (his spelling) today."

The portable radio is a comparatively recent development, but let Dr. Mason tell about the first portable radio (wireless telephone) he saw about 1892: "One day he (Mr. Stubblefield) handed me a device in what appeared to be a box with a handle on it. Carrying out his instructions, I started walking down the lane with him to see. From it I could hear distinctly his voice and a harmonica which he was broadcasting to me. Time and again I heard similar demonstrations. These were several years before Marconi made his announcement about wireless telegraphy."

For several years, Mr. Stubblefield toiled with his discovery permitting only a few trusted friends to know about it. Then at the turn of the century came the announcement of the achievements of Marconi and others, in wireless telegraphy.

"The first public test of telephoning without wires," says Trumbull White's book, "was made at the Kentucky village where the inventor lived, on the first day of January 1902, only a few weeks after Marconi's success in signaling across the Atlantic by telegraphing without wires. Ten days later Mr. Stubblefield gave a demonstration of wireless telephony for a reporter of the St. Louis Post-Dispatch.

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Said the staff correspondent on Jan. 10, 1902: "However undeveloped his system may be, Nathan Stubblefield, the farmer-inventor of Kentucky has assuredly discovered the principle of telephoning without wires, using only the earth's electrical charge for the transmission of the voice from one distant point to another."

"Through Space and Earth"  
The reporter quoted Mr. Stubblefield as saying that day: "I can also talk to anyone in the world who will take time and send down my wireless telephone. I can talk to anyone in the world."

What did this "first broadcasting station" look like? It was a tiny workshop built onto the porch in the front of Stubblefield's modest home. The workshop-station was barely wide enough to hold the transmitter and a chair. The transmitting mechanism was concealed in a box 4 feet high, 2½ feet wide, 1½ feet deep.

Two wires the thickness of a lead pencil curled from its corners and disappeared over the ground outside. On top of the box were the transmitter mouthpiece and a telephone switch. The wires were in the box, the inventor wouldn't say."

"In that box," admitted Mr. Stubblefield, "lies the secret of my invention. He said it hadn't been patented, nor was it yet perfect: "I can now telephone a mile without wires... The system can be developed until messages by voice can be sent and heard all over the country, all over the world."

Five hundred yards away was the experimental receiving station. It was a drygoods box fastened on the foot of a stump. A roof was placed on top, and one side had hinges for a door. Wires, connected with the ground on both sides, ran into it and were attached to the box. The St. Louis reporter picked up the receivers and heard spasmatic buzzings.

Then: "Hello, Can you hear me? No, I wouldn't put you through—four—I'm seven—eight—nine—ten. Did you hear that? Now I will whisper."

The reporter Amazed

The amazed reporter said: "I heard as clearly as if the speaker were only across a 12-foot room the 10 numerals whispered." Then Bernard whistled and played the mouth organ—probably the first music program ever heard over the radio.

Later the Kentuckian and the reporter walked down the lane. They track a mile from the house and the broadcasting station. There they took a receiving outfit and tried the experiment again. The outfit consisted of the receiver, connecting wire, and steel rods topped with hollow nickel plated balls of iron. Below each ball was an inverted metal cup. After sinking the rods into the ground, they listened. Bernard was still broadcasting—and clearly!"

For an hour they tested it, sinking the rods into the ground again and again—always with excellent reception.

Fame was in Mr. Stubblefield's grasp. Dr. Mason said he saw a written offer of $40,000 for a part interest in the invention. Spectators wearing diamonds "as large as your thumb" came to Murray to interview the inventor.

Of course he was invited to go East to demonstrate his marvelous device. And he did. Scientists, newspaper men, promoters, and just plain curious persons paid tribute to him.

On Oct. 14, 1902, he broadcast messages (words and music) from a steam launch on the Potomac River to scientists and newspapermen on the banks.

On Decoration Day of the same year he demonstrated wireless telephone at Fairmount Park in Philadelphia. The messages were broadcast from the second story of the Bell Museum at least a mile away.

New WFDR Policy

WFDR (FM) New York last week announced a policy of telling its listeners about other stations' programs which they might like to hear. For instance, on station breaks WFDR listeners are told what the next WFDR program will be, and then advised that if they should find Jack Eastman or Thomas Bankhead—or some other radio or TV show scheduled for that time—they should tune to that show. "We may lose some audience," said Manager Lou Frankel, "but we would have lost them in any event if they had remembered to shift their dial. By giving the listener the opportunity to shift, we think we're giving the WFDR audience a service they'll appreciate."

It was proven that Stubblefield's "lies the secret of my invention."

Mr. Stubblefield said: "I don't think it's as good as what they've got now, but you will hear me."

Mr. Stubblefield has been given 50 shares of the Stubblefield Corporation. The $2,500 worth of stock has been sold.

The Kentucky farmer was recognized as a genius.

From this point the story is vague, because Mr. Stubblefield told what he said very little about his invention. It is known that he became connected with a company that was to promote the invention, the "Wireless Phone Co., of America, Inc." In 1903, at Murray, he sold 300 shares of this company's stock. He has sent telegrams with his invention.

The problems of getting patents, legal advice, and financial assistance were sthenous. Was the invention patentable? Certainly patent laws were nowhere found in telephones. How could one sell an instrument that would permit everybody with a receiver to enjoy the benefits of the broadcast? How could it be distinguished between genuine friends and shysters? Anyways, he came back home with a taste of fame but not much of fortune. He was fearful that some of his Eastern acquaintances were more interested in selling stock than they were in developing the invention. Although he knew he had the secret of a world-shaking device, he was unable to capitalize on it. He became somewhat embittered and more reticent than ever. Meanwhile he kept working on his magic box.

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On Decoration Day of the same year he demonstrated wireless telephone at Fairmount Park in Philadelphia. The messages were broadcast from the second story of the Bell Museum at least a mile away.

Newspaper articles were printed in New York, Philadelphia, and Washington acclaiming him as inventor of wireless telephone. The Kentucky farmer was recognized as a genius.

From this point the story is vague, because Mr. Stubblefield told what he said very little about his invention. It is known that he became connected with a company that was to promote the invention, the "Wireless Telephone Co., of America, Inc." In a bank vault at Murray is a certificate of 50 shares issued to Hugh P. Wear, who was a friend of Mr. Stubblefield.

Incorporated in 1902

Incorporated in 1902 under the laws of Arizona, the Wireless Telephone Co. of America was capitalized at $5 million, according to Mr. Wear's stock certificate. Several friends and business associates of Mr. Stubblefield also bought stock in the company.

The problems of getting patents, legal advice, and financial assistance were sthenous. Was the invention patentable? Certainly patent laws were nowhere found in telephones. How could one sell an instrument that would permit everybody with a receiver to enjoy the benefits of the broadcast? How could it be distinguished between genuine friends and shysters? Anyways, he came back home with a taste of fame but not much of fortune. He was fearful that some of his Eastern acquaintances were more interested in selling stock than they were in developing the invention. Although he knew he had the secret of a world-shaking device, he was unable to capitalize on it. He became somewhat embittered and more reticent than ever. Meanwhile he kept working on his magic box.

But his friends at Murray had not lost faith. They knew his wireless telephone would work. So several of them urged him to try to get it patented and marketed. According to a "prospectus" of the new plan, the original "financial..."
supporters of this enterprise, all of Murray, Ky., were: Senator Conn Linn, B. F. Schroader, R. Downs, J. F. Rowlatt, George C. McElrath, John P. McElrath. Dr. Rainey T. Wells, who had bear his early experiments, was now an attorney and he assisted in the patent applications. There were others in Murray who contributed money and assistance in this effort to develop the invention.

The new application for a patent was for certain improvements in wireless telephony, particularly relating to installing the device in carriages, ships, and trains. The application was filed April 5, 1907, Serial No. 366,544.

This Wireless Telephone was patented May 12, 1908, No. 887,357. In his application, Mr. Stubblefield described the invention as follows: "The present invention relates to means for electrically transmitting signals from one point to another without the use of connecting wires and more particularly comprises a means for securing telephonic communication between moving vehicles and way stations."

His second venture East proved more successful for the patent. He came back home nearly penniless, embittered, and disappointed. Perhaps he felt responsible for the financial losses his friends had incurred in his behalf. What caused this fiasco?

"World Not Ready"

Perhaps it was the same set of circumstances which had led him on the other attempt. The most logical answer is: The world was not quite ready for it. Another reason for failure was the fact that the telephone was developed about this time. Fleming's tube-diode was also being demonstrated. The radio (telephony and telegraphy) was moving ahead—away from the laboratories and workshops.

The automobile wasn't developed to the point where it could utilize this wireless telephone. In fact, the use of the device in automobiles and trains is of comparatively recent origin.

Whatever the cause, life for the disappointed genius was to become a bitter tragedy. Later his family became separated. The old home where he invented his wireless telephone burned about 1913.

Finally he became a virtual hermit, living alone in poverty and proud bitterness. He would talk to only a few of his friends, neighbors, or relatives. In general, he curtly refused offers of help.

On March 29, 1929, Nathan B. Stubblefield died—all, penniless, and all but forgotten.

A few years before his death, the eccentric inventor scribbled on the margin of an old Electrical World magazine these words—addressed to Vernon Stubblefield Sr., a distant cousin but a very close friend: "You and I will yet add luster to the Stubblefield name."

In another note he commented that he had lived 50 years ahead of his time. Perhaps he was right.

Radio-Adverting Advertising

EFFECTS of the atomic bomb have been felt even in the radio advertising industry. CKNW New Westminster, B. C., is claiming to be the first in sales promotion of atomic bomb shelter. Client for this radio-advertising is Allen Eccles, who has launched a spot campaign daily. In addition, Mr. Eccles has developed a device which may be worn like a boutonniere to warn the wearer of the presence of radiation. Could the boutonniere, actually shaped like a small club button, be called a g-uranium?
...at deadline

NBC ISSUES NEW RATES TO WNBW (TV) WASHINGTON

NEW rate card for NBC's WNBW (TV) Washington announced Friday, effective April 1. One-hour gross rate for Class A time will be $550; Class B, $415; Class C, $295. One-minute gross and station breaks: Class A time, $120 net; Class B, $90 gross; Class C, $80 gross. Rates for station identification sharing announcements will be one-half station break rates.

Announcing new rate card No. 6, NBC Spot Sales Director James V. McConnell said orders accepted before April 1 for program periods and Class B and C announcements and station breaks will be protected at current rates through Sept. 30, provided there is no lapse in schedule. Orders accepted for Class A announcements and station breaks will be protected through June 30.

RADIO, TV LAUNCHED BY SENATE PROBERS

TRIBUTE to radio and television as having created the "modern counterpart of a town meeting" was paid Friday by Rudolph Halley, chief counsel of Senate Crime Investigating Committee, in exclusive interview at New York hearing over WMGM New York by George Hamilton Combs, WMGM commentator.

"An entire city is enabled to sit in and make judgments," Mr. Halley said. Sen. Estes Kefauver (D-Tenn.), committee chairman, who also interviewed, described increased public interest and attention as "healthy sign."

SKIATRON TO DEMONSTRATE SUBSCRIBER-VISION TO FCC

SKIATRON Corp. announced plans Friday to demonstrate its "Subscriber-Vision" to FCC in New York Tuesday and said it would follow shortly with application for authority to conduct limited public test similar to Zenith's Phonevision tests in Chicago.

Showing for FCC, conducted in cooperation with WOR-TV New York, will include first "Subscriber-Vision" broadcast during regular broadcast hours, Skiatron said. Plans call for FCC members to see closed-circuit demonstration at WOR-TV transmitter site 11:11:30 a.m., and then witness regular broadcast 2:30-3 p.m.

SANDBERG JOINS WTV

JOHN V. SANDBERG, recently resigned as vice president in charge of advertising for PepsiDivent Div. of Lever Bros., joins J. Walter Thompson Co., Chicago, May 1, as account executive. He is former advertising manager of Kraft Foods Co.

EXTRA ZENITH DIVIDEND

DIRECTORS of Zenith Radio Corp., Chicago, declared 50-cent extra dividend on capital stock Thursday. This amount is in addition to regular 60-cent quarterly payment. Last October, Zenith also voted 50-cent extra payment, first in several years.

OWNERSHIP ISSUES CITED IN THREE STATION CASES

OWNERSHIP issues involved in FCC's designating for hearing license renewal bid of KTNC Big Spring, Tex., and license application of KDAC Port Bragg, Calif., Commission indicated Friday. Alleged ownership misrepresentation of KTNC said basis for revocation of permit of KFST Port Stockton, Tex.

Commission indicated KTXC and KFST actions based on disclosures in letter from Leonard R. Lyon concerning alleged contracts granting part interests in KTNC to V. T. and E. W. Anderson. Mr. Lyon is original permittee of KTXC and part-owner of KFST in equal partnership with Andersons and Clyde E. and George T. Thomas, "all of whom participated in the illegal transfer" of KTNC, FCC charged. FCC said Andersons denied Lyon allegations "but were completely unresponsive regarding contracts of April and July 1949.

In KDAC case, FCC said it wanted more data on financing of station and ownership background of permittee, Mendocino Coast Broadcasters.

CRIME PROBE HOOKUP EXPANDED BY TIME INC.

TIME Inc., through Young & Rubicam, New York, added 15 stations to four-station ABC-TV chain telecasting Senate Crime Investigating Committee hearings in New York, it was announced Friday. New stations: WKTV (TV) Utica, N. Y.; WXEL (TV) Cleveland; WTVM (TV) Columbus; WCPO-TV Cincinnati; WHIO-TV Dayton; WJAR-TV Providence; WJAC-TV Johnstown, Pa.; WSM-TV Nashville; WTEN-TV New York; WHBF-TV Rock Island; WSPD-TV Toledo; WKZO-TV Kalamazoo, Mich.; WFMF-TV Indianapolis; WDTV (TV) Pittsburgh, and WNAC-TV Boston. Previously carrying: WJZ-TV New York; WENL-TV Atlanta; WXYZ-TV Detroit; and WFLI-TV Philadelphia. Hearings telecast 9:30-12 noon and 2 p.m. to conclusion daily.

JEROME E. KENMORE

FUNERAL services for Jerome E. Kenmore, 32, WOR New York engineer, were to be held yesterday (Sunday) at Somerville, N. J. He leaves his widow, Thelma, and two children.

ADVISORY COUNCIL ADDS

BILL SHADEL, of CBS, president, Radio Correspondents Assn., said Friday that organization has accepted invitation from NAB President Justin Miller to serve on Advisory Council. Judge Miller is president of council, which recently decided to extend scope of its representation [Broadcasting • Telecasting, March 5].

MRS. ROOSEVELT JOINS

ELEANOR ROOSEVELT was 200th woman broadcaster to join new American Women in Radio & Television, according to Dorothy Spicer, who is handling organizational work. Association to hold first convention April 6-8 in New York.

Closed Circuit

(Continued from page 4)

scale NARBA hearings on agenda. Invitations to appear to be issued soon to interested parties. Hearing date contingent on disposition of troops to Europe and west to India issues, current major problems of committee.

TERRE HAUTE BREWING Co., Champagne Velvet Beer, through its agency, Bowers & Co., New York, preparing radio and television spot announcement campaign in about 80 markets starting April 1.

MEDIA REVIEW today (Monday), by Pan American Coffee Bureau, New York, will probably conclude in allocation of budget to combination network radio and TV campaign. Bureau already sponsors Human Side of the News, Mon., Wed., Fri., over ABC 7-7:05 p.m. AGENCY, Federal Adv., New York.

GRELLVA Inc. (Krashe cosmetic preparations) planning to use radio spots in at least four midwest markets through newly appointed agency, Kenneth Rader Co., New York.

DEMOCRATIC National Committee preparing radio-TV schedule for Sen. Lucien-Jackson dinners nationwide. President expected to speak on national radio and television hooksups at April 14 Washington dinner, though time and date not set. He may speak from White House or attend event at National Guard Armory.

RECOMMENDATION of President's Temporary Communications Policy Board report for three-man government communications group [Broadcasting • Telecasting, March 12], which would pass on frequency demands, has drawn frowns from military. Copies of classified document reviewed by FCC Commissioners and discussed at last Monday's meeting.

RADIO Correspondents Assn. polling membership on No. 1 problem: Whether to hold cocktail party in place of cancelled Presidential dinner. Latest guess: Some function will be held in early April—without President, of course, but attended by government dignitaries.

WYOMING OUTLET SOLD

APPLICATION for transfer of control of KYRS Rock Springs, Wyo., to be filed with FCC in few days. New owners are Rock Springs Newspapers Inc., publishing Daily Rocket; William C. Grove, 16% owner, treasurer and general manager of KFBC Cheyenne; Dave Richardson, publisher of Rock Springs Newspapers; Frank Flynn, commercial manager KFBC; Larry Bidliffe, sports director of KFBC; Bud Fisher, manager of KRAL Rawlings. Tracy S. McCraken, president of KFBC, and his son, Robert, are principal or substantial owners of newspapers in Cheyenne, Rawlins, Laramie, Rock Springs and Worland, all in Wyoming. Mr. Grove is part-owner of KRAL, holds CP for new Sydney, Neb., outlet, and is applicant for new outlet at Wheatland, Wyo. He was said his 11% interest in KCJS Pueblo, Col.

GENERAL FOODS SHIFTS

WILLARD P. BROWN, assistant to Charles G. Moore, National Foods vice president, appointed assistant product manager in company's Minute Division. David W. Thurston associate advertising manager for Minute Division, transferred to company's Jello-O Division as assistant product manager.

JOINS NATIONAL EXPORT

WLW—TELEVISION

LEADS in LEADING daytime TV cities

During the day, sets in use in the three cities served by WLW-Television — Cincinnati, Dayton and Columbus — are among the highest in the nation —

<table>
<thead>
<tr>
<th>City</th>
<th>Average Sets In Use*</th>
</tr>
</thead>
<tbody>
<tr>
<td>CINCINNATI</td>
<td>13.9%</td>
</tr>
<tr>
<td>DAYTON</td>
<td>12.2%</td>
</tr>
<tr>
<td>COLUMBUS</td>
<td>11.1%</td>
</tr>
</tbody>
</table>

In each of these cities, the WLW-Television station has a much larger share of the daytime audience than the leading competitor.

<table>
<thead>
<tr>
<th>WLW-T, Cincinnati</th>
<th>Average Share of Audience*</th>
</tr>
</thead>
<tbody>
<tr>
<td>WLW-TV Station</td>
<td>Leading Competitor</td>
</tr>
<tr>
<td>47.5%</td>
<td>37.4%</td>
</tr>
<tr>
<td>WLW-D, Dayton</td>
<td>63.1%</td>
</tr>
<tr>
<td>WLW-C, Columbus</td>
<td>57.7%</td>
</tr>
<tr>
<td></td>
<td>24.3%</td>
</tr>
</tbody>
</table>

Here's proof positive that WLW-Television delivers the greatest daytime audience in the midwest's second largest TV market.

WLW—TELEVISION

WLW-T WLW-D WLW-C
CINCINNATI DAYTON COLUMBUS

*Videodes, December, 1950, 6:00 a.m. - 6:00 p.m.
Five new RCA-equipped stations in Mexico, Brazil and Cuba, add television to the forces which make Good Neighbors of all the Americas.

As little as 10 years ago, television—to the man on the street—seemed far away. Today, television is in 10,500,000 homes.

Newest demonstration of TV's swift growth is its leap to Latin America. Three RCA-equipped stations are now in Cuba, 1 in Mexico, another in Brazil—and more are being planned. These stations are contributing to television progress by following a single telecasting standard. They also use developments from RCA Laboratories: the supersensitive image orthicon television camera, powerful electron tubes, new monitoring equipment, and antennas.

As our neighbors to the south watch television, they see another RCA development—the kinescope. It is the face of this tube which acts as the “screen” in all-electronic home TV receivers... on which one sees sharp pictures in motion.

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, N. Y. 20, N. Y.

Proof of the results of RCA Research is seen in the magnificent pictures produced on the screens of the new 1951 RCA Victor home television sets.

Now television goes "Good Neighbor"