that power-full station, in New York, brings to all food manufacturers wholesalers and distributors a vital story!

Yes, this is an advertisement addressed to food advertisers. But it's also a message to be read by everyone who uses, or will use, radio to sell more things, more often to more people on WOR.

THE SUBJECT: "How can I make more money on what I make?"

THE DECISION: "Let's use WOR."

THE ADVERTISING AGENCY: Duane Jones, 570 Lexington Avenue, in New York... probably one of the most successful sellers of packaged goods in America today.

THE MAN WHO DECIDED: Richard C. Staelin, advertising manager for the Hudson Pulp and Paper Corp., 505 Park Avenue, New York City

THE RESULT: Read on, it's an amazing story.

and you'll find it on page 33
here's the plan that sells the midwest market!

WLS FEATURE FOODS

a radio program
and merchandising service

featuring
MARTHA CRANE and HELEN JOYCE

Radio's Ever Magic Touch reaches into the kitchens of thousands of Midwest homes... and onto the shelves of thriving Midwest grocery outlets... thru the services of WLS FEATURE FOODS. For more than 16 successful years, FEATURE FOODS, a daily half-hour participating homemaker program, has helped leading manufacturers of kitchen used products to increase sales in this great market... in which over 10% of the nation's food sales are made. The program combines the talents of Martha and Helen (the Midwest's most popular homemaker team) with an extensive merchandising service that keeps manufacturers constantly advised of what is happening in retail outlets... to theirs and competitive products.

RECENT RESPONSE
- Martha and Helen mentioned once that listeners could receive a copy of a free booklet on gift wrapping techniques by dropping them a card. From this one mention came 3,171 individual requests!
- During a discussion on making candy at home, Martha and Helen offered listeners a booklet containing recipes for making homemade candy. 1,554 requests for the booklet resulted.

Through its highly personalized merchandising service, FEATURE FOODS offers continuous day-after-day contact with points of sale to:

- Improve distribution
- Stimulate promotion by dealers
- Get greatest possible visibility of products
- Know how many stores are out-of-stock and do something about it

Further, advertisers receive regular reports showing exactly what happens from month to month at the retail level.

your John Blair Man has the details

CLEAR CHANNEL Home of the NATIONAL Barn Dance
890 Kilocycles, 50,000 Watts, American Affiliate. Represented by John Blair and Company.
New Signal Doubles WJIM's Coverage of Central Michigan

WJIM's exclusive all-directional signal is now stronger, clearer than ever before . . . doubling the coverage of a rich area where over a million and a half people buy more than a billion and a half dollars worth of retail goods every year.

Latest Hooper Reports Show 7-to-1 Preference For WJIM

Listener loyalty for WJIM, too, is now at a new high. Hooper reports prove that WJIM, ABC in Central Michigan, leads all local competition by better than a 7-to-1 margin during the important evening listening hours—with a higher rating than all other stations combined. For full details on latest WJIM (and WJIM-TV) availabilities, call the nearest office of H-R Representatives, Inc.

FCC's THIRD TV report may prove boon (1) to set manufacturers who can build multiple tuning sets for UHF as well as VHF range and thereby offset existing inventories of VHF sets; (2) lawyers and engineers who will get surge of activity in prosecuting applications; (3) and, later, suppliers and program builders.

RUDOLPH HALLEY, chief counsel of Kefauver Crime Investigating Committee who has won acclaim for conduct of proceedings, knows his radio. He represents Birmingham Bldg. Suppliers and program builders.

AMBITIOUS PLANS for creation of TV production and distribution syndicate, specializing in Latin American film productions, are under way. Heading new firm is Frank Fause, Hollywood producer who has specialized in Spanish language production. His partners, silent at present, understood to be Emilio Azcarraga, Mexican radio and motion picture entrepreneur, and Goar Mestro, operator of Cuba's CMQ network and CMQ-TV. Trio met at Sao Paulo last week during sessions of Inter-American Broadcasters Assn.

DESPITE widespread reports, it's practically certain now that Wayne Coy will seek and get reappointment to his FCC chairmanship prior to June 30 expiration. Confirmation virtually certain. Later, he may consider several talked-up posts—one possibly with new three-man super board which might be created by Presidential mandate to coordinate government-industry allocations and assume Presidential emergency powers on communications under Section 806. Or he may entertain outside proposals such as mentioned proffer of new NARTB-TV helm.

HOW will educators raise money to enter non-commercial TV, now that FCC has capitulated to Hennock-agitated demands for fixed reservation of facilities (209 assignments are specified)? There's some basis for report that organized educational groups, spearheaded by Commissioner Hennock, will seek endowment from such funds as Rockefeller, Carnegie and new half-billion dollar Ford Foundation.

NEW rate structure to be recommended to NARTB (NAB) board, giving special discount for Joint AM-TV memberships.

CLOSE race indicated in NARTB (NAB) District 8 directorship election contest between R. M. Fairbanks, WIBC Indianapolis, and Milton L. Greenbaum, WSAM Saginaw, Mich. With half votes in, two candidates are running (Continued on page 86).

BROADCASTING TELECASTING

Closed Circuit

Upcoming


Bullets

EMERSON RADIO & PHONOGRAPH Corp., New York, to launch largest nationwide factory paid advertising campaign in firm's history. Radio and TV spots will be used.

SOMMYL PHARMACAL Corp. of America, through its agency, Emil Mogul Co., New York, plans $250,000 advertising campaign using extensive radio and television advertising to promote its Nu-Pax, new non-habit-forming sedative. Company has lined up Martin Block and Rayburn & Finch in New York, with spots on other radio and TV programs to follow.

R. MORRIS PIERCE, president and general manager of WDKD Cleveland, offered, and is expected to accept, engineering position with Voice of America. Mr. Pierce would take charge of erecting transmitters necessary for Voice's world girdling expansion program.

RCA-VICTOR TO PROMOTE BASEBALL ATTENDANCE

RCA-VICTOR Division to sponsor advertising and promotion campaign on behalf of professional baseball as part of plan developed by Radio-Television Mfrs. Assn., according to J. B. Elliott, RCA-Victor vice president and chairman of RTMA Sports Committee. Advertising to include radio, TV, magazine, newspaper and other promotions.

Radio advertising to include announcements on Big Show, Boston Pops, Seven Directors Playhouse, Duffy's Tavern and Max Calef X. all on NBC. Go-to-games theme to be pushed, also, on NBC-TV Kukla, Fran & Ollie. Dealers and distributors urged to cooperate.

Justice Dept. Asks College Sports Data

U. S. Dept. of Justice Friday asked National Collegiate Athletic Assn. and Big Seven Conference for texts of decisions imposing ban on telecasting of college sports events. Anti-Trust Division seeking bans.

Requests for texts made by Assistant Attorney General H. Graham Morrison, chief of division, in letters to Kenneth Wilson, NCAA Chicago official, and Walter W. Kraft, Norman, Okla., Big Seven Council official. Inquiry on possible antitrust violation asked forthrightly ago by State Senator George Miskovsky, of Oklahoma [BROADCASTING • TELECASTING, March 18].

Department's probe broadens longterm study of sports, which had been devoted mainly to professional baseball broadcasts. Result of these inquiries had been adoption of formula covering play-by-play broadcasts. Renewed complaints in 1950 caused probe to be reopened and department is catching entire baseball broadcast operation.

It was apparent from Friday's action that department wants to scan college telecast situation carefully. NAB, Radio-Television Mfrs. Assn., and professional baseball leagues last winter worked out plan for extensive promotion of game attendance during coming season (early story, page 61).

Business Briefly

AGENCY NAMED • Kingan & Co., Indianapolis, (meat packer), spot advertiser, names Warwick & Legler, New York, as agency.

NEW RCA CAMPAIGN • RCA-Victor sponsoring Phil Harris & Alice Faye Show Sun., 7:30 p.m. over NBC for 10 weeks starting yesterday (Sunday) through May 27. Agency: J. Walter Thompson Co., New York.


PEPSI-COLA PLAN • Blow Co., New York, contemplating radio spot announcement campaign in plant cities only.

PHILCO SPECIAL • Philco Corp. signed Friday to sponsor special Easter show with Milton Berle on NBC-TV yesterday (Sunday), 3-4 p.m., replacing Nash Dealers. Agency, Hutchins Adv., New York.

LITTLE REACTION AVAILABLE ON TV ALLOCATION

INITIAL reaction to FCC's new proposed allocation plan for television (see story, page 19) indicated some disappointment in proposal to mix UHF and VHF channels in many areas. By Friday report had only limited circulation and most sources declined to comment pending full review of proposals.

Many Washington engineers had not returned from IRE sessions in New York. However, opinion was ventilated plan represented theoretical improvement over previous order. One engineer claimed putting UHF and VHF in some cities impractical, that coverage aspects of UHF and VHF were not comparable for use in common market. Networks, advertisers and agencies in New York declared they hadn't chance to study report.

PROBE CABLE PROBLEM

INTRACAYE PROBLEM of distribution of coaxial cable charges among stations and networks carrying telecasts of Kefauver hearings expected to lead to protracted negotiations. One factor complicating situation was ABC sale of hearings to Time Inc. Another was conflict between regularly scheduled network commercial programs and desire of many stations to carry Kefauver instead.

Page 4 • March 26, 1951
Any way you look at it...

COMPARATIVE ANALYSIS
Based upon Official Published Reports - BMB - Study No. 2.

For three subscribing Savannah, Georgia stations:

<table>
<thead>
<tr>
<th>Subscribing Station</th>
<th>Total BMB Radio Homes</th>
<th>Total Weekly Audience Families</th>
<th>Average Daily Audience Families</th>
<th>Number Counties</th>
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<tr>
<td>WSAV</td>
<td>D 143,670 N 109,100</td>
<td>D 82,080 N 53,850</td>
<td>D 57,009 N 33,786</td>
<td>D 42 N 29</td>
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<tr>
<td>Savannah Station &quot;B&quot;</td>
<td>D 106,860 N 83,320</td>
<td>D 65,810 N 46,070</td>
<td>D 46,163 N 31,578</td>
<td>D 28 N 20</td>
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<td>Savannah Station &quot;A&quot;</td>
<td>D 51,880 N 44,800</td>
<td>D 30,470 N 28,430</td>
<td>D 19,323 N 16,996</td>
<td>D 7 N 3</td>
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</table>

It's 630 in Savannah WSAV

630 kc.
5,000 watts
Full Time

Represented by Hollingbery

March 26, 1951 • Page 5
What Chicago station in 1950 as compared to 1949?
What Chicago station offers spots that reach tuned-in homes for as little as 48 cents per 1,000?
What Chicago station has 30% greater listenership now than two years ago—TV or no TV?
What Chicago station has such effective, diversified programming that it ranks at the top in Classical Music as well as in Sports?
What Chicago station has shown a spectacular percentage increase in national advertising volume during the past year?
"My show's doing fine where it is... why switch to CBS?"

"Most shows do better on CBS."

Programs on CBS average 700,000 more listening families than those of the second-place network.

Programs on CBS reach a thousand families at an average cost 97¢ under the next best network buy.

Data are full-day NRI averages for all available months of 1950.
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There's no summer hiatus on WCAU!

Summer daytime ratings on WCAU are just as high as they are all during the rest of the year because 90% of the people who live within WCAU's 53 BMB counties never leave the WCAU coverage area when they go on vacation.*

For your ticket to new summer sales, watch for the WCAU campaign: At Home or Away they never leave "WCAUSA"

WCAU

The Philadelphia Bulletin Station
CBS affiliate, 50,000 watts
Represented by Radio Sales

*New Jersey, Delaware and Maryland shores; Poconos; Upper Chesapeake; New Jersey and Pennsylvania lake resorts.
**Network . . .**

**B**LOCK DRUG Co., Jersey City (Py-Co-Pay Tooth Brusher), March 20 started sponsorship of Danger on CBS-TV Tues. 10 p.m. Company also will sponsor Quick As a Flash over ABC New England stations Tues.-Thurs., 11:30 a.m. EST. Agency: Gecil & Presbrey, N. Y.

ROUGH RIDER Inc., S. F. (men's slacks and sportswear), started March 24 Saturday News With Bud Foster on full Don Lee network (48 stations), Saturday, 10-10:15 a.m. (PST). Contract, 52 weeks. Agency: Sidney Garfield & Assoc., S. F.

PEPSI-COLA Co., to sponsor The Phil Regan Show, Sun. 5:30-5:55 p.m. over CBS, effective June 3. Program under same sponsor, now being heard over NBC, Sun. 5:00-5:25 p.m. Agency: Biow Co., N. Y.

**CANADIAN SHREDDED WHEAT** Co., Toronto (breakfast cereal), started March 6 to June 21, from Sept. 4-Dec. 27, MBS network program Straight Arrow on eight Dominion network stations, Tues., Thurs. 5:30-6 p.m. Agency: MacLaren Adv. Co., Toronto.


**AMERICAN SAFETY RAZOR** Co., sponsoring 5:55-6 p.m. newscast, Sun. over CBS. Agency: McCann-Erickson, Inc., N. Y.

**Spot & Agency Appointments . . .**

AIRMAID HOISERY MILLS & Subsidiaries, Dallas, appoint J. B. Taylor Inc., same city, to handle advertising. Radio and TV will be used.

LEATHERSMITH OF LONDON Ltd. (British personal leather goods) names Needham & Grohmann, Inc., N. Y., to handle advertising. Magazines will be used with possible TV assistance for gift season sales.

**BRITISH AMERICAN OIL** Co., Toronto (oil and gasoline), early in April starts daily spot announcements on major market stations in Canada. Agency: James Lovick Ltd., Toronto.

MORTENSEN RUG Co., Oakland, appoints Small & Gauthreaux, same city to handle advertising. Radio will be used.

McCOLL-FRONTENAC OIL Ltd., Montreal (Texaco oil and gasoline), April 2 starts 200 spots campaign, six days weekly, on large number of Canadian stations. Agency: Erwin, Wasey of Canada, Montreal.

**OKLAHOMA STATE PLANNING** and RESOURCES BOARD appoints White Adv. Agency, Tulsa, to handle advertising. Agency planning national and state advertising for bid to get new industry and vacation and travel business.


**AUTOMATIC WASHER** Co., Newton, Iowa, appoints W. W. Garrison & Co., Chicago, to handle advertising. Firm considering use of radio and/or television. Earl Lines is account executive.

**CANADA PACKERS** Ltd., Toronto (margarine), starts weekly transcribed quarter-hour program on Canadian Atlantic coast stations. Agency: Grant Adv. of Canada, Toronto.

**RUBSAM & HORMANN BREWING** Co., N. Y. (R & H Beer), names Sullivan, Stauffer, Colwell & Bayles, N. Y., to handle advertising.

**CANADIAN DUREX ABRASIVES** Ltd., Brantford, Ont. (Scotch tape), renews for remainder of 1951 daily spot announcement campaign on 18 Canadian stations. Agency: Cockfield Brown & Co., Toronto.

WM. WRIGLEY Jr. Co., N. Y. (P.K. and Dulce 16 chewing gum), ap-

(Continued on page 56)
Hitch Your Product to a K-NUZ Radio Ranch Star

Lonnie Rochon
"Bee Hive," 10:30 pm to 12 midnight

National and Regional Advertisers on Lonnie's Shows:

- Alaga Syrup
- Griffin Shoe Polish
- Hadacol
- Red Arrow Drugs
- Royal Crown Products
- Southern Select Beer
- Thom McAn Shoes

(Plus a choice list of local advertisers)

Beginning its fourth year on K-NUZ, the "Bee Hive" now reaches a vast market of 107,718 colored people.*

(Continued on page 15)

BETH BLACK, account executive, Joseph Katz Co., New York, has been characterized as one of the most brilliant women in the advertising industry.

Elizabeth (Beth) Black is a native New Yorker and was educated at Scudder School for Girls and the American Academy of Arts. She went to the latter school to prepare to be an actress. But when she started to look for a job, and discovered that producers were not looking for a 5-foot-10-inch ingenue, she quit thoughts of the stage to become a secretary to A. W. Erickson, president of the Erickson Co. (now McCann-Erickson Inc.).

A year later she moved to Rathrauff & Ryan as secretary to the head of the radio department. After serving one year in that capacity, she was transferred to the department of the office manager as executive secretary.

And, when in 1934 the agency was scouting about for its first official timebuyer, it rediscovered Miss Black and promoted her to that position.

Miss Black placed the first introductory chain break campaign for Spry, and launched spot schedules for such clients as Dodge, Gillette and Noxzema.

Five years later, she moved to the Joseph Katz Co. as director of media. In 1949, Joseph Katz, president of the agency, named Miss Black account executive on the Ex Lax account. She has continued in that position ever since and in addition continues to supervise media for the client.

A substantial amount of the Ex Lax advertising budget goes into radio spots.

Miss Black lives in Manhattan with her sister, Jean, a playwright, who has written such Broadway plays as "Penny Wise" and a dramatization of Morley's "Thunder on the Left."

Beth's favorite hobbies are fish-
Agency Beat
(Continued from page 12)

Frances Sittler, executive editor McFadden Publications, announce their marriage.

LEN BOYD, advertising manager Tim Griffin & Son, S. F. (furniture dealer), to Elliott, Daly & Sherman, same city, as account executive.

STAN WARREN, publicity ABC, to Benton & Bowles, N. Y., publicity department.

HAROLD QUIRAM, Westward magazine, and WILLIAM PAHLE to Max Landphere & Assoc., S. F.

DON BELDING, president Foote, Cone & Belding, N. Y., named chairman of board of directors Freedoms Foundation Inc., Valley Forge, Pa.


LOWE RUNKLE Co., Oklahoma City, moves to temporary offices in Liberty National Bank Bldg.

NELSON-GREENWELL, visual media firm, incorporates under name Visual Media Inc., and moved to new and larger quarters at 17 E. 46th St., N. Y.


WINTHROP BRUBAKER, account executive, Roger Brown Inc., N. Y., to Geyer, Newell & Ganger, same city, as copywriter.

JOHN A. MULLEN, Sullivan, Stauffer, Colwell & Bayles, joins Maxon Inc., N. Y., in radio and television copy department.

ROBERT ROUSE, advertising department United Grocers, S. F., to West-Marquis Inc., S. F., as assistant account executive.

H. G. SELBY, buyer on Crosley account, Benton & Bowles, N. Y. for past two years, appointed manager of publication media for agency.

AUDREY CALDER, Oakland Post-Enquirer, to Small & Gautreaux Adv. Agency, Oakland, as copy chief.

NORMAN ROBBINS, copy department, Young & Rubicam, N. Y., to Sullivan, Stauffer, Colwell & Bayles, N. Y., in similar capacity.

PATRICIA JEAN POWELL, KPIX (TV) San Francisco, to Umland & Co., S. F.

LEVINGER ADV. AGENCY opens office at 311-A Mendocino Ave., Santa Rosa, Calif.

JOHN E. CRAIN, Colman Co., S. F., named assistant PIO of Sixth Army recruiting service.

ATTENDING the last dinner-meeting of the Women’s Advertising Club of Baltimore, at Baltimore’s Sheraton Belvedere Hotel (l to r): L. Waters Milwaukee, president, WCAO Baltimore; Mary E. Busch, club president, and treasurer of the Emery Advertising Corp. of Baltimore, who presided at the meeting; William C. Gittinger, vice president, CBS, and guest speaker who talked on “The Future of Advertising Media”; Betty McGill, director of women’s programs, WCAO, and a member of the board of the club, and Ewell K. Jett, vice president and director of television for WMAR-TV Baltimore.

“You can’t beat the Dutch...”

Said the Dutch people to Tys Terwey, when he helped get their government radio back on the air immediately after V-E Day. And what Tys said to the Dutch people, in Dutch, about the part America was playing in the war, has probably changed the course of history!

From his post as director of Radio for The Netherlands and from world-wide short wave broadcasts, “News From London,” Tys came home from the war to more drama and excitement in the news. His story, “Battle of Bullets and Ballots,” from Athens, Tennessee in August 1946, received nationwide acclaim. And it was Tys who gave dramatic chronicle to the Straight Creek, Kentucky mine disaster on Christmas Day, 1945.

He has recently completed 13 programs in the British West Indies for broadcast over 25 American stations.

Most of Tys’ twenty-one years in radio have been devoted to news. His distinctive style, a homey down-to-earth reporting, is easily understood. No wonder he so quickly established himself as one of the Mid-South’s top news personalities.

FOR ALL THE FACTS

Contact

RADIO REPRESENTATIVES, INC.

Memphis, Tennessee

68 On Your Radio

AMERICAN BROADCASTING COMPANY

March 26, 1951 • Page 13
open mike

Thibaut Inc. account ... Marion Coz Stoker
  Div. of Merchandising
  The Franklin Fader Co.
  Newark, N. J.  * * *

On Mutual Billings
EDITOR:
For many years I have watched the monthly and yearly published gross billings for the various networks and Mutual, as you well know, has always been at the bottom of the heap. I have always wondered just how these figures are arrived at.

It strikes me that CBS, NBC and ABC probably show their entire billing, including all regional business. On the other hand, you are undoubtedly aware that Mutual in itself could only report billings for a portion of the entire business carried on the Mutual network and all of its several associated networks such as, Don Lee, Yankee, etc. In order to obtain a true comparative figure, it seems to me you would have to get figures from every segment of Mutual and total them together before you could offer a real comparison.

W. R. Taft
Manager
KRKO Everett, Wash.

EDITOR'S NOTE: Most of the network billings figures published in BROADCASTING & TELECASTING are obtained from Publishers Information Bureau, which compiles the figures from information supplied by the networks. Since figures of Don Lee, Yankee and other regional networks are not reported TO Mutual, Mutual cannot report them in their billings figure.

Nunn 'Respects' Lauded
EDITOR:
This is to compliment you and your associates on the profile in your March 5 issue.

Our RESPECTS To Wesley Irvin Nunn is one of the best handled and best written items of this kind that I have ever read.

Sidney A. Wells
Vice President
McCann-Erickson Inc.
Chicago  * * *

Full Sports Day
EDITOR:
On Saturday, March 10, WJRD Tuscaloosa carried three play-by-play sporting events—baseball, football and basketball.

Beginning at 12:55 CST, we carried a play-by-play description of Grapefruit League baseball game between the Giants and the Cardinals. Beginning at 3:30 p.m. CST, we carried the complete play-by-play description of an entire football game at the U. of Alabama. This was the annual A-Day classic in which the U. of Alabama squad is divided into the Red and White. At 8 o'clock p.m., WJRD followed up with a play-by-play description from the Liberty Broadcasting System of Oklahoma Aggies versus Kansas U. in basketball.

I've been active in radio over 10 years and this is the first time I have ever heard of a similar situation coming up... Frankly, I would like to know if it has ever happened before...?

Richard B. Riddle
Asst. Manager
WJRD Tuscaloosa, Ala.

On All Accounts
(Continued from page 19)
ing (during vacations in Northern Vermont), bridge, needlepoint and performing in amateur theatrical groups.

She is a member of the Radio Executives' Club and has served two separate terms as vice president of that organization. She is also a member of Radio Pioneers and the New York League of Business and Professional Women.

Charles Rollins Crowell
FUNERAL services were conducted March 16 in Menasha, Wis., for Charles Rollins Crowell, 70, who died there March 15. Mr. Crowell, who made his home at Fremont, Wis., was a retired advertising executive. He worked in Chicago for Lord & Thomas and Henri, Hurst & McDonald.
Best Milwaukee buy—and here’s why:

1. **High Hoopers**—Now 3rd Highest Hooperated Independent in the Nation between 6:00 and 10:00 P.M. In Milwaukee consistently No. 3 Morning and Evening, now No. 2 in the afternoon! No. 1 on individual program ratings competitive to National Network Shows.

2. **Lower Costs**—No other station in Milwaukee delivers audience at a lower cost per 1000. At the 250 time frequency, $9.75 buys a Nighttime minute—$7.80 a daytime minute.

3. **Top Programming**—24 Hours of Music, News and Sports. Continuous popular, familiar music native to Milwaukee, interrupted only by clear, concise 5 min. newscast and leading play-by-play Sports broadcasts.

4. **Personnel**—Highest Paid Program Staff with exception one Network Station. Air Salesmen—not announcers. Full time local news staff.

* Based on 1950 May-September Hooperatings and 1950 December-1951 January Index

**WEMP** 24 Hours of Music, News and Sports

Headley Reed, before you buy let them tell you why!

Hugh Boice, Gen’l Mgr.
ONE of Tom Peterson’s favorite songs is “The Old Lamplighter”—and for a good reason. As a boy in Fort Dodge, Iowa, the vice president and Chicago manager of the O. L. Taylor Co., station representative, tended the town’s gas street lamps, morning and night.

A salesman’s salesman, Mr. Peterson has been a “peddler—and proud of it” ever since his graduation from the U. of Illinois in 1931. First, he sold men’s clothing and, incidentally, picked up some ideas about togs that make him one of the best dressed males on Michigan Blvd.

His experience in media has been wide and varied, giving him a grasp of advertising possessed by few in the representative business. Before 1944, Mr. Peterson sold newspaper space. He broke in with the Chicago office of Scripps-Howard Newspapers in 1931, advancing from junior to senior salesman in two years. In March 1935 he became national advertising manager of the El Paso Herald-Post, and when that paper merged with the El Paso Morning and Sunday.

Completing the 13th annual advertising contract are Mr. Choate (r) and H. Rod Hard, KWNO sales manager.

* * *

broadcasting, company officials recommended a 13-week trial period. Charles Choate insisted that the officials give radio a long-enough chance to prove its worth to the store. Enthusiasm tore away the shell of apathy when the officials saw results.

David A. Moffitt, KWNO promotion manager, regards the 13-year contract signing as an excellent testimonial for the effectiveness of radio advertising—and the Choate Co., it appears, agrees with him.

Bill Herston
Conducts “Your Timekeeper” from 6:00-9:30 AM Monday thru Saturday. A consistent, hard-hitting salesman. Top drawer listening and selling power for years.

Nancy Osgood
Outstanding women’s director on the air in the nation’s capital. Nancy’s daily mid-morning audience and sponsor loyalty means “sales power” for your product.

Charley Batters
Conducts “Batters’ Platters” a novel participation program heard nightly from 7:00-7:15 PM, Monday thru Friday. Choice time and choice programming.

They’re all on

FIRST IN WASHINGTON

WRC

3,000 Watts = 980 KC

Represented by NBC Spot Sales

Radio Market Data for Oakland, California

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

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

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

4. Do San Francisco Independents cover Oakland?
No, these stations reach only 12 to 35% of the Oakland audience that KLX covers. You can check this by adding the Hooper share of audience figures for all six periods.

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

Mr. PETERSON
Times the following year, he became national advertising manager of all three publications.

In July 1944, O. L. (Ted) Taylor offered him the position of Chicago manager of Taylor-Howe-Snowden Radio Sales, a predecessor of Mr. Taylor’s present station representative firm. He seized the opportunity.

(Continued on page 54)
It's impossible...

...as impossible as covering California's
Bonanza Beeline with outside radio

Be sure you are properly equipped to cover the Beeline. That's a 5-billion-dollar market, you know—all of inland California plus western Nevada—with more buying power than Detroit...higher retail sales than Philadelphia.*

But you choose the wrong equipment if it's outside radio—Los Angeles or San Francisco radio. You need on-the-spot radio. Because Beeliners are independent inlanders who naturally prefer their own stations—the five BEELINE stations.

Use all five to blanket the whole market. Or use the BEELINE stations individually, to cover a major Beeline shopping area. For instance...

KERN BAKERSFIELD
It's the CBS station for 59,000 radio families in oil-rich Kern County—with a BMB home-city weekly audience of 84% daytime, 92% at night.

*Sales Management's 1950 Copyrighted Survey

McClatchy Broadcasting Company

KFBK  SACRAMENTO, CALIFORNIA  PAUL H. RAYMER CO., National Representative
Sacramento (ABC)  50,000 watts 1530 kc.

KOM  Reno (NBC)  5000 watts, day; 1000 watts, night 1530 kc.

KERN  Bakersfield (CBS)  1000 watts 1410 kc.

KWG  Stockton (ABC)  250 watts 1230 kc.

KMJ  Fresno (NBC)  5000 watts 580 kc.
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
By LARRY CHRISTOPHER

FCC PLANS 2,000 TV OUTLETS

Proposal Changes for Operating Stations

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<tr>
<th>City Affected</th>
<th>Present Proposed Channel</th>
<th>Channel Assignment</th>
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<tr>
<td>Ames, Iowa</td>
<td>VHF 2, UHF 24</td>
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<tr>
<td>Atlanta, Ga.</td>
<td>VHF 2, UHF 31</td>
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<tr>
<td>Birmingham, Ala.</td>
<td>VHF 7, UHF 33</td>
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<tr>
<td>Bloomington, Ind.</td>
<td>VHF 14, UHF 34</td>
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<td>Chicago</td>
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<td>Cincinnati</td>
<td>VHF 10, UHF 31</td>
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<td>Wilmington, Del.</td>
<td>VHF 1, UHF 31</td>
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By RUFUS CRATER

AN OUTPOURING of statistics attesting radio's money-wise superiority as an advertising medium came from CBS and NBC last week paralleling the Assn. of National Advertisers' renewed offensive against evening radio rates in TV markets [BROADCASTING • TELECASTING, March 19].

The persuasive network statistics were issued as the ANA prepared for its spring meeting March 28-30 at Hot Springs, Va. [BROADCASTING • TELECASTING, March 12], where the report of its radio-TV committee is expected to arouse lively discussion during a closed session.

The report will be one of the subjects of a panel discussion Thursday afternoon, March 29, along with "Daytime TV" and "Evaluation of Radio and TV Research Services."

Although media representatives offered no official comment on the ANA rate study, the week saw these developments which predated the ANA report in origin but which in themselves denied the ANA thesis that TV has drastically undermined radio time values in many cities:

- Following up its factual story issued two weeks ago [BROADCASTING • TELECASTING, March 12], CBS completed a documented pamphlet which traces trends in radio and magazine advertising costs and costs of general commodities, and shows that radio is "the better buy in 1961."

Full Presentation

- NBC showed its full radio sales presentation to newsmen and released the research data behind it, citing facts and figures to show that an advertiser would have to buy a 500-line ad in every daily newspaper in all U. S. cities of 100,000 population and up if he wanted to reach the audience radio will have next October.

The latest CBS study, a four-page compilation of charts, figures and source data, entitled "The Price of People," is based on the necessity of judging media prices—all prices—in the light of the whole national economy, and in the light of their relationships to each other.

After charting the 1944-51 trends in (1) radio and magazine costs-per-thousand; (2) the U. S. wholesale price level of all commodities, and (3) the radio and magazine advertising prices in terms of "constant-value dollars," CBS summarizes:

The price of people (delivered to an advertiser) has gone up, like everything else. But it has not gone up as fast or as far as most other commodities.

"Taken together, the three cases [of radio and magazine and general commodity prices] face the advertiser with the following facts..."
Radio Superior

(Continued from page 19)

charts show that national advertisers are actually getting better values today than they were in 1944—slightly better in the big magazines and considerably better in CBS nighttime radio.

"Specifically, the average cost for all commodities has gone up 71%; for ad-television 57%; for CBS listeners only 17%. Thus, in terms of constant-dollar values, the magazines are today 8% cheaper and CBS is 22% cheaper than in 1944. "Any way you figure it... CBS is the better buy in 1951."

Though the radio computations in the brochure apply to CBS nighttime costs, they are believed to be typical of all network radio in making comparisons with other media.

The magazines used in the study are Life, Look, Collier’s, Saturday Evening Post, McCall’s, Good Housekeeping, Ladies’ Home Journal and Women’s Home Companion.

Nielsen figures are used in computing radio audiences; Standard Rate and Data figures in estimating circulation, and Starch Reports in determining "ad notings."

"Constant-Value"

The "constant-value-dollar" figures were ascertained by dividing the figures on radio and magazine costs per thousand by the Bureau of Labor Statistics index for the rise in the wholesale price level for all commodities.

NBC’s "Research Appendix," the factual basis of the sales presentation which NBC is currently showing to affiliates throughout the country, points up the scope, economy and effectiveness of network radio in comparison with other media.

"Radio is 18 times bigger than four weeks combined," the appendix asserts. Its estimates place the show’s potential audience among the leading magazines Saturday Evening Post, Collier’s, Life and Look—129,402,000 man-hours per week, as against 1,725,886,000 weekly man-hours of radio listening estimated for next October.

Still looking ahead to next October, NBC estimated that better than nine out of ten families will have radio sets, and that three of the nine will have television. Even eliminating the TV homes—expected to approximate 14.5 million—NBC said. It points out that one of ten families reads Life and one of ten reads Saturday Evening Post, this circulation being about evenly divided between TV and non-TV areas, while two of ten families read This Week, whose circulation is almost all inside TV markets.

But to eliminate TV homes would be "unrealistic," NBC argues, citing Nielsen figures in support of its contention that "in essence, a TV home is one-third of a radio home, since there is 30% as much listening to the radio in television homes as in radio-only homes."

Thus the network estimates that "radio, in the evening, in October 1951, will effectively reach seven out of every ten homes in the U. S. . . . and this is giving full weight to the effect on radio listening of 14.5 million TV homes."

NBC’s research also found: Average cost per thousand potential radio homes for four networks (time and talent) will be $1.08 for an evening half-hour, even assuming there is no evening listening in TV homes. For Life, the estimate was $3.85; Saturday Evening Post, $2.08; This Week, $2.53; and for television, $2.

From the standpoint of delivered audience, NBC gave these estimates on cost per thousand: Radio, $2.27 for an evening half-hour; Life, $3.45; Saturday Evening Post, $2.80; This Week, $3.54, and television (assuming 35 interconnected stations), $3.34 for time and talent.

Cities Comparisons

It would take 500-line ads in all newspapers (222) in every city as large as 100,000 population (92) to achieve "notings" comparable to the estimated 8,666,000 delivered circulation of a half-hour evening network radio program.

NBC calculated. And where the average time and talent cost of a half-hour, evening, network radio program is $19,484, the figures show, the 500-line ads would cost a total of $38,530.

Going at it another way, NBC reported that 500-line ads in the largest daily in each of the 92 cities of 100,000 or more population could be expected to have 3,881,000 "notings" at a cost of $15,675, as against the 8,666,000 delivered circulation of a half-hour, evening, network radio program, costing, on the average, $19,484.

NBC also reported that radio was the favorite medium of 15 of the 25 biggest spenders in six major media from 1936 through 1946.

Defense Issue

Apart from costs and circulation, NBC also emphasized that network radio is "the advertiser’s greatest weapon in radio and television." NBC figures show that radio, even compared with the most successful medium, is substantially ahead of all other media.

The network’s position is that radio can deliver more people than any other medium, even the combined magazines. NBC also has found that radio is the only medium which can deliver more people in December than in any other month. NBC points out that in December radio has a 45% readership among the 18-34 age group, while in January the percentage is down to 38%.

NBC estimated that in a period marked by general rises in costs, radio has continued to provide more audience per advertising dollar than any other medium. Not all the mathematicians the ANA could hire would be able to disprove that fact.

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Paging An ANA Einstein

IN ITS NEW proposal for reduction of radio rates, the Assn. of National Advertisers has made an error that would flunk a freshman student of economics. The ANA has assumed that the value of the dollar has remained constant during recent years.

The figure was ascertained by the ANA in its formula to figure the amount of rate reductions has been the growth of television and its attendant drain on the radio audience. The ANA disregarded the even more obvious fact that while radio was losing audience to television, the whole economy was losing a bout to inflation.

Since 1944, according to figures compiled by CBS, the U. S. wholesale price level for all commod- ities has risen 71%. In the same period the cost-per-thousand for eight leading magazines has gone up 57%. But for CBS radio, the cost-per-thousand nighttime listeners (with adjustments made for losses to TV) has risen only 17%.

In terms of constant dollar values, radio today is cheaper than it was in 1944. A forecast of comparative media costs as of next October has been made by NBC, as reported in this issue. NBC figures that at that time the average network radio evening sponsor will be paying $2.27-per-thousand delivered listeners. Life’s cost-per-thousand will be 62% higher, Saturday Evening Post’s 23% higher, This Week’s 85% higher, and half-hour evening-
SECURITY SESSION

By JOHN OSBON

WILL RADIO silence blanket U. S. military broadcasting during war? Is there a need for the "nervous system" of communication to be prepared to cope with an emergency? To what extent will FCC and military plans assure the maintenance of communications as the "nervous system" of civil defense?

These are two of the questions for which broadcast licensees seek concrete answers as they gather today (Monday) in Washington for the FCC's all-day "Security" session [Broadcasting • Telecasting, March 19].

Upwards of 400 licensees—or their representatives from legal and broadcast engineering firms—are expected to attend the "restricted" session, called by the Commission for the purpose of outlining proposed operating regulations for radio and television broadcasting during full-scale war.

FCC continued to shroud the meeting in the utmost secrecy—it said not even a key FCC member would deliver advance copies of their prepared remarks. However, a FCC sources, has said the briefing would be restricted to the industry and "U. S. press" as well as government representatives who will sit as observers.

FCC authorities have informed industry members that they may bypass the meeting and attend, instead, an "informal engineering conference" to be held during the NAB Chicago convention next month (see separate story).

Summons Not Mandatory

Broadcasters reportedly had delayed the Commission with queries wanting to know whether the summons for today's session was mandatory. Informally, authorities indicated that it was not. However, they expected between 400 and 800 industry representatives to attend.

Full details had not been set late Thursday, but it was believed that key FCC members would deliver talk at the meeting, slated to be held at 10 a.m. at the Senate Commerce, Science and Labor Committee's hearing rooms.

It was learned last week that representatives of the Civil Defense Administration, the Dept. of Defense, NAB and the Senate and House Interstate & Foreign Commerce committees were invited to attend as observers. In the case of the latter, the high powered Washington specialists are expected to represent them.

News Restrictions

Commission authorities emphasized that no comment present would be honor-bound not to disclose vital security information (operating details) which may prove of value to the enemy. Only members of the U. S. press corps will be permitted to attend.

Broadcasters who do not attend were invited to participate in the Chicago sessions, which also would embrace non-NAB members. The engineering conference has been set for 9:30 a.m. April 16. The Commission's second notification will be made this week.

The meeting today may throw further light on the avowed intentions of the Defense Dept. to seek control of radio and television broadcasting and other "electromagnetic radiations" capable of serving as "homing" devices. It also may help to resolve the apparent conflict between views held by civil defense officials and Air Force authorities.

The Defense Dept. still has filed no comments on its own legislation, now before the Senate Commerce Committee, which would empower the President to control, not only radio-TV stations but also devices which throw off radiations to the extent of serving as navigational aids.

Congressional Action

The Commerce Committee, headed by Sen. Ed C. Johnson (D-Col.), proposes to amend Sec. 606 (c) of the Communications Act, which already gives the President authority over stations, to include devices which radiate in excess of say, five or ten miles. It was understood last week, however, that the military reaction to this plan may be forthcoming shortly, thus paving the way for committee action on the proposal.

There was some speculation in Washington last week that President Truman may issue an executive order designed to supplement IIII action on the radiations control measure.

Some authorities expressed belief that the Chief Executive may take such action as an interim measure to insure the invocation of authority vested in him under provisions of Sec. 606 (c) of the Communications Act. While he already has declared a national emergency as provided in that section, a further order would be

Industry Set to Hear Operational Plans

Kefauver-FCC Differ

THREE-Ply development involving investigating Committee broke upon

● Crime Committee Chairman Estes Kefauver (D-Tenn.) and the FCC and the Senate Crime In the Washington scene last week. Estes Kefauver (D-Tenn.) said he would send a letter from Kefauver to FCC to grant consent to position and saying:

"He [Mr. Renick] ignores what our Interim report said: That McBride is the real head of Continental Press, the racing wire, and that he has connections never mentioned in Renick's report."

I am going to write a letter to Wayne Coy. We will send a complete report on McBride and the wire and have the FCC examine it before it takes any action. Continental Press itself in effect gained a clean bill of health as far as FCC is presently concerned. The initial decision had noted that the second interim report of the Senate group was issued after the closing of the record in the WME case. The second interim report of the Senate committee, issued in late February as Senate Report No. 141, had declared, in part: From the preponderance of evidence before the committee a conclusion was warranted that the Continental Press Service is controlled not by Edward McBride or Thomas Kelly but by the smugglers who constitute the Capone syndicate."

It was learned that the Senate committee has tentatively scheduled government department heads to testify before it this week on legislative recommendations. Among the department chiefs list ed is Chairman Coy. Because of wide television coverage of the sessions (see story, page 41), there is the possibility that FCC's appearance will be seen and heard by a vast TV and radio audience.

BATES HALSEY (standing), O. L. Taylor Co., New York, and Tom Lynch, Young & Rubicom, New York, review Swanson Cake Mix (Devils Food Mix and Instant Cake Mix) merchandising reports from some of the 16 Lone Star Chain stores while watching the Golden Gate Quartet transmitted program for General Foods.

BROADCASTING • Telecasting

March 26, 1951 • Page 2f
Radio, TV Spot Campaigns Increased

MARGARINE manufacturers plan to "spread it on thick" in radio and television promotion campaigns. Lever Brothers' Jele Good Luck Margarine will launch a spot and announcement radio campaign in about 80 markets with 42-week contracts. Starting dates varied from Feb. 19 to March 26. BBDO, New York, is the agency.

Mrs. Filbert's Margarine, through Sullivan, Stauffer, Colwell & Bayles, New York, is currently running a campaign to be expanded to additional cities. In New York state, and is considering a TV campaign.

Best Foods' Nucoa Oleomargarine, through J. Walter Thompson, Chicago, is planning campaigns for Allsweet in such states as approve sale of colored margarine. Several companies are being considered for a similar plan.

Swift is closely following national and state legislation. The firm just finished an all-Minnesota radio spot campaign Feb. 24 after the legislature's ok'd sale of colored margarine.

Allsweet gets one-third of the budget on the 10:10-11 p.m. portion of the "Walt Disney Show," to be shown on NBC-TV Saturday. TV afternoon participations are used on shows in Baltimore and Washington.

AM participations are used in the Marjorie Mills regional show on the New England Network from WBZ Boston. Six stations in all are used. Also used are AM participations on Housewives' Protections week for ABC, and AM TV participations on four daytime shows in Los Angeles.

Allsweet regional and local cut-ins are used in the Southwest on ABC's McNellis Breakfast Club via ABC. This campaign began a fortnight ago.

Swift has indicated that it will continue to push Allsweet with spot, both AM and TV, and that it will expand schedules throughout the year, following legislative approval of the sale of colored margarine in various states.

Cleverbloom Planning

Radio and TV are being considered in media plans being made now by Cleverbloom Margarine, a product of Armour & Co., Chicago. Handled by Foote, Cone & Belding, the product is advertised on "Kid TV" in 12-15 AM markets in the Southwest.

Parkway Margarine, made by Kraft Foods, Chicago, will continue to have major commercials on "The Great Gildersleeve," "The Falcon" and "Kraft Television Theatre."

The multiple products of Kraft are used, so that Parkway will have tags on these shows when it does not have the main commercials. It is now being featured for several weeks on "The Great Gildersleeve."

In addition, the product helps to sponsor the "Ruggles Show" on an AM regional network on the West Coast. These are the only plans for the moment. The company officials are unable to disclose any additional plans.

BERLE SIGNS

30-Yr., $1 Million Pact

NBC last week signed a 30-year contract with Milton Berle, a virtual lifetime pact for the actor-comedian, for exclusive use of his talents and services in radio and television.

Although the network did not disclose the actual amount of the contract—said to be the largest in TV—it is understood to approximate $50,000 a year.

The agreement calls for Mr. Berle's services in acting, producing, writing, and directing shows. He will also make his regular appearances on his own TV show, sponsored by the Texas Co. (Tues. 8-9 p.m.) and his guest appearances on other programs.

Mr. Berle was represented in the contract negotiations by his attorney, Irwin H. Rosenberg, and Wallace S. Jordan and Nat Lefkowitz, both executives of the William Morris Agency.

KHF Wichita, Kan., celebrating 28 years of service, presented orchids—figuratively and literally—to local 10-year advertisers. Figuratively, in an ad saluting local and noted advertisers of 10 years standing. Literally, an orchid was delivered to each of the local accounts. Paul Wilson, KHF account executive, pins orchid on Judy Dobson, also an account executive, just prior to making the deliveries.

Daylight Time

MEASURE (S 1176) to provide year-round daylight saving time during the war emergency was introduced in the Senate last Wednesday by Sen. Ed C. Johnson (D-Col.). It was referred to the Senate Interstate & Foreign Commerce Committee where it is chairman.

ABC Denies Rate Cutting Lure

A PERIOD of watchful—and wary —watching followed last week upon the heels of ABC's ambitious bid for NBC's afternoon serial lineup ("Shirley Temple"— Telecating, March 17).

Charges of rate-cutting and fears of a price war which would seriously damage NBC's radio rates levies, ABC officials flatly insisted that no alteration in ABC's basic rate structure is involved. Nor did they think acceptance of the offer would lead to a price war.

The offer was for a 45% discount on one-fourth the full-time one-time rate, plus a $1,000 weekly contribution by ABC toward program expenses, if the advertisers involved—currently sponsoring 12 quarter-hour and one-half-hour five-a-week afternoon shows on NBC—would move these shows to ABC, also in afternoon hours.

Features Explained

Ernest Lee Jahncke Jr., ABC vice president in charge of radio, said the only feature of the offer which is not on ABC's rate card is the program contribution—and that program contributions are and have been "a common practice" among networks for some time.

ABC advertisers have been approached with similar offers from time to time, he said. Referring to the 45% discount on one-fourth of the full-time rate, he said 45% is and has been ABC's standard on the type of contract being sought in this case, based on dollar volume, 52-week commitments, etc. Whereas the usual rate for a quarter-hour show is 40% of the one-hour rate, he continued, it is standard practice among networks to make it one-fourth of the hourly rate (for quarter-hour programs) if the sponsor carries an hour of programs, whether they are contiguous or non-contiguous.

He objected to any linking of the ABC offer with the Assn. of National Advertisers' latest move against evening radio rates in TV markets. ABC, he said, is the ally of all radio in opposing any move to cut rates.

The advertisers approached by ABC, and the number of programs sponsored by each on NBC in afternoon hours, are Froster & Gamble, now sponsoring five afternoon quarter-hours; General Foods Corp., sponsoring two; General Mills, sponsoring a daily half-hour; Sterling Drug, sponsoring three quarter-hour strips, and Whitehall Presbyterian, sponsoring two.

The offer, it was reported, is available only on a block basis and only if accepted by most (if not all) of these accounts.

Page 22 • March 26, 1951
By J. FRANK BEATTY

THE highest-level experts on radio-TV station operation during the wartime emergency will take part in the NAB convention April 15-19.

Heading the all-star cast being assembled for the Chicago meeting will be Gen. Omar Bradley, chairman of the Joint Chiefs of Staff, and Wayne Coy, FCC Chairman.

Supporting them will be key officials from the production agencies, high FCC executives and spokesmen for specialized military and civil defense units.

The four-day meeting, with its pre-convention industrywide FCC mobilization rally (BROADCASTING Telecasting, March 19) adds up to what has been described as the most practical convention program in radio-TV history.

In the course of the Monday-Thursday radio-video meetings the agenda will cover all the phases of station-network operation during the emergency. The program is designed to give radio-TV executives a rapid lesson in how to operate efficiently and profitably during the mobilization period.

Tentative plans for the Tuesday-Wednesday Broadcast Engineering Conference were nearing completion last week (see story this page).

Also in the final stages were arrangements for the FCC session. The Broadcast Advertising Board clinched Tuesday morning and a series of specialized panels covering station operation.

Committee Heads

The board convention committee is headed by Eugene S. Thomas, WNYC, New York; Robert K. Richards, public affairs director, is in charge of overall convention programming. Neal McNaughten, engineering director, is in charge of the technical sessions. William B. Ryan, BAB director, is programming the BAB session. C. E. Arney Jr., NAB secretary-treasurer, is directing the convention arrangements.

Announcement that Gen. Bradley and Chairman Coy will take part in the convention added prestige to a program already packed with leading specialists in broadcast and associated operations. Gen. Bradley will speak at the April 17 (Tuesday) luncheon.

As now planned the Tuesday luncheon will be programmed with two features. First, excerpts from three 15-minute World War II Democracy contestants will be performed, to be followed by an on-the-platform appearance by the fourth national winner. Gen. Bradley was one of the judges who picked the four national winners.

After this feature, Gen. Bradley will deliver an address on the European situation. This speech will be taped for delayed broadcast.

Then the luncheon will go off-the-record for an intimate resume of the Korean war situation. Finally, Gen. Bradley will answer questions from the floor on any phase of the military or defense broadcast situation. This, too, will be off-the-record.

Chairman Coy will address the Wednesday luncheon, giving his annual talk to the industry. The critical defense situation, announcement of proposed TV allocation and the emergency station operating program add importance to his address.

As it now stands, the convention is a four-way operation. First there will be the pre-convention mobilization rally. It will be held Monday morning, April 15, in the Sixth Street Theatre, an annex of the Stevens Hotel. FCC last week mailed invitations to all broadcast and TV stations to attend the rally, which is open to all broadcasters and telecasters.

Second, the formal convention will open at 2 p.m. Monday, in the Stevens, with Mr. Thomas presiding. Judge Miller will deliver his annual address to the membership. If a new NAB president has been named, he will be introduced by Judge Miller. Another speaker is to be named for the afternoon session.

Engineering Sessions Set

Formal programming of the Engineering Conference, third convention feature, starts Tuesday morning and runs through Wednesday afternoon.

Engineering delegates are eligible to attend the Monday morning and afternoon meetings.

Full-day sessions are planned Tuesday and Wednesday for management delegates. The annual association banquet will be held Wednesday evening.

Fourth, an all-day television meeting will be held Thursday. The day will close with a TV business meeting, first ever held by the video segment of the association.

Pre-convention events will include a meeting of the NABTV board Saturday, the 14th, and a BAB board meeting Sunday. Other satellite events will be held.

Spotted on press releases for the annual exposition of broadcast-TV equipment and services, under direction of Arthur C. Stringer, retained by NAB to direct the show. The Chicago convention will be shown in the basement Exposition Hall, with light equipment and services on the fifth floor.

The Monday morning mobilization session will feature George Plummer, FCC chief engineer; Mr. McNaughten; two or three NAB board members familiar with technical and manpower problems; Clem Randau, executive director of the Office of Civil Defense, and representatives of the military.

The program will be broken into three parts: manpower, Program and Information Policies, and FCC-Military Roundtable.

This rally will be a sequel to the (Continued on page 85)
NEW FCC BILLS

A FAR MORE sweeping reorganization plan than would give the FCC Chairman greater powers than even contemplated in the Truman plan of 1950 is contained in legislation submitted in both branches of Congress.

The legislation (S 1139 and companion HR 3307) apparently would concentrate in the Chairman additional authority in both administrative and regulatory functions and appear to go beyond Mr. Truman's reorganization plan that was rejected by a Senate 50-23 vote in the 81st Congress [BROADCASTING • TELECASTING, May 22, 1950].

This broad-based measure would:

- Transfer the executive and administrative functions of the FCC to the Chairman. They include such "internal management" as budgeting, accounting, appointment and assignment of personnel, supply management and administration of the operations of the Commission.
- By default, place in the Chairman's jurisdiction the appointment and assignment of personnel, including the Commissioners. The Truman plan had specifically exempted these personnel. The new bills do not.
- Allow the President to remove from office any member of the Commission for "inefficiency, neglect of duty, or malfeasance in office" on the ground that the Commission is "inoperative.
- Stipulate that at the expiration of a Commissioner's term, he could continue to serve until his successor is appointed and "qualified," another provision not included in last year's White House request.

Both bills, which would amend the Communications Act of 1934, were referred to the Senate and House Expenditures committees.

Sen. John L. McClellan (D-Ark.) and 12 other Senators appointed the bill in the upper chamber; Rep. Clare Hoffman (R-Mich.) in the House. There are some pointed ramifications involved in the processing of the bills, however, that make speedy passage or even serious consideration by Congress questionable:

(1) The measures are subject to normal, lengthy, Capitol Hill procedure with approval needed from both Senate and House. Last year's Truman plan was only one of 21 sent to Congress under the Reorganization Act of 1949 which provided that the recommendation would become effective in 60 days unless disapproved by one or both houses of Congress.

(2) FCC is not the only regulatory agency involved in the bills which were drawn up along the lines of a new recommendation by the Commission on Organisation of the Executive Branch of the Government (the Hoover Commission). Other agencies included are Interstate Commerce Commission, Federal Power Commission, Securities and Exchange Commission, Civil Aeronautics Board, National Labor Relations Board and boards of governors of the Federal Reserve System.

The inclusions of more than one regulatory agency points to need for detailed committee staff studies. A spokesman for the Senate Expenditures Committee, of which McClellan is chairman, said no hearings had been scheduled and there was doubt of any being scheduled at least until after April.

Johnson Attitude

There is also the attitude of Senate Interstate & Foreign Commerce Committee Chairman Ed C. Johnson (D-Col.). Last year, the Senator introduced a resolution opposing the President's FCC reorganization plan.

Sen. Johnson has expressed concern with the breadth and apparent concentration of powers which the plan would have vested in the Chairman, as compared with those of other Commissions.

A firm believer that the FCC is a creation of Congress, Sen. Johnson had opined that the reorganization plan would have usurped Congressional authority by placing the regulatory agency more fully under the direction of the executive branch.

NAB and other radio spokesmen had waged a concerted campaign with eventual defeat of the measure.

Increase Chairman's Power

THE PLAN of the special test survey committee for clarifying the radio-TV research problems [BROADCASTING • TELECASTING, March 5] was laid before an estimated 150 advertising representatives last week by

At a luncheon sponsored Monday by the radio-television discussion group of the American Marketing Assn., New York chapter, seven of the eight committee members outlined their findings and proposals during a panel session presided over by Edgar Kobak, business consultant and board chairman of BAB.

Dr. Kenneth Barker, NAB research director and chairman of the special committee, characterized the report as a substantial contribution which in itself should make timebuyers much more sophisticated purchasers of services.

He also expressed hope that private studies which already have been made to show differences between the various research services, and other useful material on the problem, may be brought out into the open as a contribution to understanding and clarifying the overall problem.

The session consisted of a review and explanation of the original report, with the various committee members participating on a question-answer basis. These included:

- Dr. Baker; Lewis H. Avery, Avery-Knode; Hugh M. Biville, NBC plans

The plan will be made on the basis of information to be sought from the various services with respect to test samples, sampling techniques, methods, etc., with a project supervisor in charge. For the comparison of available data, Mr. Deckinger noted, the committee is looking into the possibility of the project going into six cities where all services are in operation.

Mr. Chappell noted that it probably would be necessary to set up an experimental operation to resolve many differences which probably cannot be eliminated otherwise.

Mr. Baker said costs of the overall project could not be accurately estimated now, but pointed out that $140,000 seemed likely to cover most of it. Parts, he said, can be done for much less. The special basic comparison, he estimated, would cost $70,000 to $100,000. He added that he had had "only one nibble" for the post of project manager.

NAB is expected to be asked to initiate the financing.

Robert Hutton, Edward Petry & Co., chairman of the AMA radio-television discussion group, presided over the opening and closing phases of the meeting.
MILITARY PRODUCTION IMPACT

By PETE DICKERSON

CONVERGING on New York for the 40th annual convention of the Institute of Radio Engineers, visiting engineers from the U. S. and abroad last week heard Robert C. Sprague, president and board chairman of RTMA, estimate that military electronics production would reach a peak rate of $6.5 billion in the fall of 1962 and then decline to an annual rate of about $1.5 billion.

"In this connection," he said, "it should be borne in mind that military production dollars have about half the impact on our industry as civilian production dollars. This is for a variety of reasons, but particularly because a considerable portion of special and elaborate mechanical gear is obtained from manufacturers not generally considered a part of our industry."

Civilian Orders

Barring an all-out war, industry will be able to "maintain a substantial amount of civilian production, even at the peak of the military output" despite the military load, he said.

"Apparently only the shortages of certain critical materials will prevent manufacturers from turning out as many radio and television sets as their plant facilities and military orders will permit," Mr. Sprague said.

"It is, therefore, highly important that government officials maintain their planning for the healthy continuation of our civilian economy, for we do not know when all of the present manpower and production facilities in our industry may be needed for the nation's defense."

Mr. Sprague also took occasion to defend the engineers' position in the controversy over the民ary's own contract negotiations. The report to FCC Comr. Robert F. Jones for his supplemental opinion in the FCC color TV case, which "questioned ... the 'good faith, truth and veracity' of prominent industry engineers," Mr. Sprague denied categorically "the charges which have been hurled at our industry. ... I think that any unbiased person would concede that (they) are honest and fair in their ultimate judgments."

Reviewing television history, and pointing out that "the center of the color television controversy for the past 10 years," the RTMA head offered the profession a credo: Difference of opinion among engineers can and should honestly exist. Union of engineering judgment is not necessarily desirable. Engineering opinion resulting from the passing of time and the gaining of experience are healthy, and normally to be expected. It is improper and futile to ask engineers to reach final and valid conclusions at too early a stage in the development of new systems of equipment.

Mr. Sprague spoke at the annual IRE banquet Wednesday night, during the four-day concile which attracted more than 15,000 engineers, managers and other technical personnel from the U. S. and 20 foreign countries. During the course of the meetings, held Monday through Thursday at the Waldorf-Astoria and Belmont Plaza hotels and Grand Central Palace, some 210 technical papers were delivered at 43 sessions.

Other Highlights

Other developments during the four-day meeting:

- The concept of the Empire State Bldg. television and FM antenna, expected to be completed this spring, was unveiled Monday by a distinguished industry-FCC group led by Bril, Gen. David Sarnoff, RCA board chairman; FCC Comrs. Frieda Henneman, George E. Sterling, and E. M. Webster; Edward J. Noble, AT&T board chairman; Mark Woods, ABC board vice chairman; Comdr. Mortimer W. Loewi, director of the DuMont Television Network; Lt. Gen. Hugh Drum, Empire State Bldg. president; Robert Forman, NBC's vice president for engineering; and Phillip B. Stephenson, business manager of the New York Daily News, which owns WPIX (TV) New York; I. S. Coggeshall, new IRE president; Raymond F. Guy, retiring president of IRE, and NBC radio and allocations engineering manager, and others prominent in the industry.

Gen. Sarnoff said he knew of no achievement in television transmission comparable to the Empire State antenna. "It is truly a miracle," he said.

- Design, construction and installation problems of the antenna were discussed by a panel of 10 engineers active in the project or "experiment," as it was frequently referred to.

-Empire Story

Speakers describing the "Empire State story" included: O. B. Hanson, Mr. Guy, and Lester Looney of NBC; F. G. Kear, one of the owners of the building; W. F. Lamb of Shrievve, Laund & Co.; Wallis of RCA and advisers on the antenna; Herman H. Kibbey of RCA; T. E. Howard of General Electric; a group of Canadians on network; and Frank Marx of ABC.

A new General Electric UHF television transmitter, described as "the world's most powerful," with an effective radiated power of 100 kw, was unveiled Tuesday. Incorporating a new type of UHF-velocity modulation 5-kw tube, designated the GL-6019, it was designed by Varian of San Carlos, Calif., and "a radically new type of antenna, which magnifies by 20 times the effective radiated power, the transmitter is now undergoing tests in Syracuse, N. Y., it was announced.

-RURAL RADIO

Commercials Favored

MORE than 38% of rural radio listeners throughout the United States favor "commercials". Of those surveyed 38% are indifferent, and only 24% actively dislike them, according to a survey by Radio Reports Inc. and Rural Research Institute Inc., New York, released last week.

The average rural radio listener owns two radios, prefers Arthur Godfrey to a considerable margin, chooses new programs over all other types and listens an average of four and three-quarter hours a day, the survey shows.

Published in a booklet Rural Radio Listening, these findings are based on a telephone survey of 28 states which reached 3,679 residents.

Other findings included 23.6% radio ownership per family, with 49% owning car radios; variation in listening time ranging from 3 hours and 59 minutes in Middle Atlantic states to 6 hours and 9 minutes in the Mountain states. Women dominated, listened an average of 3 hours and 36 minutes per day for men.

IRE Hears Sprague

H. M. CROSBY, General Electric engineer, adjusts a new UHF velocity-modulated tube around which GE has built a 3 kw UHF television transmitter at Electronics Park, Syracuse. Transmitter will operate in the 500 mc only band, it was announced at the development at the IRE meeting.

L-W SUIT

AFRA Action Denied

SUIT by Lang-Worth Feature Programs, brought in New York State Supreme Court to enjoin American Federation of Radio Artists' strike activities, was denied last Wednesday by Judge Isidor Wasservogel. AFRA's counterclaim to have the court order Lang-Worth to sign the 1951 transcription code also was denied, without costs to either party.

Union strike activities began Feb. 13. (Broadcasting, Feb. 19, March 5, 12) following the transcription firm's refusal to sign the code. AFRA alleged that the company had gone back on its word to sign when settlement was announced last December.

Lang-Worth charged that provisions of the code had been changed between the time of settlement and final printing of the contract.

In denying Lang-Worth's action, the court found AFRA strike activities to be legal; the code to be a "hired strike" and the strike objective to be lawful. In denying the union counterclaim, the court found that no employer-employee relationship between AFRA and Lang-Worth existed. While AFRA was free to continue its strike, Lang-Worth was free to continue to refuse acceptance of the code, the court said.

Lang-Worth was expected to appeal to the appellate division of the New York State Supreme Court.
**Creation of a "super" intra-agency electronics board to coordinate all production in the nation's mobilization program — including responsibility for speeding military contracts to radio-TV manufacturers — highlighted activity on government and industry fronts last week.**

Further reassurance that the vast, sprawling electronic-communications industry commands "top priority" in the defense effort was seen in these key developments:

- Formation of an Electronics Production Board at the policy level, with authority to determine both military and civilian requirements under the chairmanship of a top industry figure.
- Disclosure of plans designed to give electronics a heavy share of critical materials when allocations are placed under rigid restriction around July 1. The plans will encompass steel, copper and aluminum.

**Conservation Planning**

At the same time industry engineers, meeting at the request of Dr. W. R. G. Baker, director of the Engineering Dept., Radio-Television Mfrs. Assn., approved a plan to study utilization of materials in various product lines, with emphasis not only on conservation but also on redesigning methods and techniques for receivers and component parts. Bureaus will be set up within present RTMA Engineering Dept. sections to explore these problems.

The "super" agency structure was announced Wednesday by Gen. William H. Harrison, who heads up the Defense Production Administration, policy-making materials agency. While Gen. Harrison had not yet appointed a chairman to preside over the board, it was understood that the selection would center on a close assistant of the DPA administrator — one grounded in industry problems. The chairman would report directly to Gen. Harrison.

It was believed that Walter W. Watts, vice president in charge of the Engineering Products Div., RCA Victor Div., would be the logical choice for the post. Mr. Watts, now on leave of absence from RCA Victor, currently is serving as special assistant to Gen. Harrison, working on electronic and procurement phases of mobilization with established government agencies.

Gen. Harrison's decision to name a top-strata electronics group is attributable, in some quarters, to a request by Defense Mobilizer Charles E. Wilson, some weeks ago, that he be taken on. Mr. Wilson posed the suggestion at an electronics meeting of government and industry representatives.

In announcing the long-range conservation program at the Hotel Commodore in New York, Dr. Baker noted that the action had been approved by the board of directors and given impetus by President Robert C. Sprague in an appeal to the industry [Broadcasting Telecasting, March 6].

The quality of radio and TV receivers, and components are not deteriorating because of conservation and, in fact, may result in improvements in efficiency and performance, he stressed.

In the responsibility of the RTMA Engineering Dept., Dr. Baker declared, "to undertake the problem of material utilization, not only through substitute materials but also from the viewpoint of mechanical design, circuit design and standardization, both mechanical and electrical."

**Proposed Measures**

Dr. Baker suggested two approaches to material problems: (1) "Better and more efficient utilization" of critical materials, and (2) substitution of materials in the non-critical category to avoid possibility of shortages later. He continued:

"Regardless of the material classification — critical or non-critical — the industry must standardize on types, sizes, shapes, values, etc. An immediate acceleration of our normal programs of standardization, well planned and executed, may, in itself, result in appreciable conservation of materials," Dr. Baker said.


Activities of the several bureaus will be coordinated by an Advisory Council consisting of David B. Smith, vice director of the Engineering Dept.; Ralph R. Batcher, chief engineer of the Engineering Dept., and Dorman D. Israel, chairman of an Executive Standards Committee. Mr. Clement will be chairman of the Advisory Council.

Sitting in on the new electronics board will be (1) a chairman, not different than that of DPA Administrator Harrison; (2) the

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**CBS Gross Billings**

<table>
<thead>
<tr>
<th>Type of Product</th>
<th>1950</th>
<th>1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network Gross</td>
<td>$70,746,000</td>
<td>$71,500,000</td>
</tr>
<tr>
<td>Local Gross</td>
<td>$13,544,000</td>
<td>$14,600,000</td>
</tr>
</tbody>
</table>

GROSS BILLINGS on the CBS radio network gained 15% in 1950 to reach a total of $70,746,000, the company said last week in its annual report to stockholders.

CBS television network gross billings were reported at $13 million — a 271% increase over 1949.

The reported increased consolidated income of CBS and its domestic subsidiaries increased almost $2 million, reaching a total of $9,555,269, or 31% above the net income before taxes, which was $7,634,079.

Gross income after deductions for discounts, commissions and returns was placed at $89,978,447 for 1950, as against $74,580,570 for the preceding year.

Total assets were shown as $333,835,265 at the end of 1950, including $243,482,904 in tangible assets, $3,438,622 attributed to talent contracts, etc. (less amortization). The comparable figures at the end of 1949 were $49,703,965 total assets, and $3,438,622 attributed to talent contracts, etc. (less amortization).

In a summary statement, Board Chairman William S. Paley and President Robert C. Sprague said that in 1950 "once again the people turned to radio and television" as their swiftest and best source of information — about the things that matter to the most.

"Advertisers, appraising radio's continued influence and Columbia's audience - leadership, invested a greater sum in CBS-Radio in 1950 than ever before in any network," they continued.

CBS radio gross billings were 15% over the second network in 1950, the stockholders were told.

In television, the report said, advertising dollars during 1950 were spent more than ever before in the entire history of the medium.
plans 2,000 tv outlets
(continued from page 19)

metroplitan area and rural) to one. Reduction of
groups of service from presently proposed
three (A, B and C) to two, (A and B). Minimum and
maximum powers to depend upon
population of principal city and
interference factors.
- Minimum effective radiated
power of 50 kw for station serving
city with 1 million or more
people, 10 kw for city of 250,000 to
1 million population, 2 kw for city
50,000-250,000, 1 kw for cities
under 50,000.
- Maximum power on Channels
2 to 6 would be 100 kw; Channels 7 to
83, 200 kw.
- Minimum co-channel station
separations of 180 miles for VHF,
105 miles for UHF; minimum sep-
rations between transmitters of
co-channel stations would be 170
miles for VHF and 155 miles UHF
(previous proposal), co-channel
separation was 220 miles UHF, 200
miles UHF; present VHF separa-
tion is 150 miles).
- Reduction of previously
proposed adjacent channel separa-
tions of 110 miles in VHF and
100 miles in UHF to 70 and 65 miles
respectively.
- All stations to employ offset
carrier type of operation, with
VHF stations to be offset from each
other by plus or minus 10 kc (1
kc tolerance), but specific UHF
values to be set later.
- Limitations on UHF assign-
ments and station spacing because
of oscillator radiation, intermodu-
lation, image interference and
interchannel interference (IF).
- Directional antennas may be
employed to improve service but
may not be used to reduce mini-
num station separations.
- Prediction of service areas
and interference to be based on
lower atmosphere propagation only.
- No protection to be provided
from long distance skywave
interference (sporadic E and F2 lay-
ers), which may occur particularly
in VHF Channels 2 to 6.

Cooperation Asked
Cutting paperwork and pro-
cedure to the bone and demanding
full cooperation from the In-
dustry, FCC indicated it would
move as swiftly as possible toward
full lifting of the freeze and final-
izing it in a new allocation proposal.

Virtually sweeping its house
clean of earlier engineering
and allocation proposals, FCC in issuing
the new report rendered "impossible
the more than 500 industry
collections and petitions already on file.

Interested parties may here-
after participate in the proceedings
initiated by this notice only by com-
plying with the procedures set
forth herein," the report empha-
sized. This means the filing of ap-
propriate new comments and peti-
tions by everyone who wishes to
take part, whether they have been
parties heretofore or not.

The report, finally approved by
the Commission late Wednesday
afternoon, was rushed through
necessary revision and duplication
by the staff working overtime
Wednesday night.

A "separate view" respecting the
educational reservation was
approved by Comr. Frieda B. Hen-
nock, out-spoken crusader for a
25% allocation to education. She
contended FCC's proposal "by failing
to give the schools a suffi-
cient share of the remaining tele-
vision channels, will adversely
affect the course of education in
the United States for generations to
come."

"We ought not, while conceding
the principle of educational tele-
vision, kill it in practice," Comr. Hen-
nock charged.

Chairman Wayne Coy, in "ad-
ditional views" beyond the majority
report, supported the educational
reservation but indicated concern
over the "startling lack of data as to
the "willingness and readiness of
educational institutions ... to join television as an educational tool."

He also felt it important for
FCC to "emphasize that the reserva-
tion of channels for educational
stations in no way relieves the
licensee of commercial television
stations of any responsibility to
render a well rounded program
service, including a reasonable pro-
portion of time devoted to programs
that meet the educational needs of
the community."

Webster's Views
Comr. E. M. Webster, in a partial
dissent, did not agree sufficient
showing had been made to warrant
the educational reservation at all.
He would agree to a specific com-
mission reservation, however, upon
proof of sufficient need.

Similarly, Comr. George E.
Sterling in a partial dissent felt
no need for a VHF educational
reservation and pointed out edu-
cational institutions can compete
on equal terms with commercial
applicants for any and all channels,
including VHF.

Comr. Robert F. Jones, in a brief
partial dissent, objected to FCC's
proposed procedure whereby
one year after notice of the
allocation was given on any amendment to the allocation
table once it's made final.

Comr. Paul A. Walker did not
participate in the final vote since
he is a Puerto Rico resident
over a revocation hearing involving
WRIA Caguas.

In explaining procedure to
be followed in its proposed partial
lifting of the freeze, the
Commission issued the following
FCC stated that on the basis of
evidence it had obtained through
the reallocation hearings, and at the
expiration of the deadline for
filing of replies to comments (May
3) unless postponed by further or-
der, it is proposed to take the fol-
lowing actions:

(a) The Commission will determine
whether the freeze, or a part of it,
which would prevent the lifting of
the freeze, would be necessary in
the areas of planning for channel
assignments in Alaska, Hawaiian
islands, Puerto Rico and the Phil-
ippines. These territories are sufficiently
remote from the continental
United States so as not to be involved
in the separations problems of contin-
tual United States and present no
assignment problems with any neigh-
oring countries. Separations that have
been maintained within the Territories
will not be disturbed by the
Commission's proposals.

(b) According to the order of
priority with respect to these separa-
tions, the Commission proposes to
lift the freeze with respect to the above
Territories without further determin-
ation on all the assignments proposed
for the time being (i.e. the city-by-city table).

(c) The Commission will determine
whether the freeze can be lifted
with respect to the Commission's pro-
spective assignments as pro-
posed, and to issue orders of
final or provisional allocat-
ions. (Continued on page 68)

All FCC commissioners, except
Paul A. Walker who is in Puerto
Rico at this time, participated in
the March 21 Third Notice of Fur-
ther Proposed Rule Making. Chair-
mman Wayne Coy and Comr. Frieda
B. Hennock wrote additional views,
concerned with the proposed reser-
vations of channels for educational
television broadcasters. Dissents in
part by Comrs. E. M. Webster and
George E. Sterling also dealt with
educational reservations.

Comr. Robert F. Jones dissented in
part to those portions which would
require rule-making proceedings
in order to make changes in the pro-
posed allocations table.

Coy's Additional Views
Chairman Coy expressed the
belief there is a "universal aware-
ness" of the great potentialities
of television in the field of edu-
cation. However, he declared, there
is a "startling lack" of data con-
cerning "willingness and readi-
ness" of educational institutions to
use TV as an educational tool.

Recognizing other needs of high-
er educational institutions, the
Chairman said "it is understandable
that such a decision [to enter
TV] is not easily taken. The con-
stant cost of operations without
any income is perhaps a more dif-
ficult hurdle than the funds re-
quired to build the transmitter and
studios."n

Describing TV frequencies as
constituting "an important and
large part of a great natural re-
source" and maintaining that it
was "essential" that such a re-
source be utilized in the public in-
terest, he pointed out:

"It is certainly not to be regarded
as being in the public interest if te-
levision frequencies, now proposed
to be used by the FCC, are not utilized
within the reasonably near future ... It
is a premise that the greater the
near future is the time required for ed-
ucational institutions to make up their
minds as to whether or not they will
utilize television in their educational
program and in so doing decide to be-
come an operator or a joint operator
of a non-commercial educational tele-
vision station.

The Chairman acknowledged the
time-consuming procedures
that could be needed for such a
decision, but it did not seem
unreasonable to expect boards of
trustees and administrative offic-
ials of educational institutions to
declare their intentions at an early
date, subject to action by state leg-
islatures."

Chairman Coy also stated that if
the FCC's order is made
final, it is "important" for the
Commission to emphasize that the
action "in no way relieves the li-
censees of commercial television
stations of their responsibility to
render a well rounded program
service, including a reasonable
proportion of time devoted to the
programs that meet the educa-
tional needs of the community."

The possibility of educational in-
stitutions deciding to use television
in cooperation with commercial
broadcasters, rather than as oper-
(Continued on page 81)
The new city-by-city table specifically provides for a total of 1,965 VHF and UHF assignments in 1,256 different communities in the U.S. and its territories. Included are 556 UHF and 1,220 commercial stations, plus 82 VHF and 127 UHF noncommercial, educational stations. The 12 VHF channels alone, as presently authorized, would provide for only about 400 stations in 140 markets, FCC noted.

The Commission pointed out the new table does not place "a limit on the absolute number of TV stations." FCC said that "while it indicates maximum channel usage as far as metropolitan areas and the eastern half of the country are concerned, additional UHF assignments are usually possible in less congested regions—particularly in the far West—and no attempt has been made to list those thinly populated places which some day may be interested in a petition to support a local TV station."

FCC's 1949 proposal, even though based on only a partial allocation of the VHF spectrum, provided for some 2,200 assignments in more than 1,400 communities. But FCC considers its new table more "realistic" since it omits many small communities previously listed.

FCC explained its "illustrative" assignments contained in Appendix D for Canada and Mexico are those "which might be granted on the same basis as the overall proposal for all proceedings."

Minimum VHF-UHF Station and Transmitter Separations*

<table>
<thead>
<tr>
<th>Channel No.</th>
<th>Frequency (MHz)</th>
<th>Oscillator Separation</th>
<th>I.F. Best</th>
<th>Co-channel Intermodulation (30)</th>
<th>Image Picture (30)</th>
<th>Image Sound (60)</th>
<th>Co-channel</th>
<th>-45 dB</th>
<th>27</th>
<th>23</th>
</tr>
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<tr>
<td>14</td>
<td>54.0</td>
<td>8.0</td>
<td>22</td>
<td>14-16</td>
<td>29</td>
<td>28</td>
<td>15</td>
<td>65</td>
<td>95</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>56.0</td>
<td>8.0</td>
<td>24</td>
<td>14-19</td>
<td>28</td>
<td>27</td>
<td>15</td>
<td>65</td>
<td>95</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>58.0</td>
<td>8.0</td>
<td>26</td>
<td>14-19</td>
<td>28</td>
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<td>15</td>
<td>65</td>
<td>95</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>60.0</td>
<td>8.0</td>
<td>28</td>
<td>14-19</td>
<td>28</td>
<td>27</td>
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<td>65</td>
<td>95</td>
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<tr>
<td>18</td>
<td>62.0</td>
<td>8.0</td>
<td>30</td>
<td>14-19</td>
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<td>27</td>
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<tr>
<td>19</td>
<td>64.0</td>
<td>8.0</td>
<td>32</td>
<td>14-19</td>
<td>28</td>
<td>27</td>
<td>15</td>
<td>65</td>
<td>95</td>
<td></td>
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* It is recognized that some existing operations do not comply with the minimum channel separations indicated for the allocations and assignments that are set forth above. It has not been possible to remove all of these cases without extensive dislocation. The Commission will study each such operation on a case-to-case basis in the hope that eventually they may all be brought up to the minimum separations.
indicated before April 23, however, said FCC spokesmen expressed concern by such groups as chambers of commerce or city councils.

FCC urged participants to "incorporate as much evidence as is practicable" in the initial comments and exhibits in order to shorten the further proceedings. Following the closing of the record, FCC explained, "the Commission upon consideration of all proposals and evidence in this proceeding will adopt such rules, regulations and standards, as will best serve the public interest." FCC specified no initial decision to the argument although it could do so if it wished.

The Commission, however, may hold oral argument as requested by the Federal Communications Bar Assn. on the latter's contention the allocation rule-making procedure proposed by FCC is "unlawful.

In addition to the present 12 VHF channels (No. 2 through 13, 54-216 mc), FCC proposes to allocate 65 or 70 UHF channels. These would begin at either 470 mc or 560 mc depending upon the decision FCC may make upon the Bell System proposal to allocate the band 470-500 mc to multi-channel broadcast common carrier mobile radio service in lieu of TV broadcasting.

Thus, the 52 UHF channels (No. 14 through 65) are to be specifically assigned to television service from either 470 to 782 mc or 500 to 812 mc. This would leave either 13 or 18 "flexibility" channels (No. 66 through 78 or 88) running from 782 to 812 mc to 860 mc.

Could Transmit Color

All of the channels would be allocated as 6-mc channels. In accord with FCC's monochrome and color standards, it was indicated. FCC spokesmen pointed out any channel could be used to transmit color or in accord with the color standards adopted by the Commission last fall, depending, of course, upon outcome of the litigation pending May 31 (Continued before the U. S. Supreme Court, in which RCA has challenged the color standards (see story page 62).

FCC explained that although some testimony was presented which favored allocation of only a portion of the UHF band at this time pending acquisition of additional data, "festive" data would be given to the proposal to assign television channels in the entire UHF band for immediate use.

"It was urged," FCC said, "that a need existed for commercial television channels; that such an allocation would encourage development in UHF equipment; and that due to problems not previously considered, such as radiation, intermodulation, image interference, etc., more channels were necessary to provide an adequate number of usable channels."

"Some testimony was presented to the effect that the allocation of the lower portion of the UHF band would be preferable," FCC said, "because better coverage and equipment performance could be expected there. On the other hand, there was testimony to the effect that differences would not be appreciable throughout the entire UHF band."

"In any event," the Commission continued, "the effect of such differences on the optimum utilization of the band are likely to be small. Accordingly, the Commission has concluded that allocation of the entire UHF band for television broadcasting on a regular basis would result in the maximum utilization of television channels in the United States."

On the interstate issue, FCC said "it is reasonable to assume that economic problems will be faced by UHF broadcasters in areas where VHF broadcasting exists. Similar problems confronted the VHF broadcasters prior to increased receiver distribution in their respective areas."

"It is reasonable to assume," FCC pointed out, "that if the entire UHF band is allocated for regular television broadcasting, television receivers will be built to receive VHF and UHF signals. If interference were avoided, it would be necessary to limit many areas to one or two VHF stations even though UHF assignments are shown to be available for those areas and additional stations could be supported financially."

"Moreover," FCC continued, "VHF stations are capable of providing a greater coverage than UHF stations. Hence, a more extensive television service is made available where some VHF assignments are made in as many communities as possible than where only VHF assignments are made in some communities and only UHF assignments are made in the other communities."

In setting up its allocation table, FCC endeavored to meet the two-fold objectives set forth in Secs. 1 and 307(b) of the Communications Act, namely, to provide a television service as far as possible to all people of the U. S., and to provide a "fair, efficient and equitable distribution of television broadcasting stations to the several states and communities," FCC proposed to reaffirm its five priority principals. These are:

Priority No. 1-To provide at least one television service to all parts of the United States;

Priority No. 2-To provide each community with at least one television broadcast station;

Priority No. 3-To provide a choice of at least two television services to all parts of the United States;

Priority No. 4-To provide each community with at least two television broadcast stations;

Priority No. 5-Any channels which remain unassigned under the foregoing priorities will be assigned to the various communities depending upon the size of the population of each community, the location of such community, and the number of television stations available to such community from television stations located in other communities.

Amendment Procedure

FCC proposed strict procedures for requesting or making changes in the allocation table. In brief, they are:

1. A channel assigned to a community in the FCC table of TV assignments shall be available, without the necessity of rule making proceedings, to any other community located within 15 miles of the assigned community provided the minimum separations are maintained. Any person desiring to make a change in the table, said table shall not be subject to amendment on petition for "a period of 120 days beginning from the effective date of the Commission's final order amending said Table. Upon expiration of said period or denial of the application of the Commission's final order amending said Table, the B. C. service the figures are 90% of the time and 50% of the locations."

Some amendments may be allowed, FCC indicated.

Field strengths and interference ratios proposed:

I. Required median field strengths in dB, 1 km, 15°.

Grade of Service

Ch. 2-4
Ch. 7-12
Ch. 14-83
Grade 1
A 37 db
67 db
97 db
Grade 2
B 34 db
64 db
94 db
Grade 3
C 31 db
61 db
91 db

II. Permissible co-channel ratios in dB, 15°.

Grades of Ch. 2-13
Ch. 14-83

1. TV Channel

2. Adjacent Channel

3. Second Adjacent Channel

4. Third Adjacent Channel

offset offset offset Offset

A 21 db
34 db
43 db
53 db
63 db

B 18 db
31 db
40 db
50 db
60 db

C 15 db
28 db
37 db
47 db
57 db

The Commission explained it proposed: (Continued on page 90)
Plans 2,000 TV Outlets

(Continued from page 29)

poses "the use of isoservice contours which express service in terms of the ratio between desired and undesired signals in decibels, or the minimum required signal level in decibels below one microvolt per meter." Respectingly its proposed methods for describing service areas and interference, FCC said it is recognized the propagation charts "merely approximate," and noted, "as revised from time to time as more measurements are made" and added "interested persons are encouraged to make as many measurements as possible and submit them to the Commission."

Data Sufficient

FCC said it "is satisfied that on the basis of the data presently available to it the data underlying the propagation charts are sufficient to afford a satisfactory basis for describing field intensities under average conditions, but it is expected that there may be substantial variations in individual areas." It is also realized that propagation to distances of the order of 500 to 1,500 miles via the sporadic E layer and to distances beyond via the F2 layer may occur in certain of the channels," FCC said. However, since such interference may occur at large distances, it is not possible to protect stations against such interference unless operation on such channels is limited to one or at best a few stations.

"In order to provide stations for the various communities," FCC concluded, "the Commission has determined that the overall public interest is better served by not protecting television broadcast stations against this type of interference."

In reducing station classes from those of 1949, FCC proposed the following power limitations:

**MINIMUM POWER**

<table>
<thead>
<tr>
<th>Population of City</th>
<th>Minimum ERP (metropolitan areas) (in db above 1 kw)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,000,000 &amp; above</td>
<td>17 db</td>
</tr>
</tbody>
</table>

**MAXIMUM POWER**

<table>
<thead>
<tr>
<th>Maximum ERP (in db above 1 kw)</th>
<th>Attenuation: 20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>250,000</td>
<td>27 db</td>
</tr>
</tbody>
</table>

FCC explained 17 db above 1 kw at 500 ft. is equivalent to effective radiated power of 50 kw, while 20 db at 500 ft. equals 100 kw power.

"Any station may be authorized on appropriate application to increase its power to the maximum set forth above without the necessity of a hearing, provided that such interference to other stations is concerned," FCC pointed out.

Antenna heights greater than 500 ft. above average terrain are allowed only as a means of improving the quality of service. ERP must be limited to that value which will avoid interference with existing stations. The interference radius of any other station, however, is limited to 500 miles via the sporadic E layer and to distances beyond via the F2 layer may occur in certain of the channels,

Respecting station separations (see table page 28), FCC observed that "on the basis of the evidence in the record, it is clear that considerations of terrain and other propagation factors will materially affect many of the theoretical computations." But, FCC noted, "much of the propagation data—although the best available—upon which the Commission relies is necessarily quite meager."

In view of the problem it cannot get data without stations and cannot allocate stations without data, FCC concluded it must go ahead and make assignments upon the reasonable expectation of the data at hand, but with a safety factor provided.

FCC reduced its adjacent channel separation of time. Minimum当下 adjacent channel interference is "so readily subject to being controlled by adequate design and operation methods by manufacturers of receiving sets." On the problem of oscillator radiation, FCC indicated it would not be necessary to consider this factor in VHF allocation since the Radio and Television Mfrs. Association has recommended a standard ERP of 41/2000 mc to minimize interference. As to the large number of VHF receivers now in use with an IF of 21 mc, FCC said "ers have been added to limit UHF assignments in certain respects because of oscillator radiation, as well as intermodulation, image interference (picture and sound) and IF beat (see table page 28).

Multiple Interference

Regarding the problem of multiple channel interference, FCC said it "appears that interference from more than one station may be accounted for satisfactorily by plugging in the appropriate limited contours on the basis of the most severe limitation in each direction due to any single interfering station. This approximation appears to be sufficiently accurate for the purpose of determining station separations and power limitations."

Regarding offset carrier operation, FCC said it is "substantially favored offset operation and tests have indicated that such operation resulted in an improvement of approximately 17 db over normal operation." Although a question has been raised concerning possible frequency stability of transmitters used in these cases, FCC believes that this problem is not serious and that the frequency stability can be provided which will insure adequate and proper offset carrier operation.

As to directional antennas, FCC said "if future data indicate that the performance of directional transmitting antennas can be more accurately predicted, particularly in areas where reflections occur, their use for interference protection can be given further consideration."

Concerning the educational reservation issue, FCC said in its opinion "the need for noncommercial educational television stations has been amply demonstrated on the record." The report continued:

The Commission further believes that educational institutions of necessary to get prepared for television than do the commercial interests. The only way this can be done is by reserving certain assignments for such use of non-commercial educational stations.

Finally, the period of time during which such reservation should exist is very important. The period during which educational institutions a reasonable opportunity to do the preparatory work that is necessary to get authorization for stations. The period must not be so long that frequencies remain unused for excessively long periods.

The Commission will survey the general situation from time to time in order insuring that these objectives are not lost sight of.

FCC explained the following method was employed in making the educational reservations:

All communities holding three or more assignments (whether VHF or UHF) one channel has been reserved for a non-commercial educational station. Where a community has fewer than three assignments, no reservation has been made except in those cases where the community is a primary educational centers, where reservations have been made even where only one channel has been reserved. As between VHF and UHF, more VHF channels are assigned to a community, a VHF channel has been reserved. Where in those cases, VHF assignments have been take up, in those cases, a UHF channel has been reserved.

It is recognized that in many communities the number of educational institutions exceed the reservation granted. In instances where various institutions concerned must enter into cooperative arrangements so as to make sure that the facilities are available to all on an equitable basis.

Page 30 * March 26, 1951

BROADCASTING * Telecasting
Comr. Hennock said that the FCC faces the same problem which was presented to it in 1935 with respect to reservation of channels for educational use. He stated: "It is to this Commission's credit that it made provision for educational use in the UHF band, subject to review from time to time as to their demand and use, as the `doubt' of the wisdom of reserving VHF channels for non-commercial educational stations except in territories and island possessions where UHF channels are in ample supply."

He pointed to the request of educators for reservation of channels until such time as they can obtain funds to develop such stations and then predicted, "I am forced to conclude that the Commission is again selling education short in its current allocation plan, and I believe that the future will similarly prove it short-sighted in its failure to provide sufficient channels for a nation-wide system of educational broadcasting.

STERLING DISSENT IN PART:

Comr. Sterling concurred in the action of the Commission in favor of non-commercial educational use in the UHF band, subject to review from time to time as to their demand and use, as the `doubt' of the wisdom of reserving VHF channels for non-commercial educational stations except in territories and island possessions where UHF channels are in ample supply.

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Comrs.' Views
(Continued from page 31)

educators on a commercial basis. "If an educational institution desires to compete for a VHF channel in a given city it has to do so and, if successful, could program its station as other educational institutions are doing in aural and television broadcasting," he said.

WEBSTER DISSENT IN PART:
Comr. Webster declared he did not agree, on the basis of the record so far, that the proposal was non-commercial. Educational purposes should be made. He said that reservation was warranted "only if a specific showing is made that there is a reasonable probability that if an educational channel is reserved it will be utilized in the reasonably near future." He pointed out, however, that if sufficient showing is made in hearing (on community-to-community allocations), he would be in favor of reservations in those communities where sufficient showing is made.

JONES DISSENT IN PART:
Comr. Jones, for the reasons set forth in his dissenting opinion in a case the network failed to nullify a reported unanimous membership approval of the proposed NARBA.

George Whitney, KFI general manager, said he had asked the association to nullify a resolution passed during the annual meeting in San Francisco. He said the request was ignored. The association comprises broadcasters with varied interests and it should not act on such a controversial topic, he contended.

In a letter of resignation to William B. Smullin, KIEM Eureka, Calif. new CSRTBA president, Mr. Whitney said he felt the NARBA pact is not beneficial to California broadcasters. He added his belief that the membership would not have voted approval of the pact had they fully understood its

"HOW Advertising Creates Employment" subject of fourth annual creative writing competition sponsored by the Indiana Advertising Club among high school students. Tenth, 11th and 12th grade students have until March 31 to submit entries. Essays are limited to 600 words.

WORTH'S Inc., Waterbury, Conn., department store, has begun sponsorship of 79 programs weekly over WBRY Waterbury. Present for the signing of the contract were, seated, Murray L. Grossman, WBRY account executive; Peter Trier, Worth's vice president, and J. Maxim Ryder, WBRY manager; standing, E. Christy EA, WBRY news caser; Walter H. Day, WBRY program director; Russ Sumpf, news caser, and Bob Holzer, WBRY emcee.

WEBSTER DISSENT

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WEBSTE
the call came in—to WOR

It was from Vera Brennan, crack radio timebuyer for the Duane Jones Co.

Said she, “Look, I've got the Hudson Pulp and Paper Corp. account. They'd like to increase sales. What've you got that'll work quick?”

Said we, “Oh, there's some good time on the station.”

Miss Brennan said, “Thanks.”

We said, “Thanks.”

then it broke!

The account executives were Paul Werner and Philip Brooks, at the Duane Jones Co. They saw and had quite a talk with Richard C. Staelin of the Hudson Pulp and Paper Corp.

They said jointly, “Let's go.”

It was November, 1942. It was a time when people were a little addled; things weren't, if you'll recall, "just right".

But the Hudson Pulp and Paper Corp. went on WOR.

the results —

1. Hudson Pulp and Paper Corp.'s paper napkins now outsell all other napkins—combined—in metropolitan New York. (And, incidentally, the company gives WOR 90% of the credit for lifting Hudson from the rank of a "private label" to the #1 name in the paper napkin field.)

2. Hudson Pulp and Paper Corp. expanded its distribution far beyond metropolitan New York due greatly to the help of WOR.

3. Hudson Pulp and Paper Corp. found that WOR produced the largest audience at the lowest cost-per-thousand of any media used.

4. Hudson Pulp and Paper Corp.'s program pulled 46,000 requests for pictures of John Gambling—not free, mind you; each request was accompanied by 15¢ and proof of purchase of a Hudson product. It was the greatest return Hudson had ever had from any magazine, newspaper or other media used in its advertising history.

   We could tell you lots more, but you get the idea.

Hudson Pulp and Paper Corp. is still on WOR.

But here are the major points:

WOR

Sold more products for the Hudson Pulp and Paper Corp. than any media it had ever used.

At less cost.

Reached more retailers.

Enthused Hudson's salesmen (because it increased their—the salesmen's—incomes!).

Did the job fast.

And Hudson is on WOR today.

NOTE: If you want to sell anything fast, WOR suggests this: Hire a good agency (maybe Duane Jones). Get a good radio station (maybe WOR). And you'll be on the road to making more sales than you ever did for less money.

our address is WOR that power-full station

at 1440 Broadway, in New York
Chicago Court Hears Argument

A FEDERAL Grand Jury in Chicago last week heard opening arguments in the government's case against ABC Newscaster Paul Harvey, who is alleged to have illegally entered Argonne National Lab, atomic energy workshop near Lemont, Ill., Feb. 6.

The charge, authorized by U. S. Attorney Otto Kerenser Jr. to prosecute the newscaster under Section 738 A of the U. S. Criminal Code, which forbids receipt or communication of information from national defense. The maximum penalty is 10 years' imprisonment and a $10,000 fine, or both. The law concerns those who try to obtain “information harmful to national defense with intent or reason to believe that the information is to be used to the injury of the U. S. and makes it a criminal offense to enter any "research laboratory or station" operated by or for the government to get such information.

Scales Fence

Mr. Harvey was nabbed by an Argonne guard early the morning of Feb. 6 after scaling a 10-foot fence of a large atomic plant. He, in FBI and other investigations, admitted his purpose was to expose "lax security" conditions to his radio and television audiences. He appears on a quarter-hour Sunday night ABC network show, and is scheduled to replace Bakhuage on a network Susan Hayward. He works for ABC five nights weekly, 12-12:15 p.m. CT. He appears locally on WENR-TV five nights weekly and WENR six nights weekly, all of which are sponsored. Possible co-defendants in the projected government indictment are Charles Rogel, former Argonne guard, and John J. Crowley, former civilian employee of the Office of Naval Intelligence and a Naval Reserve officer, both of whom admitted working for Mr. Harvey in his "exposure" efforts. They reportedly accompanied the newscaster in his car the night of the entire week. Argonne guards have reportedly been warned.

On the fourth day of the hearing, Thursday, State Rep. Fred Bushey (R-Chicago) appeared to testify after a request from Washington earlier in the week. He discussed a report which said he was one of the originators of the entire scheme. Mr. Harvey is believed to have volunteered the information at the Wednesday Grand Jury session.

Rogel Statement

The ex-guard, Mr. Rogel, is understood to have admitted he told both Mr. Harvey and Rep. Bushey about the alleged security weaknesses at Argonne seven months and three months before Bushey was elected to take office in January. Mr. Harvey, when asked why the legislator did not take any action on the information given him, reportedly answered, "I didn't want to tip off the enemy."

Government witnesses on the opening day (Monday) were Emmit Dolton, the guard who caught and arrested Mr. Harvey within seconds after he entered and climbed the fence; Robert Hessler, labora-tory security officer; Robert E. Aulabaugh, Argonne communications officer, and FBI agents who worked the case.

Asst. U. S. Attorney Edward J. Ryan is presenting the government's case. Mr. Harvey, whose full name is Paul Harvey Aurandt, is represented by former U. S. Sen. C. Wayland Brooks and Grenville Beardsley. Mr. Harvey, who has criticized security at the plant on his broadcast, is expected to testify today. The Sunday show preceding the first meeting of the Grand Jury that there was a "third" person with him in the car that night. This was the first time this information was revealed by him. He said the third man got inside the guarded area, remained long enough to identify security conditions, and left undetected. The newsreader devoted most of his show to his arrest.

The newspaper, when first arrested, claimed that he had "been working in connection with the investigative agencies of several government agencies." This was denied by the FBI.

Military Production

(Continued from page 85)

The newscaster went on the air immediately, using the telescopic pictures, at the same time sends out a stream of pulses which stabilize the camera and permit proper instructions to the cameman.

The portable camera, an adaptation of the RCA industrial TV camera, uses the Vidicon tube and a combination of two tubes to serve the cameman as a view-finder. With 42 tubes and associated circuits providing synchronizing frequencies for a standard 525-line, 30-frame interlaced TV picture, the "portable station" operates for 1 1/2 hours on a single battery.

The cameman's narration is picked up and transmitted by a combination of small microphone built into the camera case and an electronic circuit which adds the voice signals to the picture signals in case the radio is radiated to the control station.

A radio receiver set attachment which automatically distinguishes between music and speech, turning off the set a syllable or so after a spoken announcement or singing commercial begins, and turning it off again when the music resumes, was demonstrated by its inventor, Dr. E. Clark Jones, theoretical physicist of the Polaroid Corp., Cambridge, Mass.

Based on the frequency's and abruptness of the pauses which distinguish speech from music, the device "listens" for the pauses, measures their length, "remembers" pauses of the preceding few seconds, and decides accordingly. Singing commercials are characterized, among other things, by clearer enunciation than non-commercial singing, and they activate the device more readily.

Dr. Jones does not consider his invention a threat to radio advertising. The estimated $15 to $20 cost of the attachment on the market would be paid only by people strongly disliking commercials and such listeners "could scarcely be considered a profitable part of the radio audience," he said.

Polaroid Corp., which has stated it will not manufacture the attachment because its facilities are fully occupied, has turned all rights over to the man and company who is looking for a manufacturer.

A new theory of communications, "The Information Theory," one of whose by-products may be to enable existing television transmission facilities to carry a 10 times greater load, was briefly described by N. Marchand, engineer for Sylvania Electric Products Inc., Long Island, N. Y.

Although the extent of the theory and any devices which may have resulted from it could not be disclosed for security reasons, Mr. Marchand said research was directed toward the fact that much of what is currently transmitted is unessential." Thus stationary objects seen in a television picture need be transmitted only once until they are moved, or some change takes place. Only an estimated 10% of the ordinary band width is required to transmit essentials, he said. In radio broadcasting, likewise, noise as well as information is transmitted.

Studies have proceeded, he continued, with an eye upon the human brain, considering it as an electronic machine. Everything coming into the brain is an impulse, possibly chemical, which is combined with what has been previously stored in memory. Then by cross-correlation, the brain shifts the essential from the unessential.

In the electronic spectrum, individual magnetic waves are recognized as similar in a basic impulse. What was sought, therefore, was a machine to receive "everything," separate out the unessential, and store the essential. What once needed to be re-transmitted need not be transmitted again, only the changes to it. Three color signals already can be telescopically simultaneous without being separated at the receiver, he said.

"We really are on the brink of a whole new broadcast design," Mr. Marchand said.

Chief Engineer R. A. Isberg of KRON-TV San Francisco, described for a late-night audience an economy and efficiency obtainable by TV stations from systematic design.

"With conventional equipment layouts, a transmitter man, a video man, and an audio man, and possibly a camera man would be required to do the work which two qualified technicians easily accomplish at KRON-TV," he said. This was done, he continued, through initial planning of station layout, equipment and program structure.

"All adjustments" were brought within arm's reach of two men on a "U" shaped console and control facilities at the transmitter and in a "U" shaped console, he said.

On display at Grand Central Palace Feb. 276 exhibits of military and civilian equipment valued at more than $7 million, and representing firms responsible for more than 50% of technical radio products.

No Threat

The exhibits were somewhat less technical in the offset market, however, because of defense-production activity on the part of manufacturers and their uncertainty as to the extent conversion to defense production will have to go.

Winner for 1951 of the Medal of Honor, IRE's highest award, was Dr. Vladimir K. Zworykin, vice president and technical consultant of RCA Labs, and famed for his invention of the iconoscope.

Cited for his contributions to electronic communications, Dr. Zworykin, speaking at the annual banquet Wednesday evening, called upon his fellow scientists to make electronics serve mankind through medicine.

"The range of problems in medicine to which electronic methods are not yet applied is extraordinarily broad, embracing both diagnosis and therapy," he said. "Increased emphasis on this objective would enhance the service of our profession to mankind and broaden the
“Let’s get back in the radio business…”

SAYS ROSS MULHOLLAND—Hollywood Top Disc Jockey

“Let’s get back in the Radio Business. Audiences can buy any phonograph record easily and they are as perishable as lettuce. I try to give them something they can’t hear by twisting the dial to every other radio station. Nor can they play it at home and tune me off. For a balanced program directed to all audiences I use the Standard Library daily. The commercial requirements of participating programs frequently necessitate short but complete arrangements and Standard’s got them.”

MARK L. HAAS—Vice-President in charge of broadcasting for KMPC—SAYS:

“We feel that the Standard Program Library, in addition to its use by Ross Mulholland, furnishes KMPC with a firm foundation for excellent musical programming and use it extensively throughout the day. More and more of our program people are specifically requesting that Standard discs be used in their productions.”

CHARLES COWLING—National Sales Manager of KMPC, Hollywood—SAYS:

“Mulholland’s approach and programming are new and different in this market and are adding new listeners every day. Sales results prove his point and I am happy to endorse his use of Standard.”

Had enough? There’s the proof...by men who know! Standard Program Library can do the same for you. A call to your nearest Standard office will bring you all the facts...and the key to more sales for your station.
AMERICA’s radio “Voice” is ringing throughout the world in stronger, sharper tones today because of substantial technical improvements and a “closer integration” with U. S. foreign policy, top-ranking Congressional members were assured last week.

As a result of America’s greatly expanded “campaign of truth,” “Kremlin-controlled Communism is being exposed as vicious, phony and reactionary.”

This was the picture painted to a Joint Congressional Public Affairs subcommittee last Monday by key State Dept. officials, headed by Edward W. Barrett, Assistant Secretary of State for Public Affairs.

The occasion was a hearing designed to apprise Congressional members of Voice progress in recent months. Co-chairmen were Sen. Brien McMahon (D-Conn.) and Rep. A. S. J. Carnahan (D-Mo.), members of the Senate Foreign Relations and House Foreign Affairs committees.

Secretary Barrett traced events which had transpired since last spring: (1) recognition by military leaders of the need for a “more militant” information program; (2) President Truman’s request for a stepped-up truth drive; (3) designation of 28 key countries as targets for increased radio and other activity; and (4) need for closer consultation with American embassies on the psychology and media to be utilized in each country.

Campaign Stress

When the campaign got underway, Mr. Barrett told the subcommittee, the Voice set out to emphasize the breach between Soviet promises and actual developments, build up “spunk and resistance” of Soviet-controlled countries and those within the USSR periphery, inculeate the desire for undermining USSR domination and build up psychological obstacles.

Progress has been reflected in a closer working arrangement among officials and representatives of the State Dept. language desks, the Psychological Strategy Board, U. S. embassies and panels in related fields of radio, science, motion pictures and printed media.

Secretary Barrett lauded President Truman’s wisdom in appointing these panels and also noted that various specialists have been recruited as special consultants. Specifically, he singled outthurman L. Barnard, executive vice president of Compton Advertising Inc. [Broadcasting • Telecasting, March 19, 12], and Joseph B. Phillip, former New York Herald-Tribune foreign editor, new policy coordinator.

Personnel Issue

Speaking of problems, Secretary Barrett referred to one of personnel recruitment, particularly in the foreign language and radio technical fields where there are shortages. The program, however, has recruited 1,200 new specialists and hopes to obtain another 1,600 for these activities, he said.

The State Dept. official observed that, while Russia had “almost jammed us out” 18 months ago, there has been “substantial improvement.” Today slightly over 20% of all transmission is getting through to Moscow, and from 60% to 80% to neighboring areas. The improvement resulted from a greatly strengthened Munich transmitter (now six times more powerful) and mass program transmission with BBC and other countries.

Secretary Barrett declared that Soviet Russia previously had allocated funds 10 times in excess of those for the Voice, now reduced to five-fold, but pointed out that their propaganda frequently is too weak, “broad cast” and “extreme” and has begun to backfire.

Sens. William Benton (D-Conn.), Theodore Green (D-R. I.) and Sen. McMahon wanted to know whether our truth campaign has stressed the positive rather than negative side of political themes explained by the Voice, and were assured by Secretary Barrett that they did. Sen. Benton, strong Voice advocate who sat in as an observer, felt this question posed the “greatest dilemma. And Sen. McMahon inquired whether the fact of Soviet jamming was being pressed home to its peoples.

Mr. Phillips replied the Voice plans to impress the “reckless course” of Soviet actions and U. S. good will on Russian people, and that the jamming factor was part of that plan. He said “there is evidence the broadcasts are getting through better and stronger,” and that reports in recent months from embassy officials and Soviet listeners indicate the Voice is “attracting more attention.”

Secretary Barrett said the Voice is reported as “the greatest single information activity in the Soviet Union” and that the State Dept. plans to increase Polish programming when it obtains sufficient personnel.

Secretary Barrett informed a prerogative that he conferred with Voice officials in New York and pointed out that budget limitations necessarily mean priorities in the order of “most Trumanian.” In the event of further expenditures, the Voice could air short plays on democracy, he noted.

Secretary Barrett also revealed that a group of 22 scientists have been working with the State Dept. recently on “new and improved methods of increasing” Voice effectiveness, including counter-jamming techniques. Additionally, officials also are preparing new transmitter plans. Latter was slated for discussion in executive session of the committee with State Dept. representatives.

Other Congressional members attending were Reps. Chet Holifeld (D-Calif.) and Robert B. Chipperfield (R-III). Sitting in with Secretary Barrett were Charles Hubten, general manager of the U. S. information and educational programs on them, and Howard Sargent, deputy assistant secretary for Public Affairs.

The State Dept. also aired recordings of actual Soviet jamming and ran a documentary film of Gen. Dwight Eisenhower, designed to bring American democracy home to foreign countries. Officials also submitted documents showing editorial and listener comments on them, and a resume of radio operations.

Earlier, there was a proposal in the House advocating an international broadcasting agency comprising allied nations and bearing the title, the Voice of Freedom. Rep. Edith Nourse Rogers (R-Mass.) urged formation of the agency to replace the Voice of America and the radio services of other countries on an integrated scale. The Voice in America and elsewhere, she declared, has not been effective and is “too closely associated with the foreign departments of their respective governments.”

EXCHANGING ideas at a two-day district meeting of NBC Western operation at Beverly Hills Hotel in California [Broadcasting • Telecasting, March 12] are (1 to r) H. Quentin Cox, manager, KGW Portland, Ore.; Charles R. Denny, NBC executive vice president, and O. W. Fisher, president, KOMO Seattle.

CHAVEZ PLAN
Combine ‘Voice’ With ECA
SEN. DENNIS CHAVEZ (D-N.M.) last Tuesday added his own proposal to a list of alternatives relating to the present operating status of the Voice of America. He urged that the radio arm and other information activities be tied into the ECA and Point IV plans under a single agency.

The proposal was contained in a bill (S 1154), referred to the Senate Foreign Relations Committee, which would extend provisions of the 1948 ECA Act, making them applicable to the national “friendly to the interests of the United States,” specifically Latin America.

“...To defeat the assault that Communist propagandists are constantly conducting there (Latin America), I feel that it is necessary that the Voice of America and other information activities be administered by ECA.” Sen. Chavez stated in a floor speech.

The New Mexico Democrat’s recommendation was another alternative to present Voice operation made since the first of year, recalling earlier suggestions by Sen. William Benton (D-Conn.). The Senate Foreign Relations Committee has scheduled no action on the Benton measure (S Res 76), which asks exploration of these possibilities: Creation of an independent agency, formation of a “wholly-owned government corporation,” or establishment of a Psychological Strategy Board to assist the Voice within the present State Dept. structure [Broadcasting • Telecasting, Feb. 26].
Look what's KOOKin' in BILLINGS

MONTANA
KOOK
serving the Midland Empire

5000 WATTS
970 KC.
CBS Network

ready to serve APRIL 1

REPRESENTED BY
George P. Hollingbery Company
The Block Buster

By JOEL SCHEIER
PRESIDENT & GENERAL MANAGER
WIRY PLATTSBURG, N.Y.

WE LIKE local business. As a matter of fact we like all kinds of business but the local boys are the mainstay—the meat and potatoes, the backbone, the steady customers, the payroll. And when we sign a group of advertisers who several months ago did not even seem to be prospects we feel we have cause for celebration.

Take what happened recently (other stations may want to take it too, and if they do I hope it works as well and as profitably for them).

For several months we've been seeking the right idea to offer the Clinton Street Merchants who are not associated in any way other than through location. These merchants are all small advertisers, a shoe store, appliance shop, florist, radio repair, ladies' ready to wear, food market, dry cleaner, photographer, jeweler, drug store, hobby hangar, etc. The area is not a focal point. Therefore, any advertising suggested must serve the double purpose of helping to inject more life into the area itself and also to bring each merchant additional business.

At this fortunate time, two contiguous MBS co-ops opened up for sale—Robert Hurleigh with the news from 9 to 9:15 a.m. and Tell Your Neighbor with household hints, poems, anecdotes, and the Golden Rule Award from 9:15 to 9:30 a.m.—both Monday through Friday.

The Clinton Street Merchants were invited to our studio for an audition of these two programs which had been taped that morning. Dr. Bryan Wetzler, education director of the Clinton Street Merchants. This announcement began at 8:59 a.m.—we then switched to Robert Hurleigh and on the three cut-ins we backed up two of the four of the merchants' messages allotting not more than 25 to 30 words to each.

Tied Together
With Cut Ins

Then at 9:14:30 we cut in and told that audience that they had heard Hurleigh with the compliments of the Clinton Street Merchants and invited them to stay tuned to Tell Your Neighbor under the auspices of the cut-in on the three announcements. Tell Your Neighbor in the same way winding up at 9:29:30 with a "listen again" sign off with the compliments of the Clinton Street Merchants.

The sponsors' messages are rotated each day so that they never come in at the opening, middle or end of the show two days in a row. We have written five varieties of general announcements for the 8:59, 9:14:30 and 9:29:30 breaks so that the copy is fresh in its ear.

The sponsors all pay an equal share of the total cost and we can handle up to 20 sponsors, all of whom sign up for a 13-week period.

By assisting these people to get more business both for their neighborhood and themselves, by allowing them to participate in two network programs to gain some six, eight or more of them after the expiration of this sponsorship as larger sponsors on the station. A worthy aim on our part.

To garner the chance we are taking for the effort expended, we have had printed a show card in two colors to be placed in the show windows of each store and in the stores proper. These cards advise window shoppers and store shoppers of the fact that these merchants are co-sponsors of Robert Hurleigh and Tell Your Neighbor. Monday through Friday, and invite them to listen to the station—a good promotion for sponsor and station alike.

The extra fort on our part has already paid off as you can see—five half-hours a week to a group of merchants no one of whom at this moment could have bought radio time for himself.

Right now, we have no other group in mind—smaller in number—to whom I expect to offer Poole's Paradise (another MBS co-op from 9 to 4 p.m., Monday through Friday) if I can get eight of them to purchase a one-minute announcement per day.

Plans Expansion
If Successful

If successful, the station will include in this hour of network entertainment the 3, 3:30 and 4 o'clock station breaks to make the package complete, just as we did for the Clinton Street Merchants. We are naturally charging one-time rate for spot announcements in order to cover the talent fee and station spots.

Group plans such as this help us pick up local business we could not get in no other way. And, as I said before, we like local business. Other stations which may not have tried this idea yet may be able to profit from our experience.

EXPLAINS ATOMIC ENERGY

ATOMIC ENERGY, complex for even a mature mind, is being delineated simply and dramatically for minds of Midwest youngsters in a series of nuclear fission stories broadcast on WLS Chicago. The program, New World and Atomic Energy, was conceived last May by Mrs. Josephine Wetzler, WLS education director.

Books on the subject have been written for elementary school children, teachers and educational supervisors in the station's four-state primary area urged Mrs. Wetzler to incorporate a series on atomic energy in the regular School Time period. Classroom broadcasts are aired Monday through Friday, 1:15-1:30 p.m. during the school year, and have been an integral part of the service programming since 1937.

Parsons and instructors on the School Time Advisory Council requested a program keyed to the learning level of middle and upper elementary grades. WLS General Manager and program director Harold Safford gave the go-ahead for an 11-week series. Mrs. Wetzler called in Science Writer Marcella Albert and they conferred in detail with Lester C. Furney, assistant to the director of Argonne National Lab, at Lemont, Ill., and Dr. Harvey B. Lemon, special consultant to the laboratory who was a member of the group conducting initial atomic explosions in New Mexico. The format was acceptable to the Atomic Energy Commission, and the script was worked out with the aid of Charles Heslep, chief of the radio-TV section.

New World of Atomic Energy—broadcast on Friday—explains how mankind stands on a threshold of a new world, as did his ancestors when the discovery of fire was followed by its control. That sense of discovery, blended with mystery and adventure, is inherent in the dramatic sketches as the factual scientific material. Scripts deal with the steps leading to the finding of atomic energy, its present uses and its potential. Each is checked by the AEC and Argonne.

Interest Adults

The broadcasts, in addition to reaching more than a million children in parochial and public school classrooms, command a vast audience of adults who find the simple and expressively written material understandable and enjoyable. The series may be transcribed for member stations of the National Asan. Network and syndicated, and waivers are being sought from the American Federation of Radio Artists and the American Federation of Musicians. Scripts will be available from the U. S. Office of Education.

How WIRY Sells To Local Groups

As the author most ably expresses it, local business is "the meat and potatoes" for the average community station. Joel Scheier's recipe is to offer the merchants by offering group radio buys on the "more for your money" theme.

His tent is expanded and developed in this article on how WIRY Plattsburg, N.Y., of which he is president and general manager, makes the concept pay off.

Mr. Scheier

WHILE trolling in Florida waters, Joseph M. Bryan caught this darling of a white marlin. Mr. Bryan, president of the Jefferson Standard Broadcasting Co., owner and operator of WBT-WSTV Charlotte, N. C., is justly proud if this deep-sea denizen which weighed 56 pounds and measured 7' 2", tip-to-tip. Even more proud is he, however, of the 367½-pound blue marlin he boated a few days later. Both marlins have been entered in the 15th annual Metropolitan Miami Fishing tournament.

Page 34-D • March 26, 1951
What's bad about profits now?

1. During the past 20 years, a great many uncomplimentary things have been said about profits. In fact, profits have been so thoroughly lambasted by left-wing propaganda that a great many honest Americans were beginning to wonder if maybe there wasn't something evil about them after all.

2. Today the answer is plain. The oil industry, as one example, has had some profitable years since 1946. Now, in 1961, America is faced once again with the prospect of all-out war. In war, as in peace, petroleum is the lifeblood of a nation. (During World War II, 60% of the tonnage required to supply our armed forces consisted of petroleum products.)

3. Today the U. S. oil industry has from 1/3 to 1/2 more capacity than it had in 1940. Profits, and profits alone, have made this possible. First, 88% of that increased capacity has been paid for out of profits. Second, what new capital has come in to make up the other 12% was attracted by the earning record of the industry.

4. As a result, the industry today is producing 36% more crude each day than it was in 1940. (Union Oil produces 71% more.) The industry has 42% more refining capacity. (Union Oil has 84% more.) And finally, in spite of all the oil we used up during World War II, the industry has 30% more underground crude oil reserves today. (Union Oil's reserves are 49% greater.)

5. So, next time anyone starts ranting to you about profits remind him of this: Only 40% of the average oil company's net profits go out to the stockholders in dividends. The bigger share goes into replacing and expanding facilities. Without this expansion in the oil industry—and other industries as well—America's productive capacity could never have grown big enough for the tasks that lie ahead.

UNION OIL COMPANY
OF CALIFORNIA

INCORPORATED IN CALIFORNIA OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, Calif.

Manufacturers of Royal Triton, the amazing purple oil.
You won't need a fortune teller to convince you that your future is assured with Mayfair's new profit package... "Movietown Radio Theater."

Want "Star names" for listener appeal? "Movietown Radio Theater" fairly sparkles with top-drawer performers to zoom up your Hooperatings.

Want Variety from week to week? Here's a package to add zest and life to your programming. Love, Romance, Comedy, Drama, Adventure, Mystery... a well-rounded listener diet of fast moving 30-minute shows.

Want Network-calibre at low-budget costs? You get exactly that in this expertly-produced, written and executed series of transcribed shows.

But even more important! Here's a package that makes selling as

You get all of these 4-STAR FEATURES on Movietown Radio Theater

**TOP STORIES** by foremost film and radio writers: Each show reflects the creative talents of these high-regarded, successful writers; Budd Lester, Gerry Day, William Fife, Seeley Lester and Merwin Gerard, Joseph Cochran, Robert C. Vinson and David Karp—all top-flight in their field!

**TERRIFIC SUPPORTING CASTS:** Not only are the leading roles portrayed by top-rate movie and radio stars, but supporting roles are also capably handled by many award winners. Names include: Jeff Chandler, William Waterman, Gloria Blondell, Barbara Fuller, Francis X. Bushman, Hans Conrad, Barbara Eiler, Ted Von Eltz, Olan Soule, Herb Butterfield, Betty Lou Gerson, Carleton Kadeil and Arthur Q. Bryan.

**FULL ORCHESTRAL ACCOMPANIMENT:** Brilliant orchestrations of Del Castillo, who composed the incidental and background music and conducted the orchestra for Movietown Radio Theater, add a high quality to the musical accompaniment of each show.

**EXCELLENT PROGRAMMING** for sustained, high-listener interest: Aware that even a steady diet of steak may become boresome, the producers of Movietown Radio Theater painstakingly arranged a diversified programming schedule, cleverly mixing comedy, drama, adventure, romance, with an occasional dash of mystery to keep listener interest high, week after week!
MOVIE TOWN RADIO THEATRE
FUTURE PROFITS!

With a successful background of nearly a quarter of a century in the theater, motion pictures and radio, Les Mitchell brings to Movietown Radio Theater a wealth of production and direction experience. It was Mr. Mitchell who arranged for the stars, selected the plays and rounded the material into each high-interest show. Mr. Mitchell, for four years, produced and directed the "Skippy Hollywood Theater," one of the most popular and consistently excellent dramatic shows on the air.

pleasant as your lunch hour ... makes it as easy to get your problem account's signature on the dotted line as downing your breakfast coffee. And it's good for your pocket-book, because any way you look at it, Mayfair's "Movietown Radio Theatre" can play a pretty tune on your cash register and add some curved figures in the right place on your P & L Sheet.

Unfortunately—we can only sell to one outlet in each market area. So we'd suggest, for our mutual advantage, that you tell your gal "Friday" right now to phone, write or send us a wire—'and we'll arrange for you to have a free sample audition—but fast!

Mayfair also has a "gold mine" of a package for you in Alan Ladd and "Box 13," Damon Runyon Theater; "The Unexpected" and Knox Manning in "Behind the Scenes." Free sample audition disc available on request.
HILL REPORTS
Kefauver Discs Louded

RADIO reports to citizens of Tennessee from the Nation's Capital via recordings by Sen. Estes Kefauver (D-Tenn.) have evoked enthusiastic response from a group of broadcasters in the state, who point up the public service rendered.

Sen. Kefauver was one of a group of Senators mentioned last month as illustrative of legislators who record discs for use of radio outlets in their home states [BROADCASTING • Telecasting, Feb. 26].

The article in the ensuing weeks has stirred considerable discussion, particularly in the home state of Sen. Kefauver. Upon solicitation of Charles G. Neese, the Senator's administrative assistant, additional comment has been made available to BROADCASTING • Telecasting.

F. C. Sowell, WLAC Nashville, former president of the Tennessee Assn. of Broadcasters, has stated that "WLAC considers it a most important feature of our public service programming" [OPEN Mike, March 12].

Here are further comments by broadcasters relayed by Mr. Neese: Frank J. Proctor, WTJS Jackson, said his station was "very happy with it (recording)." Pointing out that if WTJS did not feel the program was a service to its listeners, "we would not devote the time and expense of bringing it to them."

Harold Krelstein, WMPS Memphis, noted "Sen. Kefauver's weekly report ... is more than sufficiently interesting to justify your charge to us for production ... " And F. J. Corbett, WGAP Maryville: "... we do not consider [your program] a political broadcast in any way. Rather we find it entirely in the public interest. ... A high degree of listener interest, as measured by mail and comment, moved Louis C. Wrather, WENK Union City, to reflect, "we would recommend that its critics to listen to it regularly ... it is not 'politics' ... but unconnected public service for the 'folks back home.' Mr. Wrather cited an occasion when a recording did not arrive in time for the broadcast: "... We were swamped with phone calls from listeners," he said.

F. L. Crowder, WHST Harriman, observed the programs have been favorably received by the listening audience, "... the public seems to appreciate your letting them know just what is happening in Washington in these crucial days."

PHIL BAKER
WITH To Open Daily Series

WITH Baltimore, beginning April 2, will present Phil Baker in the Phil Baker Show from 2-4 p.m., Monday through Saturday.

The station operates on 1230 kc with 250 w. Thomas G. Tinsley Jr. is president and general manager; Robert C. Embry is vice president and commercial manager. Nelson Gidding, New York radio and television writer, has been hired to work with Mr. Baker on both the introduction and the commercials.

In addition to the WITH show, Mr. Baker replaces Jack Parr as emcee of NBC's The 644 Question. He was the original star of this show, then under the name of Take It Or Leave It. The show reportedly will cost WITH slightly in the neighborhood of $50,000 a year. It is understood that WITH plans eventually to syndicate the program as a packaged series.

Mr. Baker is to service accounts personally in Baltimore but will tape the program in New York.

On each program, he will do the opening and closing and also make all-introductions to the musical selections. In addition, he will do all the commercials. Headley-Reed is station representative.
These Same Seven Names
are inscribed affectionately in
many a (timebuyer’s) little book

As a matter of fact, all seven... peerless saleswomen on the
Westinghouse stations... are dated up well in advance, because
they've proved their ability to move merchandise *economically*
into millions of homes.

They offer large and loyal audiences in six of the nation's
leading market-areas: Boston, Springfield, Philadelphia,
Pittsburgh, Fort Wayne, and Portland, Oregon. And the
programs they represent are so flexible that you may use one or
all, from once to five times a week. You may concentrate your
promotion in a single day or maintain it over a full year!

Pertinent facts are related in a new, 16-page booklet entitled
"Help Wanted." If you want to move your product into more
homes, better get a copy now! Ask Free & Peters.
A-BOMB ATTACK

Radio, TV Stations Help Prepare Public

IN quiet resolve, radio and television stations last week continued to take the lead in preparing inhabitants of America's cities for action in the event of an atomic attack. [Broadcasting • Telecasting, March 12] Here are further reports of stations' efforts to alert the public.

Six top officials of the Atomic Energy Commission, headed by Chairman Gordon Dean, are participating in a thorough survey and visual round up on the work of the AEC on a special CBS-TV series. The series, The Facts We Face, originates in the studios of WTOP-TV Washington. It is presented each Sunday afternoon and is a continuing series dealing with the many aspects of the nation's expanding mobilization effort.

Visual material for demonstration use on the programs includes a model atomic reactor and vegetable plants of various types, showing effects of soil treated by radioactivity. Other by-products and uses of atomic energy also will be shown.

WWDC Feature

Also in the nation's capital, over WWDC, Dr. Daniel L. Seckinger, chief of the D. C. Civil Defense Medical and Health Services, warned that a surprise A-bomb attack on Washington's downtown area would produce 120,000 casualties.

In Philadelphia, city, state and national civil defense leaders took part in a special half-hour WFIL broadcast. The program climax ed a three-day civil defense meeting and was recorded by WFIL for the use of other local stations. Representatives of most of the 48 states attended the meeting.

WFDX (FM) New York has for the past two months been carrying a sponsored program, Civil Defense Reports. The WFDX series emphasizes A-bomb dangers and is conducted with the Red Cross so that the public is able to tell of everything happening and why.

Colorado's Director of Civil Defense, Lt. Gen. Henry L. Larsen, USMC (ret.), outlined disaster plans in a speech before the Denver Advertising Club which was broadcast over KOA Denver.

WSB-TV Atlanta is conducting a nine-week series of weekly, half-hour first aid lessons using qualified Red Cross instructors. Although television will not get diplomas, they will know how to behave competently in an emergency.

WDTV (TV) Pittsburgh, Pa., began this month to devote premium time to a monthly series entitled, Prepare to Survive. The series, to run indefinitely, is being produced in cooperation with the Office of Civil Defense. Guest authorities will inform televiewers how to protect themselves under atomic attack.

LIBERTY SIGNS

Two Midwest Stations

ONE-YEAR contracts have been signed with Liberty Broadcasting System by WWCA Gary, Ind., and WOPA Oak Park, Ill. [Broadcasting • Telecasting, March 19], which began scheduling network programming last week.

WWOA, which has been on the air a year, and WOPA, which went on last October, are carrying exhibition baseball games until April 14, after which they plan to broadcast recreations of major league games. Station managers Dee Coe of Gary and Egmont Sonderling of Oak Park carried full Liberty schedules last week to determine audience reaction as a basis for final show selection.

AD AWARD

Goes to 100% Radio Drive

HIGHEST merit certificate in the annual Mac Wilkins Memorial Advertising Award Contest, conducted annually by the Oregon Advertising Club, has been awarded for the first time for a 100% radio advertising campaign.

The 1950 award in the $1,000-5,000 budget classification was presented to Milton L. Levy, advertising manager of KKBR Baker, Ore., for his campaign on behalf of Levering's Rexall Drug Store, in Baker. The store, using three half hours and one quarter-hour weekly, plus announcements, on KKBR, has built a gross volume in excess of all other drug stores in the area, it was stated.

Full credit for this volume was given KKBR by Henry Levering, Rexall owner in Baker.
Sea-going "islands of oil" boost U.S. Naval power

Striking power of the U.S. Fleet today has been extended thousands of miles by refueling at sea from specially equipped oil tankers.

These fast, modern tankers are one of the many peacetime developments of the U.S. oil industry now being used to strengthen America's defenses.

On the home front, they have helped step up the efficiency and cut the cost of oil transportation—so that it now costs less to ship a gallon of gasoline from Texas to New York than to mail a penny postcard.

This is one important reason why the high quality gasoline you buy today costs about the same as gasoline did 25 years ago—only taxes are higher.

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

This has come about because free men, competing vigorously over the years, have out-distanced the world in their race to out-distance each other. The benefits of this competition go to you and the nation.

Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE, 50 W. 50 St., New York 20
FACSIMILE

RADIO INDUSTRY'S first multiplex facsimile network, programming from Columbia U.'s Graduate School of Journalism, New York, expanded its schedule to five hours daily for parts in the Farm and Home Week. The network is a joint venture of Columbia, Hogan Labs, Rural Radio Foundation and WOR-FM New York, WHVA (FM) Poughkeepsie, WQAN-FM Scranton and WHCU-FM Ithaca. The programs originate at Columbia, are sent by land-line to the WOR-FM transmitters, and are relayed in turn by the Poughkeepsie and Scranton stations.

The facsimile receivers produce a 9 by 12 inch page every three and one-third minutes, and a five-hour broadcast is equivalent to 20 standard newspaper pages. The equipment being used was designed by Hogan Labs, which is headed by President John V. L. Hogan and Vice President Elliott Crooks. It was manufactured by General Electric Co. GE was reported ready to redesign and produce, upon

FTC AD CHECK

Sets Aside 2,457 in Feb.

TOTAL of 2,457 radio and periodical advertisements were set aside during February by the Federal Trade Commission, according to a report issued last week. Thirty-nine percent was referred to Radio & Periodical.

Referring to the disposition of the advertisements, FTC said the referrals had been broken down into the following categories: Bureau of Antideceptive Practices—Litigation Div., 14; Radio & Periodical Div., 761; Medical Opinions Div., 544, and Investigation Div., 347. The Industry Cooperation Bureau received 416 advertisements (Trade Practices Conferences Div.) and 236 specimens (Stipulations Div.).

The Radio & Periodical Div. now is integrated with FTC's Investigation Div., under the supervision of Donald B. Gatling, acting director, who had been serving as radio-periodical chief [BROADCASTING • TELECASTING, March 12].

MULTIPEX NETWORK EXPANDS PROGRAMMING SCHEDULE

New York station may be commenced.

Theodore C. Streibert, president of WOR, said that "in view of the cooperation of WOR with Hogan Labs in the development of the present facsimile system, starting in 1944, we are always interested in assisting in any practical application of facsimile to a public service or commercial use."

The facsimile network now has almost a score of recorders in use—two at each of the relay points, eight in Ithaca and five in New York.

EDITOR ON NBC

David Lawrence Sets Show

AFTER an absence of 18 years, David Lawrence, editor of United States News and World Report, is returning to radio April 1 with a regular Sunday news program on the full NBC network, 3:30-3:45 p.m. David Lawrence From Washington will be sponsored by the American Dairy Assn. and will feature "news ahead of the news" from the nation's capital.

Mr. Lawrence founded the United States Daily in 1928, changing it to a weekly, the United States News, in 1933. World Report was founded in 1946 and merged with the News in 1947. He had a regular radio program of semi-educational talks on the federal government and its relation to the citizen. Our Government, on NBC from 1929 to 1933. It was heard frequently on that network, covering political conventions and other special events.

In addition to his magazine interests, Mr. Lawrence writes a nationally syndicated newspaper column, appearing daily in more than 200 papers. He also has written several books, among them The True Story of Woodrow Wilson, published in 1924, and The Other Side of Government, Beyond the New Deal. Stumbling into Socialism and Diary of a Washington Correspondent. His newspaper career began in 1902 when he worked as a parttime reporter for the Buffalo Express at the age of 14.
IMDRIN CASE

FTC Appeals Court Ruling

ACTION of a Chicago Federal Court in dismissing a suit against the Rhodes Pharmaceutical Co., Chicago, for allegedly false advertising of Imdrin is being contested, the Federal Trade Commission has announced.

The commission said it had instructed its general counsel to appeal the decision of the U. S. District Court for Northern Illinois, which previously denied the agency's request for a preliminary injunction against the medicinal manufacturer [BROADCASTING • TELECASTING, March 5]. Notice of appeal was submitted to the court March 15.

FTC had sought the injunction against further dissemination of alleged misrepresentations in broadcast and published advertisements, which previously the agency's claim was pending final disposition of the case—presumably a cease-and-desist order. The claims originally were challenged by the government in August 1949. Since then, FTC contended in its suit, the defendants have "persisted" in national dissemination of the claims.

Dolcin Case

In another drug case last week, the commission held hearings on a complaint lodged against the Dolcin Corp., New York, for allegedly "false and misleading" advertising of Dolcin, a medicinal preparation. Hearing was held in New York for Tuesday on charges leveled by the government in the fall of 1949.

Officers of the Dolcin Corp. have steadfastly denied that the broadcast advertisements were either false or misleading, though they admitted that the specimens cited by FTC were used on the air. Attending Tuesday's session were Abraham E. Lipton, FTC trial examiner, and Joseph Callaway, government attorney supporting the complaint.

Strict prosecution of these and other cases are in line with a policy announced earlier this year by FTC, which served notice it would seek injunctions against food, drug, cosmetic and other related firms against whom it lodges charges of advertising misrepresentation.

In dismissing FTC's suit against Imdrin, Judge Walter LeBidy of the Chicago Federal Court ruled that the commission had "failed to maintain the burden" of proof in support of its allegations, and has been delinquent in its prosecution of the complaints.

FTC still has the Imdrin case under advisement following completion of testimony given by Rhodes Pharmaceutical Co. A decision is not expected until April or possibly May.

FTC HEARINGS

Gov. Charges Price Plot

HEARINGS on a government complaint that Sylvania Electric Co. and Philco Corp. allegedly violated the Robinson-Patman Act through price discrimination in the sale and purchase of radio tubes have been held by the Federal Trade Commission in New York the past fortnight.

The government charges that Sylvania sold tubes to Philco Corp. for prices substantially less than those extended to 350 Sylvania distributors, and that Philco had accepted that arrangement in violation of the act. The effect, FTC said, may be to "lessen competition or tend to create a monopoly."

In a prepared statement, A. L. B. Richardson, Sylvania attorney, asserted that the company "denies it is granting discriminations in price" and that its prices "are here and have been in accordance with its stated schedules and conform to recognized trade practice."

Philco Corp.'s position is that the firm is "on the same functional level" as Sylvania and that it did not violate the act by accepting Sylvania's prices.

Atwater Kent Winners

ATWATER KENT auditions winners and runners-up will be presented over the ABC radio network April 7, 9:30-10 p.m. Winners are awarded $2,000 each, and runners-up $1,500, with third, fourth and fifth awards of $1,500, $1,250 and $1,000 respectively. Instituted in 1926 by the late Atwater Kent, annual auditions were continued until 1933 and later, after World War II, were reactivated. All non-professionals between 18 and 28 are eligible to compete.

TRIPLE THREAT

Dairy Spots on WKRC Trio

LIVE spot announcements on all three branches of the broadcasting tree—AM, TV and Transit Radio (FM)—will go a long way to ensure a successful campaign for Sealtest as a result of its present 13 week contract with WKRC-AM-TV-FM Cincinnati.

Besides arranging for cooperation between the media, the Matthews-Frechting Dairy, Cincinnati Sealtest distributor, did its best to encourage better understanding between the groups responsible for putting over the ice cream and cottage cheese sales drive. A banquet for the local dairy's salesmen and department heads was also attended by all talent from the WKRC stations who were to have a part in the intensive campaign.

Mr. Acomb's agency made the purchase for Sealtest. Concerning the banquet, Mr. Acomb said: "The dinner was a great success because Sealtest men feel they know the WKRC people who will be helping them sell their products, and the performers know the kind of people who represent Sealtest."

WNBC New York honored by National Safety Council's Award of Merit for 1950, for special series of safe driving announcements, featuring James Melton, concert star.

THE LEADERS CHOOSE

KGER

5000 WATTS—FULL TIME
LONG BEACH—LOS ANGELES

TIDE WATER ASSOCIATED OIL COMPANY SPORTSCASTS
Investigate, then buy

KGER

THE STATION OF THE AMERICAN HOME
ASSOCIATED WITH KUOA
SILOAM SPRINGS, ARK.

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Get the entire story from FREE & PETERS
McKARCY CITES
Resolution on Agronsky
RESOLUTION by a Texas American Legion post, taking exception to certain broadcasts by ABC Commentator Martin Agronsky and asking that the network discontinue them, has been published in the Congressional Record.

The resolution was adopted by American Legion Post 52, Dept. of Texas, and inserted in the Record March 14 by Sen. Joseph R. McCarthy (R-Wis.), whose stand on Nationalist China has prompted criticism from Mr. Agronsky.

The resolution recommended to ABC and sponsors of Mr. Agronsky's program in the Houston area that "his services in that capacity be discontinued immediately" because of an alleged "left-wing philosophy."

RADIO-TV MEET
Ga. U. Sessions April 5-7
MAURICE B. MITCHELL, vice president and general manager of Associated Program Service, a section of Muzak Corp., will speak at the sixth annual session of the Georgia Radio and Television Institute.

Sponsored by the Georgia Assn. of Broadcasters and the Henry W. Grady School of Journalism, the institute will be held April 5-7 at the U. of Georgia in Athens.

IN THE SHOW-
without stealing the act
RCA's "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 impervious 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: Dept. PD-19, RCA Engineering Products, Camden, N. J. (In Canada write: RCA VICTOR Limited, Montreal.)

L. A. PIXLEY, president of WCOL Columbus, Ohio, presents a plaque from Ohio U. to Robert Ganger, executive vice president, P. Lorillard Co., in appreciation to Old Golds for bringing the Original Amateur Hour, starring Ted Mack, to the university campus. L to r: Nick Keelsey, vice president of Lonnen & Mitchell Inc.; Mr. Pixley; Mr. Ganger, and R. O. Runnerstrom, WCOL general manager. Presented March 8, it reportedly was the first time the show has saluted or appeared at a university. Proceeds from the show went to the University Development fund for cancer research and scholarships. Program was heard in Columbus over WCOL and coast-to-coast over ABC.

SCHOOL PROBE
Orlando Stations Cover
SERIES of investigations involving the discharge of faculty members at Rollins College, Winter Park, Fla., have been given thorough airing by Orlando outlets WLOF, WORZ and WHOO to report coverage of the event.

WLOF, using tape recordings, cancelled all regular programs during the first week to air the hearings, according to General Manager J. Allen Brown. Several attempts were made to prevent the broadcasts, Mr. Brown said, with some officials of the hearing asking to edit the tapes before they were aired. On the third day of the hearings school officials ruled that no more broadcasts would be permitted. WLOF newsmen, however, continued to cover the "closed meetings," Mr. Brown reported.

The investigations, which are expected to continue for several weeks, have created wide interest in the area, and the WLOF tapes have been used in compiling official school records, Mr. Brown said.

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Study Awards Set
FELLOWSHIPS open to radio, magazine and newspaper correspondents who are now working abroad, or have worked abroad, for study from Sept. 15, 1951, to June 15, 1952, in New York, have been announced by the Council of Foreign Relations. The council headquarters in New York at 58 E. 68th St. Stipends, equal to salaries relinquished during the period, plus fees incident to study and research at universities in the area, will be provided to those receiving the awards.
**SEN. O'MAHONEY**

**Starts Dem. Radio Series**

A MAJOR address from Detroit by Sen. Joseph C. O'Mahoney (D-Wyo.) over the coast-to-coast MBS network is scheduled to be one of the first speeches designed to kickoff a series of Jefferson-Jackson Day state dinners, the Democratic National Committee revealed last week. Sen. O'Mahoney will speak 9-9:30 p.m. EST.

The national committee said that many of the state events will be broadcast or telescast locally, on regional networks and, in some cases, on national hookups. The programs will be carried as public service features. The Republican National Committee is entitled to equal time for comparable GOP functions.

President Truman is expected to lend impetus to the Democratic dinners with a major non-partisan address at Washington's National Guard Armory. April 18. The speech was held possible that the Chief Executive would speak from the White House. National radio and television coverage is said to hinge on a decision expected momentarily upon his return from Florida [CLOSED CIRCUIT, March 19].

Key Democratic leaders and cabinet officials also are booked for state functions, slated for Des Moines, Omaha, Lancaster (Ohio), Portland, Indianapolis, St. Paul, Los Angeles and York (Pa.).

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**SCBA Committee Set**

FOUR-MAN nominating committee to make recommendations for officers of the Southern California Broadcasters’ Assn. for the coming year has been appointed by A. E. Jones, CBS Hollywood director and president of SCBA. Named were William J. Beaton, general manager, KWKW Pasadena; Lawrence McDowell, commercial manager, KFOX Long Beach; Van Newkirk, co-owner KNRO San Bernardino; George Whitney, general manager, KFI Los Angeles. The committee will report its selections at SCBA's April 12 meeting; elections will be May 10.

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**FORD FRICK**

National League president, contracts to give MBS the broadcasting rights to Game of the Day for the 1951 season. Frank White (I), MBS president, and Paul Jones, network director of sports, approve the signing. The program will feature outstanding games of the American and the National Leagues beginning April 16 over 375 MBS stations. It will be available to local and regional advertisers for sponsorship. Last year 3,250 sponsors backed the games.

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**SUMMER DRIVE**

KMOX Starts Campaign

EMPHATIC example of individual station summer campaigning is provided by KMOX St. Louis, 50 kw CBS affiliate. SCBA is arming its salesmen with a 20-page folder for advertisers on the theme that the station's listeners are as numerous in the hot-monthed season as in any other time of the year.

Basing its brief on The Pulse's 1950 survey of the St. Louis market, KMOX presents these hard facts: Yearly audience average was 7.5, also the average figure for listeners May through August, or 97,871 persons tuned to an average daytime KMOX quarter-hour summer period. Another half-point was picked up from "out-of-home" radio listening, raising the audience count to 104,595.

Cites Retail Sales

KMOX also tells its advertisers that the area's average retail sales in June, July and August equal the average for the entire year. Proving up a breakdown of products sold during this three-month period in dollars and cents, KMOX asks if the advertiser manufactures one of these products and if, "how much of these sales are you getting?" On another tack, KMOX points to homebuilding and home ownership and figures showing craftsmen and industrial workers in the area taking an averaged "staggered" two-weeks vacation in the summer. Added to these considerations, says KMOX, are visiting vacationers and summer visitors. Together, these factors culminate in a sound, logical, receptive, seasonal market," the folder concludes. For "suggestions," the station capsules summaries of its local shows which have selling priority.

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**PROETZ AWARDS**

**Competition Now Open**

OPENING of competition for the 1951 Erma Proetz Awards has been announced by the Women's Advertising Club of St. Louis, which is sponsoring the contest for the seventh consecutive year. A combined category of radio and television will be honored. The competition is open to any woman in the U.S., Canada, Mexico or Cuba who is engaged in advertising, whether she belongs to an ad club or not. Entries must be postmarked by May 1.

**AFA Hall of Fame**

NOMINATIONS are now open for candidates for the Advertising Hall of Fame, Gilbert T. Hodges, of the Wall Street Journal and head of the AFA managing committee, announced last week. Nomination blanks may be obtained from the AFA office, 380 W. 42nd St., New York 18, N. Y. Candidates may be suggested by any advertising group, company or individual. Closing date is April 26. Election by a panel of 11 advertising leaders is based on "special achievement and service in the upbuilding and advancement of the social and economic values of advertising." Only two persons will be elected this year. Candidates must have been deceased two years before June 1, 1951.

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**C & W TRIAL**

Date to Be Set April 2

HAVING pleaded not guilty to 17 counts of mail fraud which resulted from their pre-holiday Christmas tree ornament "pitch deal" on radio and television [BROADCASTING * TELECASTING, March 12], Harold Cowan and Ralph Whitmore, head of Cowan & Whitmore Enterprises, are to appear before Federal Judge Leon Yankwich in Los Angeles April 2 for trial date setting.

The pair entered a not guilty plea on March 19 when they appeared before Federal Judge William C. Mathes for arraignment and plea. With his hearing calendar crowded, the case was then assigned to Judge Yankwich.

Now free on $2,500 bail each, Mears. Cowan and Whitmore were indicted by a Federal Grand Jury in Los Angeles March 2 [BROADCASTING * TELECASTING, March 5] after several weeks' investigation which started in January.

The duo aroused much indignation by allegedly misrepresented the aesthetic and monetary value of the decorations they offered for sale at $1.00 each. Following many complaints, post office inspectors and the office of U. S. Attorney Ernest A. Tolin started an investigation. Federal Grand Jury indictments followed.

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**The QUINT CITIES**

5 CITIES—2 COUNTIES

the Hub of a Major Market

Surveys prove that WOC saturates this rich market ... a market both metropolitan and rural.

Tell your product ... assure yourself of a successful campaign ... select WOC—a test station in a test market!

Get the facts from your nearest F & P office ... or from WOC direct!

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

Davenport, Iowa

Free & Peters Inc.

Exclusive National Representatives

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**WOC**

5,000 W 1420 Ec

AM—FM—TV

BROADCASTING • TELECASTING

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THE LATEST WCKY STORY

The Greatest Impact Medium in CINCINNATI has been, and now more than ever is WCKY.

In 6 weeks, the "Jamboree" sold 44,128 Bronco Ponies at $2.49 each.

THE GREATEST NUMBER OF SALES BY ANY MEDIUM USED.

WCKY—ON THE AIR EVERYWHERE 24 HOURS A DAY 7 DAYS A WEEK 365 DAYS A YEAR, WITH A NEW 1951 GENERAL ELECTRIC TRANSMITTER.

INVEST YOUR AD DOLLAR WCKY'S-LEY
“WCKY ALONE ACCOUNTS FOR ALMOST 15% OF OUR TOTAL VOLUME”.

IN CINCINNATI

YOUR BEST BUY IS WCKY

FIFTY THOUSAND WATTS OF SELLING POWER
Faultless Reporter

TO EVALUATE the true significance of television as a spectator at public hearings like those of the Kefauver committee, it is necessary to ignore much of the emotional debate that rages on that subject these days and to view the arrival of this incomparable instrument in proper historical perspective.

To a large extent the evolution of government from the monarchical authoritarianism of feudal times to the parliamentary democracy of today has depended upon the opening of government activity not only to public participation but also to public scrutiny.

The Star Chamber courts, whose dark secrecy protected the most unjust verdict, gave way to public trials and the jury system. Law-making was removed from the inaccessible throne room to the public meeting house of parliamentary bodies.

This evolution has been slow and at times painful (the U. S. Senate met behind closed doors until 1792 when forced by editorial pressure to admit the public), but it has been made inevitable by the very nature of democratic progress. True democracy requires that all branches of the government function in full view of the people.

In television, there is at hand an instrument that brings this evolutionary process to very nearly its final stage of development. If one is to accept the theory that corruption and ineptitudes flourish in concealment and wither when exposed, one must also believe that television is the enemy of sentimental chicanery and bumbling yet invented.

In the debate that rages these days as to the propriety of television's presence at public hearings like those of the Kefauver committee the question has been raised (surprisingly, by some thoughtful persons) as to whether a witness' rights to a fair trial are abrogated if he is required to perform before an audience larger than can be accommodated in the hearing chamber.

We submit that his rights are not impaired. Indeed they are protected to an extent undreamed of by the great jurists who conceived and advanced the principle of public trial. If 50 spectators in the room cut the defendant's chances of fair trial, how much greater insurance is provided by an audience of millions?

There is another argument that says television injures the dignity of proceedings, that its lights demean a hearing room to the level of a carnival, that participants are apt to adjust their behavior in recognition of the fact they are being observed and so neglect the essence of the case at hand in their concern for making a favorable impression on the audience. This argument is faulty too.

The lights to which objections have been raised are not necessary to television, but are put there by newsreel cameramen. In itself television provides no greater distraction to the sensible person than that of the audience that is present in person.

The pons of propriety in the conduct of a televised hearing is on the examiner and the witness alike. Television has an absolutely impartial eye and ear. It does not edit or interpret. It simply sees and hears. It cannot turn a hearing into a carnival unless the hearing itself is so conducted. It cannot make a man a bum unless he is one.

At every step since feudal times there have been powerful men who for selfish purposes have endeavored to counteract reforms, to perpetuate the status quo essential to their own survival. There is no doubt that the introduction of television as a spectator at government proceedings represents an important stage of this continuing evolution, and as a consequence it has its enemies.

Are we the enemies of television? They are those who cannot stand its merciless inspection.

Its friends are all those who believe the Star Chamber and the unrequested king are obsolete and that the struggle toward democracy has been worthwhile.

Silver Threads Among Gold

IF HE is to get his money's worth out of his new 50-year NBC contract, Milton Berle will have to defy the statistics of insurance actuaries who put the average life expectancy at 67.8 years. If he expires on cue from the actuaries, Mr. Berle will be 75 years of age, a large share of his fabulous income. Mr. Berle's timing is usually impeccable, but we'll bet that will be one cue he contrives to miss.

Today and Tomorrow

TODAY the nation's broadcasters and telecasters will learn of their responsibilities on the tomorrow they hope will never come. That tomorrow is the instant of enemy air attack. And at that instant, the broadcast services must alert and inform. This must be according to plan. The plan is being evolved by government, through the FCC and the military.

Every man-jack must know his assignment. That is the blue-print to be given the nation's broadcasters at today's unprecedented briefing in Washington.

It will become evident that radio's role is both fundamental and frightening. Radio (meaning all electromagnetic emissions) on the one hand must adapt operations to preclude possibility of enemy plane or guided-missile "homing." And the mass radio media (radio and TV) on the other, must inform and instruct the populace... and thwart hysteria.

It must be that way because only radio is possessed of the speed of light in reaching nearly all of the people at any time. There's no time lag, no presses to roll, no wire lines to break.

The mechanics are entrusted to the engineers. But the public responsibility is that of the licensed broadcasters.

More than a blue-print is needed. Provision must be made for adequate equipment and trained manpower. Both must be in depth—auxiliary or standby transmitters and men who can handle unanticipated assignments. Appropriate authorities must recognize this. Otherwise the whole program is imperiled.

American radio will cooperate to the hilt. There may be heavy expenditures in modifying equipment to supply detection techniques. There may be entailed alterations of directive patterns. Whatever is required, it must be assumed, will be done. And it likewise must be assumed that the authorities will make provision for reasonable compensation in hardship cases.

This planned approach by government warrants applause. Broadcasters are being mobilized as surely as those on the fighting fronts. Every station will be turned out 4.8 hours from the minute it is given the order. It assumes the role of commanding officer. It must be thus in a world engulfed in a war of ideologies today, and in which the tomorrow cannot be divined.

(Continued on page 51)

Kenneth Frederick Schmitt

NEW managers have been in at the birth and have grown in stature with a station for a quarter of a century, as has Kenneth Schmitt of WIBA Madison, Wis.

Mr. Schmitt, who presides over one of the most resplendent broadcasting layouts in the nation, has had only two employers since leaving the U. of Wisconsin in 1925: The Madison Capital Times, original licensee of WIBA, and the Badger Broadcasting Co., WIBA licensee since 1930. (And he has had the same boss—William T. Evjue—who is and has been president of the Capital Times Co. and the Badger Broadcasting Co. Badger Broadcasting is jointly owned by the Capital Times Co. and the Wisconsin State Journal Co.).

Kenneth Schmitt joined the Capital Times as an $18-a-week reporter, but within a year had been given the duties of radio editor, along with his general news assignments. When the newspaper bought a half-interest in a home-made radio station in 1926 (investment: $900) Mr. Schmitt was called upon as a parttime announcer.

"The station was operating parttime, too," he recalls. "If it would take the air (sometimes) for a couple of hours—usually two or three nights a week."

In 1927, WIBA went fulltime and Mr. Schmitt went along "whole hog." He was an announcer and program director and, before long, "when we realized people would pay for some of the things they could hear," he became a salesman. He has been at WIBA ever since.

Every chapter of WIBA's history contains some reference to Kenneth Schmitt. He assisted William T. Evjue, editor of the Capital Times, in launching his famous noon newscasts, which have been an institution in the Madison area for 24 years. Mr. Schmitt was at the mike himself for about 14 years.

He helped set up Phil LaFollette's statewide radio campaigns for governor from WIBA, as well as daily remotes from the state legislature, and weekly chats from the governor's office. He handled some of the arrangements for Young Bob LaFollette's radio campaigns for U. S. Senator.

Under Ken Schmitt's direction, WIBA became one of the first stations in the country to broadcast police bulletins direct from squad cars, and his early listing of lost pets became a permanent fixture. Originally designed to assist owners in finding their lost dogs, it has helped run down errant horses, cattle, goats...
3,163,033 Different People Listen to WOV at Least once a week!

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

YOU CAN BUY:

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

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

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

WOV's New Animated Sound Film "3,000,000 People" tells the whole story.

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

National Representative: John E. Pearson Co.
Navigational Aid
WJTN Jamestown, N. Y., has been helping pilots on their scheduled daily flights into Jamestown on their route between Buffalo and Pittsburgh. Simon Goldman, WJTN manager, said that whenever an All-American pilot requests identification of the radio station as an additional navigational aid, the station interrupts its program long enough to identify itself by its call letters.

School Closings
KJFJ Webster City, Iowa, has been cooperating this winter with school officials in announcing school closings due to inclement weather. Heavy snows have created a need for this public service. Wayne J. Hatchett, general manager, said that on March 12-13 alone, the station carried more than 350 public service announcements each day.

Aid to the Aged
WOL-AM-FM Washington, D. C., aided a 70-year-old couple who had been burned out of their apartment. Radio appeals brought numerous gifts to the aged couple, who were living on Social Security and did not have fire insurance.

Silent Prayer
KKOK-FM St. Louis each noon broadcasts to bus riders an invitation to spend a few moments in silent prayer. The announcer asks passengers to join in offering silent prayers for "the protection of our men who are fighting overseas... and for the fulfillment of our hope for lasting peace." A station spokesman said, "We know there are hundreds of relatives of servicemen on board the busses at that hour and we feel we are bringing them closer to their loved ones during the period of silent prayer."

Hospitalized Children
KGO-TV San Francisco has brightened the lives of hospitalized children by humorous drawings. The station is decorating wards at children's and Shriners hospitals with drawings and cartoons produced on Jolly Bill's daily TV program. Drawings are sent to hospitals following each day's telecast; letters of appreciation have been received from children and from directors of hospitals.

Nervous Groom
WSB Atlanta were Cupid's mantle last week and assisted at a wedding. A nervous groom had dropped the wedding band while in a florist's shop on his way to the nuptials. The florist called the station newsroom. Could anything be done? The unknown groom's plight was featured on a 6 p.m. newscast. A few minutes after the broadcast the harried groom claimed the ring and the wedding went on as scheduled.

Blood Donation
FRED WOOD, general manager of WBT and WBT-FM, made a practical demonstration of blood donation in a Vineland theatre before 2,000 persons. Mr. Wood donated a pint of blood, making a tape recording throughout the process. He interviewed the nurses taking the blood and several World War II veterans who had received plasma during the war. Tape was used on the air, and resulted in more than 100 pledges from prospective donors.

Heart Association
WKY-TV Oklahoma City and the Oklahoma Heart Assn. co-sponsored a stage show and auction and in an hour raised more than $8,000 for the association. The stage show, comprised of WKY and WKY-TV talent, was free to the public. An association official said that the publicity thus received would be worth more than the respectable amount of money raised.

Corn Club Contest
KCMO Kansas City, Mo., is jointly sponsoring a Community Corn Club Contest to better land use, increase soil fertility and for higher yields of quality corn. Directing the station's efforts are C. W. (Jack) Jackson, KCMO agricultural director, and Bruce Davies, KCMO associate agricultural director and farm markets reporter. Cooperating are local agricultural groups.

Radio Results
A. E. ANSCOMB and Bill Maser, both of WKWB Buffalo, enjoy telling how the station was able to help locate the mother of a lost little boy.

4-H Clubs
WCCO Minneapolis-St. Paul has a plan to work with 4-H clubs to better world understanding. WCCO assisted in the observance of National 4-H Club week and spotlighted the greatly expanded 4-H program. Gene Wilkey, WCCO manager, said that this was the ninth annual 4-H WCCO get-together.

In The Public Interest

Red Cross Campaign
Radio, TV Stations Donate Time, Talent

THE Red Cross fund drive moved into high gear last week with the nation's radio and television stations accelerating their support.

In Philadelphia, several stations joined forces to sponsor a series of noon rallies on behalf of the campaign.

Clyde Spitzner, WIP commercial manager, who heads the rally committee, said the series is receiving full backing from WFIL-AM-TV, WCAU-AM-TV, WPPT, KYW and WIP.

In Charlotte, N. C., three staff members of WBT-AM-FM and WBT-TV (TV) are contributing time and abilities to aid country drives.

Kenneth I. Tredwell Jr., WBT program manager, is serving as voluntary chairman for the Mecklenburg County Chapter of the Red Cross; Ben McKinNON, of the WBT-WBTV sales staff, is a member of the public information committee, and George Adams, of the promotion department, is a captain in charge of solicitations.

WGL Revue
Staffers from all departments of WGL Fort Wayne, Ind., aided National Guard units and the local Red Cross chapter in staging an 11-act revue, starring Yolande Bibeau, Miss America of 1950.

Crosley Div. of Avco Mfg. Corp. is cooperating on TV in the drive by linking the fund campaign in commercial announcements on programs it sponsors.

A special broadcast honoring volunteer workers and campaign contributors was broadcast over KNBC San Francisco March 18.

KEN Radio in San Francisco, Calif., went all-out on an energetic promotion campaign that included remotes, studio programs and even sound trucks cruising streets. Sponsors donated announcements and time to the drive.

North of the border, CFPL London, Ontario, Canada, sparked the Canadian Red Cross fund campaign by presenting 12 dramatic programs characterizing Red Cross activities.

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and blackbirds over the years. Mr. Schmitt was one of those who selected Blue Mounds Hill, 30 miles west of Madison, as the site for WIBA-FM's transmitter. (This is the second highest hill in the state.) WIBA-FM serves nearly the whole of southwestern Wisconsin, and Mr. Schmitt thinks "FM still is the best broadcasting medium."

Much of the excellent planning for WIBA's Radio Park, a four-acre plot on one of Madison's highest knolls where modern studios were opened in March 1949, was Mr. Schmitt's. The property will accommodate TV installations, for which WIBA has applied.

"We hope to have TV some day," says Mr. Schmitt, "but there is no question as to the great future of radio. Radio provides a distinct medium of entertainment that TV does not always enlarge or enhance. Radio is basic, and while TV adds sight to programs, the seeing is not always necessary, or desirable. Where the picture is necessary, or supplemental, TV is certainly what we want. But I think radio and television will complement each other for a long time to come."

Studies Engineering

Born in Janesville, Wis., July 23, 1902, Kenneth Frederick Schmitt was supposed to be an electrical engineer. At least that is the course his father, a plumbing contractor, picked out for him when he went off to the U. of Wisconsin in 1921. Perhaps the elder Mr. Schmitt, a former Wisconsin department commander of the Spanish-American War Veterans, was influenced by the knowledge that his son had made some of the highest grades in physics ever recorded at Janesville high school. But young Kenneth had other ideas and, although he originally enrolled in the School of Engineering, switched to a general college course within two years.

A campus romance with Norwegian-born Carol Docken, of Mount Horeb, Wis., blossomed into marriage within a few months after the marriage within the past four years. Ken Schmitt has been secretary of the association for the past four years.

TOTAL of 55,000 radio announcements, 13,000 TV announcements, 77 radio, 55 TV programs and six transcontinental network shows were donated by Los Angeles area broadcasters on behalf of safety campaigns according to Jim Bishop, retiring president of National Safety Council, Greater Los Angeles Chapter.

Mr. Schmitt joined the Capital Times. There are two sons: Kenneth Jr., 23, student of dentistry at Northwestern U., and David T. Schmitt, 21, in training with the armed services at Camp Gordon, Ga. The family lives in a century-old house near Madison's beautiful Lake Mendota, where Mr. Schmitt has a priceless collection of antiques. Her husband's only hobby is bridge, "the only thing that takes his mind away from radio."

Mr. Schmitt, who has been station manager of WIBA since March 1, 1945, was one of those responsible for bringing the old League of Wisconsin Radio Stations (now Wisconsin Broadcasters Assn.) back to life about five years ago. Originally organized in 1929, the LWRS was inactive for many years. Ken Schmitt has been a member of the association for the past four years.

Nelson Dinner

Given by Avery-Knodel

Veteran Timebuyer Linnie Nelson, J. Walter Thompson Co., New York, was given a farewell dinner March 13 at the Biltmore Hotel by Avery-Knodel Co., station representative firm. The JWT radio and television timebuying staff and Avery-Knodel representatives were present. Miss Nelson retires the end of this month after 24 years of service.

Those attending the dinner were: Lewis H. Avery, president; Arthur H. McCoy, treasurer, Pierce L. Reis, head office, Camp Gordon, Ga., the Army's largest communications unit. Mr. Schmitt died recently.

Avery-Knodel, the New York-based firm of the same name, is one of the oldest and most respected timebuying agencies. It has been in business since 1919 and has represented a number of leading radio and television stations throughout the United States.

CBC International Plans

INTERNATIONAL SERVICE of Canadian Broadcasting Corp. will have $1,596,600 to spend in fiscal 1961-62, starting April 1, according to estimates tabled in Parliament at Ottawa March 12. This is down from $3,292,561 in fiscal 1950-51, which included capital expenditures on purchase of the new Radio Canada building at Montreal. Some curtailment of international programs is expected this year. CBC International Service is similar to Voice of America service, and is operated by CBC for the Canadian Dept. of External Affairs.

Spot Saturation Sales Kit for 1951 describing use of radio for special retail selling events, being sent by BAB to member stations. Kit contains releases based on reports by four department stores which were named winners in the Spot Saturation Campaign Division of NEDGA's 1950 radio program contest.
LAMBERT appointed general manager WAMS Boston, effective April 2. Was general manager WDAS Philadelphia and prior to that was affiliated with Westinghouse Radio Stations Inc.

JACK TUBB, advertising salesman KOME Tulsa, resigns.

ART THOMAS, general manager WJAG Norfolk, Neb., since 1932, retiring from radio. ROBERT E. THOMAS, his son and assistant manager, appointed manager of station.

GLEN CALLISON, chief engineer LBS Dallas, elected vice president in charge of engineering for network.


RAY BARNETT, KGO San Francisco, to KSMO San Mateo as sales manager.


WILLIAM A. ROBERTS, commercial manager, and ROY M. FLynn, technical supervisor KRLD Dallas, named assistant general managers. Both retain their previous functions. Mr. Roberts, with station more than 20 years, is in charge of sales for KRLD-AM-FM-TV. Mr. Flynn, with KRLD since its establishment in 1926, heads technical department including 45 technical men.

DICK CAMPBELL, general manager KOME Tulsa for past four years, resigns [BROADCASTING - TELECASTING, March 19]. Mr. Campbell is a radio veteran of 15 years both as executive and outstanding news manager throughout Southwest. Future plans not announced.

DAVE MARGOLIES, sales staff WHOM New York, and GEORGE VOGEL, commercial manager, KZRM and KZRF Manila, P. I., to sales staff WLIB New York.

BEATRICE KENTZ, formerly media assistant BDRO, L. A., to Katz Agency Inc., L. A. Mrs. Kentz was supervisor media detail Roche, Williams & Cleary, Chicago.

Mr. Beeuwkes

Mr. Roberts

Mr. Flynn

Mr. Parise

RA-TEL Representatives Inc. appointed to handle national spot sales for KLOU Lake Charles, La.

Mr. Parise WILBUR HULICK appointed sales representative in six southern states for Palmetto Broadcasting System.

JOHN E. PEARSON Co., N. Y., appointed exclusive representative for KSDO San Diego, Calif.

RUTH P. MOODIE, research department CBS, to John Blair & Co., N. Y., as research assistant.

H-R REPRESENTATIVES Inc., S. F., appointed exclusive national representative for WMSC Columbia, S. C.

HARRY BANNISTER, general manager WWJ Detroit, received award of Michigan Regional Conference of B'nai B'rith Anti-Defamation League "for giving constructive meaning to the ethical, cultural and spiritual concepts inherent in our American way of life." . . .

LOYD E. YODER, general manager KNBC San Francisco, elected to board of directors of Northern California Electrical Bureau. . .

LAMONT L. THOMPSON, radio-TV sales representative KCBS San Francisco, father of girl, Judith Ann . . .

JOHN M. OUTLER Jr., general manager WSB-AM-TV Atlanta, grandfather for third time. . . . MAX GOLDMAN, assistant general counsel FCC, and Ruth Basset Calvin, announce their engagement.

Cable News Network (CNN) was given permission to operate a permanent studio in nearby Joliette. "In view of the fact that there is no local community station in the Joliette area. If an application for a license to establish a local community station..."
R. S. PEARE
GE Executive, Dies
ROBERT S. PEARE, 60, vice president of General Electric Co. in charge of public relations and advertising policy, died March 18 at Eliza's Hospital, Schenectady, a week after suffering a heart attack.

In 1946, Mr. Peare received an

Mr. Peare award from the National Assn. of Public Relations Counsel Inc., as having made "the greatest contribution in the past year toward improvement of the techniques and application of public relations from the professional and ethical standpoint."

Born Jan. 11, 1901, in Bellmore, Ind., and a 1922 graduate of the U. of Michigan, Mr. Peare joined GE shortly after leaving school. He actively directed AM, FM and TV stations in Schenectady and on the West Coast.

Mr. Peare is survived by his widow, Katharine, and two daughters, Elizabeth J. and Nancy J., all of Schenectady, and a brother, Reeve, of Rockville, Ind.

IONOSPHERE RESEARCH
NBS Adds Mobile Lab to Obtain data

NEW MOBILE research station, designed to obtain more comprehensive data on the ionosphere and to be incorporated into the existing chain of 60 world-wide permanent ionosphere stations, was announced recently by the Central Radio Propagation Lab. of the National Bureau of Standards. More than one-fourth of the world-wide stations are maintained by NBS.

The propagation of radio waves over long distances depends on their reflections from the ionosphere, a series of electrically conducting layers in the earth's atmosphere, NBS explained. Because these layers are continuously changing, knowledge of their characteristics is necessary for reliable communications. NBS collects and analyzes data from all over the world and publishes predictions of propagation conditions from any two places at any hour.

With the new unit, ionospheric soundings will be made from points midway between two permanent transmitting-receiving stations. The equipment is based on a caravan made up of two prime movers and two trailers. The equipment includes two gasoline-powered generators, which will provide 10 kw each for the transmitter-receiving and recording components in the event commercial power is unavailable. One trailer has been converted into a living quarters.

The caravan's first recording stop, 30 miles east of Cincinnati, is a point midway between the Bureau's transmitting station at Sterling, Va., and a leased transmitting station operated by the Washington U. St. Louis. The project, termed "St. Louis Experiment," is expected to continue for three or four months, NBS said. When the experiment is completed, the unit will be moved to another center-point site. Within a few years and after a number of midpoint locations, the Bureau expects to have sufficient information to map accurately the paths of radio waves across the U. S. and into other parts of the world.

All three transmitting-receiving stations will use the model C-3 automatic ionosphere recorder developed by the Bureau. Its transmitted power is 20 kw and it is capable of scanning a frequency range of 1 to 25 mc in a time interval as small as 7.5 seconds, NBS stated. Signals will be transmitted, received, and recorded on film strips at a 24-hour per day basis.

The St. Louis Experiment involves comparatively short distances. However, it is known that the discrepancies between theory and practice increase in magnitude as the distance between transmitter and receiver becomes greater, NBS explained. To investigate this effect, the mobile unit later will be placed at the midpoint of numerous widely spaced permanent installations. The next stop may be between the Sterling station and one in the Hawaiian Islands, Alaska, San Francisco, Puerto Rico, or Panama. Before the program is completed, the mobile unit will have been placed at the midpoint of the path to most of the Bureau's ionosphere stations in the western hemisphere.

NABET TO CIO
Affiliates April 1

NATIONAL Assn. of Broadcast Engineers & Technicians will affiliate with the Congress of Industrial Organizations as an independent radio-television and film workers union voted to affiliate five to one in a referendum.

The international charter offered by the CIO permits the NABET organization setup to remain the same with its present officers. The union has national contracts with ABC and NBC, and other agreements with 80 independent radio and TV stations.

Affiliation will enable NABET "to fill the great need for more adequate organization, representation and service for employees in radio, television and films," Mr. McDonnell said. He added that there will be no change in NABET policies. Plans are being made, however, to increase organizing efforts to accomplish complete organization of radio, TV and films, he said.

Other officers are Edward B. Lynch, of Rochester, N. Y., vice president, and George Maher of Chicago, executive secretary. All were recently elected to new three-year terms of office.

THE GREATEST IMPACT MEDIUM IN CINCINNATI

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

L.B. Wilson
WCKY
CINCINNATI

March 26, 1951 • Page 53
Advertising is bought by the group of executives who plan marketing strategy and tactics.

Printers’ Ink is read by the whole marketing group of advertising, management, sales and agency executives who are the leading buyers of advertising.

Strictly Business
(Continued from page 16)
tunity to become associated with “the most penetrating medium of them all,” and the name “Tom Peterson” has signified “Taylor-Chicago” ever since.

Thomas Hubert Peterson was born in Fort Dodge Oct. 2, 1906. As a young man, he had other jobs besides that of lamplighter. He progressed from “soda jerk to milk deliveryman to creamery worker.” At Fort Dodge High School, he liked dramatics, debating and sports. He pursued liberal arts at Illinois, where he belonged to Alpha Delta Sigma. He met his wife, the former Meribah Mahie of Evanston, Ill., on the campus at Champaign.

The Петersons live in a Dutch Colonial house in Evanston, on Chicago's North Shore. Their daughter, Roxanne, 15, attends the local high school, where she recently won a scholarship in art. Mr. Peterson spends much of his spare time at home working in his well-equipped woodwork shop. But the difference between him and most “putterers” of his ilk is that he turns out masterpieces of craftsmanship. Some of the most graceful occasional pieces in his home are “by Peter- son.” The family rumpus room is his creation.

Formerly active in the Chicago Kiwanis Club, Mr. Peterson now devotes much of his spare time downtown to the Chicago Executive Club, which he serves as vice chairman of the Speakers’ Table Committee. He also belongs to the Chicago Athletic Assn. In Evanston community activities, he serves on the Fourth of July Celebration Committee, which each Independence Day stages an extravagant display of pyrotechnics at Northwestern U’s Dyche Stadium. He also helps to promote the annual Evanston Community Concert.

ABC Spot Sales

Lynch, McLaughlin Named

Edward Lynch, former radio-TV salesman at ABC Central Division and WENR Chicago, has been appointed manager of the Central Division national radio spot sales and WENR local sales, it was announced last week. Mr. Lynch has been with the network since 1947.

Mr. McLaughlin also appointed to a new post is Roy W. McLaughlin, manager of WENR-TV, who has been named to head the Central Division's national television spot sales department and WENR-TV's local sales. Mr. McLaughlin has been with ABC since 1945.

Kellogg on Mutual

KELLOGG Co., Battle Creek, Mich., for Corn Pops, will sponsor "Wild Bill Hickok" on the Mutual network starting April 1 through Leo Burnett Agency, Chicago [CLOSED CIRCUIT, March 5]. The radio version of the show, which Corn Pops sponsors on TV also, will be aired from Hollywood Sunday, 6-6:25 p.m. (CST) on 287 stations at the start. The half-hour video series will be introduced in 24 markets on a spot basis in mid-April [BROADCASTING • TELECASTING, March 19].

KFM-AM-TV San Diego has taken temporary offices and studios at Hotel San Diego while its permanent facilities at Pacific Square, damaged in recent fire, are undergoing reconstruc-
The big PLUS is MUTUAL

WASHINGTON JOINS MUTUAL

March 26, 1951 • Page 55

Mr. Cochran, new director WCOP in Boston, to news staff, CBS Washington.

CLYDE HESS, news analyst WTAG in Worcester, had entire script from recent broadcast on gambling printed in Worcester Telegram-Gazette.

CHARLES SARNIT, news staff WCCO in Minneapolis, named associate news director for station.

CLEM COOPER, announcer WENTS in Gloversville, N. Y., named special events head replacing PHIL SPENCER, now in Armed Forces.

WILLIAM WINTER, news analyst KPIX (TV) San Francisco and recent winner of San Francisco Academy of TV Arts and Sciences award for best news presentation, leaves April 9 for six-weeks tour of Europe. He will film living conditions in Europe for later release on his TV program. Films will be offered for national syndication following local San Francisco release.

FORREST MASHBRIR, director and production manager KPIX (TV) San Francisco, to KTTV (TV) Los Angeles as director of station's sports events, under contract of BOB BRECKNER, executive director.

VON ORME, farm director KSL Salt Lake City, is recipient of annual "Friend of 4-H" title.

MAX ROBY, news editor KSL Salt Lake City, selected chairman of standard committee, function of National Assn. of Radio News Directors.

DON ELLIOT, newsman, WBAM-AM-TV Atlanta, and Sarah Owen, announce their marriage.
‘RED’ INQUIRY

INQUIRY into alleged Communist influences within the entertainment field was last Wednesday on Capitol Hill, but the hearing failed to turn up any concrete evidence that radio and television are earmarked for separate study.

The hearing also was conspicuous by its absence of any television or newsreel cameras on the scene, or direct broadcast lines—a policy invoked by the House Un-American Activities Committee earlier in the week. Only tape recordings were permitted.

One witness, Actor Larry Parks, failed to throw any light on possible subversive infiltration into Hollywood’s radio-TV broadcast industry. In fact, the two media were not mentioned during the session. Gale Sondergaard and Howard DaSilva also appeared.

Hearings were recessed to April 10, a tentative date, at which time authorities thought it likely that a number of celebrities would appear under subpoena before the committee. It was understood, though not confirmable, that between 35 and 60 entertainment personalities—some of them in radio-TV—have been slated for subpoena. Among them reportedly is Abe Burrows, CBS-TV star [Broadcasting • Telecasting, March 19, 12].

During Wednesday’s hearing Frank Tavenner Jr., committee counsel, said the group has “succeeded to a marked degree in ex-

posing Communist infiltration in labor organizations,” and that present sessions are designed to accomplish the same objective in the entertainment world. “Past and present” party activities will be explored, he added.

Admitting that he joined the Communist Party in 1941 but had dropped membership in 1944 or 1945, Mr. Parks said there are Communists in the Actors Laboratory, a “showcase group” for actors, but stated he was not aware of any attempt to gain control of it. Mr. Parks asked that he not be required to furnish names of members.

The decision to bar TV and newsreel cameras from the hearing room was made earlier last week when Mr. Tavenner posed the question to Rep. John Wood (D-Ga.), committee chairman. The policy was adopted for Wednesday’s session only, but Mr. Tavenner felt it likely that the procedure would be followed in subsequent hearings [Broadcasting • Telecasting, March 5].

Mr. Tavenner cited a committee agreement two years ago which served to place the problem at the discretion of the chairman when he felt it would hamper the work of committee members. After discussions between Rep. Wood and Mr. Tavenner, it was agreed to permit tape recordings or use of a sound track under a pool arrangement. The tape was used Wednesday evening by at least one Washington station.

The counsel revealed that telephone stations had requested permission to televise the hearing, but were turned down along with newsreel photographers.

LEWIS’ ANSWER

To Tydings’ Charges
FULTON LEWIS jr., MBS news commentator, testified last Tuesday before the Senate subcommittee on privileges and elections which has been probing last fall’s Maryland Senatorial election in which Sen. John Marshall Butler (R-Md.) defeated former Democratic Sen. Millard F. Tydings.

Mr. Lewis challenged Mr. Tydings’ statements delivered before the committee during earlier hearings which protested the manner and method of campaigning by Sen. Butler and his campaign staff. Mr. Tydings had attacked Mr. Lewis’ role in the election, asserting that the commentator made political speeches against him nightly on free time supplied by Mutual. He had charged Mr. Lewis with being “more even reckless with the truth” than Sen. Butler and contested that he was denied equal time to answer the commentator.

In answering the allegations, Mr. Lewis said the free time argument was “untenable” because Mutual sells his program to local stations who may broadcast it on their own or sell to a sponsor. The particular program in question, Mr. Tydings would be sponsored on MBS stations in Maryland and that his broadcasts on the Tydings-Butler campaigns were not political speeches but “strictly legitimate, factual reporting and commentary.”

Mr. Lewis said: “Ex-Sen. Tydings indulged this committee in some romantic imaginings about some sort of a conspiracy between the Chicago Tribune, the Mutual Broadcasting System, the Washington Times-Herald and me, to violate laws prohibiting corporations from contributing to political campaigns.”

The Tribune and WGN Chicago own approximately one-fifth of MBS.

Mr. Lewis added, “In so far as his radio experiences in the last campaign go, Sen. Tydings bit his own arm,” asserting that the former Maryland Senator member tried to allegedly “blackjack” MBS into giving him radio time.

The Senate group has been attempting to unfold claim and counter-claim lodged by opposing factions in the November election and preceding campaign.
CATHOLIC DRIVE
McCarthy Heads Fund Group
EUGENE J. McCARTHY, sales staff, CBS, has been appointed chairman of the Radio, Television and Theatre Div. of the Cardinal's Committee of the Laity in the 1961 Catholic Charities fund drive.


Harold Swisher
HAROLD SWISHER, veteran newswoman, died March 15 of heart failure while on Southern Pacific passenger train at Del Rio, Tex. Mr. Swisher was radio manager of the UP Western Division.

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LANG-WORTH SELL YOUR CAR

BASEBALL SOUND EFFECT RECORDS

SOLD OUT

Order C.O.D. Today while supplies last

Charles Michelson, Inc.

23 WEST 47TH ST., N. Y. 19

PL 7-4635

March 26, 1951 • Page 57
**Revised Proposed TV Channel Allocations**

FURTHER REVISION of FCC's proposed table of television allocations for the U.S. on a city-by-city basis, announced by the Commission last Thursday (see story page 19), is reprinted herewith. It provides for some 7,000 commercial and noncommercial (educational) VHF and UHF stations in more than 1,200 communities. "Illustrative" border allocations for Canada and Mexico also are given.

The new table completely supplants earlier tables proposed in 1948 and 1949. New table also specifies by asterisk (*) those 23 VHF and 127 UHF channels specifically reserved for educational stations on an "indefinite" period basis. All channels are of the same class, FCC having dropped earlier proposals to provide for mass-transmission and community and rural classes of stations. Revised proposed allocations are as follows:

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**FLORIDA**

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**NEVADA**

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**INDICATES RESERVED FOR "INDEFINITE" PERIOD FOR NONCOMMERCIAL, EDUCATIONAL USE.**

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**Notes:**

- VHF channels 16, 17, and 18 are reserved for non-commercial educational use.
- UHF channels 39 and 40 are reserved for non-commercial educational use.

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**References:**

- The new table completely supplants earlier tables proposed in 1948 and 1949.
- New table also specifies by asterisk (*) those 23 VHF and 127 UHF channels specifically reserved for educational stations on an "indefinite" period basis.
- All channels are of the same class, FCC having dropped earlier proposals to provide for mass-transmission and community and rural classes of stations.
- Revised proposed allocations are as follows:
ROLL OUT THE POLKAS

KRANTZ BREWING CORP., Findlay, Ohio, has keyed its TV advertising to polka rhythm and is dancing a schottische over its success. The brewery, maker of Old Dutch Beer, has capitalized on the tremendous regional interest in polka music throughout Northern Ohio and is producing a weekly one-hour TV show via WEWS(TV) Cleveland built around the polka theme. A few pop tunes creep in, but for the most part it's polka, polka. A retailer tie-in is The Polka Hit Parade which features the top five polkas of the week as voted by post cards available at Old Dutch Beer outlets.

It's Disc Jockey Clifton who suggests to Northern Ohio televiewers, "Let's have another piece of polka music and let's have another glass of Old Dutch Beer."
**Revised Proposed TV Channel Allocations**

(Continued from page 58-A)

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**NORTH DAKOTA**

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**SOUTH CAROLINA**

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<td>Columbia</td>
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**SOUTH DAKOTA**

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**EX-GRID STAR**

**Lugs Ball for TV in Texas**

A FORMER U. of Texas end and World War II combat pilot carried the ball for television in the Texas Legislature at Austin.

R. E. (Peppy) Blount, state representative from Big Spring, introduced a resolution to force state—supported schools to sell video rights to the highest bidder [BROADCASTING • TELECASTING, May 31].

This added up to asking the Southwest Conference to defy the NCAA ban against live television of college football games. After being asked to sit out an entire season, the resolution emerged as only a "suggestion from the legislature" instead of a semi-compulsory directive.

In Austin, it is well-known that Rep. Blount does not easily accept defeat and Rep. Blount knows that the game is not over. He may try again.

Rep. Blount played on the Texas teams which defeated Alabama in the 1949 Sugar Bowl game, and stumbled Georgia in the 1949 Orange Bowl classic.
### 'FAMILY NIGHT ON CBS-TV'

Four sponsors Promote Friday Shows

A COOPERATIVE promotion venture, calculated to identify Friday night as "Family Night on CBS-TV," has been instituted by four New York agencies handling Friday shows extending from 8 to 10:30 p.m. on that network.

With CBS cooperating, the promotion drive was opened with drum-beating for last Friday night's four-program block.

The shows, their sponsors, and the agencies are: Mama, sponsored 8-8:30 by General Foods on behalf of Maxwell House Coffee, through Benton & Bowles; Mom & Dad, sponsored by R. J. Reynolds Tobacco Co. for Camel, through William Esty Co.; Ford Theatre, sponsored 9-10 on alternate weeks by Ford Motor Co. through Kenyon & Eckhardt, and Star of the Family, sponsored 10-10:30 by Nash Kelvinator through Geyer, Newell & Garner.

Seventeen stations carry all four programs, and others carry one or more. CBS has prepared promotion kits, including slides, for distribution to the stations involved.

Posters also are being sent out—one station reportedly asked for 1,000.

The agencies are dividing promotion costs equally. CBS handled the production of kits and posters, with the agencies paying poster-mailing costs. The agencies also are issuing special releases, geared to the consumer level, under a standard heading which proclaims "Friday Is Family Night on CBS-TV" and lists the shows involved.

Alternate-week beneficiaries of the promotion campaign will be Live Like a Millionaire, which General Mills sponsors in the 8-9:30 slot every Friday through Knox Reeves, Minneapolis, and a program to be announced for the 9-9:30 period in the weeks when Ford Theatre is not carried.

### GE VHF PERMIT

**FCC Grants Modification**

GENERAL ELECTRIC Co. was granted modification of the permit of its experimental VHF station KE2XXH by FCC last week to incorporate an additional experimental transmitter operating in the UHF bands from 480-880 mc. Effective radiated power up to 100 kw would be used.

Forthnight ago a similar request for authority to conduct propagation and other tests in the UHF was made of FCC by Sylvania Electric Products Inc., Radio Tube Division, Emporium, Pa. [BROADCASTING • TELECASTING, March 12].

GE's KE2XXH at Electronics Park, Syracus, N. Y., has been authorized to operate on VHF channels 2 through 13 with peak effective radiated power of 50 kw and aural 2 kw. The new UHF transmitter, with power output of 5 kw, would feed into "an experimental helical-four-bay traveling-wave antenna having a calculated power gain of 20, so that the peak effective radiated power would reach the unprecedented value of about 100,000 watts," FCC told.

GE stated "it is proposed to make extensive propagation tests at this power level and frequencies in an effort to determine to what degree such a value of ERP would result in improved UHF television performance over that obtainable with previously available ERPs of the order of 10,000 watts."

GE currently is advertising to the trade its new power triode tube, GL-6019, claiming "for the first time in the UHF would be useful" [BROADCASTING • TELECASTING, March 19]. The advertisement said the tube, involving ceramic construction, was on display at the IRE show in New York last week.

FCC also was told the new UHF transmitter, with power output designed to test GE's newly developed helical TV antenna. The research program is being directed by J. E. Keister, section engineer in charge of TV and broadcast equipment, commercial equipment division.

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### VHF Channel Assignments

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<tr>
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<td>4, 5, 7*</td>
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### U.S. TERRITORIES

#### PUERTO RICO

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#### HAWAIIAN ISLANDS

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TELECASTING
A Service of BROADCASTING Newsweekly

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Page 61

New NCAA Proposal Expected
Page 61

Skiatron Shows System For FCC Members
Page 63

Latest Set Count By Markets
Page 68

2,000,000 PLAINCLOTHESMEN

...gather each Wednesday, to crack another exciting case, when DU MONT presents -

The Plainclothesman;

Television's most unique mystery program - in which the camera plays detective.

Sponsored by Dutch Masters Cigars.

Presented every Wednesday at 9:30 PM EST, over

DU MONT TELEVISION NETWORK
65 affiliated stations...a division of Allen B. Du Mont Laboratories, Inc.

Source: TELECASTING
515 MADISON AVENUE, NEW YORK 22, NEW YORK - PHONE: Murray Hill 8-3400
NOW AVAILABLE:

3 Choice TV News Strips

WHEN it comes to smart time buying, news is again very much in the news. People are following newscasts more closely today than at any time since the end of the war ... and their interest is bound to increase as time goes on.

Now, for the first time in Philadelphia television, WPTZ has available for sponsorship three choice morning news slots—7:30 A.M., 8:00 A.M. and 8:30 A.M. Scheduled within WPTZ's sensationally successful "Three To Get Ready"* program, these 5-minute news telecasts are edited in the WPTZ newsroom and are ably presented in a straight, reportorial style.

It is our considered judgment that in the early morning hours, the public wants crisp, last-minute news with no frills or furbelows ... news that will bring them up to the minute on what happened and what's happening.

These three news periods now available not only have a tremendous future as an advertising vehicle but they are an exceptionally sound, attractively economical, time purchase right this minute!

Moreover, we have the feeling that the wise advertiser who buys one or more of these news strips will find them an effective sales tool now and ten years from now.

For the complete story on these exciting availabilities—present ratings, the surrounding "Three To Get Ready" program and any other facts you need—give us a call or see your nearest NBC Spot Sales Representative.

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

*6.8 ARB rating during first week on the air

What's New in Television?
Take a Look at

WPTZ
FIRST IN TELEVISION IN PHILADELPHIA
Teletcasting * BROADCASTING

THE CRIME STORY

(See editorial, page 18)

ACTION-PACKED screens in millions of American television set homes attested last week to this prevailing sentiment:

The Kefauver Crime Committee telecasts had fired the imagination and captured the curiosity of the public. It had touched the citizen's sense of civic responsibility.

Television was promoted in one big sweep from everybody's whipping boy—in the sports, a museum and even the retail world—to benefactor, without reservations. Its camera eye had opened the public's...

...last day of this month.

This is a familiar face to televisioners of the Senate crime probe. Shown is Rudolph Halley, the committee's chief counsel. Photo was shot from the tube of a monitor set at ABC in New York.

* * *

Widespread Praise for TV Coverage

By GRETCHEN GROFF

TV STEERING Committee of the National Collegiate Athletic Assn. was reported last week to be ready to recommend a seven-game 1951 football schedule for the four networks, with all NCAA schools limited to no more than two telecasts each.

Tom Hamilton, chairman of the committee, when asked to confirm the report, said only that the proposal was among several under consideration at this time.

"This is a new, wonderful medium," he added. "We have to live with it but we have to see if it that too many of our schools don't get hurt." The headlines were wrong when they said we'd banded television. The one-year moratorium we declared is for the purpose of studying all of its phases and effects. We will attempt to make useful recommendations on April 6 so that the networks can begin negotiations with advertisers.

The reportedly proposed recommendation came as a result in New York last Wednesday when members of the committee and network officials to effect a solution to the NCAA's moratorium on football TV.

The period for negotiation between the networks and potential advertisers of the football telecasts is rapidly approaching and NCAA-network meetings have produced no workable agreement.

Representing the networks were: Sig Mickelson, CBS; Davidson Taylor, NBC; Tom Velotta, ABC, and Lea Arries, DuMont network. Members of the committee, in addition to Mr. Hamilton, were Ralph Furey, Columbia U.; Max Farring ton, George Washington U., and Bob Hall, Yale U. Also present were representatives of two television TV firms: Nate Halpern, Fabian, and Robert O'Brien, Paramount.

The committee and the networks give details on the effect of increased viewing on electric consumption, but did say it was necessary to operate an additional giant generator—capable of supplying 80,000 customers with current—during the hearings.

Business activities in many offices were at a virtual standstill as personnel crowded around TV sets. The Brooklyn Chapter of American Red Cross found it desirable to install a TV set at its blood donor center in order to attract donors to their appointments. Traffic, which had fallen off to 18 donors last Monday, snapped back to 55 the day the set was installed.

TV coverage was originated by WPIX (TV) New York and fed by WPIX to WABD, WCBS-TV, WNB (TV) and WJZ-TV. ABC (WJZ-TV) sold the program to Time Inc., first on one station, then on four, and later on 19—with the 19-station lineup continuing under Time sponsorship when the hearings resumed in Washington last Thursday.

The DuMont network, owner of WABD, estimated its coverage of the New York phase had cost it...

NEW NCAA PROPOSAL

Would Set Limit

first held a collective discussion, the outcome of which was four general points of agreement among the networks. According to one network's representative, the networks agreed: (1) To "continue and cooperate with the committee"; that (2) plans proposed by the TV committee prior to the meetings were operationally and commercially unsound; (3) "it appeared that there might be some legal questions to be resolved"; (4) the "committee was, in our view, an exploratory body but that we could not recognize it as a bargaining unit."

Plan Refused

The committee had previously proposed that only two networks be permitted a 20-game schedule which would carry games to areas outside of the NCAA district in which they were played. This was refused on the ground that it would double cable and crew costs, (Continued on page 88)
ONE of the final steps toward resolution of the long-raging color controversy will be taken today when the U. S. Supreme Court hears oral argument of government and industry.

On one side—in opposition to the FCC's adoption of CBS color standards last Oct. 10 will be John T. Cahill, counsel for RCA and Emerson Radio & Phonograph Corps, respectively.

In opposition, Solicitor General Philip B. Perlman will present the government's case with Judge Samuel I. Rosenman arguing in behalf of CBS.

Possibility exists that the color television department. After wartime service as commanding officer of the Willow Run Bomber Plant, he rejoined NBC in 1948 and served as business manager of the television department until he joined DuMont a year ago.

Mr. Drescher, with DuMont for the past 18 months, formerly conducted his own management engineering business. He was appointed administrative assistant to the general manager during the latter part of 1951.

Mr. Hess, a certified public accountant, was an internal auditor for the Eclipse-Pioneer Div. of Bendix Aviation from 1943 to 1945, when he moved to Jacob Ruppert as head of audit. He remained in that position for five years before joining DuMont, where he was administrative assistant in charge of accounting and general services.

### Coaxial Cable Ordered

WDSU Broadcasting Corp., New Orleans, announced last week that both ABC and NBC have placed orders for coaxial cable facilities to be used in future coax-TV installation is expected to be completed by mid-1952. Robert D. Swezy, corporation executive vice president, commented, "The extension of the cable to New Orleans will mean that the people of New Orleans will share with the eastern portion of the country all of the benefits of simultaneous reception."

### An Editorial

Our view has always been that educational or religious or secular organizations should come before the licensing authority on an equal footing with commercial groups. For example, WWL New Orleans is an applicant for a commercial TV outlet. The fact that it is operated by Loyola U. did not deter it from applying for a TV facility which it probably will get, in view of the latest FCC decision and its financial responsibility. There are dozens of other instances.

Withal, in view of the exigencies, we believe the FCC majority properly made as good a compromise as fundamental engineering appears to be sound. Larger metropolitan areas are provided power adequate to cover their markets. UHF and VHF channels are intermixed to make possible sufficient outlets to meet public need. Except for the exigency of the educational aspect, the FCC zealously seeks to provide maximum use of the TV channels, even to the extent of utilizing directional antennas for department assignments.

The procedures outlined by the FCC are wide open. There's a time-table. The freeze could be thawed by the fall. But there's also a race against the defense time-table. The FCC, we believe, is doing its best not to be caught with what it had. In due course, public opinion will decide the educational issue. (Could anything be more educational than the Kefauver crime investigation?)

### Frieda, Freedom and Frequencies

IN AN atmosphere beclouded by outlandish demands of educators who would make the nation into a sort of TV pedagogical state, the FCC last week handed down a laborious third report on TV, looking toward a competitive nationwide service, and with the resumption of licensing possible by this fall.

To the extent that the plan provides for educational assignments on a "reservation" basis, in both VHF and UHF, it constitutes a smashing victory for Madam Comr. Frieda B. Phonograph. She who single-handedly whipped up a fervor among the teachers and mothers of America that is without precedent in broadcast annals.

The report—which appears at first blush to be a skillful job of handling a highly complex and controversial project—actually is a compromise of sound engineering and expediency. The fact that seven Commissioners went in five different directions renders that comment indisputable.

Madam Commissioner, who protests the inadequacy of the educational reservations, inadvertently feels a warm glow of satisfaction. She didn't get long-term reservations for educational stations. And she didn't get that Gargantuan 25% of the available assignments (or of the channels). But she did emerge with a "reservation" for non-commercial educational applicants for at least a one-year period, and for about 10% of the available assignments.

The FCC appears to act wisely in avoidance rigidity, and in holding in reserve 13 to 18 UHF channels as "flexibility" assignments. These ostensibly are to be used for continued experimentation in Stravatinov and Polycasting, as well as to accommodate future requirements.

We take pause here. Could the FCC be setting aside these "flexibility" channels for an eventual move "upstairs" from VHF to an all UHF allocation?

That, to the chargrin of many, was perpetrated in FM a few years ago. There are those on the FCC, Chairman Cloy included, who feel that some day all TV will move upstairs. Those "13 to 18" reserved channels, could certainly accommodate the stations assigned to the VHF channels now allocated.

 Provision is made for nearly 2,000 stations on what appears to be a generally equitable basis—actual for the educational districts. Inequities exist, however. For example, it's incongruous to appraise Pittsburgh as a market with only two VHF stations (the third being car-marked for education). It's just as extreme to appraise Chicago as a four commercial-station market, or Houston and Richmond with only two VHF assignments. There will be trouble in Boston, San Francisco and Indianapolis. Other lesser markets appear to be surfeited, but then these are in the open spaces where nature has provided ample separations.

It is significant that the FCC particularizes that unless the non-commercial educational assignments are absorbed within a reasonable period (a year is implied) they will be thrown open for possible commercial occupancy, through appropriate rule-making procedures. Thus, the educators must meet this challenge.

With the anticipated demand for TV, it would be contrary to public interest and to our economic concepts to permit available assignments to remain vacant. The FCC would have been well advised, in our view, to have specified a date for the educational reservations, to block any malingering or use of dilatory tactics by educational aspirants.
SKIATRON Showings

For FCC Members

GOOD NEWS is the order of the day for WMJ-TV Detroit as Rich Barton, affiliated station manager, announces to sponsor a new daily newscast three days per week. L to r: C. H. Schlieger, McCann-Erickson account executive; H. P. Schorff, Richman advertising manager, and Norm Hawkings, WMJ-TV sales manager. Bulova Watch Co. will sponsor the newscasts two days per week. Both contracts are for 22 weeks.

KBKH REALIGNS

Cole Named Program Mgr.

In a KBKH (TV) Hollywood reorganization, Albert V. Cole, production supervisor of the field department, was named program manager of the NBC affiliate, effective April 1. He succeeds Robert V. Brown, resigning after 19 years with the network. Latter has announced no future plans but is said to be currently negotiating with the NBC-TV network.

The personnel affected included Edward Sobol, production manager, transferred to NBC network operations; John Gaunt, director, and William C. Jones, floor manager.

The station also announced dropping of two and one-half hours of afternoon network programs as part of an economy move ordered by NBC. Programs affected were Comedy Matinee and Curious Camera, dropped, and The Joe Dow & Paul Piers Show, cut from a half-hour to 15 minutes.

Savannah outlet

WSAV Files Application

APPLICATION for new television station in Savannah, Ga., was filed last week by WSAV, that city, seeking Channel 6 with an effective radiated power of 13.2 kw. Estimated construction cost is $167,000.

Harben Daniel, president, and general manager of WSAV, said a three-bay antenna, 404 ft. above sea level, was planned atop the local Liberty National Bank Bldg., with studios and transmitter in that building.

If authorized by the FCC, Mr. Daniel believed the outlet could be in operation in 1952. Savannah is 72 miles off the coaxial cable, but the expression that AT&T would construct a connection by starting time of the station.

March 26, 1951 • Page 63

Teletasing • Broadcasting

SKIATRON Electronics & Television, New York, last Tuesday undertook to prove to visiting members of the FCC the ability of its Subvision to present a complete system of television to "scramble" and "unscramble" the TV picture satisfactorily.

The firm, which has been conducting experimental broadcasts through WOR-TV New York's North Bergen, N. J., transmitter under temporary authorization, presented both a broadcast and a closed-circuit demonstration for the Commission members and FCC staff executives.

Demonstration Fare

During an over-the-air broadcast of Subscriber-Vision, 2:30-5 p.m., the Commission saw the Skiatron system of coding and decoding a slide; a "live" golf lesson, and a film, "The Vanishing El." The Skiatron, types, based on the use of perforated IBM-Remington Rand type punch-cards, immediately transformed a flickering seismograph image into a clear steady plane.

(Individual use of the Subscriber-Vision would necessitate possession of a video set equipped with a special decoder and decoder cards.

While the Commission viewed the broadcast from the Skiatron laboratories, the demonstration was seen simultaneously by viewers of WOR-TV within 60 miles of the transmitter, and by newsmen at the Skiatron suite in the Pierre Hotel, who held a preview and news conference.

During the conference, Frank J. Quigley, assistant to the president of Skiatron, revealed that following the demonstration, Skiatron would file an application with the FCC requesting permission to equip sets of standard make in New York, for a controlled experiment similar to the Phonevision test in Chicago.

The varied assets of Subscriber-Vision, Mr. Quigley pointed to the World Series' gigantic advertising costs, which would be eliminated under the Subscriber-Vision "pay-as-you-see" system. Mr. Quigley ventured that a $20 million gate could be produced without the burden being carried by a single advertiser.

Service to all tastes, classes and groups can be provided by the system, Mr. Quigley explained, although no estimate of the subscriber can yet be made. The decoder can be installed on all standard sets, with direct application to color TV either by means of the UHF bands.

The danger of "bootleg cards" can be averted, according to Mr. Quigley, by rapidity in the changing of the card, or by the possibility of renting the decoder to establish the viewers identification.

Although the collection agency has not yet been discussed, Consolidated Edison, New York, has approached Skiatron for consideration as the logical choice, since it supplies the electrical power to the City of New York, Mr. Quigley said.

He also asserted that development of the color decoder system might have far-reaching military value, although, for reasons of security, he could not elaborate further on the topic.

E. C. Crowell earlier had visited the WOR-TV transmitter at North Bergen to view a closed-circuit demonstration from 11:15-3 P.M.

Members of the FCC attending the Skiatron sessions were:

Chairman Wayne Coy and Comra. Freda Hennig, George B. Sterling, Hostel H. Hyde, Robert F. Jones and E. M. Webster. Representing the FCC Staff were General Counsel Benedict P. Cotton, attorney Harry M. Flotkine and engineers, Cyril M. Braum and Edward W. Allen.

EXTRA REVENUE

Fought Ciutes Phonevision

ADOPTION of Phonevision, in addition to the present commercial television systems, will give TV a "huge second source of revenue" that would significantly expand the variety and amount of program fare available to the public, Millard C. Faught, president of the Faught Co., New York public relations firm, said last week.

Speaking at a March 21 meeting of the Investment Bankers Assn. in Chicago, Mr. Faught said: "TV can now do or offer only what advertisers can or will pay for. With Phonevision the network might offer what the public, with all its now-neglected minority interest groups, would pay for." Phonevision would benefit from Phonevision, he said, because "millions of more people would be given more reasons to buy and use television sets" and "would not care for" the success of "two successful" and more audience, TV-PV stations would be built in hundreds of towns and cities which will never support a television station (or stations) on advertising alone."

CHICAGO PACT

Stations, AFM To Meet

REPRESENTATIVES of management from Chicago's four TV stations and the American Federation of Musicians are expected to meet in New York this week to settle the dispute over union membership. The contracts went into effect March 7 through April 6 without signatures.

The one-month delaying action is believed to be time enough for settlement of the dispute by contract, according to executives of stations WBBK, WENR-TV, WBBK and WGN-TV with the musicians' union.

 Portions of the new code were detailed at the luncheon meeting of the Chicago Television Council, Wednesday, when negotiators and observers were introduced by Presi- dent Fred Kilian.

Among them were attorneys Walter Emerson, Tom Compere and Maguire; Harry Belding, radio-television business manager of Foot, Cone & Belding; John Whal- ley, NBC Chicago comptroller, and George E. Hyde, NBC Chicago manager; and Cliff Norton of the TVA board.

Mr. Dieter, who sat in on four months of discussions as an agency observer, asserted the local code as sufficiently flexible. He said the network agreement drawn up in New York. The results, in his opinion, "show a lot more thought, particularly regarding rehearsal and individual working conditions. No part of the code was sloughed off." He described the code as advantageous to all, "including the advertiser who pays."

The present contract ends Nov. 30, 1952.

For regular Unit Ok for Color

STANDARD commercial TV transmitters can be used for both CBS color and black-and-white, and this will be the case with UHF transmitters, according to William B. Lodge, CBS vice president in charge of general engineering. Mr. Lodge said the statement referred to an article in the March 19 Broadcasting • Teletasing.

The article quoted a "source close to manufacturers" as saying that no plant is now building transmitter equipment for CBS color; that "present transmitter equipment cannot be used" for the CBS system; and that "the lack of compatibility is as serious in transmitters as it is in the case of television receivers, requiring all existing equipment to be scrapped."

Mr. Lodge reminded CBS color "has been transmitted for many months over the regular WCCB-WYBC installations in New York, and has also been transmitted over the transmitters of such stations as WOR-TV New York, WCAU-TV Philadelphia, WABC-New York, and WTV Washington. All of these stations use standard RCA and GE 8 kw television transmitters and it should be recalled that the demonstration transmitter was the same station, which were widely wit- nessed in the course of the color hearings, emanated from the regular transmitter of WFTOP-TV."

Teletasing • Broadcasting

TRANSMITTERS

Regular Unit Ok for Color
For the cameras at the close of his New York testimony, when Harry Brundage, WPIX announcer got himself a serenescp.

Rutger's Halley, chief counsel for the committees, named "a TV star" in meteoric fashion. As leading interrogator it was his face seen the most on TV screens.

WPIX estimated last Monday that more than 50 million persons were looking at the hearings on television. Figures for morning (9:30-12 noon) Hooperings that day showed a TV rating of the 25 million sets in metropolitan New York, nearly 20 times the January 1.3 for average early day hours (8-11). This rating covered the appearance of Ambassador to Mexico William O'Dwyer, former New York Mayor.

Three theatres in New York and one in Albany carried the telecasts. Some housewives gave "TV parties" for benefit of neighbors without sets. Two New York theatres canceled regular film programs in favor of the telecasts.

WSTC-AM-FM Stamford, Conn., reported "top public interest" caused them to suspend regular schedules to re-broadcast "a running commentary of the proceedings." After the program was picked up via WMGM, it was fed over Connecticut State Network lines to WHTF Hartford, where it was also carried.

Washington Coverage

In Washington, WWDC (Mutual) reported it was telecasting Capitol proceedings for a 45-minute nightly playback, 7:45-8:30 p.m., in the choice commercial time segment. It also was sending a daily tape to WNEW New York's use for airing a day later. Dennis Sartain, WWDC's news editor, was in charge of the tape job.

On Friday WPDR(FM) New York said it was broadcasting all the Washingtno sessions and would continue on days hearings were held.

A J. U. Commissioned in New York saw Louise Weber testifying and then saw and heard him arrested on a charge of perjury. In his office, Mr. McDonald presided at the arraignment of Mr. Weber and held him on $25,000 bail for hearing.

Society students traded their textbooks for a television set at Rutgers U. when their home assignment was to watch the hearings. Instructor Andreas Lunde said, "The hearings provide an analysis view of criminology, social problems and legal procedure."

In Philadelphia, Police patrolman watching the hearing on his set was unaware that his house was on fire. Flames ate through the kitchen into a second story bedroom and the roof before the officer noticed them.

Comment on the hearings blossomed nationwide in the editorial columns of the press.

A recent publication, Syracuse University's Daily Orange hailed video coverage as adding the medium to the status of a "fulfledged member of the press," and as "part of this nation's coverage."

The Washington Post, majority owner of WTOP-AM-FM-TV Washington, ran its third editorial on television coverage in a fortnight. It continued along a line of its investigations which his to no more be subject to TV than courtroom witnesses. It warned that the more hearings are regarded as "mere entertainment, the more easily organized crime can be sloughed off and forgotten."

But the Post reflected: "Certainly a major purpose of the Kefauver investigation is exposure, and in this it has been. But TV and radio as well as the press—are extremely important."

Two editors outlined the New York Herald Tribune's view of the TV coverage. It called it unprecented, "which indeed it was, and pin-pointed the telecasting: "Here is the perfect combina- tion of light and information and entertainment. Every bit of it is exciting stuff, and deserves all the presentation it is getting."

'The Tribune went on: "The potential is, of course, staggering. If television can educate (and incidentally, entertain) the whole popu- lation on crime and politics, why not take in Congress, the Legislature in Albany, or even our Board of Estimate and City Council?"

"We want to get for a better informed citizenry is desirable..." and wound up its comment with an opinion that newspapers will play their companion role with TV by telling "what the show was all about" after the public gets the drama by video.

In other editorial comment, the Christian Science Monitor stressed the need for understanding of the hearings as helping to "arouse Americans to the menace of the unholy alliance between or- ganized gambling and crime..."

but, on the other hand, warned that unless TV lights and cameras are skillfully used they can become an impediment in such proceedings as in a courtroom.

New York Times looked at this "major phenomenon of our time" and came up with: "We are encour- aged by the extent and intensity of interest in this inquiry."

Max Lerner in the New York Post, commenting on right of privacy in investigations covered by TV, mused: "...a man who engages in shady activities thereby opens himself to public scrutiny. His liberties must be guarded, but it is right to see that immunity from the TV camera is a greater liberty than immunity from the press. For some of them the ordeal by TV is undoubtedly unpleasant. But it may teach us a few things. This is one show that wakes us up."

Echoes from other corners of the country where the Kefauver hearings hit the television audience with a tremendous impact were still being heard by BROADCASTING-TELECASTING which has been printing the incoming reports with regularity.

Cites Reaction

For example, KPIX (TV) and KGO-TV San Francisco plus KSD-TV St. Louis told of unprecedented reach of telecasters to telecast hearings in their cities.

San Francisco stations aired two full days of hearings, which brought thousands of enthusiastic letters and calls and drew favorable comment from Bay Area columnists.

St. Louis Post-Dispatch reprinted page of letters praising "outstanding public service" program, telecast Feb. 23 and 24, and lauding industry in general for providing "ringside" seats.

Television—of World Series, UN fame—had crossed a new threshold.

Phonevision Tests

ZENITH RADIO Corp., in its final fortnight of Phonevision tests in Chicago, last week began program- ming a midnight showing of movie films as a replacement for the regular afternoon feature. Saturday and Sunday matinees continue at 2 and 3 p.m., however.
WCPO-TV Rounds Up Bonus Listeners From 70 Counties In Rich Ohio Valley

11,301 Entries In Daytime Contest Prove WCPO-TV's Continued Leadership in Ohio, Indiana and Kentucky

WCPO-TV Piles Up Proof Of Audience

In a four week period of January, 11,301 entries were received in a contest to name a beagle hound pup, staged by Guenther, Brown and Berne, Inc., a Cincinnati advertising agency, for its client, Royal Furniture Company.

The program, Big Jim Stacy's Mid-Day-Merry-Go-Round, drew contest entries from 70 counties of Ohio, Indiana and Kentucky, with many coming from towns 90 to 100 miles away, showing a WCPO-TV BONUS audience far in excess of even secondary coverage figures.

Here's proof of WCPO-TV's leadership. WCPO-TV has been 1st in every Pulse Survey for every month since it first went on the air, July 1949. WCPO-TV dominates day-time television listening in Cincinnati and the Rich Ohio Valley.

SHARE OF THE TELEVISION AUDIENCE, MONDAY TO FRIDAY

<table>
<thead>
<tr>
<th>STATION</th>
<th>7 AM to 12 noon</th>
<th>12 noon to 6 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCPO-TV</td>
<td>59%</td>
<td>45%</td>
</tr>
<tr>
<td>STATION &quot;B&quot;</td>
<td>31%</td>
<td>36%</td>
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<tr>
<td>STATION &quot;C&quot;</td>
<td>10%</td>
<td>19%</td>
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</table>

WCPO-TV carries 9 out of top 10 programs seen in Cincinnati...February Pulse
How about 19.0 Telepulse rating Happy Wilson’s carved out for himself Sunday afternoons at 5:30? Small wonder his “Happy Wilson Show” on WAFM-TV is the most looked-at hillbilly program in town.*

About what you’d expect of Happy, though. Star of his own network AM show and personal appearances, ace mountain musician and recording artist, he’s Alabama’s best known and best loved hillbilly.

Happy’s

Happy’s show isn’t the only one on WAFM-TV that cuts a fancy figure. Telepulse shows that all in all, WAFM-TV programsaverages higher ratings than the programs of the competition.

19.0

19.0 (and remember, that’s a rating — not a share-of-audience) is just one measure of the success Happy can bring you. Another is booming Birmingham, where industry is buzzing and pay envelopes bulging.

rating?

Rating? 19.0 is a runaway — the kind that will put your product way out front in Birmingham. How about Happy’s 19.0...for you? For details, get in touch with your Radio Sales representative or...

WAFM-TV

“TELEVISION ALABAMA”

CBS in Birmingham - Channel 13
Represented by Radio Sales

SECONDS Los Angeles television station to lease a motion picture theater for television program showing. KTLA has taken a near lease on the 850-seat Beverly Hills Music Hall, KTLA (TV) Los Angeles not long ago leased Melvin Theatre for telecasting of its audience shows.

BOSTON COLOR
CBS Demonstration Tomorrow

CBS, in conjunction with the 100th anniversary celebration of Jordan-Marshall department store, Boston, will demonstrate its color TV system March 27-28 at the store. Three receivers on Marshall’s fifth floor annex will pick up nine daily shows, featuring Patty Painter, “Miss Color Television,” fashion models and merchandise of the store.

The department store has scheduled full-page ads in all Boston Sunday papers to advertise the color demonstrations.

BOSTON is the seventh city to view CBS color television, the network having set up shop in Washing- ton, Philadelphia, New Orleans, At- lanta and Chicago.

Jordan-Marshall also became the first store to purchase permanent color-TV equipment for inter-store promotion. A Remington-Rand camera, control and receivers were ordered by the store, to present merchandise in color on sets placed throughout the building.

NAVY HISTORY

NBC To Produce Series

A MAJOR effort to chronicle his- tory on television has been prom- ised by NBC, which announces that it will produce a series of films recording U. S. Naval his- tory, with the cooperation of the Navy Department. Announcement of the production was made by Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television and reported on NBC-TV’s Battle Report, Washington.

Mr. Weaver said the project “records Naval history’s first exten- tive attempt to tackle the problem of pre- senting contemporary history on a comprehensive, dramatic basis.”

The network plans to stress known visual techniques, over and above good pictorial documentary and news summaries of naval events.

NBC and Navy technicians will screen thousands of feet of official unreleased Navy film for the series, scheduled to get underway late this year. Slated as a joint NBC-Navy-Marine Corps venture, the series will cover every major action since 1897, when the USS Panay was shelled, down through recent United Nations actions.

Mr. Weaver announced that the network would set up a special unit to coordinate and produce the new project, under supervision of Henry Salomon Jr., USNR officer. The Navy will use the first 26 weeks of the series for recruiting and education purposes.

Big Screen—Big Laugh?

TELEVISION’S influence on the theatrical box office was at least tacitly acknowledged in a March 18 Philadelphia Inquirer advertisement for the Lawndale movie house. In announcing the showing of “At War With the Army,” a picture starring Jerry Lewis and Dean Martin (who ap- pear on NBC-TV’s Comedy Hour), the theatre said: “You can just imagine how much funnier they are on our 65,000-inch screen.”

IDEAL EXCHANGE

Urged by WTVJ Manager

A PLAN for interchange of ideas, policies and problems facing television station managers has been suggested to general managers of 14 southern TV stations in a letter written by Lee Rulitch, vice president and general manager of WTVJ (TV) Miami.

The plan calls for a letter a month from each station manager of the group to all other managers within the group. Subject will be designated in advance, and the let- ters are to be kept confidential.

Military Production

(Continued from page 8)

base of the electronics industry.”

Other prize winners included: R. B. Dome of General Electric, awarded the Morris Liebmann Memorial prize for his television and frequency-modulation work; A. B. MacNee of the U. of Michigan, awarded the Browder J. Thompson Memorial Award; Daniel J. E. Gayol of the U. S. Army Signal Corps, given the Harry Diamond Memorial Award; and W. W. Har- man of the U. of Florida, presented the Editor’s Award.

Fellowship Awards

In San Francisco...

1 STATION RECEIVED

5 OUT OF 12 STATION AWARDS
FROM THE ACADEMY OF TELEVISION ARTS AND SCIENCES

The Station, of course, was KPIX
San Francisco's pioneer television outlet

BEST... children's show
"Once Upon a Time"

BEST... live commercial
Acme Beer

BEST... personality
Ben Alexander

BEST... newscaster
William Winter

BEST... locally produced film
"Teletrips"

YOUR own award... more sales
from fewer dollars... is sure
to be found on

Plus Citations
for
Sports Telecasting
Public Service
Engineering Achievement

Represented
nationally by
The Katz Agency

KPIX
channel five
San Francisco

AFFILIATED WITH CBS AND THE DUMONT TELEVISION NETWORK

Televasting • BROADCASTING

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AMONG members of a Good Housekeeping magazine consumer panel who do not now own television sets and do not intend to buy one soon, the three principal reasons given for waiting to acquire TV were: (1) can't afford it, (2) waiting for better pictures, (3) waiting for better programs.

A survey of the panel, which consists of subscribers distributed in proportion to the circulation of Good Housekeeping, showed that 19.4% own now own TV sets, radio-TV or radio-phonograph-TV combinations.

Only 12.6% of non-owners, however, have not seen TV. The others, save for 1.2% who did not answer a question on the subject, have all been exposed to TV at least once or twice.

Of those who do not own TV, 4.9% intend to buy a set in the next few months; 24.9% in a year or two; 35.9% will wait longer. By income group there is sharp variation on these questions. Only 1.1% of those with incomes under $2,000 will buy in the next few months, while 6.3% of those with incomes over $5,000 intend to buy in that period.

Among those not intending to buy TV in the next few months, 26.2% say they can't afford it (another response that varied widely among income groups): 25.8% are waiting for picture quality to improve; 34.6% want better programs; 12.2% are waiting for color. Smaller percentages gave other reasons.

Among those who expressed an intention to buy, either soon or eventually, 31.7% thought they would purchase television-only sets, 22.6% TV-radio combinations, and 36.7% TV-radio-phonograph combinations. The others had not made up their mind or did not answer.

Among those who want a radio-TV combination, 47.8% want FM radio included, 16.4% want AM and 30.7% don't care.

As to picture screen size, by far the most want 16-inch screens-50.9%. Only 0.7% would be satisfied with 10-inch size, 19% want 12-inch, and 18.9% want 19-inch. * * *

Videodex Compares Atlanta, National Ratings

THE Videodex report for Atlanta, covering February viewing, was released for the first time by Jay & Graham Organization, Chicago, last week.

The Atlanta report, comparing Atlanta and national ratings, shows "how the network advertiser cannot assume similar audiences in different regions of the country," the research firm stated. The table below presents the Videodex (33 market) ratings and those in Atlanta for competitive network shows. "In each case the network ratings do not represent the audience impact in a southern market."

Table

<table>
<thead>
<tr>
<th>City</th>
<th>KBYV-11</th>
<th>WRIG-6</th>
<th>WSB-5</th>
<th>WAGA-5</th>
<th>WGST-2</th>
<th>WCAT-3</th>
<th>WSB-5</th>
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<td>7,600</td>
<td>2,800</td>
<td></td>
<td>2,600</td>
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</table>

Guide-Post Reports

ED SULLIVAN'S Toast of the Towns was picked as the best-rated TV program by 800 Pittsburgh area housewives responding to a Guide-Post Research survey released last week.

The housewives, all in TV homes, were asked: "Which television program do you like best?" No check list of programs was provided, andGuide-Post pointed out that there is only one station in Pittsburgh, WDTV (TV), and thus each program is without concurrent competition.

Most popular programs of the 800 housewives were:

- Ed Sullivan, rated best by 27.2%; Milton Berle, 21.3%;
- Mame, 10.9%;
- Studio One, 7.6%.

(Continued on page 70)
week in and week out
more Atlanta people see
more programs* on

wsb-tv

ATLANTA'S
FIRST
TELEVISION
STATION

*Ask your Dairy man about any current survey.
Your Top TV Sales Opportunity

WDEL-TV

In the Market with Highest Income per Family in the Country

Robert E. Associates
New York, New York

TV Affiliate

Page 70 • March 26, 1951

KRON-TV Policy

KRON-TV San Francisco has addressed all Electronics Agencies that it no longer will accept mail order business where the account does not have a recognized local retail outlet. Existing accounts will not be renewed, Harold P. See, director of television, added. This policy in no way affects occasional use by merchants and advertisers sponsoring programs of at least five minutes duration, the announcement said. Accounts affected include those of local retail outlets wherein the advertising message is used exclusively to secure direct viewer response to the product through the use of station mail facilities, or through use of phone numbers for ordering merchandise, the statement pointed out.
The 1950 Station Achievement Award

to **KGO-TV** SAN FRANCISCO - OAKLAND

Yes, KGO-TV is setting the pace in the fast-growing San Francisco-Oakland Bay Area television market.* KGO-TV is San Francisco's "know-how" station...in programing...in production...in engineering...in sales...in promotion. It provides a comprehensive service and produces real results for its advertisers. Check ABC-TV Spot Sales for availabilities.

ABC'S TELEVISION STATION FOR THE SAN FRANCISCO-OAKLAND BAY AREA

* Latest available NCEB estimate... 170,000 sets March 1, 1951.
New NCAA Proposal (Continued from page 61) and be financially impractical, as well as discriminatory.

A condition on the proposal was that each network would be allocated five weeks apiece on a 20-game schedule, but it was also met with defeat.

The legal questions of the networks revolve around the possibility of any agreement concluded with NCAA being interpreted in restraint of trade and illegal. Network attorneys present at Wednesday's meeting were careful to avoid any act on the part of their clients which might be termed illegal.

Following the general conference, representatives of each network met individually with the committee to submit their own plans and proposals.

When questioned as to the result of the conference, Mr. Hamilton said: "We have had talks with the networks; they submitted what they consider practical proposals. We will consider their suggestions and then submit them to the whole committee to be voted upon on April 8 and then submit our recommendations to the whole committee to be voted upon on April 8.

The networks showed a variety of responses. One might consider only complete freedom of contract negotiations between the individual school without referral or approval by any district committee or national committee of the NCAA.

Another agreed to the seven-game football schedule which the committee was supposedly planning to recommend.

It was a notable fact that all networks appeared in complete accord as to the need for removal of the committee as an intermediary for negotiations between the colleges and themselves.

OKLA. GRID TV Justice Dept. Eyes Case

OKLAHOMA Senate bill to direct state schools to permit live football telecasts was shelved last week under a banishment-threat from the Big Seven Conference, but the Dept. of Justice anti-trust division continued its investigation.

Both the Big Seven and NCAA had barred members from allowing live telecasts of athletic events for a year in the period. Big Seven representatives voted 6-1 to ban Oklahoma from Conference competition if it violated the television ban.

Sen. George Miskovsky, who introduced the state bill, called the Big Seven vote a "brazen insult." Sen. Miskovsky, previous to the vote, had telegraphed the Dept. of Justice to ask if any civil or criminal action could be taken against the ban [CLOSED CIRCUIT, March 19].

Dr. Graham Morison, head of Justice's anti-trust division, said last week that the department is "actively interested" in the case. Also that Sen. Miskovsky's allegations were "pretty rough" and that the department is now only in the process of assembling and examining the facts.

DuMONT PLANT

Starts Shorter Work Week

ATTRIBUTING the move to production cutbacks resulting from government regulations, Allen B. DuMont Labs last Thursday announced that employees of its TV receiver and electronics parts manufacturing plant at East Paterson, N. J., would go on a four-day work week effective today (Monday). They formerly worked five days a week.

Dr. Allen B. DuMont, president of DuMont Labs, said the company's plants at Allwood, Clifton and Passaic, N. J., being engaged in government work, will not be affected, and that he hoped the change at East Paterson would be temporary. Several government contracts are in negotiation, he added.

Video Program Guide

THE Des Moines Sunday Register is promoting its new television supplement which gives complete weekly program listings. The four-page supplement is tabloid size and includes advertising, feature stories and signed columns.

SALES ROCKET

Weekday Show Credited

A COOKING SHOW, Martha Laning's Come Into The Kitchen, over WSB-TV Atlanta, is credited with increasing sales of a dried milk product of 1,000 per cent.

The compliment came in the form of a testimonial from James J. Selvage, general sales agent, who said that the 11-11:30 a.m. Monday-Friday show is doing a "splendid" job for Jerrell's Nonfat Dry Milk Solids.

Mrs. Lansing uses the Jerrell product on the show in the preparation of various recipes.

PHONEVISION

Canada's Prospects Mulled

PHONEVISION and its possible application to Canadian television has been under discussion in Montreal by Comdr. E. F. McDonald Jr., president, Zenith Radio Corp.; R. H. Cairns, broadcast engineer from the Telecommunications Div. of Canadian Deaf and Dumb Transport, and Andre Ouimet, CBC's assistant director of TV for Montreal.

In a statement to the press, Zenith representatives, Quimby and Bamberger, said there is no doubt that Phonevision appears to be a sound solution to the economic problem involved in bringing television to Canada's 14 million people. Mr. Cairns reportedly said that he could find no technical difficulties standing in the way of Phonevision's use in Canada.

TVA L. A. Contract

WESTERN section of Television Authority still continues optimistic over early settlement of a contract covering TV performers [BROADCASTING - TELECASTING, March 20, 1950] negotiations which have continued throughout the last week. Negotiations will be resumed tomorrow (Tuesday). Possible strike action is expected.

Dr. Allen B. DuMont, president of DuMont Labs, said the company's plants at Allwood, Clifton and Passaic, N. J., being engaged in government work, will not be affected, and that he hoped the change at East Paterson would be temporary. Several government contracts are in negotiation, he also added.

Video Program Guide

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BOOMS SALES

Of Rubbermaid Products

A TV success story with a bounce was reported by the Wooster Rubber Co., Wooster, Ohio, after the firm had studied returns on two one-day TV commercials shown three afternoons a week over a six-week period in a large eastern city.

The spots reportedly increased in retail sales of $40.40, 30 and 25 per cent for Rubbermaid house-ware products in three department stores, selected for their good test character.

"We weren't prepared for the rush of buying that took place," one test store buyer said. "Nearly half our customers said they came in to buy Rubbermaid items they saw on the television programs." He added that "if we'd had complete stocks on hand, our sales would have been up another 15 or 20 per cent."

Advertising Manager G. G. John- son said that the professionally prepared TV commercials had opened eyes to the beginning and closing of the script to permit local store tie-in. He believes that the practical demonstrations of Rubbermaid products in a typical kitchen were important factors in the spots' success. "Demonstra- tion of the good use to which these products can be put really helped here... . One test store reported that many customers who came in to buy items featured in the two TV spots also purchased five or ten dollars worth of Rubbermaid items for their homes."

The films are now available for use by stores all over the country, Mr. Johnson announced.

WPIX (TV) Expands

EXPENDITURE of $120,000 for studio expansion and improvement at WPIX (TV) New York head- quarters to accompany the station's new $200,000 facilities in the Empire State Building has been announced. Construction of a fourth studio and control room at its present location and purchase of new RCA cameras, microphone boom, video monitors, and other equipment, will be included in the expenditure, the announcement said.

SRT • SRT • SRT • SRT • SRT

radio and TV Stations

Profits Depend on Efficient Personnel

Our Guides are:

• Checked for Ability and Enthusiasm
• Dependable and Efficient
• Integrity and Showmanship

Telecasting

advertising

network professionals

trained under...

actual broadcast conditions

for proven and reliable service

Call, Write, or Wire

School of Radio Technique

316 West 57 St., N.Y. • Plaza 7-3021
Look into this
PROFESSIONAL
Telecast Projector
and see years of
Dependable Service

The GPL Model PA-100—a 16-mm Studio Projector

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

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

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

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

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

WRITE, WIRE OR PHONE FOR DETAILS

General Precision Laboratory
INCORPORATED
PLEASANTVILLE, NEW YORK
TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment
**GOLF MATCH**  
Covered by AM-FM-TV

WHEN Golf Pro Sammy Snead slammed his opening drive of the Greater Greensboro Open Golf Tournament, March 23-26, a special film speed process enabled WFMY-TV Greensboro to telescast the event.

Gaines Kelley, WFMY-TV general manager, said that within an hour after any important bit of play the station would telescast the highlights.

Pilot Life Insurance Co., Greensboro purchased exclusive broadcast rights for the tournament, with WFMY having FM and TV rights and WCOG Greensboro having AM rights.

Sale was announced jointly by Dick Andrews, advertising manager of the insurance company, Mr. Kelley, and Henry Sullivan, WCOG general manager.

**TELE-MOVIE CASE**

Files Bankruptcy Petition  
TWO-HUNDRED Chicago mothers, who planned TV careers for their children, filled the chambers of a federal referee Wednesday to hear the voluntary bankruptcy petition of Tele-Movie Pictures Inc. in the same city. K. L. Stoutenberg, president, listed assets of $2,100 and liabilities of $4,600.

He said his firm began shooting juvenile pictures for TV in 1949, and got $150 each from 600 children for training and casting them in parts. Casts were to get a third of the sale price of the films. Mr. Stoutenberg said 30 films were completed, but only one was sold for $1,500, which was never paid. He said video networks insisted on picture changes which were not financially or technically acceptable to Tele-Movie Pictures. Another hearing will be held April 8 by Federal Referee Austin Hall.

**TV REPAIRMEN**

RCA Home Study Course

RCA Institutes Inc. has announced that it will open to the industry a highly specialized, field-tested Television Home Study Course to help alleviate the shortage of TV repairmen.

A detailed course outline, together with further information, tuition rates and enrollment forms is available on request from the Home Study Div., RCA Institutes Inc., 350 W. 4th St., New York 14, N.Y.

EDDIE CANTOR, Jack Benny, Bing Crosby and Bob Hope are among those chosen as Hollywood’s Ten Best Citizens by a panel of 10 leading columnists in a poll for Modern Screen magazine. Selections made on basis of outstanding, unfailsh civic activities.

**TABLE TELESETS**

Admiral Reduces Prices

MOVE TO PUT table model video sets back in the “low-priced field” was made last week by Admiral Corp., Chicago, as it announced lowered prices on three of its “most popular” receivers.

A 17-inch mahogany cabinet set 17K12, which formerly sold at $279.95, has been priced at $249.95. The 16-inch 16R12 went down from $249.95 to $209.95, it mahogany, and from $239.95 to $199.95 in ebony. This last price is the first time a 16-inch model made by Admiral has sold for less than $200 since before the Korean out break, the company reports.

Manufacture of these models has been stepped-up so that mass production will compensate for the lower prices, said President Ros. D. Siragusa. Seeing a “pressing public need for low-priced merchant disc,” he directed rescaling of prices on the low cost end of the line “to fill that need in these days of high down payments, excises, taxes and inflation in general.”

**PULSE RANKINGS**

Show Program Preference

TEN top-ranking TV program types for February, as reported by the Pulse Inc., were boxing 22.2 westerns 15.6, then mysteries 17.4, comedy (variety) 16.3, comedy (situation) 14.9, talent 12.4, new 12.3, kid shows 11.3 and musical variety 11.3. Gen. Eisenhofer and Charles E. Wilson, carried by all networks, rated 52.1 and 16.3 respectively.

During the week in February studied, available network time was 88% filled between 8-9 p.m. and 9% filled between 9-10 p.m. Pulse reported.

‘Mul’-TV’ Patent

“MUL-TV” has been approved by the U. S. Patent Office as a trademark for the multiple TV antennas of Jerrold Electronics Corp., Philadelphia, Pa. The firm announced that over 2,000 TV dealers are using Jerrold Mul-TV equipment to demonstrate large numbers of sets. The antennas are also used by apartment buildings and other multi-unit developments. Total sales of Jerrold Mul-TV equipment have passed the $1 million mark, the firm reported.

**FILM & PRODUCTION SERVICES**

ALEXANDER FILM CO.  
(producers of short-length films since 1919)  
5,000 TOP-QUALITY COMMERCIALS  
LOW-COST RENTAL SERVICE  
COMPLETE PRODUCTION FACILITIES  
FOR ANIMATED AND LIVE ACTION COMMERCIALS  
WIRE OR WRITE  
COLORADO SPRINGS

SARRA, INC.  
TELEVISION COMMERCIALS  
MOTION PICTURES  
SOUND SLIDE FILMS  
NEW YORK - CHICAGO  
Hollywood

TELEFILM, INC.  
COMPLETE FILM PRODUCTION  
FOR TV SPOTS-PROGRAMS  
ALL PRODUCTION STEPS  
IN ONE ORGANIZATION  
6039 HOLLYWOOD BLVD.  
HOLLYWOOD 28, CALIF.  
HOLLYWOOD 6-7625

TELESCRIPTIONS  
ANIMATED AND LIVE ACTION  
TV FILM SPOTS  
90-SECOND AND 1-MINUTE  
823 VICTOR BUILDING  
WASHINGTON, D.C.  
STERLING 4880

VIDEO VARIETIES CORP.  
TELEVISION PROGRAM FILMS  
TELEVISION COMMERCIALS  
BUSINESS MOVIES  
SLIDE FILMS  
+FROM SCRIPT TO FINISHED PRINT  
+OWNERS AND OPERATORS  
OF WEST COAST SOUND STUDIOS  
310 W. 37TH STREET, N.Y.C.  
WITH EXPERIENCED MANPOWER  
AND COMPLETE FACILITIES  
41 E. 50TH ST., NEW YORK  
MURRAY HILL 9-1162

BROADCASTING - TELECASTING  
FILM & PRODUCTION  
DIRECTORY IS PRINTED THE  
LAST ISSUE OF EACH MONTH  
GUARANTEED PAID CIRCULATION  
EXCEEDS 15,000

Page 74 * March 26, 1951
INS-TELENEWS last week announced that interviews with individual fighting men in Korea would be filmed and presented in TV and theatrical news programs. The firm feels that this feature will result in better documentation of the war. Crossing the Han River was dealt with in the first release handled by Chief Far Eastern Camera man Wade Bingham. Same firm’s production of the All Nations Symphonies has been signed for in Buffalo over WBEN-TV for May premiere by Manufacturer’s & Traders Trust Co. and in Washington over WTTG-TV (TV) for March 30 debut by DuMont TV sets and Campbell Music Co. Robert H. Reid, manager of the INS TV department, announced that additional deals are pending for the first series of films featuring the Santa Cecilia Rome Symphony and narration by Milton Cross.

APEX FILM Corp., Los Angeles, has completed two experimental Cawdale of America TV films for duPont at an approximate cost of $20,000 each. The films are based on the NBC radio show of the same name. Agency is BBDO, New York.

KILLIAM SHOWS Inc., New York, is releasing The Edison Film Library for TV sponsorship. Series includes 1,000 subjects, dating back as far as 1898, chiefly one or two reel "vintage" dramas. Package is represented by Ruy Block Assoc., New York.

SNADER TELESCRIPTIONS Corp., Los Angeles, has completed filming of eight variety acts for TV shorts. Acts featured Yonelli, musical clown; the De Havilands, acrobats; Ray Vaughan, musical bottle performer; Aubrey, magician; Hector and Pals, in dog act; Paul Gordon, bicycle performer; Johnson Brothers, jugglers; Gung Twins, dancers.

KLING STUDIOS, Chicago, has completed 24 video commercials for Admiral Corp., seven for Greyhound Bus Co., nine for Kellogg, six for Mitchell Air Conditioning Co., eight for Broadcast Corned Beef Hash and others for Ideal Dog Food, Jays Potato Chips and the Chicago Tribune. . . . New addition to firm is Ted Shargel, former animator with Disney Studios in Hollywood.

ZIV TELEVISION PROGRAMES Inc., New York, announces that Cisco Kid, TV Western series, will be sponsored by Ward Baking Co., New York, on WMBR-TV Jacksonville, Fla., starting March 18; on WBRC-TV Birmingham, Ala., April 1; on WNBR(TV) Cleveland, March 31. Contracts are all for 52 weeks. Agency is J. Walter Thompson Co., New York.

BING CROSBY ENTERPRISES, Los Angeles, will soon start filming of half-hour TV sports programs, Show of Champions, based on published short stories of William Cox and featuring outstanding personalities in various sports fields who will act as narrators for programs concerning their particular sport. Scheduled for appearance are Jack Dempsey, Ben Hogan, Joe DiMaggio, Jack Kramer, and "Gorgeous George." Each of the films is budgeted at from $15,000 to $25,000. Secretary-Treasurer Basil Grillo will supervise production.

UNITED TELEVISION PRODUCTIONS, which will handle distribution of the Crosby firm’s Show of Champions, has been signed to distribute projected series of half-hour TV mystery films, Hollywood Affair, to be produced by Parson Lewis, New York. Pilot film is completed but top motion picture actor is being sought for lead role. . . . UTP also will distribute projected series of weekly half-hour programs, Medicine on the March, featuring panel of four doctors from staff of St. John’s Hospital, who will discuss medical subjects in lay language and answer questions put to them by prominent movie personality. All proceeds from show will go to the hospital in Santa Monica, Calif., to be used for completion of new wing. RKO Producer, John Beck will produce series.

**Floating Action!**

**‘BALANCED’ TV TRIPOD**

(Pat. Pending)

This tripod was engineered and designed expressly to meet all video camera requirements. Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the “BALANCED” TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no “play” between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars.

March 26, 1951  
Page 75

**CATALOG LISTS**

**U. S. Films For Television**

A CATALOG of U. S. government motion picture releases for television has been prepared by Seerley Reid, assistant chief, visual aids to education section, Office of Education, Federal Security Agency.

The 49-page volume lists by title 392 government films available for TV. A short synopsis of releases accompanies each title.

Films from these government departments are included: Agriculture, Commerce, Defense, Interior and the Treasury. Also, ACA, FSA, TVA, VA and the Institute of Inter-American Affairs.

WTWV (TV) Richmond, Va., has purchased half of a city block for future growth and development of TV facilities. Wilbur M. Havens, owner-manager, said that in near future it is planned to build another $750,000 addition to present $110,000 addition now being completed.
Facts about the QUAD-CITIES
Rock Island, Moline, East Moline,
Illinois and Davenport, Iowa

• Population (metropolitan counties) 233,012*
• Total Retail Sales $246,605,000
• Food Group (Retail Sales) $52,346,000
• Drug Group (Retail Sales) $7,643,000

*1950 U. S. Census Preliminary Report
Sales figures for Quad-City Metropolitan Counties from 1948 U. S. Census of Business

Delivering More Listeners at a lower cost . . .

NEWLY-FORMED Press Club of Dallas, with membership from working newsmen of both radio stations and newspapers, will stage its first annual gridiron dinner April 21 with W. Stuart Symington as speaker.

KOREAN NEWS

‘Double Censorship’ Hit DISPUTE over “double censorship” in the Korean war theatre drew fire last week from five primary news agencies, who complained that copy is being screened at two focal points and cut sharply before transmission to America and other world capitals.

Request for a single censorship was presented orally at a conference of wire service officials and Col. E. C. Burkhardt, chief of Gen. Douglas MacArthur’s press advisory division. Dispatches have been censored both at 8th Arm. Headquarters in Korea and in Tokyo in the past 10 days.

Bureau officials asked for a review of the troublesome censorship situation, which has erupted periodically since last fall. Col. Burkhardt said the petition would be studied, but could offer no indication whether the dispute may be ironed out. Representatives of AP, UP, INS, Reuters and Agence France Presse attended the meeting.

Among other complaints, newspapermen protested that the time lag in the double censorship slowed down copy.
LAN LIVINGSTON, vice president in charge of packaging and merchandising records, Capitol corps Inc., Hollywood, named head Artists & Repertoire Div. He re- ceives JIM CONKLING, assigned to n Columbia Records. FRANCIS OTT, assistant to Mr. Livingston in sum merchandising, named director album repertoire. ED NIELSON ap- iointed head Los Angeles branch of pitol distribution, replacing VOYLE LMORE, transferred to Artists & porch Div. (BROADCASTING • Tele- ring, March 5).

DEN POWELL, sales staff KFI-TV Los Angeles, associated T-V Film producers, Burbank, as account ex- ioctive for commercial spots. L. A. WHITE Jr., president, and e Shirley Thomas, vice president mnodore Productions, Hollywood, ve April 25 for vacation in Hawaii. 3RD RESEARCH is new name for rvin D. Field & Assoc., S. F. re- ich firm.

L. Los Angeles TV stations—KECA, KFI-TV, KLAT-TV, KFBE LA, KTSL and KTV—now sub- siders to Los Angeles TV Hooperat, as it was announced last week by E. Hooper Inc. Uniform move was to eliminate the “confused pro- rum rating situation,” according to opera firm.

UR MORE Canadian stations have right Telly-Tel package of Walter swimmer Productions, Chicago. They CKCK Quebec City, Que.; CRLO Thomas, Ont.; CKSO Sudbury, t.; and CJRW Summerside, Prince ward Island.

URBERT BAYARD SWOPE Jr., teled- ion producer-director, NBC New rk, has acquired rights to complete icks of Sax Rohmer, author, for 16-hour T-V specials to go into pro- cution in fall. Writings comprise 200 short stories, novels and ays. First two of planned series ll be Sax Rohmer Presents, with Mr. inner narrating, and Fu Manchu. ILLIS COOPER, teled-TV writer, ll adapt stories to television. UM SEARFOSS, commer- man WSAI Logansport, Ind.; and BBP BOSWORTH, head of his own iiness, to sales staff of Harry S. odman Productions, New York.


FRED SLINKER, engineer ABC-TV Chicago, father of son.

D. H. HAWLEY named chief of com- mercial operations Canadian Telegraphs, Toronto.

RUSS HUNT named technical direc- tor on Don McNeil's TV Club on ABC-TV from Chicago.

JAMES J. KRAKORA Jr., chief engi- neer WFIL (FM) Chicago, resigns to join experimental color laboratories operated by Motorola Inc.

TRUCK SETS

ICC Studies Problem

A PROPOSAL governing the loca- tion of TV viewers and screens in trucks, buses and other vehicles is under study by the Interstate Commerce Commission in the wake of a deadline on objections to that and other suggested “safety” regu- lations.

The rule was advocated by the commission's Motor Carrier Division and will be reviewed by the agency along with other measures applying to all vehicles operating in interstate commerce.

At the same time, it was disclosed that the commission is "nearing a decision" on another recommendation that household movers of the American Trucking Assn. be given specific authority to haul television sets in interstate commerce.

With respect to TV receivers in vehicles, a suggested rule (5.2621) would provide that any motor vehi- cle so equipped "shall have the viewer or screen located at a point to the rear of the back of the driver's seat, if it is in the same compartment as the driver, and shall be located as not to be visible to the driver while he is driving the motor vehicle."

Similar provisions are set forth in laws passed by some state legisla- tures in the past year.

News Survey

A SURVEY of TV news operations is being made by a Boston U. stu- dent in cooperation with the Na- tional Assn. of Radio News Di- rectors. Questionnaires, together with a letter from Ben Chatfield, WMAZ Macon, Ga., NARND presi- dent, were mailed to more than a hundred TV stations. The student, Marion Del Vecchio, will complete a thesis based on the questionnaire returns. The report then will be turned over to NARND for mailing to interested members.
Grantees authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

March 16 Applications

- ACCEPTED FOR FILING
  - KQO Wenatchee, Wash. — RESUBMITTED application for license for CP to add new antenna, power, change DA-N, and change station.
  - WIGG (FM) Greenwich, Conn. — License for CP to change frequency, power, hours of operation, install DA-N and change antenna.

- MODIFICATION OF CP
  - WEGG Moorefield, W. Va. — Mod. CP for new FM station.
  - WEFK (FM) Beverly Hills, Calif. — Mod. CP for new FM station for extension of completion date.
  - WNAC-FM Boston — Mod. CP new FM station for extension of completion date.
  - WATS-FM Charlotte, N. C. — Mod. CP new FM station to change ERP from 7.7 kw to 2.4 kw, ant. height from 415 ft. to 100 ft. etc.

- License Renewal

March 20 Decisions

- BY THE COMMISSION
  - Extension of License
    - WKID-FM Urbana, Ill. — Granted further temporary extension of license to June 1.
  - BY THE SECRETARY
    - KPHO-TV Phoenix, Ariz. — Granted license for new TV station and change studio and trans. locations.
    - KXAS-DT Abilene, Texas. Area Phoenix, Ariz. — Granted license for new TV station.
    - WLET-FM Tecoa, Ga. — Granted license covering changes in FM station.
        Ch. 291 (106.1 mc) 7.5 kw 190 ft.
    - Following were granted mod. CPs for extension of completion dates as shown:
      - WWOL-AM Buffalo, N. Y. to 19-31;
      - WBOC Vineland, N. J. to 6-8-51;
      - KFUO-AM Clayton, Mo. to 5-1-51;
      - WBOC Toms Mout, Iowa to 1-31-51;
      - WBOA-AM Terre Haute, Ind. to 10-8-51;
      - WLAF-FM Grand Rapids, Mich. to 8-8-51;
      - WWIT-AM Grand Rapids, Mich. to 5-1-51;
      - KDAP Delano, Calif. to 9-26-51;
      - WJDM-DT Mount Clemens, Mich. to 8-15-51;
      - American Broadcasting Co., Inc. Los Angeles, Calif. — Granted license covering changes in facilities of TV station KSD-MD.
      - WNAV Annapolis, Md. — Granted license covering increase in power and changes in maximum expected operating value; cond. (1430 kw 1 kw DA-54 un.)
      - KTFS-FM Minneapolis, Minn. — Granted license covering changes in FM station (Ch. 256 (965 mc) 5.0 kw 250 ft)
      - WIZX-TY (Am.) New York — Granted mod. CP to change ant. system and equipment.
            (256 (964 mc) 55 kw, ant. wth 1185 kw, 350 ft. 464 ft.)
      - Following were granted mod. CPs for extension of completion dates as shown:

FOR DEPENDABLE SERVICE

- look to ALLIED

- ALL STATION SUPPLIES
  - Our great in-stock resources can be quickly consolidated with contacts all manufacturers, guarantee the fastest, most complete equipment supply service for the BC and TV engineer.

- GET THIS CATALOG

- SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash., D. C.
Spring 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS

"A reliable service for over 15 years"
For immediate service contact JACKSON 5302
P. O. Box 7037
Kansan City, Mo.

Remember that requesting transcription of this argument is not on the list
by Garfield Medical Apparatus Co., New York, in General Council's
"Proposed Conclusions of Law," compiled by participating
Garfield Medical Apparatus Company New
York, and other interested persons
- ACCEPTED FOR FILING
  - WLBZ Eustis, Fla. — Mod. license change same license terms.
  - WFKB-FM Palmetto, Fla. — Granted license for new FM station.

March 20 Applications

- ACCEPTED FOR FILING
  - WLBZ Eustis, Fla. — Mod. license change same license terms.
  - WFKB-FM Palmetto, Fla. — Granted license for new FM station.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Office and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
ADams 2414
Member AFCCE*

McNARY & WRATHALL
RADIO ENGINEERS
906 National Press Building
Washington 4, D. C.
District 1205
Aptos, Califomia
Aptos 5522
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A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE*

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
982 NATIONAL BLDG., MARA 3373
WASHINGTON 4, D. C.
Member AFCCE*

GUNTLEY & RAY
CONSULTING RADIO ENGINEERS
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Washington 4, D. C.
National 7777

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Denton, Texas
Seattle, Wash.
1728 W. Yes St.
4742
Member AFCCE*

William L. FOSS, Inc.
Formerly Colton & Foss, Inc.
1271 15th St., N. W.
Republic 3883
Washington, D. C.

E. C. PAGE
CONSULTING RADIO ENGINEERS
JDON BLDG.
EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Member AFCCE*

Russell P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Member AFCCE*

KEAR & KENNEDY
1302 18TH ST., N. W.
HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE*

Guy C. Hutcheson
1100 W. ABRAM ST.
AR 4-8721
Arlington, Texas

Walter F. KEAN
AM-TV BROADCAST ALLOCATION, FOR & REID ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851
1833 M STREET, N. W.
Executive 1230
WASHINGTON 6, D. C.
Member AFCCE*

George C. Davis
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

Welden & Carr
Washington, D. C.
1605 Connecticut Ave.
Denton, Texas
Seattle, Wash.
1728 W. Yes St.
4742
Member AFCCE*

A. Earl Cullum, Jr.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
Dallas 5, Texas
Justine 6108

Sillman & Barclay
1011 New Hampshire Ave.
Republic 6646
Washington, D. C.

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
1 Le Pevee Lane, New Rochelle, N. Y.
New Rochelle 6-1620

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 6115
WASHINGTON 4, D. C.
Member AFCCE*

William L. FOSS, Inc.
Formerly Colton & Foss, Inc.
271 15th St., N. W.
Republic 3883
Washington, D. C.

Lynne C. Smeyb
"Registered Professional Engineer"
20 13th St., N. W.
EX. 8073
Washington 5, D. C.

John C. Creutz
319 BOND BLDG.
REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE*

Walter F. KEAN
AM-TV BROADCAST ALLOCATION, FOR & REID ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

A. D. Ring & Co.
26 Years’ Experience in Radio Engineering
Munsey Bldg., Republic 2347
Washington 4, D. C.
Member AFCCE*

There is no substitute for experience
Glenn D. Gillett
And Associates
982 National Bldg., Mara 3373
Washington 4, D. C.
Member AFCCE*

Guntley & Ray
Consulting Radio Engineers
1082 Warner Bldg.
Washington 4, D. C.
National 7777

William L. Foss, Inc.
Formerly Colton & Foss, Inc.
271 15th St., N. W.
Republic 3883
Washington, D. C.

E. C. Page
Consulting Radio Engineers
Jdond Bldg.
Executive 5670
Washington 5, D. C.
Member AFCCE*

Millard M. Garrison
1519 Connecticut Avenue
Washington 6, D. C.
Member AFCCE*

Russell P. May
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Member AFCCE*

Kear & Kennedy
1302 18th St., N. W.
Hudson 9000
Washington 6, D. C.
Member AFCCE*

Guy C. Hutcheson
1100 W. Abram St.
AR 4-8721
Arlington, Texas

Walter F. Kean
Am-TV Broadcast Allocation, For & Reid Engineering
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

George C. Davis
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

Welden & Carr
Washington, D. C.
1605 Connecticut Ave.
Denton, Texas
Seattle, Wash.
1728 W. Yes St.
4742
Member AFCCE*

A. Earl Cullum, Jr.
Consulting Radio Engineers
Highland Park Village
Dallas 5, Texas
Justine 6108

Sillman & Barclay
1011 New Hampshire Ave.
Republic 6646
Washington, D. C.

Adler Engineering Co.
Television and Broadcast Facilities
Design and Construction
1 Le Pevee Lane, New Rochelle, N. Y.
New Rochelle 6-1620

Craven, Lohnes & Culver
Munsey Building District 6115
Washington 4, D. C.
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George P. Adair
Radio Engineering Consultant
Executive 5851
1833 M Street, N. W.
Executive 1230
Washington 6, D. C.
Member AFCCE*

WFGB Gaffney, S. C.
KTRM Beaufort, Tex.
KVY Crockett, Tex.
KXRN Benton, Wash.

Applications Returned
AM-1400 kc
Wabash Assn. of Stations, Inc., Wabash, Ind.
Returned application for new AM station on 1400 kc 250 w s.w.

License for CP
KNPT Newport, Ore.-Return application for license to cover CP
change frequency, power, install new trans. and D.A.

KWIC Pullman, Wash.-Returned application for license to cover CP
install new trans.

Assignment of CP
KMLEW Marin, Tex.—Returned application for voluntary assignment of license
for CP [FCC Record, March 19].

SSA
KTV Seattle—Returned application for SSA to operate from 7:30 p.m.
to 8:30 p.m. DST Thurs. eves.

Applications Dismissed
Assignment of License
KWEO Hobbs, N. M.—Dismissed application for assignment of license
[FCC Record, Feb. 18].

WMJ-TV Milwaukee—Dismissed at applicant's bid for CP in
crease power from 16 kw vis. 10 kw
aur. to 90 kw vis., 65 kw aur. New application filed to change ERP to
3,538 kw vis., 3,678 kw aur. with ant.
365 ft.
March 21 Decisions...
By the Commission en Banc
Designated for Hearing
WBET Brockton, Mass.—Designated for hearing in Washington on May 9,
re application to change from 1,560 kc to 1,540 kc 250 w, D.
with application of KUNO to change from 1,600 kc to 250 w (s.w.
on 1,400 kc); made KXOP Pleasanton, Tex., and KNAL Victoria, Tex., parties to proceeding.

WHUN Huntington, Pa.—Designated for hearing in Washington on May 10,
re application to change from 1,400 kc to 750 w to 1,010 kc 1 D and
install new trans.

WRRP Moorfiled, N. C.—Designated for hearing in Washington on May 11,
re application to increase power from 1 kw to 5 kw to D on 1,560 kc and
install new trans.

Modification of CP
WKAP Allentown, Pa.—Granted mod.
CP to change trans. location, type, trans., and DA-N maximum expected operating value: cond.

KMPF Los Angeles, Calif.—Granted application for mod. CP for six-month's
extension of completion date. (CP authorized increase in power from 10 to 50 kw on 710 kc DA-N).

Designated for Hearing
KIWW San Antonio, Tex., and KUNO Corpus Christi, Tex.—Designated for consolidated hearing in Washington on May 11 re application of KIWW to change from 1,560 kc to 1,540 kc 250 w, D.
with application of KUNO to change from 1,600 kc to 250 w (s.w. on 1,400 kc); made KXOP Pleasanton, Tex., and KNAL Victoria, Tex., parties to proceeding.

Denied petition of KUNO for reconsideration and grant of application without hearing.

Frisco City Broadcast Co., Monroe, Mich., and Ionita Bcst. Co., Ionita, Mich., and Seneca Radio Corp., Postoria, Ohio—Designated for hearing in Washington May 23, re consolidated proceeding, re applications for new stations all requesting Frequency 1,430 kc; Frisco City for 500 w D; Ionita for 500 w D, and Seneca for 1 kw w.; made WGRD Grand Rapids, Mich., party to proceeding with respect to Ionita application only.

WFTC Kingston, N. C., and WELS Winton, N. C.—Designated for consolidated hearing in Washington May 23, re application of WFTC to change

(Continued on page 84)
March 26, 1951 • Page 79
Wanted: Full details first Miami's letter. No salesman to be on commission basis.

Box BROADCASTING.

Opportunity for top salesman with proven ability with established station in Pittsburgh area. Finest and most modern equipment. Excellent opportunity to qualified person. Box 185J, BROADCASTING.

Manager wanted immediately, combination engineer with emphasis on engineering and programming. Exclusive opportunities over immediate sales direction and ultimate management. Box 191J, BROADCASTING.

Salesman wanted in small northern Minnesota. Complete picture on managerial record. Salesman with proven ability with established station. Remuneration work effort needed. Write in confidence to Box 194J, BROADCASTING.

Opportunity for top salesman with proven ability with established station in one of south's best radio markets. Commission basis provides opportunity up to $1000 per month. Additional long range and opportunity. Experience required. Men with proven ability and excellent business judgment are preferred. Send photograph, personal and business references. Hourly rates considered. Send personal and business references. Box 142J, BROADCASTING.


Salesman for dual net market. Excellent workman with proven ability and business judgment. Must have local knowledge of area. Box 187J, BROADCASTING.

Salesman—Independent AM-FM. State experience and background. Contact Direct, WFRO, Fremont, Ohio.

Miami's leading independent has opening for ultra-pro from Miami with perseverance, imagination and ability in sales and promotion. Full details first letter. Complete resume. Check, R. P. Jones, Radio Station WWLW, Fort Lauderdale, Hotel, Miami, Florida.

Experienced time salesman for 250 watt in Chicago area. Excellent opportunity. WOA, OPA, Florida.

---

Wanted: Experienced and aggressive news engineer with at least 1-1/2 years experience and quick thinking trouble-shooter, wire cutter. Write M. M. Rogers, WGMS, Washington, D. C.

Wanted: Man for transmitting and control board operation with 1st class FTC license. Salary increased, when able, and send photo and audition if possible! Manager, WKEQ, East Liverpool, Ohio.

Transmitter engineer, no announce. No experience necessary. Transmit Rockville, Md. 2-25, direct.


---

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Transmitter engineer, no announce. No experience necessary. Transmit Rockville, Md. 2-25, direct.

Manager-sales manager, 16 years experience in radio, television, newspaper, emphasis on promotion and programming. Background includes 9 years as public relations manager; 2 years station manager network radio office. Radio management experience: 1 year as representative; 3 years advertising department manager. Household radio will be vouch for ability and results. Marital status: West coast location desired but will consider Midwest. Available May 1. Box 1585, BROADCASTING.

Salesmen

Salesman, 25, married, draft exempt, three years experience. Excellent. Requires southern or midwest. Box 22, BROADCASTING.

Radio, newspaper, agency background. Family, sales experience, veteran. Box 1465, BROADCASTING.

Salesman, desires south or southeast. Position: $75.00 minimum. Start immediately. Box 720, BROADCASTING.

Announce:

Baseball play-by-play man experienced in live and recorded broadcasts available for sale or lease. Excellent references. Box 5645, BROADCASTING.

Sports wanted year-round. Experienced AA baseball, midwest basketball, football, and tennis agency, sponsor recommendations. Veteran, 8 years experience. Box 1172, BROADCASTING.

Announcer—Ambitious sportscaster seeks opportunity to gain practical experience in small livewire station. Veteran, Single, 23, hardworking. Creative, reliable, friendly and turntable. Go anywhere. Details, disc on request. Box 1172, BROADCASTING.

Versatility the keynote. Announcer, strong on jockeys. Will travel. Single, 35. Box 1172, BROADCASTING.

Married, vet, 34, 4 years experience. Sports, TV, news, programming, desires position with reliable station. Excellent reference. Box 1172, BROADCASTING.

Announcer—experienced, employed as director of sales and announcing. Proven results. Box 1172, BROADCASTING.

Technical

Phone first, salary, hours, offer, first consideration. Experienced in signal field. Insists on personal contact. Field engineer desires position with consulting radio engineering firm. Experience includes extensive installation, drafting, and supervision. Draft exempt, available 15 days. Box 1172, BROADCASTING.

Experienced announcer, pick up personality will take you over. Radio and television, loan. youth and build game. $60 base plus talent. Box 1172, BROADCASTING.


Announcer wants more experience. College and high school. Wild and Travel. Box 1172, BROADCASTING.

Announcer, 35, college graduate, excellent voice. 12 years sales experience, draft exempt. Experienced staff announcer and DJ, fluent. Fluent German. Disc. Box 1483, BROADCASTING.

All phases announcer on net and indies desires change to midwest or Great Lakes region.方法. Box 1483, BROADCASTING.

Announcer wants more experience. College and high school. Wild and Travel. Box 1483, BROADCASTING.

Announcer, 35, college graduate, excellent voice. 12 years sales experience, draft exempt. Experienced staff announcer and DJ. Fluent German. Disc. Box 1483, BROADCASTING.


Announcer, 28, experienced, presently employed. Excellent voice, will travel, west, southwest, consider all offers. Telephone photograph available. Box 1501, BROADCASTING.

Engineer, young, experienced both broadcasting and electronic engineering. Has learned the trade from the ground up. Will do all reports considered. Complete details through Box 1512, BROADCASTING.

Technician, experienced, transmitter, console, remote, mono work. Will do all reports considered. Box 1512, BROADCASTING.

Combination engineer-announcer, presently employed desires job in Mid- West. Draft exempt and experienced. Box 1512, BROADCASTING.

Engineer, first class phone, veteran, desires position in midwest preferably Minn. Box 1512, BROADCASTING.

Engineer, 25, single, college graduate, excellent voice. Box 1513, BROADCASTING.

Engineer, 27, single, veteran, desires position in midwest, preferably Wis. Box 1513, BROADCASTING.

Technician, experienced broadcast engineering work. Will do all reports considered. Box 1513, BROADCASTING.

Newsmen and continuity writer. Two years experience with college-owned station. Box 1514, BROADCASTING.

Production—Programming, others

Florida, Texas stations: Producer, program director with topnotch personality. 16 years experience, desires position in major metropolitan market. Box 83, BROADCASTING.

News, sports, production, promotion, writing. All experience at an excellent network station. Ready for larger market. University of Minnesota grad. Box 1522, BROADCASTING.

Producer-director-commentator consultant available. Preferably dairy mixed farming northeast. Can do complete show. Box 1523, BROADCASTING.

News, sports, production, promotion. All experience at excellent network station. Large contract. Box 1523, BROADCASTING.

Florida, Texas stations: Producer, program director with topnotch personality. 16 years experience, desires position in major metropolitan market. Box 83, BROADCASTING.

Do you need a program director? Two years experience as program director of radio, midwestern university station. Have new equipment and will show and give your station the very best. Will work for straight salary or remotes. Box 1525, BROADCASTING.

Six years experience for sale. Back-ground includes network announcing and production work; independent station and program director; free lance writer and director, package. Age 28. Draft exempt. World War 2 veteran. Box 1525, BROADCASTING.

Equipment, etc.

For sale. Entire set of equipment in excellent condition. 500 kw transmitter, 120 kw transmitter and 3 kw FM transmitter. Located in Logan, Va. Box 1527, BROADCASTING.

RCA 3 kw FM and GE 3 kw FM transmitters, two GE FM-AM station transmitters, 2 bay GE antennas, reasonable. Box 1569, BROADCASTING.

For sale: Equipment, complete set GE 12 kw tube tower complete. Box 1571, BROADCASTING.

For sale: New $900.00 receiver. Will sell at $700.00. Box 1571, BROADCASTING.

Producer—Directors Wanted

(Continued on next page)
Help Wanted (Cont'd)

Net affiliate in major market needs competent director of women's programs.

Minimum four years experience required, plus excellent commercial history.

Most be able to assume full responsibility of women's program.

Send all information, photo, plus disc or tape to Box 185, BROADCASTING.

FOR RENT

Television, Radio or Theatre Use

Rendezvous Room of the centrally located Hotel Victoria.

37th floor, 23rd Ave., 16 ft. high.

Accommodates two people, fully air conditioned; beautiful decor.

Phone or write:

Mr. Wm. J. Muson
Hotel Victoria
7th Ave. & 31st St.
Circle 7-7800

NEW WJR UNIT

100 Kw Possible if Needed

A FULL 100 kw signal can be supplied by WJR Detroit, if required, in the event of a national emergency, it has been announced. The station dedicated its new 50 kw Western Electric transmitter March 19, 269 birthday of merchant prince, Mr. Richard and owner G. A. Richards. WJR announced that the former 50 kw unit is being maintained as a supplementary or replacement unit to the new transmitter.

Mr. Richards, also owner of WGR Cleveland and KMPC Los Angeles, dedicated the new unit to the preservation of American freedoms. Over 100 congratulatory wires and letters reportedly were received by Mr. Richards from Sen. Ferguson, Sen. Nixon, J. Edgar Hoover, President Wilson, Harold Lloyd and others.

In his wire to Mr. Richards, Sen. Ferguson (R-Mich.) said, "The new facility is another symbol of the progress which has made WJR and the Richards a symbol of public service in radio and gives real meaning to your good will and free speech Mike slogans. Your own anniversary is a milestone—the life of a man who is among the foremost as a hardhitting exponent of Americanism, who was fighting for the purpose of the country against Communism long before it was popular to be doing so."

Southwest Independent

$50,000.00

Only station for TWO very attractive and growing southwest markets. This facility has been on the air several years and the installation is above average for a local station. It has operated profitably but never with the benefit of a capable owner-manager devoting fulltime. An excellent opportunity for two working partners who know radio.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

CHICAGO

SAN FRANCISCO

James W. Blackburn

Harold H. Murphy

Ray V. Hamilton

Sterling 341-2

Raymond 2-6550

Randolph 8-5872

EXECUTIVE PLACEMENT SERVICE

Confidential, nation wide service placing qualified, experienced managers, program directors, chief engineers and disc jockeys. Inquiries invited from employers and employees.

Howard S. Pease

TV & Radio Management Consultants

78 Bond Bldg., Washington, D. C.

PAGE 1 AWARD

WFDR Wins Special Laurel

ANNUAL "Page One" awards of the Newspaper Guild of New York will be presented April 15 to Tallulah Bankhead, Sid Caesar and Imogene Coca, and WFDR (FM) New York, at the Page One Ball, Astor Hotel, New York.

Miss Bankhead, who stars in the Big Show, mistresses of ceremonies, was chosen by the newspapermen for "putting new life into radio in her sparkling performance on the Big Show," and Mr. Caesar and Miss Coca, stars of Show of Shows, NBC-TV, for their TV comedy.

Selection of WFDR for a special citation was based on its "consistent position championing liberal and labor's rights, for its adult liberal approach to the field of radio, and for its responsibility to the public." Station is the outlet for the International Ladies Garment Workers Union.

AD BUDGET

Canada Ups Expenditure

CANADIAN GOVERNMENT is doubling its expenditures on advertising recruiting drives for the armed forces. The estimates for the fiscal year starting April 1 will amount to $3,836,000 as compared to $1,986,000 in 1950-51 fiscal year. No breakdown was given in the estimates tabled at Ottawa last week by the Dept. of National Defense as to how much of this amount will be spent on radio advertising, but recruiting drives on radio are to be intensified.

The Canadian Army will spend in the coming fiscal year $1,381,000 as against $1,100,000; the Royal Canadian Navy will spend $500,000 as against $180,000; the Royal Canadian Air Force $1,480,000 as against $710,000; and the Defense Research Dept. $15,000 as compared to $5,000.

CREM are call letters of a new 250 kw station on 1340 kc recently authorized for Saskatoon, Sask.
WASHINGTON song contest was crowned March 19 when the District of Columbia Commissioners accepted the winning entry as the official song of Washington. The anthem, “Washington,” of Hollywood, who won out over 3,600 entries. Celebrating are (1 to r) Henry J. Kaufman, Henry J. Kaufman & Assoc., agency which planned and placed all advertising in connection with the contest; Howard Mitchell, National Symphony Orchestra conductor and contest judge; Dr. Sigmund Spoth, nationally known music authority and contest judge; William F. Sigmund, agency partner; Philip Graham, publisher, The Washington Post, principal owner of WTOP-AM-FM-TV Washington; Mr. Dodd, James H. Simon, Washington-Baltimore Motorola distributor who originated the song contest idea; Jeffrey A. Abel, agency partner, and Sonny Bonas, Capitol Theatre orchestra, which made the first recording of the song.

Kobak to Preside

Edgar Kobak, chairman of the AB board, will preside at the meeting. Mr. Ryan will tell what AB is doing here, what it is doing now, and what’s being done in the future. His address will be in connection with the exposition.

Tuesday morning will mark the beginning of the engineering program and a management meeting attended by NAB. While the NAB program is still the tentative stage, it is known that a agenda will be strictly on the okrsk level. After two or three lks outlining the NAB operation of the day, meetings will be thrown wide open for a practical discussion of the competitive position and a n at NAB is doing about it.

The morning is designed to be a complete broadcasters’ meeting on advertising. Delegates will have a chance to say what they want from NAB in the way of sales, rate, protection and competitive promotion. Attempt by the NAB to eat down radio rates because of its impact may get prompt attention.

After Gen. Bradley’s luncheon address, the convention will split into two sections, a labor-management panel and a sports panel. Main topics in the sports section will be baseball broadcasting, with a review of NAB’s participation in major and minor league promotion.

A panel on specialized services will be headed by Frank E. Post, M. Of H-R Representatives Inc. With him will be Stanley Joseloff, Storecast Corp. of America; Howard Lane, Field Enterprises, functional music; Albert L. Bailey Jr., WKRC-FM Cincinnati, transist radio.

FM Discussions

A discussion on progress of FM, and its future, will be directed by Everett L. Dillard, WASH (FM) Washington. With him will be Morris Novik, consultant; Leonard Marks, attorney, and one or two others. Ed Sellers, FM Dept. director, of the association, will take part in the morning meeting.

Following the Wednesday luncheon address by Chairman Cobey, the convention will split into research and legislative panels.

Leading research figures will take part in the panel covering that subject. Included will be Kenneth H. Baker, director of the association’s research department; Arthur C. Nielsen, of A. C. Nielsen Co.; C. E. Hooper, of C. E. Hooper Inc.; Sydney J. Roslov, of The Pulse Inc.; James W. Seiler, of American Research Bureau.

Henry P. Johnston, WSGN Birmingham, will take part as chairman of the Broadcast Audience Measurement board. He will discuss the status of that organization, formed following dissolution of Broadcast Measurement Bureau to investigate and develop a plan for industry-wide measurement.

Agenda for the legislative-legal discussion is still in the formative stage.

The annual banquet winds up the Wednesday program.

Thursday will be television day. As now planned there will be a chairman for the proceedings—Harold Hough, WBAP-TV Fort Worth, who headed the Jan. 19 TV meeting at which video stations decided to organize under the NAB banner; and Robert D. Sweeney, WDSU-TV New Orleans, chairman of the association’s TV committee and an important figure in developing the video unit.

Interest in the TV program jumped last week as FCC came out with its proposed TV allocations in the VHF and UHF bands (story page 19). The day’s program will include a sports panel, with leading sports figures taking part, and a panel on TV programming during morning hours. A feature of the day will be the contest on “Profitable Program Ideas for TV, 1951.” Awards will be made to stations for best programs suitable for local telecasting. Advertising agencies can participate in the contest through local stations but the stations will get the awards.

A TV business session winds up the day’s program and closes the convention. Mr. Thomas will preside as chairman of the TV board of directors.

THE GREATEST IMPACT MEDIUM IN CINCINNATI

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

WCKY CINCINNATI

50,000 WATTS OF SELLING POWER

BROADCASTING • Telecasting

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March 21 Applications . . .

ACCEP TED FOR FILING

AM-1060 kc

KYA San Francisco—CP to change from 1190 kc to 1060 kc; 1190 kc 1 kw to 1 Kw, 1 kw -5 kw; change antenna system.

AM-1080 kc

WIVX Jacksonville, Fla.—CP to change from 1010 kc to 1080 kc; 1 kw; 1 kw -5 kw; install new antenna system.

AM-140 kc

WTAO Cambridge, Mass.—CP to install new antenna system and instant new trans.
CBS Gross Billings (Continued from page 28)

ing audience is of vital importance. This is the great tuned-in part of our population that can respond to any instant emergency. This audience is the most available to hear and heed messages of public import....

In peace or war, or in between, all the newsmakers are special virtues and their special audiences. But so long as radio and television are mass media, and so long as it is our function of the time want to be entertained, programs that command the biggest audiences will continue to assume the greatest importance in our present medium. And they will continue to be available as primary carriers of urgent public information....

CBS programs in 1960, the report continued, "climbed to a new height of public and sponsor acceptance," with an average of 14 radio programs in the "top 20" reported by the Nielsen Radio Index. "And even disregarding the top '20' programs completely, the average CBS program audience in late 1950 was still 18% larger than on any other network," the report added.

CBS-TV shows, the report said, "attracted so many new advertisers to the nighttime schedule that all seven CBS shows are now virtually filled with sponsored programs." In the 12 city Multi-Market Telepulse reports, "CBS had more programs in the 'top 10' more than any other network," it was reported.

Network Owned Shows

Reviewing its "long-range plan of talent and program development," the network pointed out that "programs that have been developed by CBS can be scheduled at times that are best for their own maximum growth, and once established, they can be held at strategic points throughout the week's schedule...."

As a result of these plans, CBS said that during 1959, "CBS-built radio programs accounted for approximately one-third of the week's commercial time," and in TV, "the major part of our nighttime commercial schedule." Exclusive talent contracts signed during the year included those with Arthur Godfrey, Sam Levenson, Gary Moore, Harold Peary, Frank Sinatra, Ed Sullivan and Alan Young.

Public affairs programs included, among others, 110 hours of telecasts and numerous radio programs from the United Nations.

Educational Channels

MID-CENTURY White House Conference on Children & Youth in a report last fortnight urged FCC to reserve channels for non-commercial educational use. Also advocated was wide use of television by educational, health and social agencies in carrying out their mass educational aims.

ORAL ARGUMENT

ASKING reversal of FCC's proposed denial, Kansas City Broadcast- ing Co., seeking a new station in Kansas City, and the Reorgan- ized Church of Jesus Christ of Latter-day Saints, applicant for Indepen- dence, Mo., requested oral argument before the FCC. Both seek 5 kw daytime on 1380 kc.

Commission issued its original decision in July of 1950, and in a revised proposal last Dec. 28 [BROADCASTING - TELECASTING Jan. 1], held among other things, that granting the Mormon's Inde- pendence application would be a violation of the First Amendment in that church bodies may not be licensed for stations if their radio purposes includes furthering their religious interests.

In its brief last week, the applic- ant contended the Constitution has no such interpretation and that they had planned diversified pro- gram service with time for other religion.

The Kansas City brief last week took issue with FCC Examiner J. D. Bond's views on the qualifi- cations of a stockholder.

Congressional Immunity

CITING rapid news dissemination which can publicly defame an individual, a major network has an op- portunity to deny the allegation, Rep. Emanuel Celler (D-N.Y.) asked Congress last week to re- strict a Congressman's right to insert libel-immune statements in the Congressional Record. Chair- man Celler's House Judiciary Com- mittee already has before it a bill by Rep. Windfield D. Denton (D-I1) to allow persons libeled in Congressional debate to sue the gover- nment.

AMERICAN Medical Assn. releasing, through its state and local medi- cal societies, experimental series of 12 TV scripts on various medical topics, for use by local stations without charge.

Another BMI "Pin Up" Hit—Published by Acuff-Rose

SHEHANDOAH WALTZ


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NARTB PRESIDENCY GROUP MEETS IN WASHINGTON

Seven of eight members of NARTB (NAB) special committees authorized to select and sign contract for association presidency to meet this afternoon (Monday) in Washington. Doubt expressed James D. Shouse, WLW Cincinnati, would be back from Latin American inspection trip for State Dept.

At least half-dozen names of candidates to be considered at meeting, which will be held at secret site. Committee may designate one member or subcommittee to handle actual negotiating, if agreement is reached on one name.

Known to be receiving serious attention is Byron Price, assistant secretary general, United Nations, and wartime Director of Censorship. [Broadcasting * Telecasting, March 12]. Though William B. Ryan, president of Broadcast Advertising Bureau, has been considered, it's known he prefers to remain at BAB. Selection of Mr. Ryan would have left vacancy at BAB. George B. Mitchell, vice president of Associated Music Publishers and former BAB director, said to have indicated he would not be available for BAB presidency.

Eugene S. Thomas, WOR New York, actively mentioned for NARTB presidency as well as head of NARTB's autonomous TV section. He has been mentioned for BAB's presidency should Mr. Ryan be drafted for NAB post.

Selection committee has been doing informal screening job by telephone on long list of presidential names. Three FCC members have been discussed—Chairman Wayne Coy and Commissioners Rosel Hyde and Robert F. Jones. Most attention has been directed outside NAB headquarters but name of Robert K. Richards, pub- lie affairs director, has received serious attention. In government field, committee has considered Lewis Allen Weiss, director of Office of Civilian Requirements. Mr. Weiss is former NARTB and Don Quitan board chairman. Frank White, MBS president, another candidate seriously discussed.

Selection committee includes Ben Strouse, WWDC Washington, secretary; Allen W. Whipple, WMID Miami, Fla.; William B. Quarton, WMT Cedar Rapids, Iowa; Robert D. Swezey, WDSU New Orleans; William A. Fay, WHAM Rochester; Patt McDonald, WHHM Memphis; Harry R. Spence, KXRO Aberdeen, Wash., and Mr. Shouse.

DUMONT TAKES STEPS TO MOVE TV STOCKS

INTENSIFIED advertising and merchandising programs to move merchandise from dealers' floors, including new half-hour television program, planned at Allen B. Dumont Labs. Quarterly regional sales managers meeting in East Paterson, N. J., Walter L. Stickel, national sales manager, announced Friday.

Details of program were not announced, but it will be used to back up dealer efforts. For first time in Dumont history, dealers were authorized to make trade-in offers for old television sets, to be tied in with Dumont's 20th anniversary.

AGGRESSIVE SELLING URGED TO MOVE TV RECEIVERS

DECLINE in TV set sales is seasonal, follows established pattern, and can be met by "aggressive, competitive" selling and sales promotion, according to H. G. Baker, vice president and general manager, RCA Victor Home Industries, KDMC. His answer to TV will read paper face the fact that we cannot expect forever that the customer will beat a path to the television dealer's door.

If that time has come, he added, industry can go far to offset sales decline "by employing its established talent for sales promotion, ... without falling back on pricing measures." He cited RCA Victor's current set advertising campaign as "a major reason" why RCA's current TV sales are higher than in same period last year.

SEN. JOHNSON TO OPPOSE NEW FCC LEGISLATION

SEN. EDWIN C. JOHNSON (D-Col.), opponent of the Hoover Commission's recommendation to reorganize FCC vesting additional powers in chairman—measure rejected by Senate in 81st Congress—last Friday told Broadcasters & Telecasting he will oppose new legislation introduced last week (see story, page 24). New bill apparently would effect even greater concentration with chairman.

Several of these FCC hearings are called by Senate Expenditures Committee, if he should testify, he will strongly state opposition. If bill goes to Senate floor without hearing, Senator said he most likely would enter debate and exert whatever argument he could to defeat measure.

CONVERSION INTEREST HIGH

ADVANCE registration for NARTB (NAB) convention in Chicago April 15-19 in Chicago increased last week, with 332 registered for management sessions, 71 for engineering and 182 for TV. Addition made to engineering agenda Friday (early story, page 26). Mal F. Mokhtar, KMPR Los Angeles, will read paper on "Recording Co-Channel Skywave Interference."

MAYOR LAUDS HENNOCK

PITTSBURGH Mayor David L. Lawrence, president of U. S. Conference of Mayors, Friday wired congratulations to FCC Comr. Frieda B. Hennock on reservation of TV channel for non-commercial educational use, as reflected in Thursday proposal plan. Declaring he would seek to have all universities and schools in Pittsburgh area make application for city's one educational allocation [channel 13] on cooperative basis, Mayor Lawrence added, "Moreover, I shall urge all areas to back a movement to secure non-commercial educational TV stations in every city possible."

FCC DENIES APPLICATIONS

NEW STATION bids of Lemoine College, Memphis, and Aaron B. Robinson tr/aas Ripley Broadcasting Co., Ripley, Tenn., each seeking 250 w fulltime on 1400 kc, denied by FCC Friday in final decision. Denials based on engineering grounds, FCC said. (Continued from page 4)

Closed Circuit

even, with polls closing end of week.

NBC is understood to be reviewing its sur-
mer hiatus structure with one possibility be-
elimination of usual hiatus penalty

Those disposed to look askance upon UH as
necessarily secondary in TV to VHF mi
have surprise coming. Technical view at FC
is that UHF will provide finer quality becau
there's no tropospheric interference, no F
layer and no serious sporadic E, which, wi
anticipated refinements, should provide bet
pictures even if station coverage ranges w
be more restricted.

WHITHER Phonevision now that FCC do
not propose additional commercial VHF al
cations for Chicago? One answer is th
Zenith's McDonald sees Phonevision on estu
lished stations for specified hours—not f
ume pay-as-you-use TV stations.

BIOW CO., New York, has taken an option
half-hour dramatic show Congressional In
vestigations owned by Rockhill Radio, for prese
ntation in both radio and television to one of
clients.

JACKSONVILLE may get its second VE
TV hands-down as by-product of FCC's pi
posed TV allocations. Station was deni
Channel 2 after CP had been issued, on gr
of undue delays, but city-owned WJAX co
kept as equal a formula of fund to city gove
nce. FCC Chairman Coy's co
ments on educational allocations under
necessity of awaiting budget authorization
from state legislatures, which meet intermi
ently.

WILLIAM H. WEINTRAUB Co., New Y
preparing $250,000 campaign to promote Am
'n Andy show on CBS-TV, sponsored by Bla
r, starting June 28.

BYMART INC. (Tintair) to take over spo
sorship of Sam Levenson show, Saturday
7-7:30 p.m. on CBS-TV, when Oldsmobile dr
program 's replaces it. Cecil & Freeshy, New
York, is agency.

WHILE MEMBERS OF FCC were non-con
mittal after viewing Skatron's "subscription
" there did not appear to be great enth
iasm evinced by either its technical or c
lay members. It's presumed that Skatron
quest for authority to enter subscription T
field may be considered by FCC along wiz
Zenith's Phonevision, now undergoing practic
test in Chicago.

ABC NET INCOME $84,605

ABC and subsidiaries in calendar 1950 had n
income of $84,605 after Federal income tax
pany reported Friday. Income figure con
with June 30, 1950, $519,770, after reduc
tion of $327,000 for recovery of Federal incom
axes under Internal Revenue Code's carry
back provisions. Estimated useful life of ce
tain TV equipment was lengthened, based on
engineerings made by party that presented p
for depreciation was reduced by $300,000 t
$1,190,000 for 1950, ABC said.

ARKANSAS OUTLET FAVORED

NEW AM STATION on 700 kc with 1 kw da;
500 w night directional at Texarkana, Ark
would be granted to Gateway Broadcasting L
in initial decision reported by FCC Friday.

BROADCASTING * Telecasting
THE KANSAS CITY MARKET
Does Not Run in Circles!

It’s a Rectangle...
and Only The KMBC-KFRM Team
Covers It Effectively
and Economically!

During the past year The KMBC-KFRM Team has substantially increased an already comfortable lead audience-wise in the great rectangular Kansas City Primary Trade area. Proof lies in the result of a late 1950 survey made at the Kansas and Missouri State Fairs and at the American Royal.

The KMBC-KFRM Team has built effective and economical coverage of the territory without waste circulation but more important, the building continues!

Contact KMBC-KFRM, or any Free & Peters "Colonel" for full details on why The KMBC-KFRM Team is your best buy in the Heart of America.

The KMBC-KFRM Team
6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC
...according to Mr. Hooper's scoreboard...

WJR leads in 29 out of 40 daytime periods

(½ hour periods—Monday thru Friday
8 A.M. to 6 P.M.—Hooperatings December, 1950—February, 1951)*

And after 6:00 P.M. WJR leads in 38 out of 63 evening periods

(½ hour periods—Sunday thru Saturday
—6 P.M. to 10:30 P.M.—Hooperatings October thru December, 1950)*

* Detroit Radio Hooperatings only—Detroit has 525,000 of the
3,263,000 radio homes within the WJR ½ MV/M primary area.

score with WJR in leadership and listership

CBS 50,000 Watts