Until fairly recently, most time-buyers assumed that everything else being equal, the “listener-preference” accorded any station could reasonably be judged by determining that station’s “Entertainment Popularity.”

Today local programs in five other categories usually determine station preference. News is the largest audience-builder most stations possess. Sports often rank second, with various local Specific Farm Programs, Educational and Public Interest features high on the list. Thus these Five Points of local programming today offer a highly important criterion of station evaluation.

During the next few months, these WHO pages will describe and prove WHO’s outstanding achievements in each of these five programming departments—which, in turn, help explain WHO’s foremost position as a public facility and as an advertising medium. We suggest that you tear out and file these pages. They will offer significant contributions to your time-buying procedures.
Look at the high sets-in-use 28.4% afternoon average

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

Basic CBS interconnected Affiliate

WHAS-TV
Louisville, Kentucky

Serving a market of more than 85,000 television homes

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
YANKEE gets your story over to the Family Shopper

in 29 New England Markets

For reaching the family buyers — the ones who habitually do the weekly shopping for New England families — what can possibly be better than a popular Yankee home-town station with its established network audience?

In any sales drive you are bound to get action with a Yankee home-town station. Its acceptance with consumers and merchants is a steadily productive force for building regular customers and volume sales.

You can cover a lot of ground with Yankee’s 29 home-town stations. Every station puts you right in the middle of a good market — where you can reach all the downtown and suburban shoppers in the area.

This means you can do hard-hitting local selling everywhere — not from a distance but right on the spot.

You can think of the six-state New England market as the Yankee market — and you’ll be right!

Acceptance is THE YANKEE NETWORK’S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Published every Monday, 33rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.

Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879

PROPERTY U. S. AIR FORCE
BROADCASTING
TELECASTING

Closed Circuit

THREE AM-FM-NETWORK contracts—radio, TV and TV film—reportedly ready for early signature, possibly over weekend. Contracts, embodying national and local terms, substantially agreed to fortnight ago in New York [BROADCASTING • TELECASTING, March 19] were complete in language Friday.

IT ISN'T officially admitted, but Assn. of National Advertisers plans third study of TV penetration of radio in relation to rates. Emphasis is to be shifted, perhaps to video impact on daytime radio listening.

ALSO PENDING is proposal to extend study of TV's impact into newspaper and magazine reading; apparently heeding complaints radio was discriminated against in first two TV analyses. ANA committee members, reading; apparently also,觊觎 penetration were complete in TV industry with number of state mentions. New ship.

进了gress on astronomical ship. Tried educational series WEAL.

NEWS NOTE: Telecasting of Kefauver Crime Committee proceedings constituted greatest educational series in TV's brief, but kaleidoscopic history. (Editor's Note: They were carried by commercial TV stations, mainly sustaining, with commercial shows cancelled and astronomical line charges absorbed.)

MEMBERS of Special Test Survey Committee to confer with NABT (NAB) Board group on possible NA association to kick off study of research techniques to get project before mid-April NABT convention in Chicago.

THERE ARE AT least two members of Congress who could be classified as "Mr. Available Jones" for NAB presidency-general-managership. Harris Ellsworth, Republican of Rochester, N.Y., who holds proprietary interest in News Review and Station KBRN, has been mentioned. Another believed to be Lowell Stockman, Republican of Pendleton, Ore., who was candidate for RTMA presidency.

STATE DEPARTMENT has been canvassing number of prominent broadcast executives about special European assignment in connection with international broadcast operations in Balkan countries. No direct connection, however, with Voice of America.

RICHARD P. DOHERTY, employee-employer relations director of NABT, may be tapped for new defense labor board post, as an industry member. Status would not preclude his keeping his current trade association.

NAB's fiscal position said to be looking up.

(Continued on page 94)

Business Briefly

AGENCY NAMED • Lake Central Air Lines, of Indianapolis, Chicago, Grand Rapids, Louisville and Cincinnati, appointed A. L. Perkins & Co., Indianapolis, as advertising agency. Radio will be used.

UNITED CAMPAIGN • United Airlines through N. W. Ayer & Son, New York, planning radio spot campaign starting April 1st in Seattle and Vancouver to promote the short-haul trip between the cities.

MAGAZINE TV SPOTS • Family Circle magazine, women's magazine distributed through chain food stores, preparing series of TV film one-minute announcements to be used monthly announcing new issues in about ten markets.


GROSS TIME CHARGES

RADIO and TV networks' gross time charges for February released today (Monday) as compiled by Publishers Information Bureau, with cumulative figures, comparisons with same 1950 periods. TV figures do not include those for DuMont Television Network. PIB figures:

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TEST RADIO NEWS STATUS

TEST case as to whether legislative body can legally eject radio newsman from floor debate will be brought by WTXA Springfield, which locked horns with Illinois Senate last week. Newman Bill Miller and engineer were thrown out of an anti-Communist hearing after authorization of senators in voice vote. Glen L. Farrington, WTXA news editor, who assigned Mr. Miller to cover the debate on tape for a local news roundup, said: "We see no reason why a radio reporter's microphone would constitute a violation of senate privilege any more than a newspaper reporter with his pencil and pad."

CONTRACT TO WESTINGHOUSE

FOUR defense contracts worth $12 million for production of radio test, transmitting and other electronic equipment awarded to Westinghouse Television & Radio Division. Westinghouse said contracts would not affect TV set production unless further restrictions of critical metals were authorized by National Production Authority.
KRLD TV Sets

In the

KRLD-TV Effective Coverage Area

Exclusive Columbia Telecasting Outlet for the Largest TV Market in the Southwest

Dallas-Fort Worth

More than a Million Urban population in KRLD-TV's Primary Coverage zone, and more than Two Million within the 100-mile radius.

58 CBS Network Programs, Plus 5 Full Afternoons of Week-day Programming, Insure a Peak Viewer Audience for KRLD-TV...

Sell More on Channel 4

That's Why KRLD-TV Is Your Best Buy

The Times Herald Station
Channel 4

The Branham Company
Exclusive Representative

JOHN RUNYON, President

CLYDE W. REMBERT, Gen. Manager

BROADCASTING • Telecasting

April 2, 1951 • Page 5
How Independent
Can a Listener Get?

It's an old bromide that spot radio advertisers are in the business of buying circulation. The most for the least.

It's also an old bromide that daytime radio listeners are awful independent gals. They listen to what they like, big names and fancy productions to the contrary notwithstanding.

Here in Milwaukee, for example, they listen to the independent stations, like us. In fact, Hooper reports that almost 40% of homes listening to any Milwaukee station on weekday afternoons are tuned to Milwaukee's good independents.

You can reach so many more people at so much less cost this way that . . .

. . . what are you waiting for?

Jerry Sieb
"Go get him, Pa... Baby needs a new pair of shoes"

Pa Neanderthal never heard of animal agriculture. But he would have been all for it. What with a lot of little Neanderthals to feed and clothe, Pa was always on the lookout for nice fresh meat and good tough skins.

Life is a little more complicated now. But meat animals and their hides are just as important to civilized man as they were to his primitive ancestors. Today he uses leather to run machinery, to ride on, to sit on, to walk on—even to keep his pants up.

So it's a good thing for all of us that ours is a country of meat eaters. In growing and processing around a hundred and fifty pounds of meat for every citizen each year, we also produce more hides for leather than any other country in the world.

In monetary value, hides for leather are one of the most important by-products of the meat packing industry. Along with other by-products, such as raw materials for pharmaceuticals, they usually enable the meat packer to sell the meat from a steer for less than he pays the farmer for the animal on the hoof.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.
Advertisers are investing much more in CBS than in any other network—15% more today than on the second-place network—more, in fact, than has ever been invested on any network in all radio history.

They do this because on CBS they get more of what they want... which is to have as many people as possible hear what they have to say. On CBS, they go on getting bigger audiences than on any other network.
been greater...

No need to labor the point further: CBS has won and kept its lead by a continuing effort to increase service to audiences and advertisers ...by ceaselessly applying its unmatched program skills toward making better, more successful radio.

The network to put your money on is the one that stays in there trying—even when it's 'way out front.
To a Lady Time Buyer
with dinner on her mind

For a starter, try Concord grape juice, pressed and bottled in quantity in Iowa. Or Jonathan apple juice, a tasty Iowa product.

The main dish may be a meaty young corn-fed turkey, one of the 3 million Iowa will provide this year. Or a choice roast chicken; Iowa raises more than an other state.

If you hanker after beef—roast, stewed, or charcoal broiled—chances are it will be from Iowa, top state in the cattle-growing, meat-packing fields. Flank the platter with fluffy Iowa-grown potatoes, mashed with rich Iowa butter. Iowa produces 20% of U. S. cream and butter. Or glaze Iowa sweet potatoes with honey, from Iowa’s—and the world’s—largest honey-processing plant. Serve tender Iowa-grown asparagus, golden Iowa corn, peas or limas—fresh-frozen or canned, from one of Iowa’s 45 canneries or 12 frozen food plants.

In the salad bowl put slices of Iowa carrots, shredded Iowa cabbage, dressing made with evaporated milk (6 Iowa plants) and vinegar (3 Iowa plants). Or take your pick of a dozen Iowa salad dressings. Add muffins of Iowa corn, or rolls of Iowa wholeheat. Casserole can be fresh-frozen Iowa strawberries, or ice cream packed in dry ice (a by-product of grain alcohol made from Iowa corn).

This menu, courtesy of the Iowa Development Commission, is brought to you by a certain radio station which also serves people—well over a million throughout 19,100 square miles of prosperous mid-America. It’s a market worth reaching—and in Eastern Iowa WMT reaches, as any area Hooper will plainly show.

The Katz Agency will be happy to cook up additional data.

WMT
CEDAR RAPIDS
BASIC COLUMBIA NETWORK

5000 WATTS.
600 KC
DAY AND NIGHT

Matthew J. Casey, vice president Fletcher D. Richards Inc., N. Y. elected to board of directors of firm. He is also account executive for U. S. Tire division of U. S. Rubber.


Dorothy Mallinson Winn, BBDO, N. Y., to radio and TV copy department Compton Adv., N. Y., as supervisor.


Mary Poloson finds many distinctions in her job as timebuyer at Henri, Hurst & McDonald, Chicago, not the least of which are pots of Chuckles spice drops on the desks and a blue-white, hand-painted, polka dot stairwell.

Mrs. Poloson heads the time-buying group in the radio-televisi- 
dation department, which has already expanded quartet assigned to it a year ago after the departure from the building of Dancer - Fitzgerald-Sample. Personnel in the department has almost tripled in that time, as a result of more and more agency clients using the broadcast media.

The tailored-suited and petite timebuyer (she’s five feet tall, and husband, Nicholas, is six feet, two and one-half inches) buys for three divisions of International Shoe Co.—Friedman - Shelby, which sponsors half-hour films in video markets and a live TV show in Dayton, Cincinnati and Columbus; Roberts, Johnson & Rand, which buys a quarter-hour of Howdy Doody on NBC-TV, and Peters Shoe, which has a half-hour of ABC-TV’s Super Circus on alternate weeks.

In addition, Mrs. Poloson buys films on TV for the Fred W. Amend Co., which makes Chuckles and the aforementioned spice drops; spot radio shows and AM-TV announcements for Milnot, and radio and TV spot for Ivalon sponge. Ballard & Ballard (biscuits) uses radio and television spots, and Shell Oil Co. sponsors Allen Breden’s Com- mentary on NBC and buys AM spots.

Mrs. Poloson joined Henri, Hurst & McDonald as assistant timebuyer in 1949, and was named head of the department a year later. She went there after Mitchell-Faust agency, where she had worked four years, merged with Schwimmer & Scott. At Mitchell - Faust she worked on these broadcast accounts: Oscar Mayer (meats), Peter Hand Brewery (Meister Brau beer), Feature Foods, Junket Brand Foods and Moorman Mfg. Co. (feed supplies). Most of her TV experience, however, was garnered on her present job.

Mrs. Poloson, who has lived in East Chicago, Ind., all her life, went into advertising after several years of secretarial work at the City Service Oil Co. refinery in her home town. She was educated there also, and elected to study mathematics and psychology, as well as business courses, at the University of Dayton.
EDWARD F. THOMAS, vice president and public relations director, Geyer, Newell & Ganger, N. Y., appointed consultant to Army by Dept. of Defense. He is serving in Washington on three-month leave of absence.

JAMES H. SUSONG Adv. Agency, bearing name of owner, has been formed in Dallas. Mr. Susong was with Couchman Adv., Dallas, and previously with Dr. Pepper Co. Address of Susong Agency is 158 Commercial Bldg.

LINCOLN RODEN to Gray & Rogers, Phila. Until recently he operated his own agency, Lincoln Roden Inc.

LOUIS R. FENDRICK, associate editor Cooperative Digest, a Roy Parks publication, to copy staff Robert Eastman Inc., Ithaca, N. Y.

KAY BROWN to Young & Rubicam, Chicago, as timebuyer.

LARRY NIXON appointed head of publicity-public relations department Hewitt, Ogilvy, Benson & Mather Inc., N. Y. He has been operating his own service as management counsel in public relations for several years.

JIM PATTERTON, radio and TV production department J. Walter Thompson Co., L. A., recalled to active service in Air Force.

SAMUEL CHER, vice president and merchandising director Young & Rubicam, N. Y., named to board of governors Israel bond issue.


NEIL AMES, advertising department Hunt Foods, Fullerton, Calif., and MILTON FIGEN, advertising manager American Wine Co., Beverly Hills, to Ted H. Ball & Co., L. A. Mr. Ames joins promotion and publicity department; Mr. Figen is account executive.

RADIO has been recognized as a legal advertising means by a law just passed by the Washington state legislature. The measure became law largely through efforts of the Washington State Assn. of Broadcasters. It authorizes officials, state and local, to supplement legal notices with radio spot announcements. The spots must contain only the time, place and nature of the notice, obviating the necessity for reading the entire legal notice. Gov. Arthur B. Langlie signs into law the bill. Witnessing the signing are (I to r) Carl Downing, manager, WAB radio news bureau; Charles Bryant, the governor's radio assistant, and Tom Olsen, KGY Olympia, chairman of the association's legislative committee and owner-manager of KGY, originating station for the legislative network.

ON THE WASHINGTON SCREEN

Sure-fire shows for sure-fire sales

EVERY WEEKDAY AFTERNOON

“Hollywood Matinee”

2-3 PM

* WATCHED BY MORE PEOPLE THAN WATCH THE OTHER 3 STATIONS COMBINED!!

—ABB TV Survey, Jan. 14-21, 1951

Hollywood Matinee brings to the television screen the top stars in top shows — full length feature films that offer suspense, thrilling love stories, delightful comedy, and tuneful musicals. Popular Baxter Ward introduces the one minute commercials between "acts."

BAXTER WARD

“The Modern Woman”

3-3:30 PM

* “... EVERY TYPE OF LISTENER SHOULD FIND A TOPIC OF INTEREST.”

—Variety Magazine, Jan. 24, 1951

The Modern Woman on Television brings housewives more homemaking help; more party and etiquette advice; more fashion news; more decorating ideas; more food demonstrations; more beauty and self-improvement suggestions; more of the exciting personalities in the news; AND more imagination and more action! Jackson Weaver helps Ruth Crane make it all more entertaining—the one minute participations can help any advertiser to sell MORE!

Call or Wire ABC Spot Sales

WMAL-WMAL-TV-WMAL-FM THE EVENING STAR STATIONS WASHINGTON, D. C.
**feature of the week**

**strictly business**

**Mr. Burk**

**NOAH WEBSTER, who ought to know, defines the word “ambition” as an “unlifting desire to achieve or attain.”**

G. Norman Burk, of G. Norman Burk Inc., Pittsburgh, is a man with not one but two ambitions, although one is closely allied with the other.

He is a happy man and (1) wants to remain happy, and (2) he wants to continue to make a living “in the hectic business” of advertising.

If, in truth, happiness is a by-product of success in a chosen field, Mr. Burk bides his time to realize his “uplifting desire to achieve or attain.” Be assured, he applies the adjective, “hectic,” affectionately to the business of advertising.

Mr. Burk is a stone which has rolled quite a bit, and while not gathering any moss, he certainly gathered a bundle of know-how when it comes to successfully putting over his accounts’ products.

He was born Jan. 6, 1906, in Oakland, Calif., and attended grammar school in Los Angeles. When he was 18, the family moved to

(Continued on page 90)

**Sir Robt. Bacon**

Wyoming Valley’s

"GRAND KNIGHT OF THE TURNTABLE"

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

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

There’s no “Ham” in this Bacon. He makes sweet music for listeners and Money for Advertisers.

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

**BROADCASTING** • Telecasting
MR. SPONSOR:

THERE'S NO SWEETER MUSIC than SALES RESULTS Like These . . .

Mr. Richard E. Jones
Station WJBK
Masonic Temple
Detroit, Michigan

March 9, 1951

Dear Mr. Jones:

Three years ago we started advertising on WJBK's Jack the Bellboy program for our account, Robert Morgan Studio of Dancing. During these three years of continual advertising on WJBK, the Morgan Studio has grown into an organization of more than 70 staff people, and it's still expanding.

To be specific, WJBK deserves the lion's share of credit for the sales and leads obtained for Robert Morgan. WJBK has consistently produced far more sales and leads per dollar spent than we have gained from any other medium. For instance, at various times over this three year period we have tried most of the other Detroit stations and personality programs. By comparison WJBK and the Bellboy have been five times more effective.

I thought you'd be interested to know what a wonderful selling job you're doing for Robert Morgan. Many thanks for producing such tremendous sales results . . . and may I add my vote to the countless others who believe Jack the Bellboy is one of the greatest salesmen in radio today.

Kindest personal regards,

Arthur Schurgin

Letters like this, by the score, attest to the consistently high sales results WJBK achieves for its sponsors. No matter what product or service you want to sell in the booming Detroit market, your best advertising buy, by far, is WJBK. Your KATZ representative is the man to see.

WJBK -AM
- FM
- TV

The Station with a Million Friends
NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455
Represented Nationally by THE KATZ AGENCY, INC.
SPONSORS GET
"PROMOTION PLUS"
ON WDSU

*Eye-Catching
Sign Dominates
Business District!

- Every day in New Orleans, thousands of alert shoppers view this giant, illuminated spectacular overlooking world-famed Canal Street. One more example of the continuing "promotion plus" packages offered advertisers by WDSU

NO OTHER NEW ORLEANS STATION OFFERS THIS PROMOTION "PLUS"

- Write, Wire or Phone your JOHN BLAIR Now!

---

new business

Spot & Agency Appointments • • •


AIR KING PRODUCTS Co., Brooklyn (TV, radio receivers), will spend $1 million in advertising this year, D. H. COGAN, president, announced last week. Advertising in key cities will be concentrated in local radio, TV shows, newspaper and billboard advertising.

BU-TAY PRODUCTS Ltd., L. A. (Rain Drops water conditioner), names Brisacher, Wheeler & Staff, L. A., to handle special eight week premium promotion campaign in San Diego. Television will be used. Glasser-Galley Inc., L. A., continues to handle portion of firm’s advertising. (Company has no exclusive agency representative.)

ORANGE CRUSH Co., Chicago, has begun cooperative TV spot campaign for 13 weeks on WGN-TV and WEKB Chicago, and plans future video expansion nationally with announcements paid for by company and its local bottlers. Agency will be named shortly.

GOFF ASSOC., Wilmington, Del., appointed by Delaware State Development Dept. to plan test promotion campaign, including TV, for State of Delaware. ALAN GOFF is account executive.

NEIGHBORHOOD CLEANERS & Dyers Institute, L. A., appoints Taylor Host Inc., L. A., to handle advertising. Series of 13 quarter-hour TV films aimed at teaching garment preservation and related information now being readied for May or June placement on TV stations in L. A. and other selected areas.

STATE MUTUAL BUILDING & LOAN Assn., L. A., names Robert J. Black Adv., L. A., to handle advertising. Firm, currently using spots on KFAC Los Angeles, may add more radio and possibly television. WARNER HOT SPRINGS GUEST RANCH also names agency to handle advertising. Radio and TV may be used.

UNITED FROZEN FOODS Corp., L. A. (Simple Simon Pies), names Davis & Co., L. A., to handle advertising. Weekly participations being used on KTLA (TV), Los Angeles and KPIX (TV) San Francisco. Other stations in those cities may be added later.


CONTINENTAL PACKING Corp., Ponce, P. R. (Tango brand fruit nectars), appoints Publicidad Badiilo Inc., San Juan, to handle advertising in Puerto Rico.

IMPERIAL TOBACCO Co., Montreal (Ogden’s cigarette tobacco), April 1 started for 13 weeks Smiley Burnette, quarter-hour transmitted show thrice weekly on 34 Canadian stations. Agency: Cockfield, Brown & Co., Montreal.

Network • • •

AMERICAN TOBACCO Co. (Lucky Strike cigarettes), New York, renews Robert Montgomery Presents, alternate Mon., 9:30-10:30 p.m., on (Continued on page 89)
KPRC

...FIRST IN HOUSTON

FIRST in...

★ MORNINGs
★ AFTERNOONS
★ EVENINGS
★ TOTAL RATED TIME PERIODS

FIRST in Television, Too!
Operating KPRC-TV Houston's only TV service.

KPRC
HOUSTON

950 Kilocycles • 5000 Watts
NBC and TQN on the Gulf Coast

JACK HARRIS, General Manager
Represented Nationally by
EDWARD PETRY & CO

* Hooper
January-February
Radio Index
Do you measure by the number of stations? By their locations? By kilowatts? Or...by the size of the audience a network delivers?

Sales-minded businessmen and their advertising agencies know the most important yardstick is audience.

And Columbia Pacific delivers for its advertisers a greater share of audience than any other Coast network: 43% greater than network B...219% greater than network C...76% greater than network D.*

Choose the most practical measurement of all...audience...and you'll use the 14 stations delivering the most on the Coast....

*Columbia Nielsen ratings, Dec., 1950: Regional sponsored programs.

Columbia Pacific
Represented by RADIO SALES

Kima - KIRO, Seattle - KNX, Los Angeles - KOIN, Portland - KOLO, Reno - KROY, Sacramento - KSLY, Spokane - KXOC, Chico
open mike

Radio 'Neglected'
EDITOR:
With all of the hullabaloo about the television coverage of the Kefauver hearings, I think radio was neglected. As a case in point, WIP carried all the hearings direct from New York and from Washington, and had them sponsored locally.

The New York hearings were co-sponsored by RCA-Victor and the John B. Stetson Co., and the Washington hearings are being sponsored by the Philco Corp., not only live hearings from the courtroom, but also repeat transcribed broadcasts at night. Furthermore, we piped the radio show to Atlantic City and Allentown.

I think recognition should be made of the part radio played. We're very proud of our coverage and obviously RCA, Stetson, and Philco recognized their value. Their sponsorship bears witness to this fact.

Benedict Gimbel Jr., Pres.
WIP Philadelphia

[EDITOR'S NOTE: To WIP and all other radio stations that rememered the limitations of TV, a low bow. Radio has done this kind of job so often that it has come to be accepted as routine. For TV, it is still a novelty.]

'Hard On The Eyes'
EDITOR:
...Let me preface it with the expression that I very much like the recent "streamlining" of Broadcasting 
Telecasting throughout. But, there is one page that certainly took a beating in the revamping. It's "our" page dealing with "promotion" activities. If you'll turn to the latest issue, March 19, (page 79) I'm sure you'll see what I mean! There must be something you can do besides put in all those giant-size dots and the line of stars above the cut! After reading the page, I always have to close my eyes for 15 minutes to give them a rest. One day when I went through three issues in a row I had to grope my way to the nearest optical.

Dallas Wyant, Prom. Mgr.
WOAI San Antonio, Tex.

'Such Varied Interest'
EDITOR:
...Several times recently I have taken home your magazine thinking that I would read it in one evening. Invariably, I have found out that it is more than a one evening job. I am amazed at the number of items of such varied interest that you pack into your publication.

I think it is a great job of selection and editing. I don't see how anyone interested in your industry could keep house without it.

Frank R. Wilson
Information Asst. to Dir.
Bureau of the Census
Washington

'Editorial Diligence'
EDITOR:
Your staff deserves the praise of the industry for their terrific job of producing a voluminous factual report [on the FCC TV allocations] practically overnight... an outstanding example of the editorial diligence that keeps your magazine in first place.

J. Leonard Reinach
Managing Director
WSB Atlanta
WHIO Dayton
WIOD Miami

His Sponsors Alone
Make a Sizable Audience

Fulton Lewis, Jr. is sponsored locally on more than 340 Mutual stations by 572 advertisers. The roster of businesses represented is too long to detail here, but this brief summary shows their scope:

93 automotive agencies
19 auto supply and repair companies
6 bakers
51 banks and savings institutions
26 brewers and bottlers
58 building materials firms
29 coal, ice and oil companies
14 dairies
30 department stores
23 drug stores
16 food companies
43 furniture or appliance stores
17 hardware stores
14 jewelers
14 laundries
25 real estate and insurance agencies
94 miscellaneous

His program is the original news co-op. It offers local advertisers network prestige, a ready-made and faithful audience, a nationally known commentator—all at local time cost with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Cooperative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).
All new RCA Limiting Amplifier BA-6A
For high-fidelity AM and FM speech input systems

FEATURES

- No matched tubes required
- Choice of single or dual time constant
- Greater reliability — push-pull stages throughout
- High gain — Low noise level
- Adjustable T-pad in output
- Standard plug-in mounting — for new handling convenience

SPECIFICATIONS

- Output level at verge of limiting, 30 dbm
- Gain, 54 db
- Noise level — down 83 db at verge of limiting
- Frequency response ± 1 db, 30-15,000 cycles
- Distortion (12 db gain reduction), 1%
- Takes only 83/4 inches of rack space. Weighs only 37 pounds.

This represents the ultimate in useful performance ... at lower cost

Save yourself hundreds of dollars when you buy your limiting amplifier. Specify a BA-6A. For complete details, call your RCA Broadcast Sales Engineer. Or write Dept. PA-19, RCA Engineering Products, Camden, N.J.

AUDIO BROADCAST EQUIPMENT
RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal
STAFF CHANGES
Moves Give Depth On Executive Level

Mr. James  Mr. Crater  Mr. Cowan  Mr. Shaw

CHANGES in the executive staff of BROADCASTING • TELECASTING, plus related personnel reassignments, were announced last week by Sol Taishoff, editor and publisher. The moves, he said, are designed to give depth to the 20-year old trade journal, as part of an over-all expansion of operations.

Two major editorial shifts and two new appointments to the advertising staff were effected formally, as of April 1. Edwin H. James, New York editor for the past five years, becomes senior editor, headquartered in Washington, and Rufus Crater, associate editor in Washington for five years, takes over Mr. James' New York editorship.

William H. (Bill) Shaw and Ken Cowan are the new appointees in the advertising department. Mr. Shaw, who has been identified with the sales staffs of stations in the midwest and south, becomes midwest sales representative, headquartered in Chicago. He succeeds William L. Thompson, who has resigned to join the Chicago staff of Mutual.

Mr. Cowan, who has been associated with Henry J. Kaufman & Associates, Advertising Agency, for the past two years, has been added to the New York sales staff, under Sol J. Paul, advertising director. He resigned as an account executive with Kaufman on Feb. 1 to join BROADCASTING • TELECASTING. Mr. Cowan, 24, is a graduate of American U. Washington. He served two years in the Army, half of it in the European Theatre.

Joined in '45

Mr. James, 34, joined BROADCASTING • TELECASTING in December 1945, after having separated from the Army as a major. He served on the public relations staff of Gen. Douglas MacArthur in the Pacific Theatre during World War II. Prior to the war Mr. James was a Los Angeles newspaper man.

Mr. Crater, 35, joined the magazine on Oct. 1, 1945, and throughout his tenure specialized in regimental and legislative matters. He was formerly city editor of the Winston-Salem Journal.

Mr. Shaw, 30, is the son of the late Harry Shaw, former owner of WMT Cedar Rapids, Iowa. The elder Shaw was a co-founder of BROADCASTING • TELECASTING in 1931, but disposed of his interest the following year. Bill Shaw resigned from the sales staff of WGH, Newport News to assume his new post. He had spent two years in sales and promotion with WLCR Nashville, and for a year had been with KCRG Cedar Rapids. He served four years in the Army Air Force during the last war as a bomber pilot and flew 20 missions in Europe.

Also announced was promotion of Jane Pinkerton, a member of the Chicago staff for three years, to Chicago news editor. She will continue to work out of the bureau at 360 N. Michigan Ave., with Mr. Shaw.

Coincident with the editorial department changes, Mr. Taishoff announced reassignment of Fred Fitzgerald, news editor, to associate editor. Jo Hailey, editorial staff member, was named make-up editor and Tyler Nourse was promoted from the staff to copy editor. David Berlyn, Congressional specialist, was named assignment editor, in addition to his reportorial duties.

‘Payment Only Just’

KSST Sulphur Springs, Tex., had been carrying interviews and stories about a local water-sewage project as a public service. Manager W. E. Bradford said, “We have often been discouraged when, after plugging away at something as a public service, we find that other media have either ignored it completely or are holding out for payment.” Last fortnight, however, the city council purchased radio time to be used by the mayor in explaining the project. In arranging the broadcast, the city council explained it realized the station would have furnished this time on a public service basis, but since it was necessary to buy such service in other media, they considered payment only just.
THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE

in the OREGON MARKET

McMinnville, county seat and largest city of Oregon's Yamhill County, lies directly in line with KGW's powerful north-south "beamed broadcasting signal." Dairying, lumbering and agriculture stabilize McMinnville's economy, making it valuable to KGW's advertisers because of KGW's COMPREHENSIVE COVERAGE of this important market. A recent KGW Tour-Test conducted with the cooperation of the Oregon State Motor Association, was witnessed by Glenn Macy, president of McMinnville's Chamber of Commerce, shown above with "Miss KGW". This Tour-Test effectively proved KGW's COMPREHENSIVE COVERAGE of McMinnville...a premium market delivered completely ONLY by radio station KGW.

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE

KGW's LEADERSHIP

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

TOTAL BMB FAMILIES
(From 1949 BMB Survey)

<table>
<thead>
<tr>
<th></th>
<th>DAYTIME</th>
<th></th>
<th>NIGHTTIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>KGW</td>
<td>350,030</td>
<td>Station B</td>
<td>337,330</td>
</tr>
<tr>
<td>Station C</td>
<td>295,470</td>
<td>Station C</td>
<td>307,970</td>
</tr>
<tr>
<td>Station D</td>
<td>192,830</td>
<td>Station D</td>
<td>205,440</td>
</tr>
</tbody>
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This chart, compiled from official half-millivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

PORTLAND, OREGON
ON THE EFFICIENT 620 FREQUENCY
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
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
SUMMIT SUMMERTIME SCHEDULES SOAR

By RUFUS CRATER

Buyers and sellers of broadcast time are sharpening their pencils and their pitches for summer campaigns designed to spell summer this year with a capital S.

Seasonal advertisers already are signing up summer spot campaigns at a pace which appears almost certain to equal and perhaps exceed and year's totals. In fact, the network outlook has not fully crystallized, both seasonal and regular advertisers are beginning to line up summer shows, and networks and stations are marshaling plans to convince advertisers of the value of summer broadcasting generally.

A roundup by Broadcasting * Telecasting indicated the outlook for both summer radio and summer TV is healthy—provided a shirt-sleeve selling job is done.

New spot and network radio accounts already signed by seasonal and regular advertisers include the following with the roundup for TV, now approaching its first big commercial summer, to appear in the April 9 Broadcasting * Telecasting.

Wrigley Purchase

William Wrigley Jr. Co. came through last week with the purchase of 30 evening half-hours on CBS between July 3 and Aug. 21—... as it did last year—at a gross time cost of approximately $556,040. The contract, involving half-hour programs six evenings a week, was placed through Arthur Meyerhoff Agency, Chicago.

The six programs: Broadway Is My Beat, to be heard Sundays; Romance, Mondays; Pursuit, Tuesdays and Wednesdays and Heinein, Thursdays, all from 9:30 P.M. to 10:30 P.M., and Rate Your Mate in Saturdays, 8:30 to 9:30 P.M. Pursuit and Rate Your Mate will substitute for two current Wrigley programs, Life With Luigi and the Gene Autry show.

Procter & Gamble, Cincinnati, bought more than two full hours of time weekly on ABC, including sponsorship of two shows under the network's new "Pyramid Plan" which got under way last week (Monday) with the initial broadcast of Stop the Music with P & G as a sponsor (8:15-8:30 P.M. segment for Ivory soap, through Compton Adv.). Starting Friday, P & G also assumes sponsorship of The Sheriffs.

By J. FRANK BEATTY

Radio advertising suffered a rear-guard attack last week as the Assn. of National Advertisers scanned its recent report showing loss of night listeners in TV areas.

With nearly 300 leading national advertisers present, ANA held its 42nd annual spring meeting at the Homestead, Hot Springs, Va. These media buyers represent a major share of the national advertising budget.

The attack came in the form of a review of ANA's second study of audience trends, titled Radio Time Values, Supplement 1 [Broadcasting * Telecasting, March 19].

ABC placed the gross time cost per participation—on one program—at $3,591 to reach 75 markets, $4,600 for a minimum full network, and $5,962 for the full network. On a net 52-time basis these costs would be $2,872.50, $5,220, and $4,173.40 respectively, ABC said.

Program participation costs were placed at $1,250 net for Stop the Music, $1,300 net for Pat Man and $1,000 net for The Sheriff.

Procter & Gamble also signed last week for a three-week series of five-minute newscasts on CBS starting Tuesday through Compton Adv. The programs, featuring Newscaster Larry Lesuer, will be heard Tuesday, 10:25 - 10:30 P.M., Thursday, 10:30 - 10:35 P.M. and Saturday, 7:25 - 7:30 P.M.

General Mills, which bought a series of summer shows last year, (Continued on page 24)

REAR-GUARD ATTACK

West defends ANA

they were readjusting their own company media buying.

Obviously nettled at suggestions that ANA is conducting a campaign of psychological warfare against radio, Paul B. West, ANA president, issued a formal statement.

Mr. West flatly denied that the report "is an attempt on the part of buyers to knock down radio rates. It is, on the contrary, a determined and we believe an intelligent effort to help get established some long-needed basic facts to enable all of us to better evaluate the medium."

"Tremendous Values"

Conceding there are "tremendous values in radio when rightly used," Mr. West added: "At the same time, advertisers are faced with the inescapable fact that they can stretch their advertising dollars only so far. And the substantial increases in costs of radio as well as in all media, and on top of that, the extraordinarily larger budgets that are required in order to use the new and rapidly growing medium of television means just one thing. It means that advertisers and the radio medium owners have the responsibility of reviewing radio values in the light..."
Summer Schedule
(Continued from page 23)
for a whirlwind campaign, has re-
ceived summer show presentations
from ABC, CBS and NBC, but late
last week was reported to be still un-
decided as to whether to em-
ploy them. Although NBC's officials
decide affirmatively, it was
estimated they would then need about two weeks to ap-
raise the rival presentations.

NBC in the meantime unveiled its plan for "Summer Tandem" to start May 7 and run to Sept. 23 —
25 weeks. With the weekly cost for participation set at $20,000 in-
cluding time costs for the full NBC network facilities plus all talent
and production charges, "Summer Tandum" offers a full minute of commercial time for five
hour-long evening blocks per week: Mondays, Boston Pop Orchestra,
10-11 p.m.; Thursdays, Screen Di-
rectors Playhouse, 10-11 p.m.; Fri-
day, two mysteries, Amazing Mr.
Malone and Man Called X extend-
ing from 9-10 p.m.; Saturdays, two
comedies. Its Higgins, Sir, with Harry Morgan, "Magnificent Montague with Monty Woolley," from 8-9 p.m.; and Sundays, Tales of the Texas Rangers and 84 &question
from 9-10:30 p.m.

On Mutual, Joe Lowe Inc., Chi-
cago, has signed for a 5:55-6 p.m.
Monday-Wednesday-Friday sports
interview program on behalf of its
popsicle, it was reported last week.
The series, starring Mel Allen, starts June 18. Blaine Thompson,
Chicago and New York, is the
agency.

Reynolds Signs
Mutual's Game of the Day daily
baseball broadcasts, which had 3,-
620 cooperative sponsors last
year, are scheduled to begin April 16
over 376 MBS stations. R. J. Rey-
olds Tobacco Co. has signed again this
year's five-minute Camel Scoreboard
following the five-minute Camel Scoreboard af-
ter each game and Gillette Safety
Razor Co. is expected to carry five
minutes preceding games. William
Esty & Co. is the agency for Rey-
olds, and Mason Inc. for Gillette.

W. K. Kellogg Co., Battle Creek,
which already sponsors three hours
weekly on 171 stations, bought an ad-
titional 25 minutes for Wild Bill
Hickok, effective yesterday (7-7:25
p.m. Sunday). The show is carried on
285 Mutual stations on behalf of
Kellogg's new "Corn Pops" cere-
al. Leo Burnett Co., Chicago,
handled the account.

In addition, Personna Blades Co.
will sponsor Gabriel Heather on
MBS network radio at this time.
Among seasonal spot advertisers —
regarded as fruitful field of business for radio on all levels—
suntan lotions are expected to ex-
pand their usual summer campaign
extensively this year.

McKesson & Robbins, Tartan
Suntan Lotion, will expand its ra-
dio campaign more than 100%, an
executive at its agency, J. D. Tar-
cher & Co., New York, told Broad-
casting & Telecasting. Last year the
advertiser started its tie-in with
weather reports on several stations
and the promotion proved so suc-
cessful that effective June 1, Tar-
tan Suntan Lotion will use 35 ma-
jor cities and to place its combined
weather-spot schedule. The fre-
quency on each station will vary but
it is known that in New York alone
as many as 1,000 spots per week
will saturate the area. The contracts run through June and July.

Ice cream accounts are begin-
ning to plan their summer activ-
ity. Eskimo Pie (ice cream bars)
will plunge into a spot radio cam-
paign starting late in April in ap-
proximately 50 cities. Contracts vary from four to eight weeks.
Buchanan & Co., New York, is the
agency.

Sealtest Spots
Sealtest Co., which is already
sponsoring a network television
show Sealtest Big Tom, will use
spot radio at a local level. N. W.
Ayer & Son, New York, is the
agency.

Soft drinks, beer, iced coffee and
iced tea are also planning fair-size
summer schedules.

Pepsi-Cola, through its agency,
Biow Co., New York, will double its
spot activity by using 60 mar-
kets during June, July and August.
In addition, the advertiser plans
to double its frequency each week
on each station during the three-
month period.

Champagne Velvet (beer), also
handled through Biow Co., started
its campaign April 1 in about 80
markets. Contracts will run for 30
weeks.

Standard Brands Coffee (iced)
and iced tea, through Compton
Adv., New York, is currently pre-
paring its summer spot accounting.

Among shoe whiteners, Griffin
Shoe Polish started its spot cam-
paign in early February in the
WE HAVE to look no farther than
to the next radio station across
the street, to the television station
next door, and to the newspaper
around the block to confirm what
one-quarter of 1951 has already in-
dicated: That the most resourceful
and intensive efforts of each unit
among competing media are being
grounded to and aimed at securing
the largest possible share of the
advertising dollar.

In 1951 all the ad advertising
accounts are receiving careful serv-
icizing and even possible avenue of
new business is marked for imme-
EDIATE solicitation and development . . . for summer broadcast sched-
ules.

The seasons of the year always
lend themselves to ingenious pro-
grams and the summer — its
South, and has continued to move
North following the summer sea-
son, until the advertiser was using
several one-minute spots on more than 160
stations at the end of March. Con-
tract placed through Birmingham,
Cassel, New York, is nearly in-
cluded in New York, will run through
November.

Breakfast Foods
Increased activity in light cold
breakfast foods usually occurs dur-
ing the hot season throughout the
country. Kellogg Variety Package
during June, July and August will
be prominently placed in 70 mar-
kets. Kenyon & Eckhardt, New
York, is the agency.

Although plans are not definite,
it is understood the government of
Ontario, federal government and
Province of Quebec are considering
U. S. spot radio campaigns to pro-
}
gramming and copy techniques
which can help in a dramatic way
to maintain this old business and
to develop these new fields of reve-
ue.

But possibly because it had be-
come almost axiomatic to think of
summer in terms of a program cycle
known as the "summer hiatus," a modus operandi for summer broad-
casting has evolved which seemed to countenance less

vigorous selling and less productive
activity on the part of sales staffs.

Awakened to Danger
Fortunately, competition has awakened all of us to the real
dangers in this attitude, which al-
though never too general, did mili-
tate against the effective capacity
of some individuals and stations alike.

It is a pleasure to report that the
broadcasters who never interpreted the "summer hiatus" to mean a
renewal from vigorous selling have
long since discovered the lode of
summer sales. They have remem-
bered the simple constants such as
the percentage of radio sets in
homes, and the ever greater per-
centage of people in those same
homes ... during the summer-
time.

They remembered that while beer is sold by the carload in sum-
mer, furs are sold by the millions in August. That the same peo-
ple who listen with interest to a
commercial about ice cream will
walk down to the coal yard in July
to order the fall supply of Hocking
Valley lump.

No Criterion
Yes, the summer season is as
ideal a time for sales as any other,
for the calendar is no more the
criterion for sales than is the clock
or the geography.

In 1949 a marked resurgence
was noted in radio's summer earn-
ings. The summer of 1950 was
the best reported in the history of
commercial radio. There are goods
and services to be sold by your ad-
vertisers this year. There are
myriad listeners who want news
and information about them.

The best way to provide that news and information is via radio in the
good old summertime.

Brown Promoted
JULIA BROWN, timebuyer at
Compton Adv. Inc., New York, has
been promoted to director of media
research, a newly created division of
the media department. As head of
media research, Miss Brown will
devote her time to overall media
problems of radio, television and
print. She reports to Frank Kemp,
assistant media director at the
agency.

"We used to listen just for fun."
APPLICANT ELIGIBILITY

FCC LAST WEEK asserted its right to consider violations of federal laws other than the Communication Act in determining the eligibility of applicants for broadcasting station licenses.

The Commission enunciated a policy which will clear the way for its case-by-case consideration of some 10 or 12 applications which have been stayed because the applicant has during the past year at some time or another violated federal anti-trust laws.

Expressing particular concern over anti-trust violations, the Commission said it was "clear" that Congress had "conceived as one of the Commission's major functions the preservation of competition in the radio field and the protection of the public against the public.

FCC said it was "important that only those persons should be licensed who can be relied upon to operate in the public interest, and not engage in monopolistic practices."

In essence, the Commission said it would consider violations of federal laws not to impose penalties on the decision of the Commission in determining the character of applicants.

"Violations of federal laws, whether deliberate or inadvertent, raise sufficient question regarding character to merit further examination," the report said. "While this question as to character may be overcome by countervailing circumstances, nevertheless, in every case, the Commission must view with concern the unlawful conduct of any applicant who is seeking authorization to be radio facilities as a trustee for the public."

The Commission added that it was "irrelevant" whether the "finding of violation is in a civil or criminal proceeding."

"In either case," the report said, "it is the conduct of the applicant, and not the type of suit brought that is important."

SCOTUS on Anti-Trust

The FCC report, issued last Thursday, stemmed from a 1943 Supreme Court decision that held major motion picture companies were violating anti-trust laws because of their control over both production and distribution of films. Among those whose applications before the FCC have either been held in abeyance or acted upon conditionally pending the Commission's definition of a policy such as that issued last week are Paramount Pictures, Allen B. DuMont Labs Inc, which the FCC has tentatively held to be Paramount's joint stock ownership, Schine Chain Theatres, which owns WPTR Albany; 20th Century Fox Film Corp, Westinghouse Electric Corp. and General Electric Corp.

The Commission received briefs and heard oral arguments from interested parties on the implementation of its policy last April. The policy issued last week will be invoked as a guide in making case-by-case determinations of the qualifications of candidates for FCC.

The Commission made no bones about its intense concern with the cases involving motion picture interests.

"Much of the argument in this proceeding related to the motion picture companies who have violated the anti-trust laws over a period of years in the motion picture field," the report said. "It is obvious that violation of the anti-trust laws by the motion picture companies is a matter that the Commission must consider carefully in determining the qualifications of these companies to operate in the public interest."

In an argument regarding motion picture companies, the Commission said it will consider their reported withholding of important films from television as a restriction of television performances by talent under contract to them.

"We express no opinion at this time as to whether such practices are or are not in violation of the anti-trust laws," FCC said. "We do desire, however, to point out that whether or not these practices are violating any antitrust law they are considered by the Commission to be relevant in determining the qualifications of applicants utilizing such practices."

FCC pointed out that motion picture companies and telecasters had a common purpose—to acquire the best available motion picture films and the best available talent and scripts. This constitutes a conflict of interests that the Commission fears would be resolved in favor of the motion picture company in a proceeding wherein the company already owned a television station, particu

(Continued on page 69)

Illegall Transfer Charged In FCC Action

IN a surprise move last week, W BAB Atlantic City and its FM adjunct, 28, following failure to resolve its fulltime AM operation on 1490 kc, noted in the letter (of March 7), the license of the had already passed, without prior Commission consideration of the transfer case. The FCC went on to say:

"In view of your statement that the direction of the sale will result in a loss and the consequent continuation of the illegal operation of WPTR, in violation of Section 301 of the Communications Act, WPTR is directed to immediately cease and desist from the operation of W BAB-FM."

"Although the Commission could not, under the present circumstances, issue an order revoking the license and permit for the stations, your statement as to the surrender of such authorization renders the institution of such proceeding unnecessary."

Spokesmen for Press and Bethlehem's Glove maintained that actual control of the station had never left the licensees, despite the proxies; and that at no time had representatives or personnel of the purchasing company had anything to do with operation of the stations. It was also maintained that in the past it had been the practice of the company to sell WPTR as a going concern as to who had "actual control" of an outlet.

JANUARY BILLINGS

JANUARY 1951 saw Procter & Gamble maintain its leadership among all radio network advertisers by spending $1,632,300 in gross billings to promote its products, according to tabulations based upon Publishers Information Bureau figures. In addition to Broadcasting & Telecasting.

American Home Products was the second highest advertiser during

(Continued on page 98)

P &G Leads on Networks

TABLE II

| LEADING NETWORK ADVERTISERS BY PRODUCT GROUPS FOR JANUARY 1951 |
|-----------------|-----------------|-----------------|-----------------|
| Agriculture & Farming | Allis-Chalmers Mfg. Corp. | 12,486 |
| Building & Plumbing | Art, Craft & Stationery | 14,769 |
| Automotive, Automobile Accs. & Equip. | American Motors | 1,937 |
| Aviation, Aviation Accs. & Equip. | Boeing Sales Corp. | 15,386 |
| Beer, Wine & Liquor | Budweiser Sales Corp. | 18,386 |
| Bottlers & Drinkers | C. H. Winn Co. | 11,386 |
| Confectionary & Soft Drinks | Coca Cola | 10,986 |
| Drugs & Remedies | Delmar Drug Co. | 10,986 |
| E. D. S. & Automakers | Dr. Pepper Co. | 10,986 |
| Food & Food Products | General Foods | 10,986 |
| Gasoline, Lubricants & Other Fuels | Standard Oil of Indiana | 18,986 |
| Household Equip. & Supplies | Frigidaire | 10,986 |
| Household Food & Products | Frigidaire | 10,986 |
| Industrial Materials | J. W. Steel | 15,200 |
| Jewelry, Optical Goods & Cameras | Jewelry, Optical Goods & Cameras | 10,986 |
| Office & Stationery Supplies | Longines-Wittnauer Watch Co. | 10,986 |
| Paper & Allied Products | Pitney Bowes | 10,986 |
| Pulp & Paper Mills | Rubber, Tire Sales | 10,986 |
| Publishing & Printing | Selfridge & Co. | 10,986 |
| Rugs, Textiles & Fabrics | Selfridge & Co. | 10,986 |
| Sporting Goods & Toys | Toys & Dolls & Accessories | 10,986 |
| Transportation, Travel & Resorts | Transportation, Travel & Resorts | 10,986 |

(Continued on page 98)
IMMEDIATE POLICY BOARD URGED

DESpite recommendation for the “immediate” establishment of a top government communications policy board within the Office of the President, indications are that the timetable for such action calls for the President’s support first. It is probable that, had it not been for such suggestion, accepted, would be rather slow.

Following formal release last Tuesday by the Senate Commerce Committee chairman Ed C. Johnson (D-Col.), the radio-minded Sen- 
ator expressed surprise at the apparent absence of concrete legisla-
tive action to date. The Senate committee study of the broad-
scopd report will bear less heavily was a moot question.

Another interesting legislator is Senate Majority Leader Ernest W. McFarland (D-Ariz.). The chair-
man of the Senate Commerce radio subcommittee last December had underwritten the placing of such legislation on the Senate’s to-do list. It is not clear that the Senate will take action on the proposal.

Johnson’s position hints of extensive groundwork in his committee, or by Sen. McFarland’s radio-minded staff, in the proposal. The Colorado
democrat has long guarded the prerogative of Congressional authority over the FCC with zealous fervor.

President to Comment

However, any action contemplated by the Senate group would be predicated on how the President interprets the report’s recommen-
dations. As written, the report would seem to envision the creation of a permanent advisory board within the executive office of the President which would have the authority to make recommendations in the field of radio.

Sen. Johnson knew that the report failed to make what he believes to be a fundamental division of “dual” responsibility which would exist within the framework of FCC and the Interdepartmental Radio Advisory Commission (IRAC).

Although final conclusions were not yet crystallized in the congressional thinking, critics were traveling along this path:

1. That the report failed to rec-
ommend legislative action which would remedy the tug-of-war

SENATE COLD

LITTLE enthusiasm was expressed in Congressional quarters last week over the contents of the report of the Temporary Communications Policy Board.

This initial warm-up injection was indicated by Senate Commerce Com-
mittee hearings (March 24-25). The hotly fought battle for creation of a broad-based fields commission, or some measure of its kind, was a moot question.

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1. That the report failed to rec-
ommend legislative action which would remedy the tug-of-war

IN A SUDDEN maneuver, Sen. Ed C. Johnson (D-Col.) last Wednesday entered a bid in the Senate for the FCC chairman’s office.

Sen. Johnson’s objection to the bill’s apparent intent was reported exclusively in the March 26 issue ofcasting TELECASTING

The radio-active chairman of the Senate Commerce Committee has introduced a bill (S 1218) similar to legislation (S 1189) drafted in the Senate hopper a fortnight ago.

Accompanying this action, it was understood Sen. Johnson sent a letter to the chairman of the Senate Commerce Committee explaining his opposition to the reorganization measure. The latter is the latest expression of the so-called Hoover Commission.

Sen. John L. McClellan (D-Ark.) is chairman of the expenditures group. He also is sponsor of S 1189.

Sen. Johnson’s chief objection to the legislation centers on the breadth and related concentration of authority by which the plan would vest in the Chairman the powers of both the Chairman and the rest of the Board.

To Hold FCC Bill

It was Sen. Johnson last year who introduced a resolution oppos-
ing the President’s FCC reorga-
nization plan. He was upheld in a Senate vote thus defeating Mr. Truman’s proposal.

The new measure is more broad in scope than the Truman plan of 1950. Generally the bill, and its companion measure in the House (HR 3307), would:

1. Transfer the executive and administrative functions of the FCC to the Chairman.
2. Give the Chairman jurisdic-
tion over the appointment and as-
signment of personnel in the im-
mediate of the offices of the Commis-
sioners.
3. Permit the President to re-
move any member of the Commis-
sion from office for “inefficiency, neglect of duty, or malfeasance in office.”
4. Spell out that at the end of a Commissioner’s term, he could continue to serve until his suc-
c essor is appointed and “qualified.”
5. Under the new reorganization plan, it has been pointed out, the Chairman would have power over the “execution of FCC policies.”
WAR ROLE OUTLINED

FCC last week outlined the alert-operational phases of radio and television broadcasting in a war emergency under a plan formulated by its own study group but still subject to final approval of the Commission and the Dept. of Defense.

The proposal was blueprinted to nearly 1,000 licensees and legal and consulting engineer representatives, who were summoned to Washington on relatively short notice at the FCC's request.

Numerous broadcasters who attended the "restricted" session, held last Monday at the Commerce Dept.'s Interdepartmental Auditorium, found it difficult to reconcile the implied "urgency" of the highly-classified meeting with the revelations detailed to them in a restricted document and by FCC staff members at the apparent initiative of the Air Force.

Additionally, many licensees indicated they would withhold comments on the controversial plan pending a more representative membership on some advisory committee which they felt should be called in to consult with the Commission before a plan is ultimately adopted.

Welcome Suggestions

In the face of obvious confusion as to the necessity for calling such a meeting—particularly in view of the fact that a similar briefing session will be held at the NAB convention April 16—FCC staff members were quick to welcome broadcasters' suggestions—either on the plan itself, or on the possibility of forming a new industry advisory committee (largely technical and more nationally representative).

FCC authorities stressed that the plan is the end product of months of study by government-industry groups—a proposal drawn by its engineering study group which, it was strongly felt, would have the tacit approval of the full Commission and military authorities.

FCC officials submitted the plan as a "preview" of actual operating procedure which they indicated would later be implemented through a Board of War Com-
NARTB POLISHES AGENDA

NARTB (NAB) last week added more polish and sparkle to its proposed Chicago convention agenda, according to the president of the association, which is considering television's increasingly prominent role in the nation's economy and defense effort.

The association rounded out a schedule of topics and speakers which is certain to appeal to convention delegates, as well as other segments of industry not included in NARTB membership.

At the same time it was negotiating for a top-flight government agency official to address the Thursday Television Day luncheon, thus rounding out a slate of key speakers that already includes Gen. Omar Bradley, chairman of the Joint Chiefs of Staff, and FCC Chairman Wayne Coy. They will address luncheon sessions Tuesday and Wednesday, April 17, 18, respectively [Broadcasting • Teletasking, March 26].

Further planning covers panels for the mobilization rally, which will precede NARTB convention activities on Monday morning, and sports for both radio and TV sessions.

The mobilization phase will kick off at 9:30 a.m. with a military-FCC roundtable under the chairmanship of John DeWitt Jr., WSM Nashville. Other participants will be Calvin Smith, KFAC Los Angeles, and William C. Gove, KFBC Cheyenne, Wyo., as well as FCC Chief Engineer Curtis Plummer and NARTB Engineering Director Neall McNaughten. Two other panels (at 10:30 and 11:30 a.m.) will be devoted to "Manpower and the Emergency" (covering reservists, etc.) and "Mobilization and Broadcasting" (touching on station programming).

PRESIDENT SEARCH

With time fast running out before NARTB's annual convention's resumption, its screening of a lengthy list but with little apparent progress, NARTB yesterday (Sunday).

While it was known that the group had narrowed down the available candidates considerably—the original list bore some 60 possibilities—hopes grew dimmer that it would hire a president and arrange an adjusted agenda for Justin Miller, who is slated to assume the board chairmanship, until at least just prior to the convention, April 16-19.

Judge Miller is expected to formally step down at the Chicago meeting and turn the reins over to his successor if the Presidential Committee has come up with a choice by that time.

Two Approached

The eight-man group met in Washington last Monday and Tuesday, and some members resumed screening earlier in the week by telephone in New York. At least two of those mentioned previously as Presidential timber were approached and soundly out, though no offer was made, it was understood. No further meetings were scheduled before the convention gets underway, although it was held likely that individual members may continue to sound out possibilities by telephone and mail.

In the event at least half-dozen top candidates were still being considered at week's end from a representative list of industry and government fields [Broadcasting • Teletasking, March 26].

Speculation centered chiefly on these personalities: Byron Price, assistant secretary general, United Nations; Eugene Thomas, WOR New York; Frank White, MBS president; William E. Ryan, BAB; Name of Andrew H. Berding, newly appointed public information chief of the Office of Defense Mobilization, will add last name to the list of speakers. Others will include Clem Randau, executive director, Civil Defense Administration.

The Communications Council and FCC will report. The Ad- vancing Council also will be represented.

The telecommunications specialists is expected to spell Mr. Randau on some of the controversial and trouble-some questions which broadcasters are sure to fire at CDA—most of them of a technical nature and bearing directly on FCC's proposed plan for emergency broadcast operation (see story page 27). They probably will be asked CDA's role on the state and community levels.

Commenting on the technical agenda, Mr. McNaughten stated that engineering delegates are preparing an agenda for the technical session, which is designed as a follow-up to the FCC security and last Monday in Washington. Of major interest will be a review of the meeting and disclosure of subsequent developments.

The meeting will be open to all industry representatives and will be twenty minutes to NARTB members, it was emphasized.

Radio and television engineers will offer numerous technical papers during the fifth annual Engineering Session, which will be held concurrently with the association's 29th convention [Broadcasting • Teletasking, March 26].

Sports will command attention during radio sessions on Tuesday (April 17), 2:5 p.m. While the agenda was incomplete last week, the whole baseball picture will get a thorough airing, particularly with respect to industry-league cooperation in the coming season. Tom Hovey, WBAP Radio-Television Mrs. Assn. projects designed to promote actual attendance at games. George Trautman and Matty Brescia of the National Assn. of Professional Baseball Leagues are expected to attend.

Labor Session

The Labor-Management Relations session is set for Tuesday, 2:5 p.m., with James D. Shouse, Crossley Broadcasting Corp., as chairman.

Sitting in will be Harold Essex, WSJ Winston-Salem, N.C., and Kenyon Brown, KFTW Wichita Falls. Participants were announced the day before.

Thursday will be "television day" at the convention, with Harold Hough, WBAP-TV Fort Worth, and Robert Sweeney, WDSU New Orleans, co-president.

Tom Hamilton, athletic director of the University of Pittsburgh and chairman of the TV Steering Committee of the Collegiate Athletic Assn., is certain to make the unflagging interest of the event.

(Continued on page 60)

RETAIL RADIO SUCCESS

Abrahams Lauds

John DeWitt Jr., WSM Nashville, Tennessee, has been named President of the National Radio Arbitration Tribunal (NARTB) for the 90-day period ending March 26.

DeWitt, who has been associated with the NARTB for the past 13 years, was chosen by the NARTB for the position. He succeeds W. C. Gove, who has been NARTB President since 1960.

DeWitt, who is also President of WSM Radio, has been active in the radio industry for over 30 years. He is a member of the National Association of Broadcasters (NAB) and has served on the board of directors of the NAB.

DeWitt's appointment was announced by W. C. Gove, who is stepping down after a successful term as President.

The NARTB is an independent arbitration body that resolves disputes between radio stations and advertisers.

DeWitt has been active in the radio industry for over 30 years and has served on the board of directors of the National Association of Broadcasters (NAB). He is also President of WSM Radio.

DeWitt's appointment was announced by W. C. Gove, who is stepping down after a successful term as President. Gove's success in the role has been widely recognized.

DeWitt is expected to continue the NARTB's focus on providing fair and impartial arbitration in the radio industry.

(Continued on page 60)
Mr. Noble, 53% stockholder in the network, was said to be inclined to sell only on the basis of 100% of the stock, rather than merely his own interest, in order that minority stockholders would benefit on the same terms.

He is not believed to be pushing for a sale, but willing to sell if equitable terms can be reached.

Mr. Noble, over two years ago turned down, after protracted discussions, an offer by 20th Century-Fox which was reported to have been offered in excess of $20 Million (Broadcasting • Telecasting, Dec. 6, 1948). He was understood to be seeking about $25 million at that time.

Raise Price

The strengthening of ABC’s television position since then, it was felt, would raise Mr. Noble’s asking price today well above the $25 million figure of 1948. For ABC owns five TV stations in top markets—WJZ-TV New York, WENR-TV Chicago, KGO-TV San Francisco, KECA-TV Los Angeles and WXYZ-TV Detroit—and their success is given much of the credit for ABC’s overall operations into the profit column in 1950 after a net loss in 1949 (see story page 56).

In addition to the five TV stations, ABC owns AM and FM outlets in the same markets. WJZ and WENR are 1-A clear channel stations operating with 50, WENR sharing time with WLS Chicago. KGO is a 1-B clear channel operation with 50 kw, and KECA and WXYZ are regionals using 5 kw.

IT&T’s cash position was bolstered by the acquisition of its European operating companies, including the Spanish telephone system, which altogether was understood to have yielded the company a net return of about $50 million.

In addition to the 20th Century-Fox negotiations of two years ago, there have been recurrent reports of other attempts to purchase the network, the most recent involving Paramount Pictures. Prior to the 20th Century-Fox talks, tentative discussions were held with Warner Bros. Pictures.
FILM SELLING
SALES effectiveness of TV film commercials is increasing as advertisers and agencies acquire know-how, but costs also are rising, Don L. Kearney, of Don L. Kearney, Inc., told a session, of National Advertisers convention at Hot Springs, Va., last Thursday.

Though it is generally felt that attractive and good-humored commercials pay off better for the advertiser, Mr. Kearney quoted findings of the Daniel Staror organization, based on some 10,000 interviews. He said the Staror study showed "entertainment and attention-getting devices per se add little or nothing to the selling effectiveness of TV commercials.

"In general the best liked commercials with little or no dialogue are low on the effectiveness scale. The best selling commercials usually have a pattern of above average liked, a low neutral and a substantial dislike. They never forget that the

Effectiveness Rising, Kearney Says

BROADCASTING • Telecasting and several other trade journals were cited by Mr. Kearney, who was offering a valuable contribution to raising the know-how on films.

Trend toward shooting TV commercials on 35mm rather than 16mm film is developing, he said, though 58 of the 65 TV markets have only 16mm projection equipment. He declared advertisers and agencies have found the new bigger film quality, especially in sound reproduction.

Developing and editing can make or break the commercial, he reminded. Among economy devices mentioned are shooting more than one film at a time.

Mr. Kearney showed a series of type A TV film commercials, covering a wide range of costs.
seven salesmen
selling 29,000,000 people
sixty-two hours per week

Here are radio’s most consistent salesmen ... early morning entertainers who spend a total of sixty-two hours each week selling scores of products to millions of people.

If your product needs a solid sales push in these major marketing areas, add these gentlemen to your sales staff. Your nearest NBC Spot Sales office has all the details.

1 Skitch Henderson
WNBC, New York
6:00-8:30 AM Mon.-Sat.
Station Audience: 9,812,125 people

2 Bill Herson
WRC, Washington
6:00-9:30 AM Mon.-Sat.
Station Audience: 1,017,994 people

3 Ed Allen
WMAQ, Chicago
5:45-6:15 AM Mon.-Sat.
Station Audience: 8,817,526 people

4 Jay Miltner
WTAM, Cleveland
6:45-7:15 AM Mon.-Sat.
Station Audience: 5,040,756 people

5 Earle Pudney
WGY, Schenectady-Albany-Troy
7:05-9:15 AM Mon.-Fri.
Station Audience: 1,455,744 people

6 Starr Yelland
KOA, Denver
6:30-7:00 AM Mon.-Fri.
6:30-6:45 AM Sat.
Station Audience: 1,571,514 people

7 Clarence Leisure
KNBC, San Francisco
8:00-8:30 AM Mon.-Fri.
Station Audience: 3,327,345 people

NBC Spot Sales
NEW YORK  CHICAGO  CLEVELAND  SAN FRANCISCO  HOLLYWOOD
Rear-Guard Attack
(Continued from page 30)

Effective NEW WAY to buy
Daytime Radio Coverage:

WASHINGTON, D. C.
METROPOLITAN
NETWORK

Met Net Advantages: 1. Complete daytime coverage of central and suburban areas. 2. Second highest average daytime audience in Metropolitan Washington. 3. Simplified buying—5-station coverage with one order, one transcription, one invoice. 4. Spots may be bought for the same time on each station, or staggered. 5. Low rates: 1/2-min. or time signals, $18.24; 1-min., $22.80; 5-min., $36.48 (26-time). Complete card on request.

WARL AM & FM, Arlington, Va. 780 KC, 1000 W.
WBCC AM & FM, Bethesda, Md. 1120 KC, 250 W.
WFAX Falls Church, Va. 1220 KC, 250 W.
WGAY Silver Spring, Md. 1050 KC, 1000 W.
WPIK Alexandria, Va. 730 KC, 1000 W.

* For proof, or complete details, write or phone Jack Koste, Indie Sales Inc., national representatives, 60 E. 42nd St., NYC—Murray Hill 2-4833; or J. Douglas Freeman, Commercial Manager, Munsey Bldg., 1230 E. St., N. W., Washington, D. C.—Sterling 1172.

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BROADCASTING • Teletcasting

to this effect. ANA and American Assn. of Advertising Agencies would share directions of such a major study, which the committee estimated would cost $140,000.

Don Kearney, assistant sales manager for TV, The Katz Agency, presented typical techniques and costs of TV film commercials (see story page 30).

Samuel G. Barton, president of Industrial Surveys Co., told the recent TV audience sales of TV-advertised brands increase in television homes, on the basis of the company's consumer panel.

American Advertising was urged to "defringify" the American people on present war dangers in an address by William L. Laurence, science writer of the New York Times and only newcomer who had access to World War II atomic bomb developments.

Howard Chase, assistant for public information policy to C. E. Wilson, Director of Defense Mobilization, said the nation stands "at the threshold of a magnificent new phase of the industrial revolution." "Barring the absence of all-out war and using the 1960 dollar as a measuring stick, by the end of 1952 we shall have a national income of around $25 billion," he said. "Even after deducting the total expense of military requirements during that year we should have a civilian or non-defense economy of around $275 billion per year, about the same as in our year of peak civilian production, 1950."

Cites Pending Bills

George S. McMillan, Bristol-Myers Co. vice president and chairman of the ANA Government Relations Committee, said advertisers should be concerned over a number of bills now pending in Congress. The bills included: Contract renegation law, as affecting admissible advertising payments before calculating profit; Doyle Bill (HR 2938) to amend Food and Drug Act and involving labeling or advertising promotion; McFarland Bill (S 688) and Celer Bill (HR 2948) amending the criminal code to apply to fraudulent radio advertising; Sheppard Bill (HR 10) amending Communications Act in relation to rebroadcasts of sponsored programs; proposed FCC-industry conference on TV practices including triple-spotting, necklines and horror shows.

Other items on the Washington scene, he said, include a bill being discussed by Thomas J. Gilmore (D-Mass.) to set up Federal Television Censorship Board; FCC hearings on TV thawing and educational allocations; new Federal Trade Commission policies to settle advertising disputes without legal formalities.

Isaac Watlington Digges, attorney, warned that many practices of business leaders and their advertising agencies are striking at the basic values of advertising itself. He urged "more restraint and good citizenship, particularly in respect of the new mediums of radio and television," suggesting that the courts are asserting themselves already without waiting for new legislation. At the same time he suggested judges should have a better understanding of the function of advertising and not condemn all advertising because of those who abuse it. He added the

(Continued on page 41)
...COVERAGE... there's no substitute for......

The Southwest is a great and growing market. WOAI covers this market with its 50,000 watt clear-channel voice better, far better, than any other advertising medium. BMB shows 395,350 families listen to WOAI daytime - 740,700 families listen evenings - latest Hooper shows WOAI leading day and night! Daytime, WOAI leads in 34 of 40 rated ½ hr. periods! Dollar for dollar, there's not a better advertising buy!

Represented Nationally by

NBC-TQN  EDWARD PETRY & COMPANY, INC.
NEW YORK  CHICAGO  LOS ANGELES  ST. LOUIS
DALLAS  SAN FRANCISCO  DETROIT  ATLANTA
The People of Charleston, S. C. Respond to Radio

Radio Broadcasting Stations

The American Red Cross

Charleston, S. C.

March 15, 1951

Gentlemen,

A notable feature of immediate public response to an emergency appeal may be seen today in support of the March of Dimes campaign. Public attention has been focused on the need for funds with which to combat polio and its formidable negatives. It is estimated that 400,000 Virginia children will be affected by this disease this year.

We have industry to thank for the splendid response of its members to the call for support of this campaign. In a discussion which followed the broadcast, some of the major sponsors were cited for their support.

This space is paid for by WSCS and WSCS-FM to show advertisers and their agencies that in Charleston, S. C., radio is the way to reach people. We hope that buyers will use WSCS and WSCS-FM, but in their own interest, they should buy radio to reach the Charleston, S. C., market.

John M. Rivers, Owner
For one man, the fight just begins when the last punch is landed at Madison Square Garden.

His fight, however, is against time.

He rushes the film of that last Friday bout to the laboratory, and adds it to films made all week at the famous arena. The result: an exciting film program called: "This Week at Madison Square Garden."

And in just a few days, television viewers all over the country are cheering the thrilling events!

With so little time between that last punch and the TV deadlines, his fight against time seems hopeless. Yet he wins it every week—thanks to Air Express!

Air Express speed gives him time to edit and process his films, and get them safely and cheaply to stations everywhere.

And the same speed that meets TV deadlines can help production deadlines, too! Whether your business is films or factories, here are the unique advantages you can enjoy with regular use of Air Express!

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

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

For more facts call Air Express Division of Railway Express Agency.
Dave

Dave Campbell’s “Sportsfolio Serenade” on WAPI is the most listened-to sports show in Birmingham ... with a 35% share of the audience in its time period, according to the most recent Pulse.*

Campbell’s

Campbell’s had more than eleven years of all-sports experience behind him, including major league play-by-play announcing. So it’s not at all surprising he’s Birmingham’s top-rated sportscaster.

Leading

Leading off each show with five minutes of sports headlines, Dave spins a record or two, gives last-minute scores, interviews local and visiting sports celebrities in a fast-moving quarter-hour.

The show goes on each night, Monday through Saturday, from 10:15 to 10:30 p.m.—one of the choice evening time periods in Birmingham, following fifteen minutes of CBS and local news.

League

League-leader Dave Campbell on WAPI is a hot availability right now, with baseball in the air again. If you’d like him to go to bat for your product, just call the nearest Radio Sales office or ...

WAPI

“The Voice of Alabama”
CBS in Birmingham
Represented by Radio Sales

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PERON HIT

Argentina’s Dictator Juan Peron’s “repeated political attacks against radio and press, culminating with closing the daily La Prensa” were formally condemned last week by the Inter-American Assn. of Broadcasters.

The emphatic resolution passed by the second general assembly of the association, which concluded last Tuesday in Sao Paulo, Brazil, did not mention the Argentine president by name, but there could be no doubt that he was the target of the resolution.

This was the second time the association had denounced the Argentine regime for oppression of free speech. In 1948 the broadcasters issued a stern resolution opposing the elimination of private broadcasting in that country.

In its resolution last week, the association pointed out that an “indestructible relationship” existed between free expression of thought and maintenance of the democratic system and that the "suppression of freedom in the communication of ideas makes it impossible for this system to survive."

As protectors and conveyors of free information, radio and press have a common interest, the resolution added.

The association recommended that radio call attention to the plight of La Prensa and of free speech in Argentina by broadcasting some of the editorials on that subject that La Prensa had published.

Mestre Re-elected

In other actions, the assembly re-elected Coar Mestre, of Cuba, president; Emilio Azcarraga, Mexico, first vice president, and Raul Fontana, of Uruguay, second vice president. The directive council was enlarged from five members (Cuba, Brazil, Uruguay, Mexico and the U. S.) to 11 (adding Chile, Peru, Venezuela, San Salvador, Puerto Rico and Panama).

Gilmore N. Nunn, WLAP Lexington, Ky., was re-elected U. S. representative on the Inter-American Assn. directive council for a four-year term. An alternate to Mr. Nunn will be appointed by NARTB.

The expanded directive council will meet annually, although meetings of the general assembly will continue on a biennial schedule.

The association also asked the Canadian Assn. of Broadcasters to present a resolution to the Canadian Parliament calling for the appointment of an independent radio licensing and regulatory authority (counterpart to the U. S. FCC) and the elimination of the power of the government-sponsored Canadian Broadcasting Corp. to regulate competition.

Principal addresses at the assembly were delivered by Mr. Mestre and by Justin Miller, NARTB (NAB) president.

HADACOL CONTEST

Station 411-A

DUDLEY J. LEBLANC, who has made a fortune out of Hadacol, has launched a new promotion contest for his product in which he hopes that stations will participate without remuneration except for the elusive possibility of winning prizes.

Mr. LeBlanc’s latest advertising excitement came to light last week, when several radio stations reported to Broadcasting • Telecasting that they had ignored the invitation.

Stations have been circularized with a brochure from the LeBlanc Corp. notifying them that the contest will run from March 30 to May 5. According to the brochure, “$36,000 in prizes will be distributed among the radio stations putting forth more merchandising efforts to promote the sale of Hadacol during the above-mentioned period.”

Selling Plans Wanted

In a covering letter accompanying the brochure, Mr. LeBlanc states: “What we are mostly after, of course, is some schemes and stunts that will sell Hadacol.”

An excerpt from the brochure gives suggested types of merchandising efforts for stations to use:

“Contact the drug wholesalers and grocery jobbers handling drugs. Explain to them what you are doing to promote Hadacol and ask them to send in an order.

“Contact retail druggists and grocery stores handling drugs, giving us the number of calls made each day. Make an effort for them to order Hadacol through their local wholesale or jobber.

“We will furnish you 10 short spots. On your report, tell us how many times each day these free spots have been read over your station and how many other times Hadacol has been mentioned.”

In Mr. LeBlanc’s covering letter, he gave a few hot tips on things stations could do.

“Here is a good one,” he suggested. “Start announcing on your station that for four Hadacol box tops you will send the children a T-shirt with his or her name on it. All you have to do is to ask the child to tell his age and his first name and we will send him or her a Hadacol T-shirt for four Hadacol box tops. Send us the name and age of your child and I will send you free one of these attractive T-shirts. . . .

“In announcing on your station the T-shirt for four Hadacol box tops, it might be a good idea if you had a T-shirt displayed in your window with a big sign: ‘This is the T-shirt we will give for only four Hadacol box tops’.”

Mr. LeBlanc told the stations he ‘firmly’ believed that “the advertising world will look with great favor on what the radio stations can do after this contest is over.”

FOR SALES RESULTS!!!

CONTACT OUR NEAREST OFFICE
Joseph Hershey McGillva, Inc.
EXECUTIVE OFFICE: 36-36 MADISON AVENUE, NEW YORK 17
MURRAY HILL 2-8755

IAAB Resolution Denounces Radio-Press Censorship

BEGINNING MONDAY, APRIL 9

MARY MARGARET McBRIDE
available for coast-to-coast sponsorship

Locally...regionally
...nationally
(excluding New York and Chicago)

One-half hour every afternoon,
MONDAY thru FRIDAY,
on the ABC Radio Network

The greatest single selling force in history, Mary Margaret McBride, is available for LOCAL sponsorship from coast to coast. If you have a product to sell women, here is your chance of a lifetime. For Mary Margaret is more than "The First Lady of Radio"... she is "The First SALES Lady of Radio."

Here's how the program is being sold. Mary Margaret McBride is available—at low, local Co-op rates—on all ABC Radio Stations (except New York and Chicago areas). You may buy the full 30 minutes... either of the 15-minute segments... or individual one-minute spots. There are four one-minute commercials, two in each quarter hour.

Never, never, never underestimate the power, the persuasion, the impact, the charm of Mary Margaret McBride. Recently voted "The outstanding woman of the year in radio," Mary Margaret is believed—and beloved—as no other woman in advertising. For local sponsors, the program offers a unique opportunity to build sales, prestige and good will; Mary Margaret's list of guests is the most impressive, most exciting in radio.

Important! For an advertiser who buys 100 or more markets, Mary Margaret will deliver the commercials personally!

Act now! Don't be caught napping. For details of national or regional sponsorship, call, wire or write ABC Radio Co-op Sales (New York—Trafalgar 3-7000). For details on local sponsorship, call your local ABC station.

RADIO CO-OP SALES
7 WEST 66th STREET - NEW YORK 23
American Broadcasting Company
McFARLAND BILL

Hearings Open Tomorrow

BROADCASTERS will have their say on the McFarland Bill (S 688), which would realign FCC procedures, beginning tomorrow (Tuesday) with the opening of hearings on the measure by the full House Interstate & Foreign Commerce Committee [BROADCASTING + TELECASTING, Jan. 29 et seq.].

The hearings are scheduled to begin at 10 a.m., Room 3094, in the New House Office Bldg.

Heading the list of radio representatives is Judge Justin Miller, NAB president. Also filing as a witness is Ralph W. Hardy, NAB government relations director.

Judge Miller and Mr. Hardy will be accompanied by broadcasters as representatives of individual state association units. They are Victor C. Diehm, WAZL Hazleton, Pa., as spokesman for the Pennsylvania Broadcasters Assn.; Leon M. Sipes, KELD El Dorado, Ark., speaking for Arkansas Broadcasters Assn.; James R. Curtis, KFRO Longview, Tex., who will file a statement. NAB probably will testify Wednesday.

It is expected that FCC Chairman Wayne Coy will be the lead-off witness. Others slated to appear are Joseph H. Ream, executive vice president, CBS; Gordon P. Brown, WSAY Rochester, N.Y., president and general manager and consistent proponent of network licensing; Judge Frank Roberson, of Spearman & Roberson law firm, Washington, on behalf of the Federal Communications Bar Assn.; Elmore Whitehurst, assistant director, administrative office of the U.S. Courts, and a spokesman for the Civil Service Commission.

There was a possibility that statements may be filed with the committee by RCA and others.

FCC ACTIONS

GRANT to sale of WSAI-AM-FM Cincinnati by Field Enterprises Inc. for $225,000, plus to Fort Industry Co., among actions by FCC last week. Initial decisions to approve two new AM stations also reported. These and other details are in Actions of FCC starting on page 84 and FCC Roundup on page 91.

CBS MEET

Annual Stockholders Gathering
Set April 18, New York

ANNUAL CBS stockholders meeting will be held April 18 at 2 p.m. at the network offices, 485 Madison Ave., New York, it was announced last week.

To be included on the agenda, according to a statement to stockholders, are elections of Class A and Class B directors; proposed stock options to employees, including officers; ratification of stock options already granted to President Frank Stanton and Executive Vice President Joseph H. Ream; proposed amendment of certificate of incorporation to remove for purposes of such options, from preemptive right, 150,000 shares of unissued Class A stock, $2.50 par value, and 10,000 shares of authorized and unissued Class B stock, $2.50 par value; and the election of independent public accountants to serve as auditors for the ensuing year.

Aggregate remuneration of top CBS officers as of Dec, 30, 1950, also was set forth.

In fees, salaries and commissions Board Chairman William S. Paley received $1,000,000.16; Mr. Ream, $521,922.38; Edward Wallerstein, president of Columbia Records Inc., $60,000, and Mr. E. Murrow, director, news broadcasting and recording artist, $135,086.56. In bonuses and shares in profits, Mr. Stanton received $61,567.07; Mr. Paley, $17,475.63; Mr. Wallerstein, $4,421. In amounts paid or set aside under pension and insurance plans, Mr. Paley was credited with $17,615.19; Mr. Stanton with $19,274.38; Mr. Ream with $16,090.32; Mr. Wallerstein with $13,867.73, and Mr. Murrow $120.08.

In estimated annual benefits under the pension plan upon retirement, Mr. Paley was entitled to $30,300; Mr. Stanton as $51,740; Mr. Ream as $19,680; Mr. Wallerstein as $9,720.00, and Mr. Murrow had no listing.

Proposal of stock options, the statement went on to say, is to encourage "key employees (including officers) of the corporation and its subsidiaries to acquire (or increase) a proprietary interest in the corporation on reasonable terms, and to benefit the corporation through the increased incentive and interest in the corporation on the part of such employees...."

Proposals for granting options will not become effective unless holders of two thirds of outstanding Class A and Class B shares approve the measure, it said, except in respect to options already granted to Mr. Stanton and Mr. Ream.

In the latter case, if amending the certificate of incorporation so as to allow such options to employees is not approved, 10,000 shares of stock from the corporation's treasury will be held subject to those options.

TALENT PACS

NBC Signs 2, CBS One

NBC last week signed Margaret Truman and Burr Tillstrom, while CBS-TV initiated its projected television star system with the signing of Mary Sinclair, according to announcements by the respective networks in New York.

Miss Truman, whose exclusive contract calls for both radio and television guest appearances, will appear twice during the remaining 1950-51 season, and will make a minimum of nine appearances during the 1951-52 season, it was announced. The agreement includes renewal options for the following four years. Money arrangements were not disclosed.

Details of Mr. Tillstrom's contract, which was described as "long-term," were not released. Mr. Tillstrom is creator of Kukla, Fran and Ollie.

With the signing of Miss Sinclair to a "long-term, exclusive contract,""CBS-TV announced its first step toward a "star system intended to recognize those talents that have matured within our own medium...."

LUCIAN KING

Kudner Consultant Dies

LUCIAN L. KING, 62, media consultant for Kudner Agency, New York, died last Tuesday in Beth David Hospital, New York, after a long illness.

Mr. King entered advertising with Goodyear Tire & Rubber Co. in 1911 and subsequently became advertising manager.

Following his association there, he served as account executive with Erwin, Wasey & Co., New York, and in 1933 joined Benton & Bowles to become treasurer, space-buyer and account executive.

Mr. King later joined the Arthur E. Kudner Agency, where he was media chief until ill health forced him to resign in 1943.

Surviving in his widow, Mrs. Mary R. King.
Salesmaker to the Central South

With only one WSM program a week, a paint manufacturer over a three year period increased dealership in the Central South by 82%.

RADIO STATIONS EVERYWHERE... BUT ONLY ONE

WSM
Nashville

... With a talent staff of 200 top name entertainers... production facilities that originate 17 network shows each week... a loyal audience of millions that sets its dial at 650 — and leaves it there!

Clear Channel • 50,000 Watts
Irving Waugh, Commercial Manager
ABC’S GROSS

ABC GROSS INCOME, less discounts and rebates, of $45,879,660 in 1950 as compared with $40,287,468 in 1949 has been reported in the company’s annual report to stockholders.

Net income after federal income taxes for the year ended Dec. 31, 1950, was $84,608. This compared with a 1949 deficit of $619,085 after a $327,000 adjustment for recovery of federal income taxes under the carry-back provisions of the Internal Revenue Code, the statement said.

Current assets as of Dec. 31, 1950, totaled $53,355,394 and liabilities $5,761,275, with net working capital of $5,563,479, according to the summary by Edward J. Noble, chairman of the board.

“With an expansion of advertising budgets, we anticipate a growing volume of business on ABC Radio and Television in 1951. Television will continue to require substantial expenditures but our present estimates indicate satisfactory and profitable operations in 1951,” Mr. Noble said.

ABC-TV, which entered 1950 with 13 clients, had 41 advertisers for scheduled network programs at the close of the year, the statement continued. “In June, 1950, ABC-TV established a sales record when it signed 16 new network contracts in 16 days. This unequalled sales performance bore fruit later in the year with another new record: Nine sponsored television programs premièred on ABC-TV in the space of a single week in October.

“During 1950, the ABC Television Network increased to 63 stations from 52 at the close of 1949. These include five television stations wholly owned by your company in New York, Chicago, Detroit, Los Angeles and San Francisco—five of the first six retail sales markets in the United States.

“As a result, the ABC Television Network covered an area with a population of 72,702,800, and containing 10,549,500 television receiving sets at the year’s end. Vitapix, the ABC improved method of telecasting, provides service to an additional population area of 15,073,300 which includes an estimated 1,394,500 video receivers, through the 16 affiliated stations located in cities not covered by coaxial cable,” the report went on.

Expands Studios

Major improvements of the last year, it said, included “four fully equipped studios” added to ABC-owned and operated TV stations.

Two separate divisions, ABC Radio and ABC Television, were created during 1950, “in order to give a greater independence to radio and television activities. This step already has proven its worth in creativeness and efficiency.”

Operations cost was listed as $95,719,454 for 1950, with $5,448,242 in commissions to advertising agencies; and selling, general and administrative expenses (including depreciation and amortization of $70,011) of $4,265,376.

ABC gross profit from operations in 1950 was $446,608; other income was $19,053. Other deductions apart from the above, including $276,170 interest on long-term debt and $9,877 miscellaneous items, totaled $333,656. Provision for federal income taxes was $48,000.

Earned surplus as of Dec. 31, 1949, was $5,342,864; and as of Dec. 31, 1950, (not available for dividends under terms of loan agreements) was $3,627,589.

Tony Wheeler

TONY WHEELER, 41, former engineer and veteran announcer at WNR Binghanton, N. Y., died in a city hospital March 23 after a short illness. Mr. Wheeler had replaced his son, Bill, at WNR following his induction into the Army a week earlier. He broke into the industry as an engineer in the 1920’s when he was associated with stations in Philadelphia, Rochester and Hollywood before joining WNR.
SUPERHOT: This man uses a micrometer to get the blades of this impeller for a turbo-jet plane just right. It must stay true in an inferno of blazing gases. Enormous quantities of the toughest alloy steels are needed for defense. See picture #2 for new source of scarce alloying metal.

READ THIS PICTURE BACKWARDS: Years ago this stream of molten waste was poured on a slag pile. Today, slag is being re-processed to recover the small amounts of scarce alloying metals that make steel tough enough for tanks, planes and guns.

WET-WASH FOR FUEL: Over 600,000 Americans, working for more than 200 steel companies, are in a competitive race to produce more steel. That results in new ideas, new methods. This plant cleans coal so that furnaces can step up production by hundreds of tons per day.

OLD SLAG PILES HELP MAKE STEEL FOR JETS

New ideas and hard work are pushing up America's steel production at the fastest rate in history. Steel mills have big appetites... This page tells some interesting things about what is being done to feed them.

Inflation comes when goods are scarce. The zooming steel production of America's independent steel industry has left the rest of the world far behind. Some day this steel production will lick the armament problem and make steel for home and business plentiful again.

NBC PREVIEW
Sales Presentation Seen

MANAGEMENT of NBC Midwest affiliates previewed the network's 1951 sales presentation at a morning session in Chicago March 23 when John K. Herbert, vice president and general sales manager for radio, outlined projected sales, promotion and programming plans. Carleton D. Smith, vice president in charge of station relations, also addressed the group, which included the following persons:

S. C. Funtte Jr., KELO Sioux Falls; John Alexander, KODY North Platte; Cal Smith and Dave Gentling, KROC Rochester; E. Mann Russo, WDAF Kansas City; Tom Barnes, WDAY Fargo; Fred G. Mueller, WEEK Peoria; Kenneth F. Schmidt, WIBA Madison; Howard Dahl, WXHH La Crosse; Joseph Mackin and William E. Walker, WMAM Marquette; Frank P. Pogarty, WOW Omaha; Ben F. Hovel, WSAU Wausau.

Russell G. Winnie, WTMJ Milwaukee; Ralph Erana, Paul Layet and William D. Wagner, WHO Des Moines and WOC Davenport; Ernest C. Sanders, WDC Davenport; F. E. Fitzsimmons, KFRA Bismarck; Walter G. Bridgen, WEBC Duluth; Harry S. Hyett, WEAU Eau Claire; Fred Schipin, EFM St. Cloud, Wilfred Woods, WHO Des Moines.

Milton L. Greenbaum, WSAM Saginaw; Dwight Martin and Harry Smith, WJW Cincinotti; Richard W. Holloway, WTRC Elkhart; Willard C. Worcester, WIRE Indianapolis; William F. Rippeto, WBO Terre Haute; Willard Schroeder, WOOD Grand Rapids; Jon R. McKinley and Charles Hill, WTAC Flint; Martin L. Leich, WGBF Evansville; Joan Mehger, KYSM Mankato; Harry Bannister, Don DeGrasse and Wendell Parmalee, WWJ Detroit.

In Philadelphia, on March 21, Charles R. Denny, NBC executive vice president, told a 1951 radio sales presentation meeting that "radio's advantages grow even larger in the present period of war mobilization."

Mr. Denny said that no present medium, including television, gives the advertiser the mass coverage and selling motivation at such low cost as does network radio.

WADE ADV. CLOSES
Accounts Assigned To New Agency

WADE ADV., 42-year-old Chicago agency, went out of business last week with the retirement of its sole owner, Albert G. Wade, and all accounts were assigned to Geoffrey Wade Adv., a new agency owned by Mr. Wade's grandson, Albert G. Wade.

The elder Mr. Wade organized his own agency in 1909, and is retiring now, at the age of 84, because of ill health. He has been inactive in his advertising business for several years. The managerial responsibilities were taken over by his son, the late Walter Wade, Jeff Wade's father. Since his death, Jeff Wade has acted as general manager of Wade Adv.

Offices and personnel of Geoffrey Wade Adv. remain the same as with the former agency. Headquarters are in Chicago, with a Pacific Coast office in Hollywood.

The accounts which transferred from Wade Adv. include Miles Labs, Elkhart, Ind., which manufactures Alka-Seltzer, one-a-day vitamins, Tabein, Bactine and Nervine; Murphy Products Co., livestock and poultry feed; Encyclopaedia Britannica Inc., publishers of Encyclopaedia Britannica and Britannica Jr., and DeMet's Inc., candy manufacturer and originator of "Turtles."

Jeff Wade, who has the title of general manager, entered radio in 1937 as a continuity writer and producer at WLS Chicago after attending Western Military Academy and Beloit College. In 1939 he joined Wade Adv. as a copywriter. Three years later he developed the package show, Quiz Kids, with the originator, Louis G. Cownan.

During World War II, Mr. Wade worked with the Office of War Information as chief of the radio section for propaganda in the Balkans and Middle East, headquartered in Cairo, Egypt. When he returned, he rejoined Wade agency as assistant general manager in charge of radio and television.

Paul McCluer, who recently resigned from NBC as director of AM network sales at the Central Division, is the agency's assistant general manager in charge of radio and TV.
Do late-night KDKA programs have an audience? Look at this proof! On his 11:15 PM Sports Show, Johnny Boyer recently offered prizes for the best three letters on “My Favorite Sport.” Mail poured in from all states and towns listed on this page...a total of 318 cities, towns and communities in 28 states.

If you’re looking for inexpensive programs with network coverage, look to KDKA late-night shows. KDKA or Free & Peters will be glad to tell you what’s available.

KDKA’s wide-awake listeners!
Sometimes Good Intentions Aren't Enough

That fire at the Griffin place didn't do much damage, last week, but Volunteer Chief Murphy was pretty angry about it. Spoke to some of us over dinner and a bottle of beer.

"Griffin's farm is a good mile from town," he said. "And by the time we'd dodged all the people on the highway who were going to watch, we hadn't a minute to waste.

"Then blamed if those sightseers hadn't parked cars right in Griffin's driveway and there was a mob of people around—just gawking. Joe, tell folks a fire's no sideshow. Ask 'em to think of the other fellow!"

From where I sit, some of us need to be reminded occasionally that even though our intentions are good, we may be unfairly interfering. Whether it's blocking the right-of-way of fire equipment or criticizing a person's right to enjoy a temperate glass of beer now and then—the American Way is to give way, and give the other fellow his fair "share of the road!"

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**NETWORK TIME**

Advertisers Group Shows $911,289 for 1950

AVERAGE expenditure of radio sponsors for national network time during 1950 was $911,289, according to the book, National Advertising Investments in 1950, issued last week by Leading National Advertisers Inc.

Based on records kept by Publishers Information Bureau, the volume lists the expenditures of 1,904 individual advertisers who spent $25,000 or more during the year for time on radio and TV networks and for space in general and farm magazines and magazine sections of newspapers. Analysis shows, medium by medium, the dollars spent for advertising 5,622 products and services which the companies advertised in 1950.

Network radio average of $911,289 is nearly four times that of the average advertiser expenditure of $248,519 for time on network television; is well over four times the $221,638 spent by the average magazine advertiser, and nearly nine times the $103,725 spent by the average advertiser in newspaper magazine supplements. Data are tabulated as follows:

<table>
<thead>
<tr>
<th>Number of Advertisers Spending</th>
<th>1950</th>
<th>Average Expenditure Per Advertiser</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazines</td>
<td>1,893</td>
<td>$419,556.734</td>
</tr>
<tr>
<td>Newspaper Sections of Papers</td>
<td>565</td>
<td>40,479.407</td>
</tr>
<tr>
<td>Network Radio</td>
<td>201</td>
<td>183,149.118</td>
</tr>
<tr>
<td>Network TV</td>
<td>163</td>
<td>40,573.801</td>
</tr>
<tr>
<td>Total for Advertisers</td>
<td>1,964</td>
<td>$703,978.700</td>
</tr>
</tbody>
</table>

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**PURVIS NAMED**

Hill Group Investigator

MELVIN H. PURVIS, president and general manager of WOLS, Florence, S. C., and former agent for the Federal Bureau of Investigation, last week was appointed chief investigator for the Senate Post Office and Civil Service Committee.

Mr. Purvis was named by Sen. Olin D. Johnston (D-S.C.), chairman of a special Senate Civil Service subcommittee, to lead an investigation of the government's personnel system throughout various federal agencies. He is expected, in turn, to appoint other investigators to his staff.

Mr. Purvis figured prominently in the case of John Dillinger, notorious outlaw, as chief of the FBI Chicago bureau in 1934, and the following year resigned to enter private law. He later became general manager of WOLS and served as a colonel in the Army in the last war. He returned to the station in July 1947, assuming active direction as president and general manager.

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**PIONEERS DINNER**

Kefauver Address Scheduled

SEN. ESTES KEFAUVER (D-Tenn.), who has won public acclaim as chairman of the television-minded Senate Crime Investigating Committee, has accepted an invitation to address the Radio Pioneers of America at its annual dinner in Chicago April 17.

Announcement of his acceptance made last Tuesday by William S. Hedges, NBC vice president, who is chairman of the Radio Pioneers' dinner program committee.

The event will be held at the Stevens Hotel in conjunction with the NARTB (NAB) convention, and will be open to all convention delegates. Reservations will be accepted at convention headquarters in the Stevens Hotel, according to C. E. Arney Jr., NARTB secretary-treasurer (also see separate story).

Sen. Kefauver, who has become known to legions of television viewers of the traveling crime caravan, will address the radio veterans in the main ballroom of the hotel, with the dinner scheduled to get underway at 7:30 p.m. (Tuesday).

The dinner is an annual event during each NAB convention, drawing broadcasting members who have been associated with the industry for 20 years or more. Frank Mullen, Los Angeles TV consultant and former NBC executive, is president of the organization.

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**Y&R SURVEY**

Defense Dept. Study Made

EVERARD MEADE, vice president in charge of radio and television, Young & Rubicam Inc., New York, is making a study of radio-TV operations in the Office of public information, Defense Dept. This was announced last week by Charles Dillon, chief of the department's Radio-TV Branch.

Mr. Dillon explained that Mr. Meade was invited to make the survey by the OPI, and his services are being donated by Y & R. Such studies, Mr. Dillon added, will be made by leading industry experts periodically to improve department service to the media.

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**Two BMI Clinics Set**

PLANS for a two-day BMI Clinic June 18-19 in New York and three additional "BMI Clinics on the road" at Springfield, Ill., on May 15; at Milwaukee on May 16, and at Indianapolis on May 18, were announced last week. The latter clinics are in addition to four already held in the West and four held in the South.
Eliminate production and programming problems with tape!

Here's the new way to make inexpensive recordings that reproduce every kind of sound perfectly, with no needle scratch, crosstalk or back-lashing. Tape recordings can be made anywhere, anytime...in the studio, on the street, in moving vehicles...and the tape is easy to cut and dub into. You can make revisions and additions without re-assembling the entire cast of a show; interviews and special programs can be captured on tape for release at any time you wish. Tape can be erased and re-used, or played thousands of times with no noticeable loss of quality and a minimum of mechanical wear.

Want more information about the shortcuts, new twists, savings you can make with tape? Write to Dept. BT-451, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and we'll arrange to have a representative give you the whole story.

TAPES OF QUIZ PROGRAMS are easily edited and spliced to assure a smooth, well-paced show with no awkward breaks or pauses. KDKA's popular "Cinderella Weekend," emceed by Jim Westover, is broadcast every weekday morning from a tape made the previous afternoon.

KDKA'S "ADVENTURES IN RESEARCH" series is recorded on tape and edited for transfer onto discs. These are sent to 167 stations throughout the country for rebroadcast. Tape reproduces every word, every inflection with matchless fidelity.

IMPORTANT: There's more than one brand of sound recording tape on the market. Insist on the "SCOTCH" brand for matchless fidelity, clarity of reproduction, freedom from mechanical and physical distortion. Used by all major networks and recording companies.
At the N. A. B. Conv

WORLD

THE By-Word of WORLD-Affiliate Is

"SOLD!"

From Coast to Coast Reports of Hundreds of Sales Come Pouring In On These Shows:

* LYN MURRAY SHOW with Lyn Murray and his orchestra
* STEAMBOAT JAMBOREE starring Lanny Ross
* HOMEMAKER HARMONIES outstanding daily series for women
* FORWARD AMERICA starring Walter Huston
* DICK HAYMES SHOW presenting Dick Haymes and Helen Forrest

Join These WORLD-Affiliate Stations In Setting New SALES RECORDS!

"WORLD's FOR ME! Why, in 1950 8,041 sponsors bought WORLD shows and special campaigns and paid $10,766,513.00 to WORLD-Affiliates."

"I'M CONVINCED! Only WORLD gives me sale after sale after sale. WORLD's top-notch, network-calibre shows make my cash register jingle."
present another great star...

Robert Montgomery in a Brilliant New Show for All WORLD-Affiliate Stations!

You'll be pleased! You'll be proud! You'll be rarin' to go!

WORLD PROGRAM SERVICE

WORLD STATIONS HAVE THE SHOWS, THE RATINGS, THE KNOW-HOW!
The Long, Long TV Trail

IT LOOKS like a long, tedious, bitter winter before the FCC can start its defrosters on the TV freeze.

The blasts won't come from the 107 authorized stations. They are sitting cozy—and should be by dint of having taken the gamble. The blasts will come from those broadcasters and others in many major markets who are ready, willing and able, but who find the VHF allocations aren't there.

Implicit in the FCC "Third Report," is a two-network VHF system. There are not sufficient assignments for even the basic markets to accommodate more than a pair of networks. Whereas the "reservations" for the educators constitute 10% across the board, actually the educators get 35½% of the VHF in many important areas.

Obviously, the educational cut is a sop to political expediency. There are few naive enough to believe that sufficient numbers of colleges will or can exercise their warrants. Obviously, the FCC majority felt that broadcasters brought in too little too late to offset the weight of the educators' record—and they were not unmindful of Congressional sentiment. Perhaps Pea showed up against the Big Berthas of the organized educators.

There's another round upcoming in the allocations bout. It's important to get the whole TV show on the road quickly. It is overdue. But there are many responsible elements who contend the plan is fraught with inequities, and who argue it collides with the intent and the letter of the law. They must have their day in court, and their day may be a long one.

Golden Gobbledegook

A LOT of broadcasters went home last week believing everything they had ever heard of inefficiency of government, red tape, gobbledygook and waste of time and money.

They had been requested to come to Washington to get a briefing on radio silence in the event of enemy attack. Nearly 1,000 of them journeyed from their busy operations. If they spent $100 each, average, it amounted to $100,000, exclusive of fees paid their attorneys and their engineers.

They were read a simple document. They were told that if they didn't cooperate as specified, they unceremoniously would be tossed off the air. And that was about it.

Of course most all stations will cooperate. But was it genuine to bring them to Washington to read a document that could just as well have been sent by registered mail? Moreover, isn't the same ground, on a round-table basis, to be covered at the NARB convention in Chicago two weeks hence?

Almost without exception, broadcasters who attended the session mumbled "fiasco," "frost," "disgrace," "turkey," or similar one-word epithets.

Broadcasters wondered whether the Air Defense Command, having stumbled its legislative toe in its quest for authority to take over all control of "electromagnetic radiation," hadn't cooked up this super-secret clam-bake with the FCC to give them as much of the clank and charm of military brass. Or they wondered whether the FCC was trying to get itself classified as a defense agency.

We wonder too.

IT'S becoming more and more apparent that in addition to alcohol, iron and vitamins, the Haddocks need a keen appreciation of gall. The Haddock attempt to entice radio stations into a giant merchandising contest, without pay, is just about unforgivable. We trust stations will decline to participate in a rage that could seriously undermine the whole rate structure of radio.

Summertime

VIEWED in advance, summertime in radio will not be quite like that in George Gershwin's famous "Fascinating Rhythm," but it may be as easy as it was for Mr. Gershwin's Porgy and Bess. The fish are bitin' all right, but not so fast or hungry that a man can afford to neglect keeping fresh bait on his hook.

The summer business roundup in this issue indicates that spot radio volume will be up (and perhaps beyond) characteristic levels. Seasonal splurges are predicted for such products as shoe cleaners, soft drinks, suntan lotions and ice cream.

The network position is somewhat more difficult to appraise. For one thing, one must presume that the NAB and Advertisers persistent campaign for radio rate reductions has to some extent succeeded in its intention to distract the buying urge. For another, the networks are just getting into the main effort of summer selling.

It is toward this subject—selling—that our thesis is directed. Year around, radio has been undersold, and particularly so in summer. It is cheering to note that some broadcasters are recognizing and endeavoring to correct this unfortunate record.

There is ample statistical proof to support a vigorous sales argument that audiences do not necessarily disappear the minute July shows up on the calendar. People may get away from home, but not from their radios. Witness the 19,307,000 auto receivers that the NAB conservatively estimates are in operation. Or the portables that most people habitually take on their travels. Or hotel radios.

Out-of-home listening measurements, although still less abundant than figures on the home front, are adequate to prove that auto sets and portables are bought for use, not for ornamentation.

Those broadcasters who assemble the facts and impress them on advertising prospects will certainly do the businesses whose billings will resist the summer doldrums.

The fish are as thick in the pond as ever, maybe thicker. But they won't bite on a bare hook.

... Fall, Winter, Spring

THE BRIGHT optimism prevailing last week at the ANA meeting shows how good the fishing can be the year around. Eighty-eight percent of the ANA members responding to a special poll have reported that their 1951 advertising budgets will be as big as they were in 1950—and more than half of them said budgets would be bigger.

The advertisers also felt that production shortages this year would not be nearly as severe as originally predicted. The sum of the ANA report was that there will be lots of goods to sell, and lots of advertising will be used to sell them.

This is the kind of news that will stimulate all FCC to get off their back their best tackle, their most meticulously fashioned flies. Knowing as they do that the pond is alive with big ones, the skillful broadcasters will make sure that the big ones don't get away.

EASTON CLAWSON WOOLLEY

A NEW version of an old nursery rhyme could be made out of Easton Clawson Woolley's radio TV career. It would begin, "Doctor, lawyer, radio chief," and a second line might read: "If you don't get what you want at first—don't beef!"

For five years after graduating from high school, a medical degree was his ambition. Herbert, yes, to the desk job with the publisher of KDYLM-AM-FM-TV Salt Lake City, it was not a case of enrolling in a university and taking the prescribed courses. During his first year and a half out of high school, he worked as a clerk in the Salt Lake City branch of the San Francisco Federal Reserve Bank. When he felt he had saved enough to enroll in the U. of Utah, he started a pre-medical course there, but had to leave after the first year in order to earn more money.

Back to the bank he went. Until 1928 he worked in virtually every department—transit, collection, coupons, clearings and member bank bookkeeping. By then his plans had changed. His work at the bank and an earlier part-time job with the Deseret News, involving work with stock quotations, had turned his interest to commerce. He decided to become a lawyer.

But four more years passed before he began his pre-law work. A devout Mormon, he accepted a call to do missionary work for the Church of Jesus Christ of Latter Day Saints in Europe where he labored in France, Switzerland and Belgium until 1929. This work was carried on at the personal expense of his family and himself, in accordance with the missionary system of the church. He was named president of the Belgian District and supervised construction of two church buildings, one at Liege and one at Seraing.

Determined to terminate his college course, Mr. Woolley returned to Salt Lake City and finally graduated from the U. of Utah with an A.B. degree in 1931—approximately 10 years after graduating from high school.

He chose Columbia U. in New York for his legal school work. In order to supplement his financial surly he the present executive venture profit he took a job with NBC at its old Fifth Ave. location as assistant to the night chief executive, Juan de Jara Almonte.

The network was only five years old then, consisting of some sixty-old stations. But, like radio and the other networks, it was growing and growing fast—competition was keen, and the NBC officials began looking with favor on this fledgling lawyer's growing legal

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BROADCASTING * Telecasting

(Continued on page 78)
When we talk TELEVISION

FIGURES that show at a glance the perfect balance and development of WFAA-TV in one year of operation!

March 17, 1950
KBTV became WFAA-TV, and was telecasting...
24 program hours a week
3 quarter-hour programs were sponsored
27 commercial spots were scheduled

March 17, 1951
ONE YEAR LATER, WFAA-TV is telecasting...
68 program hours a week \(\text{increase}\) 183%
35 sponsored program hours, \(\text{increase}\) 4567%
176 commercial spots \(\text{increase}\) 552%

The Secret of this RAPID GROWTH?
Knowmanship – the ability to create television shows that have outstanding audience appeal. Shows that deliver more audience and more customers for the sponsors' product!

WFAA-TV
Dallas
Channel 8

Serving BEST the MOST
with 27.1 Kilowatts

NBC, ABC, DuMont

Represented Nationally by Edward Petry & Co.
**ET's**

... are an important part of RCA Victor's business!

### ELECTRICAL TRANSCRIPTIONS

of every description—from spot announcements to full-length programs—are RECORDED, PROCESSED, and PRESERVED in the country’s best-equipped studios and plants.

Complete transcribed radio production and script-writing facilities are also available.

### Quality and Service

... are always assured at RCA Victor!

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

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**SETs-IN-USE**

USE of radio and television receivers in the homes of the American listener-viewer reached a record peak as of Jan. 1, 1951, on the basis of figures compiled by the Research Dept. of NARTB (NAB).

The study, conducted under the direction of Dr. Kenneth Baker, NARTB research director, pointed up the existence of 1.6 receivers (including portables) in each of the nation’s radio-TV homes—an overall total of 101,818,000.

At the same time, NARTB initiated a nationwide survey to determine radio availability and demand for FM-equipped receivers. The survey will be conducted under the direction of Edward L. Sellers, FM director, who last week mailed out questionnaires to the nation’s 666 FM outlets.

The survey was the outgrowth of a meeting last month involving FM committees of NARTB and Radio Television Mfrs. Assn. and an Industry FM group. At that time the NARTB group promised to poll local distributors on FM set demand and report its findings to RTMA [Broadcasting • Telecasting, March 19].

Stations receiving five-question analysis forms are being asked to check radio distributors in their areas for data with respect to FM’s potential market for the remainder of 1951. Broadcasters are seeking areas of shortages looking toward submission of information to manufacturers.

While conceding that there have been some shortages of FM-AM sets in recent weeks, manufacturers generally have been quick to denounce any suggestion they are trying to thwart FM development or deliberately declining to produce enough sets to meet current demand.

Accompanying the NARTB questionnaires were letters signed by Ben Strouse, WWDC AM-FM Washington, who is chairman of the FM Committee, and M. S. Novik, New York radio consultant and head of the Industry FM group. Both urged all stations to extend fullest cooperation in the association’s project.

**Return by April 1**

Mr. Strouse asked that questionnaires be returned to NARTB headquarters not later than April 15 to assure an accurate report on set availabilities throughout the country for a “time for presentation” at the FM session of the NARTB convention in Chicago April 18.

“If we sincerely desire to advance the cause of FM broadcasting, we must be in a position to supply manufacturers and distributors with full information on set shortages,” Mr. Strouse stated.

A meeting of the three FM groups (NARTB, RTMA, industry) was set for later this month when the information gathered will be evaluated, it was revealed. Meanwhile, Mr. Sellers disclosed he will ask the National Appliance and Radio Dealers to circulate a similar survey within its membership.

The sets-in-use study conducted under Dr. Baker’s direction was broken down into these categories:

- Radio receivers (excluding automobile sets)—72,147,000, with approximately 6.6 million in public places and the remaining 67,147,000 sets in the hands of the public.
- Television receivers—10,364,000, with total of 6.6 million estimated 7,463,000 produced in 1950 delivered to the public by the end of the year.
- Automobile receivers—19,307,000.

**Use RTMA Figures**

The overall set total was reached by utilizing conservative projections based upon production figures furnished by RTMA in correlation with the results of several independent surveys held last year. Dr. Baker termed the sum figure an “understatement.”

Figures comparing January-February 1951 to January-February 1950—and showing a marked increase in the output of AM and FM radio receivers were published by RTMA last month [Broadcasting • Telecasting, March 19].

In the NARTB Research Dept. radio-TV sets-in-use study, Dr. Baker noted that 9,902,000 radio receivers were produced in 1950, and that on the basis of an “average age life of nine years,” total of 7,891,000 probably would have been required to replace worn-out sets. It is believed that about 1,711,000 became additional home sets, Dr. Baker said, adding that year-end inventories jumped by about 300,000 sets.

The 19,307,000 figure for automobile sets in operation allows only 196,500 (or two weeks supply) for inventories and makes no allowance for discards.

**Conservative Estimate**

In all probability, according to Dr. Baker, the estimate is a conservative one well under actual figures inasmuch as current estimates indicate approximately 55% of the nation’s passenger-car registrations are radio-equipped. NARTB used the conservative figure pending outcome of further surveys, it was explained.

In the case of TV receivers, the study took 6.5 million of the 7,463,000 produced and delivered in 1950 and added it to the 3,764,000 in use on Dec. 31, 1949, to reach the Jan. 1, 1951, total of 10,364,000.

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**SUMMER SALES**

**KNX Cites Sets-In-Use**

SETS-IN-USE figures comparing the periods of November-December with July-August are being stocked by KNX Los Angeles as ammunition for its intensive summer selling campaign. The station is preparing copy to show “only a slight difference” in listenership for the two seasonal periods—21.1 for winter compared to 20.2 for summer.

The CBS 50 kw outlet also is arming salesmen with figures showing that one-quarter of all retail sales are fashioned during June, July and August, and that food store sales actually are higher during the summer than in winter. Station also notes that 40% of the 2½ million tourists in Southern California last year visited during the summertime.

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**In Altoona, Pa., It's**

**ROY F. THOMPSON**

and

**WRFA**

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by ROBERT MEEKER ASSOCIATES
MAIL-ORDER CODE

Requirements Set by Katz Agency

A CODE of "minimum requirements" to govern the acceptance of mail-order business by radio and TV stations represented by The Katz Agency, worked out by the company in consultation with the stations, was released by the representative firm last week.

Purpose of the plan, officials said, was to develop a reasonable approach which would discourage "fly-by-night" operators while not turning away legitimate mail-order business.

A number of Katz-represented stations in both radio and television reported flatly that they do not accept mail-order business otherwise the "code" was approved in essence by the radio and TV stations represented by the firm. Some stations inserted modifications making it even more restrictive.

General Policy

Text of the statement of "General Station Policy on Mail-Order Advertising"—which, with modifications by certain stations, is to be used as part of formal advertising contracts—is as follows:

1. No. 1. "P. I. 1" deals accepted—or submitted.
2. The quality of all products must be guaranteed by advertiser and agency with complete and unconditioned money-back guarantee for purchase price and any and all postage and C.O.D. charges. The station shall be the judge of grounds for refunds due to complaints made direct to station. The advertiser and agency guarantee to reimburse station for any and all such refunds.
3. Advertiser agrees to pay postage on merchandise sent to replace goods damaged in transit or otherwise defective.

HILL WIRES

Dollar Quotas Set

DOLLAR quota was placed last week on the annual expenditure by Senators for telegrams sent at government expense by the Senate Rules Committee. A three man sub-committee, chairmaned by Sen. Carl Hayden (D-Ariz.) [Broadcasting & Telecasting, March 19], had been studying the use of the telegraph frank and how to tighten present regulations.

The dollar limit—fixed at an overall ceiling of $300,000 for the 96 Senators, or $1,000 less than last year's total Senate wire charges—affects future "Government collect" telegrams.

Each Senator is assigned a separate "dollar quota" limit, averaging about $3,125 per Senator, and varies in size and wire toll distance from the national capital to each Senator's state.

This ruling by the Senate committee grew out of complaints of indiscriminate use of Senate telegraph privileges. It had been reported that Sen. George W. Malone (R-Nev.) used his telegraph privilege to wire news releases to three radio stations and newspapers throughout the country at the taxpayers' expense [Broadcasting & Telecasting, Feb. 26].

CLEVELAND'S CHIEF STATION

$5,000 W

Use WJW—Greater Cleveland's most merchandising-minded, promotion-minded station to increase your summertime sales. Year 'round promotion pays off—on WJW.
GUSTAV BRANDBORG, commercial manager KVVO Tulsa, appointed assistant general manager. Mr. Brandborg has been with KVVO since 1922, and had been commercial manager for past nine years.

ROBERT L. WILLIAMS, chief engineer and station manager WCTC New Brunswick, N. J., appointed general manager. JAMES L. HOWE, president Chanticleer Broadcasting Co., owner of station, called to active duty as major with Air Force. JAMES M. VOGDES, sales manager, appointed assistant manager.

KENNETH LESLIE named sales manager.

Mr. Brandborg

DANIEL J. FERRIS Jr., Headley-Reed Co., N. Y., to George P. Hollingbery Co., N. Y., as salesman.

PAUL STILES appointed general manager WOCB West Yarmouth, Cape Cod, Mass.

BROOKS READ appointed general manager WNAT Natchez, Miss., replacing H. J. JENNINGS, resigned.

JACK POWELL, chief engineer and acting manager WONW Defiance, Ohio, to WMTE Manistee, Mich., as manager and chief engineer.

CHARLES F. PAYNE appointed commercial manager KIXL-AM-FM Dallas. He succeeds T. H. STRAUSS, who resigned as vice president and commercial manager, to join Modern Packagings, Dallas, in charge of sales and promotion. Mr. Payne has been with KIXL since 1947.


Rex Preis appointed radio sales manager WOAi San Antonio. He will take charge of local, regional and national radio sales. Mr. Preis was assistant general and commercial manager KTSA San Antonio.

RAY BARNETT appointed sales manager KSMO San Mateo, Calif. He was with ABC and KGO San Francisco.

FRANK L. ORTH, administrative assistant to Edwin W. Buckalew, general sales manager KNX Hollywood and Columbia Pacific Network, recalled to active duty with Air Force, as operations officer for 146th Fighter Wing.

Mr. Preis

HIL F. BEST, Detroit, appointed national representative for WHLL Wheeling, W. Va., effective March 1.

THE WALKER Co., N. Y., appointed exclusive national representative for WBEL Beloit, Wis.


WILLIAM R. SMITH, general manager KBTA Batesville, Ark., resigns.

EDWARD A. DALY, Paramount Television Productions Inc., appointed salesman George P. Hollingbery Co., N. Y.

DICK STARK, The Katz Agency, N. Y., called to active duty with Army as captain. He will be assigned temporary duty as post public information officer at Pine Camp, N. Y., to cover National Guard and Reserve summer training.

H. N. STOVIN & Co., Toronto, appointed national representative for CKOM Saskatoon.

PHIL SMITH, new to radio, to commercial staff WBUD Morristaville, Pa.

NATIONAL BROADCAST SALES, Toronto, opening regional office at Vancouver, at 804 Hornby St., with ROY CHAPMAN, formerly of CKNW New Westminster, as manager.

PERSONALS . . .

MALCOLM NEILL, general manager CFNB Fredericton, and new chairman of board of directors Canadian Assn. of Broadcasters, will attend NAB convention at Chicago, as CAB official representative.

HARRY MAIZLISH, president-general manager KFWB Los Angeles, presented award by American Legion on behalf of his station for "grateful appreciation" of outstanding contributions made by it to success of American Legion's 32nd annual convention held in L. A. Oct. 8-12, 1960.

JACK SAMUELS, son of FRANK SAMUELS, vice president ABC Western Division, and Sharon Endresy, married March 22. . . ROLAND KAY, account executive Columbia Pacific Network, Hollywood, father of girl Teresa Louise born March 29. . .

SPENCE BENTLEY, general manager WHAN Charleston, S. C., and Mrs. Bentley, visiting Washington and New York. . . CLINTON D. CHURCHILL, son of Dr. CLINTON H. CHURCHILL, president and general manager WKBW Buffalo, appointed chairman of radio and TV activities from promotion of Northwestern U. Centennial Dance.

EDWARD PHELAN, assistant manager WVIM Vicksburg, Miss., father of boy, Edward Jr. . . .

NEW CANADIAN AWARD

A GOLD KEY is to be presented annually by the Canadian Radio Awards Committee to the "most promising newcomer to broadcasting" in Canada, in memory of Maurice Rosenfield, former radio director of MacLaren Adv. Co., Toronto, who did a great deal to develop talent in Canada. The award was suggested by two of the top Canadian radio stars to whom he first gave a chance, Johnny Wayne and Frank Shuster. The Canadian Radio Awards for 1950 will be announced in May.

MINNESOTA RADIO COUNCIL last week gave two of its annual awards to WDGY Minneapolis. Ralph Moffatt, star of Moffatt's "Nite Notes," was designated the state's leading disc ence. "Uncle" Len Ingebrighten earned the award for best children's show in state with Small Fry Stories.

Why buy 2 or more... do 1 big sales job on "Radio Baltimore" WBAL
TODAY

DAYTIME and TV SPELL SALES

They add up to the hardest selling advertising medium of 1951. The audience of Daytime TV jumps in size from day to day. So do its advertisers' results. It's advertising's most vital selling force.

Call or write for our new comprehensive study of Daytime TV.

And use Daytime TV. Your Petry TV salesman can still present some excellent daytime availabilities on these twelve leading television stations. But they're going fast.

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

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
WGAL-TV
Channel 4
LANCASTER, PENNA.

WGAL-TV is the only television station located in this thriving market. Its coverage area includes the following counties: Lancaster, York, Lebanon, Dauphin (Harrisburg), Berks (Reading), Cumberland and adjacent areas.

WGAL-TV, for sales results, is getting better all the time.

HERE'S PROOF
In January, Bulova Watch Co. offered a Jeweler's Polishing Cloth on its WGAL-TV "Weatherman" program. After only four announcements, over 2,000 requests were received! Cost per inquiry—$.09 One of the reasons why result-minded sponsors choose WGAL-TV!

The WGAL-TV coverage area is becoming more productive all the time.

HERE'S PROOF
Retail Sales Receipts increased an average of 198%, 1948 compared with 1940.
Population increased an average of 12%, 1950 compared with 1940. (U.S. Census figures)

Show your product, tell your sales story in a BUYING MARKET. Let WGAL-TV put climb in your sales curve.

Represented by

ROBERT MEEKER ASSOCIATES - Chicago - San Francisco - New York - Los Angeles
TV REVENUE TRIPLES IN '50

TELEVISION broadcasting revenue tripled in 1950, as compared with 1949, and half the TV stations in the country ended the year in the black, according to an FCC report issued last week.

Despite the soaring total revenue, the industry as a whole wound up in the red at the end of 1950, showing a $7.9 million loss. Even that was a distinct improvement over 1949, when the aggregate loss of all telecasters was $35.5 million.

The four networks and their 14 owned and operated stations took in $65 million revenue in 1950, more than half the total for the industry. But they suffered a loss of $9 million, a $10.5 million deficit from network operations offsetting a $1.5 million net income (before federal income tax) of their owned and operated stations.

Remaining Outlet's Income

The 92 other TV stations (non-network owned) in the U.S. had a net income before taxes of $1.1 million.

Total industry revenue was $105.8 million in 1950 (see Table 1).

Fifty-four stations reported profits before federal income tax in 1950. Eight of these made more than $400,000 each, and 22 made more than $100,000 (see Table 3). Among the 52 stations reporting losses for the year, 26 lost less than $100,000 each; 15 lost between $100,000 and $200,000; five had deficits of $200,000 to $400,000, and six stations were in the red beyond the $400,000 mark (see Table 2).

Interconnected stations (or those in interconnected markets) generally had healthier balance sheets than non-interconnected. Of the 79 in interconnected areas, 47 reported profitable operation. Out of the 27 non-interconnected stations, only seven were in the black. As a group, stations in one-station interconnected communities did best of all. Twenty of the 29 so situated reported profits last year (see Table 2).

For 29 stations in the one-station interconnected markets, the average income before Federal income tax was $90,000. The 15 of these that were on the air and interconnected for the full year earned more than the average for the whole 29. These 15 averaged $174,000 income. Eleven stations on the air for the full year in one-station markets but non-interconnected had losses averaging $29,000 each. In two-station markets, five stations on the air and interconnected full year averaged $105,000 profits, while six stations on the air a year but not interconnected averaged $145,000 losses.

Interconnection Profitable

The 79 stations in interconnected areas reported total profits of $5.7 million. The 27 in non-interconnected markets had an aggregate loss of $3 million.

Combined TV and AM income of networks and all their owned and operated stations increased 50% in 1950 over 1949—$9.6 million (before federal income taxes) last year as compared with $6.4 million the year before. Their AM income was $18.6 million in 1950, about the same as that in 1949, but their TV losses were reduced from $12.1 million in 1949 to $9 million in 1950.

The network aggregate AM revenue rose from $106.5 million in 1949 to $113.5 million in 1950, the FCC said.

How big a piece of total broadcast revenue TV accounts for can be seen in Table 5. In the 61 television markets, TV revenue accounted for about one-fourth of the total. (Continued on page 68)

ALLOCATION VIEWS

Industry Reaction Mixed

By LARRY CHRISTOPHER

PROSPECTS that color may make a bonanza out of the UHF after all—and that an asserted assault may be made upon the "little-used" FM band for additional VHF channels—stood forth prominently last week among the mass of views on the revised proposals which FCC hopes to make its final television allocation to the U.S. for generations to come [Telecasting + Telecasting, March 26].

Overall, the industry greeted the Commission's plan engineering-wise with loud cries of "well done" and "more realistic." But all the same, Commission ears must suffer the range of "assinine," "good engineering but little sense," to "creditable job considering the framework in which they had to work."

"We also must remember," went another, "the boys at the Commission are darn proud of this plan ... it took a long time ... and it's going to be awful hard to get them to change it."

FCC proposes through its new plan, involving vastly revised engineering standards and allocation tables, to open up the full UHF band. With these 65 or 70 UHF channels, added to the 12 existing VHF channels, FCC will provide a nationwide distribution of nearly 2,000 stations in some 1,200 communities.

The Commission also proposes to: (1) reserve "indefinitely" about 10% of both VHF and UHF channels for noncommercial educational stations; (2) switch 31 of the 107 operating VHF stations to new UHF channels; (3) promptly unfreeze VHF-UHF channels in U.S. territories; (4) where possible

- At least one well-known consulting engineering firm is recommending
TWO big questions were posed by the U. S. Supreme Court in the fight against adoption of CBS color standards last week moved into the highest tribunal of the land:

1. What is the scope of the Supreme Court's review?
2. Was the District Court in Chicago derelict in its review?

The first question was most forcibly advanced by Justice Robert H. Jackson when he asked CBS Counsel Samuel I. Rosenman if the court was to be called upon to judge which system was superior: "How on earth are we going to qualify ourselves on these technical questions?" he added.

Whether the Chicago District Court had afforded proper review of RCA and other intervenors' case against the FCC decision of last fall adopting CBS color [Broadcasting + Telecasting, Dec. 12, 1950], was touched upon in remarks of other Supreme Court Justices. Solicitor General Philip B. Perlman however steadfastly maintained that the lower court had carried out its originally-announced intent of affording full and proper consideration of the issue. The bench had read excerpts from the Chicago decision in which that court dismissed the appellants' plea, but continued a temporary restraining order against the start of commercial color transmission by the CBS system pending further judgment by the Supreme Court.

This, coupled with the observation of Justice William O. Douglas on a recent Supreme Court decision, Universal Camera Corp. v. National Labor Relations Board, which remarked that particular case to an appeals court, prompted some observers to speculate that the whole color issue might be sent back to the Chicago Court with the suggestion that fuller review be made.

Full Review Necessary

The Universal Camera decision provided, in part, that when a court reviews a case such as that, the entire record of the case should be studied and not merely the conclusions reached by the agency.

On the other hand, there were those who discounted the possibility of the case being remanded, saying that the Solicitor General's argument pointed up the fact that the case had been properly reviewed in District Court.

Throughout the argument, RCA counsel maintained that CBS' counsel had in fact been heard exclusively; that in addition RCA's system should have been authorized; that the Commission was "capricious and arbitrary" in its decision.

On the first point, Justice Felix Frankfurter questioned whether adopting one system of color TV transmission tended towards monopoly.

Chief Justice Vinson at the start of the second day of oral argument, Tuesday, announced that the Supreme Court, on motion of RCA, (Continued on page 66)

Puzzle: Find the Television Cameras

AN EDITORIAL

TAKING a close look at this picture, it was made during a Washington session of the Kefauver committee. The picture was distributed by Acme Newspictures, which serves newspapers, so it could hardly be argued that the photographer was going out of his way to plan a shot that would be especially favorable to television.

Look at the picture. There are five still cameramen crouched under the nose of the witness. They are waiting to explode flash bulbs in his face.

There are eight motion picture cameras ranged against the wall. Notice the bright Kleig light at top, left of center. If somebody extinguished that light, the eight newsreel cameras couldn't make a picture that would be decipherable.

Over in the right top corner is one television camera. If that Kleig light that is so necessary to the newsreels were to go out, the operator of the TV camera would make a quick adjustment of its lenses and continue to transmit a picture of higher quality. TV doesn't need that blinding light at all. It doesn't need illumination any brighter than that ordinarily provided in a public meeting room.

This picture does not show all the news coverage equipment that was in the room at the time. There were two other TV cameras, and there were also other newsreel cameras (and other newsreel lights) as well as other still cameras (fitted out with flash guns), including the Kleig.

It shows enough, however, to emphasize the foolishness of the hullabaloo being raised these days by critics who claim television defaces premises to which it is admitted.

We are publishing the picture because we think it goes a long way toward establishing just which of the news coverage instruments causes the more distraction to a witness.

A lot of people are confused on this point. They associate television with strong lights and whirring cameras. The gamblers Kleinman and Rothkopf who refused to answer questions last Monday night were represented by an attorney who protested that TV cameras were "grinding" and that the bright "TV" lights were on. He also mentioned the presence of newsreel and still photographers, but the emphasis was on TV.

Newspaper reports of the Kefauver committee hearings for the past two weeks have repeatedly referred to "television lights," so repeatedly indeed that bright lights and TV are by now fixed as inseparable in the minds of many.

To listen to the objections of bashful gamblers and their shrewd attorneys and to read the newspapers, it is easy to believe that there is so much TV equipment in a hearing chamber that there is scarcely room for anyone else. This picture tells a different story.

If contempt proceedings against the reluctant witnesses, Kleinman and Rothkopf, are prosecuted, the legal precede in establishing the rights of TV will unquestionably be set. These rights will also be influenced if the Senate agrees to proceed with a general investigation of the subject.

We suggest that this picture constitutes an excellent piece of documentary evidence in such proceedings. It shows that TV is not the medium that upsets the decorum of a hearing. Indeed it is the least obtrusive instrument in the place.
'KEFAUVER QUIZ' Raises Coverage Question

THE NATIONAL crime story last week found television, as a medium, implicated in an increasing legal test that has unique in U. S. history.

The judicial ramifications of the TV camera coverage of the Kefauver Crime Committee may be ironed out from two different approaches in Congress. It seems to end in the courts, perhaps eventually reaching the highest tribunal in the land.

Sentiment in Congress seemed to indicate that a study of television coverage, as proposed by a Republican member of the Senate Crime Investigating Committee — Sen. Alexander Wiley of Wisconsin, may extend to a review of the general conduct of Congressional investigatory groups.

Sen. Wiley introduced a resolution calling upon the Senate Rules committee to make a "thorough study" of the intricate problems posed by "past or proposed, televising or radio broadcasting or motion picture or other photographic proceedings of the Congress and its respective Houses and Committees."

The resolution (S. Res. 106) asked for a report to the Senate outlining the study made and recommendations.

Contempt Citations Voted

Coincident with this Congressional preview, the Kefauver unit voted contempt citations against two Cleveland witnesses who balked at television. They were Morris Kleinman and Louis Rothkopf.

The committee's assistant chief counsel said that regardless of any testimony these two subpoenaed witnesses may give in the present session that the contempt citations would still be sought from the Senate. He could not give a definite timetable on the citation requests.

Attorney Timothy McMahon, also of Cleveland, in representing both reluctant witnesses, declared for the record:

"... That to the rear of the witness... there appears five high-powered floodlights... three of which are focused behind the committee and in the face or on the person of the witness... that in the room there are three TV cameras, which is varying degrees focused upon the members of the committee, counsel, and the witness." Mr. Kleinman said he could check news articles for his testimony and could demand a retrac-
tion but that he had no way of knowing what happened on TV and on radio, what parts of the proceedings were shown to the radio-TV audience, or what comments were made during the time he appeared.

Specifically, he charged the Kefauver committee procedure with violation of his Constitutional rights. He said he would not respond to interrogation unless apparatus, such as television, radio, etc. were turned off. When Bryan Rash of WMAL-TV Washington, in charge of the Washington TV coverage, offered to "shut off" TV... and it was for a brief interlude with cameras focused only on Chairman Estes Kefauver (D-Tenn.) — the witness demanded that "everything be shut off." The committee denied the request.

The witnesses, both Messrs. Kleinman and Rothkopf, took the identical position, further asserted that they were subject to (1) "glaring" lights, (2) observation on the manner of their sitting, talking, use of hands, clothes worn, etc. to "unfavorable comment," (3) distortion of voice, (4) increased nervousness, (5) showing of newreels on TV with various commentary by TV announcers or pickups of spectator opinions from the audience.

"... If the TV industry wants me to sit in... it was for a brief interlude with cameras focused only on Chairman Estes Kefauver (D-Tenn.) — the witness demanded that "everything be shut off." The committee denied the request.

... After the hearing, Sen. Kefauver said he thought the refusals by the two men to answer questions with TV on the scene would make as good a legal test as possible.

Sen. Kefauver later commended radio, television and press coverage of the public hearings, as they flickered to a climactic conclusion. The national TV program, through the courtesy of the U. S. Senate and the television networks, had its future in doubt.

Billings in the future hinged on whether the committee's life would be extended. Sen. Kefauver said he was going to step down regardless and make a national crime commission. Republican members, Sens. Wiley and Charles W. Tobey (N. H.) looked to continued hearings.

Judge Samuel Leibowitz, distinguished jurist from Kings County, N. Y., appearing before the committee, asserted:

"... Formerly before you had television, but now the wide use of radio, a Costello or Erickson was an abstraction. He was something out of a story book. Today, the women of our country have seen these characters, they have been brought right into the living rooms, into the homes and for the first time, I believe, our women in this country have been aroused as they never have been aroused before..."

Sen. Wiley asked the legal expert for comment on the implications of the telecasting of Congressional proceedings on the civil rights of witnesses.

Judge Leibowitz said it was one thing to have a TV camera at the (Congressional) hearing but quite another to set up a TV camera with Keig light in a courtroom.

Plan Group Proposed

He suggested the setting up of some over-all group to formulate a "carefully thought out plan how to handle this new giant, this new instrument that is just a day old, so to speak. It may be dynamite. It may cause untold harm where good is desired."

Sen. Wiley asked the magistrate: "Suppose we get a criminal before us with 30 or 40 million people looking in and he says he paid..."

CITATION for WDSU-TV New Orleans' excellent coverage of the Kefauver hearings was presented to Robert D. Swezey, executive vice president and general manager, WDSU Broadcasting Corp. At the presentation were (1 to r) Jimmy Nolen, WDSU president; Young Men's Business; Mr. Swezey, William Guste Jr., YMBC president; Gay Batson, WDSU chief announcer, and Roy Rich, WDSU-TV program director.

SEN. ESTES KEFAUVER (D-Tenn.), chairman of the Senate Crime Investigating Committee, congratulates G. Bennett Lorson (l), vice president and general manager of WPIX (TV) New York, for station's fine job of originating and feeding the crimecasts to the TV industry. Ted Estabrook (c), WPIX director, basks in glory.

Judge Blank so much. What have we done?"

Judge Leibowitz said: "You've destroyed Judge Blank." A possible solution, the witness said, was granting the right to the accused to cross-examine the accusing witness.

Sen. Wiley, meanwhile, added a footnote by suggesting that in a national emergency, video could prove "a vital instrument" by permitting Congressmen to legislate via the mass media.

No matter what the legal processes may be — and the TV case is sure to be battled through the courts right up to the Supreme Court — the public was asking for more. This was pointed out by a tremendous mail pull which showed postal congratulations and demands for continuation.

Over-all total received by committee participants, was believed to be greater than 25,000 or 30,000 letters and telegrams with about half asking for hearings to continue. Overwhelming majority of these letter writers favored continuation of TV.

Sen. Tobey said he favored televising important Senate debates and committee hearings and that TV "can be of a tremendous good" by showing people their government at work.

There was a change from crime to religion in Washington in the midst of TV proceedings. During March 24 coverage of hearings, WTOP-TV (CBS) did a last minute switch to pick up Baptist Church Hour at 3 p.m. The station was swamped with telephone calls protesting. WNBW (TV) (NBC), meanwhile, had begun its coverage. However, the committee called the station and asked it drop the crimecast so as not to attract viewers from the church telecast.

WNBW then switched to a religious film. The outlet's switchboard was flooded with calls from televiewers. It resumed coverage at 3:03 p.m. Sen. Kefauver extended.

(Continued on page 68)
**Allocation Views**

(Continued from page 55)

...mending color as the answer to the UHF problem. With partial exception in markets where VHF competition will exist.

- Those VHF operators whose views were known are highly elated by FCC's plan. It assures virtually no competition and reduces or trebled immediately the value of their investment, some said.

- Certain New York sources stated VHF-UHF intermixture and educational-reservation policies will result in two-network VHF system. It was noted possible coverage by far more VHF's in only 27 markets, with 99 cities getting two each and 193 cities getting only one commercial VHF channel.

- Intimation from above CBS and NBC inevitably would be bothered; network TV networks was laughed off by other networks with assurances of vigorous competition programmewie.

- WELI New Haven, Conn., according to Chief Engineer Richard W. Davis who saw high hopes for UHF years ago, and who is president of the CTJ (Casting, Feb. 26, 1950), to seek Channel 59 there; ordered "first" UHF transmitter from GE because it was not equipped with NBC and has much other equipment on hand; site picked. "Connecticut UHF picture is good," he said.

- Others of the UHF future, some charging UHF to date has been "sold down the river" like PIP was, and "founded intermixture" have been "more of afraid of UHF than they ever were of color."

- From a standpoint, FCC can't solve allocation problem in New England or Pennsylvania "as a whole without some change."

- VHF operators on low-end—particularly Channels 2, 3 and 4—will eventually hit rough going from local distance interference, FCC "hypothetical" questions on such switch during hearings.

- Joint Council of Educational Television, which pressed reservation issue during proceedings, is preparing for renewed support of its initial petition for about 25% of all VHF-UHF channels. JCET is setting up Washington "headquarters" and staff.

- Lehman Valley (Bingham-Alemtown-Easton, Pa.) citizens are up in arms over earlier deletion of VHF channel and substitution of three UHF's, reaffirmed by new plan. Even educators there are thumping for commercial VHF facility, according to reports.

- Many legal spokesmen felt allocation by rule making might be found unlawful, will make conflicts. Educational reservation similarly con sidered. Infeasibility of allocation table was suggested by speakers, with explanation have-nots may be completely shut out once plan is finalized.

**Television**

- Engineeringwise, FCC's plan looked good to industry representatives in the New York area.

- Logically, most engineers there felt, TV should have been assigned the remaining channels, or VHF up to 300 mc, which would have given a spread of frequencies with reasonably uniform characteristics.

- Insistence of the armed forces that these frequencies be reserved for the armed forces is necessary to locate a part of the video assignments in the UHF band and under those circumstances the Commission probably did about as well as could be done, it was felt.

- The plan of varying effective radiated power proportionately to city size drew praise from engineering executives, who agreed this would help stations to provide adequate service. Higher power for stations assigned to channels 7 to 83 was also lauded, particularly by engineers of stations on Channels 7 to 13, who pointed out this will make the task of receiver installation a simpler one and so help both viewer and telecaster.

**Educational Issue**

- Little endorsement was voiced, however, for FCC's action in reserving channels for exclusive use of educational institutions and for the plan to locate both VHF and UHF stations in the same cities. Almost every industry executive reached by Broadcasting, tele casting stressed the disadvantageous competitive position of the operator of UHF station in a city which also affords VHF service, as tests made so far with UHF have indicated program service in this area is both more expensive and less efficient than that in VHF.

- Manufacturers of video transmitters reported they have been thinking a VHF service for some time and are now in the process of weighing the relative merits of maximum power, reasonable cost and operating efficiency to arrive at what will be the most attractive type of UHF transmitters for television station licensees.

- Material shortages will not present too much of a problem in the transmitter field, these companies said, as their needs are very small in comparison to those of the manufacturers of automobiles, household appliances and radio and TV receivers. Provided, they all hastily added, that government requirements and restrictions are not increased.

- Meanwhile, in Chicago, Zenith Radio Corp. expressed elation over provision within existing Zenith receivers enabling easy conversion for UHF reception.

- Washington attorneys seemed to agree engineeringwise FCC's new proposal was a "good job" and more "realistic" than its predecessors. But a mixture of views, with some companies "don't quote me" objections, were reflected as to the allocation provisions and policies.

- One prominent attorney said FCC is "treading on dangerous ground" legally in its educational reservation plan. If the policy were found unlawful, he said, this would "upset" the entire plan.

- Another well-known attorney citing AM history, said "there shouldn't be any educational assignments. These reservations deprive the large cities of competitive service, and when education can be worked in with regular programs."

- This attorney also felt it unfair to force applicants to decide whether to change UHF even before VHF may be available. By not changing UHF, they could lose out all around, he said. In view of long-pending wishes for more VHF channels, he saw possibly forth coming a concerted "assault" on the present FM band.

Another attorney, hearing from one client who is now operating a VHF outlet, quoted the anonymous licensee as saying the allocation he immediately boosted his investment "by 300%. Made one-and-a-half million bucks just like that."

Apparent inflexibility of procedure was termed "or even correct," the allocation table once it's made final will go a good working over in some quarters. Also strongly attacked was allocation of channels to cities which obviously because of their small size could not support a station in the foreseeable future while depriving a healthy competitive service to nearby cities which could support the stations needed.

Although the majority of Washington engineers considered FCC's revised technical standards more realistic, some felt the VHF channel paucity has resulted from FCC's failure to fully represent the industry during division of frequencies by the Interdepartmental Radio Band Allocation Board.

Others considered the new VHF allocation "wasteful" and better use could have been made of VHF through the sparsings and directional antennas. Two additional channels also could be obtained from the FM band, it was noted, leaving enough to provide five FM stations.

- Public Protects Self

Another view was that FCC has worried too much about obsolescence because the public has proven in the past it protects itself when deciding whether a new service is desirable. Those who felt FCC is strait-jacketing standards too soon, stiffening engineering initiative and precluding later incorporation of engineering advances.

- One Washington management consultant, who supported some views of the majority of engineers, indicated his opposition to FCC's plan in pioneering UHF until the equipment and economic pictures are clarified. He saw UHF in possibly the GM or 1951 in the FCC.

The Asso. of Federal Communications Consulting Engineers, through its president, Andrew D. Ring, observed:

"...his stated certain comments on the television allocation bearing. The FCC does not make the best use of the VHF channels available. There are problems of interference that exist that have not been solved. But none are observed without too much of a problem. To force the allocation of VHF to the service is equitable distribution of the facilities compatible with a wide variety of allocation distribution and economic support."

In many cases the separation between existing stations has been increased and in a few cases there exists interference to a distance of the earth's curvature. In many other cases the increase in separation eliminates a great waste of facilities, probably under the theory the FCC will preserve the VHF channels with smaller service areas.

- The new allocation is over-simplified and has been quite rigorous, making very difficult the selection of channels, the exercise of ingenuity and other application of the service to the public. The rigidity of the allocation rules makes an operation of directional antennas for protection the same stratagem as it cannot be made of the VHF channels for service to the greatest number of people.
Immediate Policy Board

(Continued from page 86)

(WMAR) has frequently arisen in connection with government allocations. With a background of 30 years in communications in the Navy, member of the former Radio Commission and successively as assistant chief engineer and chief engineer of the FCC, Mr. Jett is regarded as one of the world's foremost allocations experts. In 1940, when he was not active in the 第一次世界大战 as a naval officer, he is devoting part-time to a Pentagon assignment on international allocations.

Throughout the report, special status is given to the 第二国际:.is role privately-owned companies played in the country's telecommunications system and that "it should continue to be the policy of the Commission to encourage and promote the health of these privately-owned companies as a vital national asset."

Established Last Year

The Presidents Temporary Communications Policy Board was set up in February of this year, in order, period, to study the present and potential use of radio and wire communications facilities by governmental and non-governmental users. The board was present to the President's evaluations and recommendations in the national interest concerning (a) policies for the maintenance, and those of radio frequencies by governmental and non-governmental users and alternative administrative arrangement in the government for the sound execution of such policies, (b) policies with respect to international radio and wire communications, (c) the relationship of government communications, and (d) such related policy matter as the board may determine.

The temporary board was headed by Dr. Irvin S. Stewart, former FCC Commissioner and president of U. of West Virginia, and included: Dr. Lee A. DuBridge, president of Cal Tech, Pasadena, California; and David H. O'Brien, retired vice president of Graybar Electric Co. and wartime director of distribution for the Signal Corps; William L. Everett, head of the electrical engineering department at the University of Illinois, who also served on the Commission on color television; and Dr. James R. Killian Jr., president of the Massachusetts Institute of Technology.

Having completed its work, the board turned its report over to the White House Feb. 17. Earlier this month, President Eisenhower issued a statement inasmuch as the FCC with request for recommendations. It is believed that the Commission is in sympathy with the broad plan.

In citing specific issues, the report notes that by better management of the spectrum, much more could be done with the frequencies now available and refers to "opportunity" for those users whose interests are not economic use of frequencies.

Assignment of space in the spectrum among private users (including state and local but not government agencies) is a responsibility of the FCC. The total spectrum space available to a given assignment, however, is not determined by the FCC," relates the report. "In effect, it is determined by the President, who for the assignment and management of those frequencies used by . . . government agencies."

Interdepartmental Radio Advisory Committee (IRAC) assigns frequencies to federal users. Accordingly, the report says:

Thus far, no national policy has existed to clarify (the) single resource and thus to aid in gov-

...
Gambling Data (Continued from page 29)

plained this common carrier jurisdic-
tion, however, relates solely to rates charged and quality of serv-
vice provided and said FCC cannot control the "content" of the ma-
terial conveyed.

Asked why Continental Press is "not under your jurisdiction now," Chairman Coy explained--it is not under FCC control for the same reason AP or UP is not--"they are not common carriers."

From the nature of this and further questioning by Mr. Commissioners felt the committee did not fully understand the principle which precludes FCC from controlling message content, as distinguished from regulation of rates and service.

Agreeing with the committee that there is no "easy solution to the problem," Chairman Coy said, "but if the control of transmission of what is essentially gambling in-
formation is as critical an element of interstate crime as you gentle-
men all think it is, then it seems to me Congress should make it a federal crime for anyone to transmit by means of interstate commu-
nications from point A to point B gambling information described in the Commission's proposal which are useful only for gambling pur-
poses.

"Such a criminal statute would strip from the transmitters of gam-
bbling information the veil of re-
spectability under which they now operate," Chairman Coy contin-
ued, "It would penalize the small, legitimate gambling business for involved and probably inter-
minable administrative and court proceedings and place in the hands of properly qualified law enforce-
ment officials the task of eliminating this interstate gambling busi-
ness."

'Realistic Measure'

He indicated FCC basically is not opposing Justice Dept. efforts, but felt the Commission's proposal is a more realistic measure, since it specifically detains the data forbidden transmission while the Justice Dept. proposal only gen-
ernally bans transmission of "gam-
bbling information."

Background and progress of the Interstate bill had been outlined Monday and Tuesday in the general testimony given by U.S. Attorney General J. Howard McGrath.

Respecting the problem involved in forbidding transmission of in-
formation on gambling, betting, odds and prices paid, Chairman Coy said:

"It is naive to assume that such in-
formation will not be transmitted merely because of the primary nature of the Commission's proposal and its effect on what is elsewhere called gambling information. I have yet to hear any argument against it on a broad basis.

"It is naive to assume that any transmission of lottery information by newspapers or press associations is any more likely to be transmitted than that of bets, betting odds, or prices paid by bookmakers and bookies.

"Yet, radio stations and newspapers are not the only parties who might be involved in broadcasting or transmitting through the mails information which might have an effect on the retail sale of lotteries."

Mr. Coy added that even though it is clear that such infor-
mation is involved, the fact that many people who would not participate in gambling activities them-
selves like to hear about those who do. Congress has recognized however, that it is necessary to restrict trans-
mision of news about lotteries in order to prevent the crime itself. I think the same is true about information needed for gambling on horse and dog races and other sports events.

I should also like to point out that the bill proposed by the Commission would also operate to curb Interstate horse and dog racing but on all other sporting events. I believe that making it a crime to transmit gambling information dealing only with horse and dog racing is essential if the problem is to be solved effectively.

"It is my understanding, and certainly not under your jurisdiction now," Mr. Coy said. "I am, that there is already a great deal of nationwide gambling on horse and dog races and that it is widespread. Moreover, it is to be expected that if the interstate transmission of horse and dog racing information is effectively curtailed, the effective enforcement of the laws of the country will concentrate more on these other sporting events."

Attending the opening of CBS color television demonstrations at Boston's Jordan Marsh store are Edward E. Mitton (l), president, Jordan Marsh Co., and Harold E. Fellows, manager, WEEI Boston and head of CBS New England operations. * * *

President Search

(Continued from page 88)

Paul W. Morency, WTIC Hartford.

The committee members visiting New York last week were Allan Woodall, WDACK Columbus, Ga.; Robert Swezey, WDSU New Orleans; and Harry Spence, KXXR Alto- na.

One of the top candidates was understood to be Mr. Price, World War II director of the Office of Censorship. Mr. Price, who is re-
ceiving serious attention, currently is serving the last year of a five year contract with UN. He has been active in newspapers and moving pictures.

Thomas in Running

Mr. Thomas also is considered a top candidate for the NARTB presi-
dency, as well as for the associa-
tion's autonomous TV section chair, and, perhaps, the BAB presidency, should Mr. Ryan be chosen and ac-
cept the top NARTB post. Mr. White and Mr. Richards also are strongly regarded possibilities.

Other members of the scanning committee are Ben Strouse, WWDC Washington; William B. Quarton, WMT Cedar Rapids, Iowa; Wil-
liam C. White, WTCO Twin Cities; Jack K. Miller and James D. Shouse, WILW and WABC New York; and, WOR New York.

In any event, Judge Miller re-
turned last week to NARTB head-
quarters from his Latin American tour on behalf of the U. S. Advis-
ory Commission, providing NARTB with operating leadership which had been unprovided for a for-
night.

NARTB Polishes Agenda (Continued from page 88)
gates when he appears as a partic-
cipant on the sports panel.

General theme of the agenda is "TV and the Year Ahead," with Eugene Thomas, WOR-TV New York and TV board chairman, presiding.

Mr. Hamilton will appear along with other university officials, as well as Sportscaster Enterprises, to discuss the general sports outlook, particularly the football picture.

At 11 a.m. a session will be de-

teeled casting * BROADCASTING

President Search (Continued from page 88)

Paul W. Morency, WTIC Hartford.

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quarters from his Latin American tour on behalf of the U. S. Advis-
ory Commission, providing NARTB with operating leadership which had been unprovided for a for-
night.

From CBS to NBC

BEGINNING today (Monday), The Somerset Maugham Television Theatre, which Tintant Productions, Inc., New York, operates for NBC-TV, will be

announced by Martin L. Straus II, president and board chairman of Bamiento, Inc., which manufactures and distributes the home hair color-
ning equipment, and Mr. Straus, however, that the Somerset Maugham Radio Theatre, broadcast over CBS Saturday at 11:30 a.m. (EST), will continue on that network.

MARCH COLORCAST

Store Orders Equipment

SETTING a precedent in the retail field, Jordan Marsh Co. of Boston, New England's largest department store and the fourth largest country, week last originated, transmitted, and received within its own store closed circuit color TV showing of its merchandise. It is believed to be the first store to order color TV equipment for permanent store-wide use.

The Jordan Marsh demonstra-

tion, in connection with the com-
pany's 100th anniversary celebra-
tion, gave the general public in the area its first opportunity to view CBS color television (BROAD-
CASTING * TELECASTING, March 26).

Over 6,000 persons were at-
tracted the first day.

Nine-15 minute shows daily were scheduled, Tuesday through Satur-
day, with viewers watching the shows from three receivers in the Centennial Hall on Fifteenth floor. Equipment was Remington-Rand.

Richard H. Edwards Jr., vice president of Jordan's, explained the exhibition "because we believe the Jordan Marsh Co. should always be first in bringing the unusual and the new things to New Eng-
land. Therefore, our company has ordered color television equipment which shortly will be a regular feature within the store."

Automobile TV Set

CHICAGO's first-known auto TV receiver was installed in a Cadillac sedan last week at a cost of $1,000. William B. McDonald, president, Mid-


Northern States Corporation, ordered installation of a 124-inch Zenith table model. Controls are in-
side left arm rest, with tubes and other equipment in the trunk. The speaker is lo-
cated behind the rear seat, and a radio antenna is attached to the trunk.

P. R. VIDEO

New Station Considered

EMPIRE COIL CO., New Rochelle, N. Y., licensee of WXXL (TV) Cleveland, is considering the feasibil-
ity of starting a television station in Puerto Rico, but has made no defi-
nite decision, Herbert Mayer, presi-
dent, said Thursday. A United Press News release from New York, N. Y., had stated that plans for the new station had been "announced offi-
cially" by the Economic Develop-
ment Administration of the island. Mr. Mayer explained that on a recent trip to Puerto Rico to in-
vestigate the locality as a site for a factory to make coils and connec-
tors, which he said is "seri-
ously considering," he discussed the telecasting situation with EDA

officers, but he said the announce-
ment that a station will be erected was premature, at best.
it's WBAP-TV
IN TERRELL, TEXAS, TOO

TO THE EAST OF FORT WORTH AND BEYOND DALLAS

... more viewers tune more to WBAP-TV's Channel 5. The Terrell family, pictured at right, Mr. and Mrs. J. C. Patton, Jr., Greg and Carol, of 214 Elm Drive in Terrell, agree "We tune more to WBAP-TV, because of its clear, steady picture and excellent programs."

In all directions, east, west, north and south, from WBAP-TV's transmitter and antenna (highest in the Fort Worth-Dallas area, 1138 feet above sea level), viewers like the Pattons have become WBAP-TV fans. Sixteen wealthy counties in the prosperous Fort Worth-Dallas area are reached and covered by WBAP-TV. Your sales story, told on WBAP-TV, gets results in the South’s No. 1 market, leading Houston and New Orleans in that order.

THE PATTON FAMILY of Terrell, Texas—representative of viewers throughout the 16-county WBAP-TV market who see more, more often, on Channel 5.

ALMOST 400,000 VIEWERS with over 110,000 TV sets now make up the television population of the fabulously rich Fort Worth-Dallas market. Contact the station or any Free & Peters man for WBAP-TV’s complete coverage story.

16-County MARKET ANALYSIS

Retail Sales $1,300,208,290
Population 1,170,065
Families 343,381
Industrial Surveys Reports On Set Ownership

(Report 157)

Toledo, 70,100

Cleveland, 69,493

Schenectady, 49,581

† Includes Davenport, Moline, Rock Island. E. Illinois.

Weekly Television Summary—April 2, 1961 Telecasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
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<td>Albuquerque</td>
<td>KOB-TV</td>
<td>7,400</td>
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<td>WAGA-TV, WSB-TV</td>
<td>115,490</td>
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<td>Baltimore</td>
<td>WMAR-TV, WMAR-TV, WMTF-TV, WJZ-TV, WTAF, WJZ-AM</td>
<td>284,171</td>
<td>Oklahoma City</td>
<td>KTVK-TV</td>
<td>49,581</td>
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<td>Boston</td>
<td>WCV-TV, WNEW-AM</td>
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<td>WCAU-AM, WFMF, TV</td>
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<td>Pittsburgh</td>
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<td>Providence</td>
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<td>Cincinnati</td>
<td>WDFK, WTRK-AM, WCAT, TVT</td>
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<td>WMCA-AM</td>
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<td>WHAM-AM</td>
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<td>Rock Island</td>
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<td>Providence</td>
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<td>Richmond</td>
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<td>Richmond</td>
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<td>Rochester</td>
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<td>77,219</td>
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<td>KKEA-AM, KHEL, KLAC-TV, KNBH</td>
<td>877,421</td>
<td>Rock Island</td>
<td>WHRB-TV</td>
<td>49,381</td>
</tr>
</tbody>
</table>

Estimated Markets on Air 63

Total Markets on Air 63

North Central 15 23

Mountain and Southwest 7 17

Pacific 19 25

Central SIZE

Farm 3 6

Under 1,000,000 5 9

1,000,000-10,000,000 15 19

10,000,000-50,000,000 17 28

50,000,000 and over 49 81

ECONOMIC CLASS

A (upper) 24 32

B 28 26

C (lower) 12 18

EDUCATION

Grad School 16 21

High School 22 30

College 17 23

OCCUPATION

Prof. & Exec. 21 30

Clerical, Sales & Service 22 28

Craftsmen & Foremen 33 25

Laborer & Operators 19 25

Farmer 5 11

Unemployed 8 11

SIZE OF FAMILIES

1-2 members 12 16

3 members 18 25

4-5 members 30 35

6 and over 19 23

PRESENCE OF CHILDREN

5 yrs. and under 23 30

6-10 yrs. 22 27

11-13 yrs. 18 24

No children* 15 10

Berle Leads ARB March TV Reports

MILTON BERLE and his Texaco Star Theatre once more outdistanced all television network programs both in popularity, rating and total number of homes reached, as shown by ARB TV-National results for March. On March 6, Star Theatre attained a... (Continued on page 87)
GASTONIA, NORTH CAROLINA

Capital of the South's cotton textile empire, Gaston County's 160 textile mills make it first in the nation in the consumption of raw cotton... produce over 200 million dollars worth of finished goods annually. Gaston County's 110,706 people receive television service only from WBTV, Charlotte.
THEAAAAA Committee on Radio and Television Broadcasting gave a surprise party at the Ritz-Carlton, New York, honoring Linnea Nelson, chief timebuyer of J. Walter Thompson Co. who is retiring after 24 years of service. Present were, standing (1 to r), Kenneth Godfrey, AAAA; Charles Ayres, ABC; William Dekker, McCann-Erickson; Henry Clockersy, Compton Adv; George Kern, Benton & Bowles; Gordon Mills, NBC; Bill Maileffert, Edward Petry & Co.; Alvin Kaplan, Kaplan & Bruck; George Castleman, Bermingham, Castleman & Pierce; seated, Frederic Gamble, AAAA; Miss Nelson, Frank Silveneill, BBDO; Bob Black, Joseph Katz.

LINNEA NELSON FETED

REC Luncheon Honors Retiring Timebuyer

NCAA PROBE

Morgan Wants More Facts

NCAA's TV steering committee, headed by Charles Von Hamiton, is scheduled to appear at the Dept. of Justice in Washington today for further questioning concerning Big A's ban on live telecasting of college football, it was reported last week.

Members of the committee are to sit down with H. Graham Morgan, head, Justice anti-trust division, to go over material submitted last Wednesday.

"We are still in the fact-finding stage," said Mr. Morgan. "The Justice Dept. undertook its investigation after receiving a complaint from an Oklahoma state senator.

The senator, George Miskovery, Oklahoma City, had introduced a bill to direct state-supported colleges to permit live telecasting. The Big Seven Conference, of which the state-supported U. of Oklahoma is a member, countered with a warning that if the bill was passed, the Sooners would have all games canceled. In the face of this threat, the Oklahoma State Legislature shelved the bill.

Sen. Miskovery, nevertheless, said that he would continue to press the Justices for investigation. He said: "Their action clearly shows two things: (1) That it is a combination in restraint, and (2) That the U. of Oklahoma is not televise through fear of reprisals."

Acting on Sen. Miskovery's complaint, Mr. Morgan wrote NCAA and Big Seven representatives seeking for information. Last Wednesday, R. C. Duffy, NCAA legal representative in Philadelphia, with Sam Olmester, Washington representative, submitted to Mr. Morgan a detailed answer. It is this material, plus further questioning, which will form the substance of the probe.

NCAA's TV steering committee, meanwhile, was reported as having several proposals under consideration to modify the ban, such as the setting up of "telecasts of only sell-out games" (BROADCASTING • TELECASTING, March 26).

In Oklahoma's neighboring state, Texas, Matty Bell, Southern Methodist U. athletic director, told the Fort Worth Traffic Club on March 19 that "live telecasts of football can be worked out so that we will all profit by telecasting." "Radio has helped develop more interest in sports than any other medium. A year ago in the Southwestern Conference we televised sell-out games and it proved satisfactory," said Mr. Bell.

From the employment pool is the same for all types of film productions.

The eligibility to vote in multiple employer units will be all actors employed for at least three days during the nine months preceding March 26; among single employers, actors who have worked two days during the nine-month period.

SAG UPHOLDED

In Film Dispute With TVA

NLRB in Washington last week handed down a decision upholding the Screen Actors Guild position in the television jurisdiction controversy with Television Authority and ordered representation elections to be held within 30 days after March 26 for actors employed by three producers associations and six independent TV producers.

Associations include Assn. of Motion Picture Producers, Society of Independent Motion Picture Producers, Independent Motion Picture Producers Assn. Independent producers are Bing Crosby Enterprises, Apos Film Corp., Corso Kid Pictures, Jerry Fairbanks Productions, Flying A Pictures, and Hal Roach Studios Inc.

Hearings were held by NLRB in Los Angeles last fall looking into a SAG petition seeking NLRB representation election and certification as exclusive collective bargaining agent for all actors employed by these producers for films however exhibited. TVA intervened in the case, taking the stand that actors in televised motion pictures should be in a different bargaining unit than actors in other types of motion pictures.

These hearings are not to be confused with current NLRB Hollywood hearings recently transferred from New York looking into a TVA petition for certification as bargaining agent for TV performers, in which SAG intervened. (See separate story.)

In its decision supporting the SAG stand, NLRB stated that "the making of television motion pictures requires no change in the techniques processes either in front or in back of the motion picture camera, and the hiring of actors..."
ASCAP REVENUE

Radio and television were responsible for the $1,273,187 increase in the ASCAP revenue of ASCAP during 1950, according to a financial statement presented at the society's annual membership meeting last Tuesday at New York's Waldorf-Astoria Hotel.

ASCAP gross income in 1950 totaled $11,974,921, a gain of 12% over the 1949 gross of $10,601,184. After deduction of expenses, ASCAP had a net income in 1950 of $9,044,842, of which $9,022,591 was distributed to its members, compared with a distribution of $8,056,012 in 1949.

Two chief factors in the increased revenue during 1950 were a rise of more than $400,000 from radio and approximately $250,000 from television, the report stated. Latter figure represents payment from the TV networks for their network operations and their owned and operated stations which have blanket ASCAP licenses, and from other stations under the interim license plan which has been in effect while negotiations were in progress for a per program TV license.

The interim licenses for TV stations will be terminated shortly. ASCAP on March 7 mailed its own per program license forms, together with blanket license forms as negotiated with an industry committee, to TV station operators, who have 30 days from the receipt of the forms to notify ASCAP, which, if either of them will be taken, [BROADCASTING • TELECASTING]

BASEBALLCASTS

'51 Season To Be Greatest

Radio and television will bring baseball to more persons this year than ever before.

This season, 1,005 radio stations, and 35 TV stations, are expected to reach 30 million fans, according to C. L. Jordan, executive vice presi-dent, N. W. Ayer & Son Inc., Phila-delphia. Last year, said Mr. Jordan, 800 radio outlets and 35 TV stations brought diamon-ds to an estimated 17 million fans.

Minor league club owners are complaining that some 948 stations will be carrying major league games to minor league territory.

Meanwhile, Falstaff Brewing Co. will sponsor broadcasts of night games of the Columbus Cardinals in the South Atlantic League over WGBA-AM-FM Columbus, Ga. Walter M. Windsor, WGBA gen-eral manager, announced the signing of a contract with Falstaff through Dancer-Fitzgerald-Sam-ple, agency, and The Brachman Co., station representative.

Also announced, by James Leonard, general manager, WLWC (TV) Columbus, Ohio, was the signing of a contract for WLWC to telesport a portion of the Columbus Red Bird baseball club's home games this season, under sponsor-ship of the Burger Brewing Co.

The same company also will sponsor several of the Cincinnati Reds games over WLWC.

Radio-TV Accounts
For $1,273,187

NITETIME
67% SETS IN USE!

FULL TIME
TELEVISION STATION
9 A.M. 'TIL 1 A.M.
CHANNEL 4 MIAMI

WTUJ
REPRESENTED BY FREE & PETERS

Full Coverage of SOUTH FLORIDA
Includes
S. Palm Beach County
Ft. Lauderdale
Hollywood
and Greater Miami

FULL TIME
TELEVISION STATION
9 A.M. 'TIL 1 A.M.
CHANNEL 4 MIAMI

WTUJ
REPRESENTED BY FREE & PETERS

Daytime
28% SETS IN USE!

Full Coverage of SOUTH FLORIDA
Includes
S. Palm Beach County
Ft. Lauderdale
Hollywood
and Greater Miami

By a FULL TIME TELEVISION STATION
9 A.M. 'TIL 1 A.M.
CHANNEL 4 MIAMI

WTUJ
REPRESENTED BY FREE & PETERS

Teletasking • BROADCASTING

April 2, 1951 • Page 65
continued the stay order against the start of commercial color by CBS, pending its decision. The FCC had suspended the order and asked for an early decision on the color case by the Court. Deadline of stay, as set by the Court, is April 17.

John T. Cahill, counsel for RCA and its subsidiaries, NBC and RCA Victor Distributing Corp., at the outset of his argument Monday charged that the FCC had "outlawed" any other system of color broadcasting. He said that use of the incompatible system during the current Kefauver hearings, for example, would mean that none of the set owners now seeing it on black and white would be able to view it with a converter costing up to $118 overall. This he termed as "imperializing" the interest of "45 million people." He cited advantages of a competitive system for rival sets.

Mr. Cahill also held that the CBS color picture was "inferior" with a degradation "60% backwards" of existing black and white.

The FCC's reasoning in reaching its decision had discounted industry testimony and advice on the merits of the respective systems, RCA counsel stated.

Counsel said that the public wants 16" larger TV pictures, whereas the present CBS system imposes a limit of 12½".

Claims Reports "Ignored"

Mr. Cahill, who described the Commission's reports as "rewarding study in semantics," maintained that the Condon report on color and the RCA progress report have been ignored by the FCC in its color conclusions.

He again stressed the "standard gauge" argument—that once the CBS standards are put into force, the choice of color television generations to come is formed.

Justice Frankfurter asked RCA counsel what stand he would have taken if the CBS system had been the only one placed on the FCC at the time of the decision.

"I would have said "Let's wait, the time for color television has not come,"" Mr. Cahill answered.

Judge Simon R. Rifkind, counsel for Emerson Radio & Phonograph Corp., intervener in the case, followed Cahill and emphasized that the findings of the Commission did not support its decision. Judge Rifkind, declining to go into the merits of respective color systems, declared the argument was focused on "accuracy of the findings."

He supported the RCA's contention that "a practical matter" definitely setting CBS standards could penalize the industry if later developments deemed it advisable to utilize another system.

He said that Emerson had already sold 700,000 sets and that in faith to buyers it did not want these receivers to be obsolesced.

"Findings of the FCC sustain only one answer—that it [color]"

COLOR STUDY

Senate Unit Probe Pauses

SENATE Small Business Committee last Tuesday formally suspended temporarily its study of the FCC decision pending completion of current litigation challenging the FCC decision [BROADCASTING  TELECASTING, Feb. 19].

The committee had submitted a report on color [BROADCASTING  TELECASTING, Jan. 22], which summarized the basis of FCC's decision. It was directed to result of complaints to Senators from receivers sold by some manufacturers. The summary created a stir in the broadcasting industry. RCA complained privately to committee members that the report in effect justified the FCC decision, although it was even then a matter of legal contention.

It was pointed out last week by a committee spokesman that the suspension of the study did not necessarily mean the unit would discontinue. The commission would still probe whether the probe probably would be resumed if Senators, who originally received the complaints, ask that such an investigation be conducted.

is not ready," reiterated Emerson counsel, who had declared that the Commission, in a color decision, should base what the British Broadcasting Corp. in their evidence, "say that color hasn't arrived yet."

Judge Rifkind also argued that the FCC had the duty to see that the FCC sought to regulate radio and television manufacturers. This, he said, was an industry over which the Commission has no authority.

Alfred Kamin, representing the International Brotherhood of Electrical Workers, next sought to point out that the Commission's decision was based on the assumption that present sets could be converted and was based on a survey of small screen receivers then in use, a survey, he said, to obsolete even before the hearing was over. He introduced a cardboard exhibit in an attempt to show bulky and impractical aspects of the CBS color disc.

Judge Rosenman, opening the arguments for the appellants, described aspects of the competing systems and pointed out that CBS standards meet "almost all criteria" for satisfactory color, RCA's system does not, he said, citing as an example the distortion that occurred if one of any type of pickup tubes in the RCA camera was the least bit out of adjustment.

He declared that in comparison, CBS had already successfully field tested its system under rough conditions.

Judge Rosenman expressed his belief that the Commission had not considered the door to other developments in color that might be brought out.

Judge Rosenman also declared that during the FCC hearings Brig. Gen. David Sarnoff, RCA board chairman, had testified that if the Commission was going to adopt RCA's color system, then don't adopt multiple standards.

At the conclusion of Monday afternoon's session, Judge Rifkind posed: "How far can scientific development in a fast-growing field be foreclosed by a government commission, which is not composed of technical persons?"

When the sessions resumed Tuesday afternoon Justin Jackson asked CBS counsel to define the Supreme Court's role in this case, questioning, in view of the arguments, whether the Court was to decide what color system was the better. Judge Rosenman conceded that the technical decision was not the Court's, but rather FCC's.

Systems Compared

Judge Rosenman declared that the Commission had compared the dot and line sequential systems, had made an examination and analysis of the known principles, and accepted as an authoritative source the FCC's views. The court has no basis for overturning judgment of that agency," he said.

Judge Rosenman referred to RCA's petition of last October, which sought what amounted to an "eight-month delay" in the color ruling, based on promises of new developments, and said that the record was full of "broken promises" by RCA.

Senator General Perelman, in presenting the case for the government, maintained RCA was trying to delay final resolution of the color controversy while more and more receivers flooded the markets so that "it would be exceedingly difficult to introduce the CBS system which requires some adaptation of current sets to be receivable even in black and white."

He stressed that all seven members of the Commission had found the CBS standards meet the "minimum criteria" and said that had agreed RCA's system was "unsatisfactory" and that there shouldn't be a delay of another minute in putting it into effect.

To the Court's question as to whether the Chicago District Court had adequately reviewed the case, Mr. Perelman insisted that the lower court had properly discharged its full duty.

In the course of his argument, the Solicitor General maintained that RCA throughout the proceedings had attempted to conceal the facts. If the Commission had adopted RCA color standards, these transmissions would not have been receivable in color by "a single receiver new for United States."

None of these sets could be converted for the RCA system, Mr. Perelman said, and television makers would have a complete new market for color sets.

He objected to the previous argument of Judge Rifkind for Emerson who said that better alternative was no color at all. Mr. Perelman declared this "let the cat out of the bag."

AWRT ASSEMBLY

Added Speakers Listed

FIRST convention of the newly-formed American Women in Radio and Television, April 6-8 in New York, will feature a number of distinguished national and international speakers, including Mme. Vijaya Lakshmi Pandit, ambassador of India to the U.S., Frieda B. Hennek, FCC Commissioner, and Howard W. Bucking, assistant to the Secretary of State for Public Affairs.

To the daytime schedule previously announced [BROADCASTING  TELECASTING, March 30], new has also been added a "Sales Workmanship" head by Lee Hart, BAB, and Duncan MacDonald, DuMont Television Network, which will be held April 6, 9:30-10:30 a.m.

Advance agenda for the convention lists:

Friday, April 6, 8-10 p.m., chair, Dorothy Lewis (United Nations); Panel discussion: "Broadcasting and Journalism"—moderator: M. Margaret McBride, with Kate Atikten, Toronto, Canada; Mary Munne, Havana, Cuba; Marjorie Donon, Radiodiffusion Francaise; Kedena Kuo, asst. women's editor, Voice of America, and Mme. Siang Me Chang, program officer, UN Translations.

Saturday, April 7; 8:30-10 p.m. (chairman, Henriette Harrison, radio consultant); Comr. Henneker, president of Women Broadcasters to Their Stations, Communities, the Nation and the World; Jack Gould, radio and TV editor, New York Times, "A Critical Evaluation of Television Programming"; C le a m Randau, executive director, Federal Civil Defense Administration, "The Assistance Broadcasters Can Render the Civil Defense Picture"; Open discussion, conducted by Dorothy Gordon, moderator of New York Times Youth Forum. Election of officers for the new association will be held at the final session, April 8, 10 a.m. - 1 p.m.

SALES SLUMP

Better Selling Needed

TERMING the present TV receiver sales slump as "challenging," H. G. H. Baker, vice president and general manager of the RCA Victor Home Instrument Dept., said that the situation could be met by aggressive, imaginative salesmanship.

"We in the television industry must face the fact that we cannot expect forever that the customer will beat a path to the television dealer's door," Mr. Baker cautioned. "There must be a return to aggressive, competitive retail operation."
Telecasting (Continued from page 62)

rating of 63.6, having been seen by an estimated 25 million persons in 7,450,000 homes throughout the country. The heavyweight championship fight, which was between Ezzard Charles and the contender, Jersey Joe Walcott, was seen on Blue Ribbon Bouts March 7, by a TV audience estimated at 21 million people in 5,000,000 homes across the United States, achieving a popularity rating of 65.3.

The ARB TV-Nationals for March were reported as follows:

**RANKING BY POPULARITY RATIO**

1. Texaco Star Theatre ........................................... 63.6
2. Blue Ribbon Bouts ........................................... 55.3
3. Texaco Cotillion ............................................. 53.4
4. America Applesauce ........................................ 48.5
5. Fireside Theatre ............................................. 48.4
6. Comedy Hour ................................................. 46.0
7. Your Show of Shows ........................................ 45.8
8. Cavalcade of Spots ........................................... 44.4
9. Godfrey's Talent Scouts .................................... 43.4
10. Hepworth Cassidy ........................................... 43.1

**RANKING BY HOMES REACHED**

<table>
<thead>
<tr>
<th>Domestic</th>
<th>1. Texaco Star Theatre</th>
<th>6,763</th>
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</thead>
<tbody>
<tr>
<td>2. Jack Benny Show</td>
<td>6,512</td>
<td></td>
</tr>
<tr>
<td>3. Your Show of Shows</td>
<td>6,220</td>
<td></td>
</tr>
<tr>
<td>4. Cavalcade of Spots</td>
<td>6,190</td>
<td></td>
</tr>
<tr>
<td>5. Godfrey's Talent Scouts</td>
<td>5,794</td>
<td></td>
</tr>
<tr>
<td>6. Waxey Gordon Show</td>
<td>5,417</td>
<td></td>
</tr>
<tr>
<td>7. Your Show of Shows</td>
<td>5,074</td>
<td></td>
</tr>
<tr>
<td>8. February of Spots</td>
<td>5,250</td>
<td></td>
</tr>
<tr>
<td>9. Laude's Variety Hour</td>
<td>5,437</td>
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<tr>
<td>10. Fireside Theatre</td>
<td>4,896</td>
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</tbody>
</table>

**Nielesen TV Rating**

**HOMES REACHED IN TOTAL U. S.**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Texaco Star Theatre</td>
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</tr>
<tr>
<td>10.</td>
<td>Fireside Theatre</td>
<td>4,896</td>
</tr>
</tbody>
</table>

**VITAMIN ADS**

**Heavy Radio-TV Budget**

AMERICAN VITAMIN Assoc. Inc., Hollywood, in a campaign promoting AVA products, Typhavals and Orvita, on radio and television, will spend more than $500,000 in the Chicago area, starting April 13, according to George S. Johnston, president.

With a price of $350,000, the biggest single package purchase is for teletasts of Chicago white Sox and Cubs' complete baseball schedules on WGN-TV. The firm also will sponsor the weekly half-hour, "Rimed Lions' Duke Ranch Varieties and Public Prosecutor" on the station.

A total of 96 quarter-hour musical programs also are to be used on WJJD WAAP WCGL. Martin Hogan, disc emcee, will handle these shows in addition to color and commercials on the baseball telecasts.

AVA currently has an extensive West Coast radio and TV campaign underway and in mid-April will expand its video schedule. The firm has more than $1 million earmarked for radio and television advertising this year, according to Mr. Johnston. Agency is The Counselors, Hollywood.

**RECEIVER PRICING**

**Lowering Not Planned—GE**

GENERAL ELECTRIC has "no intention of reducing its list prices on radio or television receivers at this time," Arthur A. Brandt, general sales manager for GE's Syracuse receiver division, has announced.

"Our current line of receivers is competitively priced, has more feature selections, in line and, because of demand, is not subject to allocation to distributors," explained Mr. Brandt. "These factors, plus increased costs and material shortages ahead because of defense production requirements, are among the reasons why GE is not even considering list price cuts in the current market."
BAC EXPANDS

## Four Members Added

Implementing its claim as an industry-wide organization representing all facets of broadcasting, and telecasting groups, the Broadcast Advisory Council last week announced four new acceptances of membership and was awaiting others.

Acceptances to serve on the council came from Ward Quaal, director, Clear Channel Broadcasting Service; Michael Hanna, WHCU-AM-FM Ithaca, N. Y. (representing FM); Ben Chatfield, WMZQ, Macon, Ga., for the National Assn. of Radio News Directors, and Phil Alampi, WJZ, New York, for the National Assn. of Radio Farm Directors.

Invitations also were sent out to other groups, among them officials of small market stations in the West Coast and Mountain areas. The Radio Department, News Assn. of Congress, which had tentatively decided to serve on the council, has not officially tendered its acceptance to NARTB (NAB) President Justin Miller.

Now sitting in on the industry advisory group are executives of all the major radio and television networks, individual stations, Radio-and-Television Mfrs. Assn., National Assn. of Education Broadcasters, Television Broadcasters Assn., as well as NARTB.

A report on BAC activities may be submitted during the annual NARTB convention this month. In the interim, BAC members are expected to consult individually with defense agency officials on clearance of mobilization information and perhaps offer views on FCC's proposed public relations plan during the convention (see separate stories).

The council probably will not meet formally until after the Chicago sessions. Last week's meeting was held March 1 when the council, acting on recommendation of the NAB board, voted to expand participation of groups in government defense efforts. Aim of the drive, which probably will be spurred in Chicago, is to assure a representative cross-section of all electronics fields, thus dispersing earlier protests along that line [BROADCASTING • TELECASTING, Dec. 18, 1950; Jan.].

### Table 1

Number of Television Stations Reporting Profit or Loss in 1950 Segregated by (a) Number of Stations in Community and (b) Whether as Private or for Noncommercial Network Operation.

<table>
<thead>
<tr>
<th>Number of Non-Inter-connected Stations</th>
<th>Combined Total (Number of Stations)</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Station Community</td>
<td>20</td>
</tr>
<tr>
<td>Two Station Communities</td>
<td>7</td>
</tr>
<tr>
<td>Three Station Communities</td>
<td>53</td>
</tr>
<tr>
<td>Four Station Communities</td>
<td>12</td>
</tr>
<tr>
<td>More than Four Stations</td>
<td>5</td>
</tr>
<tr>
<td>Total Stations</td>
<td>79</td>
</tr>
</tbody>
</table>

* Data tabulated as of March 6 (letter-connected). (1) Shown for 1949, only four stations (out of 97 in operation) reported a profit status for that year.

### Table 2

Broadcast Revenue (TV and AM) 1950-1949

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenues (Thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>TV</td>
</tr>
<tr>
<td>1950</td>
<td>$106.5</td>
</tr>
<tr>
<td>1949</td>
<td>$50.3</td>
</tr>
</tbody>
</table>

### Table 3

Income of TV Broadcast Stations (Before Federal Income Tax) by Specified Intervals

<table>
<thead>
<tr>
<th>Interval</th>
<th>Number of Stations in Inter-connected</th>
<th>Total Income</th>
<th>Profit or Loss</th>
<th>Com. Communities Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0-$20,000</td>
<td>40</td>
<td>2,000,000</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>$20,000-$40,000</td>
<td>23</td>
<td>2,000,000</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td>$40,000-$100,000</td>
<td>47</td>
<td>2,000,000</td>
<td>22</td>
<td>23</td>
</tr>
</tbody>
</table>

NOTE: For states not shown.

### Table 4

Broadcast Revenues (AM, FM and TV) in Metropolitan Areas

<table>
<thead>
<tr>
<th>Metropolitan Area</th>
<th>Total Revenues (1950)</th>
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<tbody>
<tr>
<td>Total AM &amp; FM TV</td>
<td></td>
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<tr>
<td></td>
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### Table 5

Broadcast Revenues (AM, FM and TV) in Largest Metropolitan Areas

<table>
<thead>
<tr>
<th>Metropolitan Area</th>
<th>Total Revenues (1950)</th>
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Kefauver Quiz (Continued from page 57)

April 2-5: Premium Advertising Assn. of America, Chicago Premium Convention, Hotel Cortland, Chicago.
Apr. 3-6: McFarland Bilt (S 658) Hearings Begin, Open Room 1334, New York Office Bldg., 10 a.m., Washington, D. C.
April 5-6: National Animated Georgia Radio Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga.
April 5-6: AIRT Convention, Hotel Continental, New York.
April 11-13: APEE Southern District Meeting, Miami Beach, Fla.
April 11-14: Fifth Annual Television Technical Conference, Cincinnati Section of IRE, Engineering Society Headquarters, Cincinnati.
April 11-18: Financial Public Relations Association, 52nd Annual Convention, Hotel Stevens, Chicago.
April 15-19: NARFTS 50th Annual Convention, Hotel Stevens, Chicago.
April 21: Armed Forces Communications Assn. Convention, Drake Hotel, Chicago.
April 21-26: New Western Conference, Southern Methodist U. Dallas, Texas.
April 30-May 4: Society of Motion Picture and Television Engineering, West Hollywood, Calif.
May 3-7: American Center for Public Affairs, New York, N. Y.
May 3-8: TVAA Northeastern District Meeting, Syracuse, N. Y.
May 3-4: Ohio Assn. of Broadcasters, Annual Meeting, Mound City, Hot Springs, Va.
May 3-4: Virginia Assn. of Broadcasters Annual Convention, Williamsburg, Va.
May 7-9: Ohio State Institute for Education by Radio 21st Annual Session, Columbus.

* Telecasting * Broadcasting

Wolfgang (Liberty), which carried all of the hearings "live" last fall, announced a new sweepstakes contest with a prize of $1,000 going to the winner on the theme "What Can I Do?" It said the idea was spreading and invited others to take part.

WGNB Chicago, the Tribune's FM outlet, carried the Washington hearings March 26 to its conclusion, claiming it was the only FM facility in the area doing so.

In Philadelphia, two-thirds of all TV sets in use in the area March 20 between the hours of 8:30 and 8:50 p.m. were tuned to the hearings, a survey by American Research Bureau revealed. Peak audience for the three-hour period was an estimated 851,000 viewers.

WCPB Philadelphia carried 75% of sets in use by its pickup of hearings during 3:30-4:30 p.m. that day. WIP installed special lines to the nation's capital to bring them into Philadelphia.

WCPO-TV Cincinnati carried the proceedings from both New York and Washington. A station survey disclosed an estimated half of nearly 300,000 TV sets in the viewing area being used, with more than 90% of these receivers tuned to WCPO-TV, "the only station in the area carrying the hearings."

In Connecticut, stations carrying broadcasts were WSTC-AM-FM Stamford; WTHT Hartford; WLWH-Berkeley; and WTOR Torrington.

Cunningham & Walsh, New York agency, conducted a survey of "a representative sample of adults in Vistaview" showing seven out of 10 saw the Senate's investigations.

Another New York agency, Young & Rubicam, placed full-page ads in seven major newspapers to call attention to the fact that "televising" means "to have the highest quality entertainment program on a broadcast which is honest, discerning and honest. ... The responsibility now, said Y & R, lay within the citizen's active part in local, state and national affairs.
War Role Outline

(Continued from page 27)

based on the current plan will be distributed in a case-to-case basis the weight to be given violations of federal law other than the Communications Act." Hearings of individual cases will be held, it was felt.

The report was not an effort to set up a "trick substitute" for the "exercise of administrative discretion," FCC said.

Applicant Eligibility

(Continued from page 25)

larly if the motion picture property represented a bigger investment than the TV station. "In such a case," the Commission said, "the Commission's determination was presented as to whether the Commission fulfills its obligation to encourage the largest and most effective utilization of television in the public interest when it licenses the station to a person with an obvious conflict of interest which can prevent him from utilizing television in the public interest." A question not treated in the policy report last Thursday but regarded by competent observers as eventually due to arise is whether a motion picture producer could operate a television station without risking violation of the anti-trust laws.

The 1948 Supreme Court decision held that movie producers committed a such violation if they controlled the theatres exhibiting their films. The question some observers thought was whether a TV station could be considered as an exhibition medium and hence illegal for a movie producer to own. FCC emphasized that its report last Thursday was not a "blanket policy" but only a statement of what the Commission believed was the "correct approach for properly determining any possible public interest issues raised in a case-to-case basis."

It was also told the military is hopeful that an executive order will be forthcoming from President Truman authorizing essential TV stations contained in Sec. 206 (c) of the Communications Act [BROADCASTING • TELECASTING, March 26].

Broadcasters expressed themselves concerned over a number of issues, among them: Possibility that FCC failed to consider operations involving use of mobile equipment outside key cities. Recommendation that industry advisory committees be appointed to work with FCC, with greater representation of smaller, non-network stations.

Sears View

This view also is shared by Gen. Ankenbrandt, who noted a difference between control over radio-TV stations and other electromag- netic and actual use, Civil Defense. He cited radio's role in aiding the civilian population to lessen panic and said as many stations as possible should remain on the air in a critical emergency.

Broadcasters were apprised of the history of the Defense Dept.'s efforts to seek concrete authority to move this situation and were also told the military is hopeful that an executive order will be forthcoming from President Truman authorizing essential TV stations contained in Sec. 206 (c) of the Communications Act [BROADCASTING • TELECASTING, March 26].

Broadcasters expressed themselves concerned over a number of issues, among them: Possibility that FCC failed to consider operations involving use of mobile equipment outside key cities. Recommendation that industry advisory committees be appointed to work with FCC, with greater representation of smaller, non-network stations.

TV-SET CREDIT

Group Asks Trade-In Rule

FEDERAL Reserve Board has been requested by an industry group organized by the Radio-Television Mfrs. Assn. to modify Regulation W to permit video set trade-ins to be applied against the 25% down payment required on radio and TV receiver purchases.

The Federal Reserve Board staff told the industry's request under advisement. Mort Farr, president, National Appliance and Radio Dealers Assn., and Herman N. Stein, president, Daygea Stores of New York City, were making statistical data on the proportion of sales involving trade-ins and the customary practice as to allowances for trade-ins and their resale price.

The conference was arranged by James D. Secrest, RTMA general manager, at the suggestion of several RTMA set manufacturers who reported they had received many complaints about the discrimination from TV set owners and dealers.

A case in addition to Messrs. Secrest, Farr and Stein, others representing the industry were, John M. Otter, Philco Corp.; C. P. Baxter, RCA Victor, and Walter L. Stichel, Allen B. DuMont Labs Inc.

Claude Reebee

CLAUDE SEYMOUR (Sy) REE- BEE, 28, formerly of Leo Burnett and MacFarland-Awayward agency campaign, was in Japan March 25 after serving with the 437th Troop Carrier Command since August, 1945. Details of his death have been received by his family in Win- netka, a Chicago suburb. Surviving are his parents, a brother and a sister.

Mobil TV Unit

For Sale; Reasonable

Attention TV Stations:
Here's your chance to buy an ACP-Brill bus, completely equipped for use as a mobil TV unit, at a reasonable price. Unit adapted from 1946 32-passenger, air-conditioned, cross-country bus. Roof platform for four antennas. Excellent tires and mechanical condition. Driven less than 25,000 miles since completed in April, 1948, by WLW-Television. Have two other mobil units so this one may be used or needed. No technical equipment included. Call or write J. M. McDonald, WLW, Cincinnati 2, Ohio. Phone CHerry 1822.

PIERCE APPOINTED

To State Dept. Engineer Post

APPOINTMENT OF R. Morris Pierce, president and general manager of WDKO Cleveland, as executive engineer in charge of the engineering section of the state Dept.'s International Broadcasting Division [Broadcasting * Telecasting * March 16, 1951] was announced last week by George Herrick, chief of facilities of the division.

Mr. Herrick said Mr. Pierce was expected to report for duty in his new voice of America position in early April—perhaps about April 19. In his new post, Mr. Pierce will be in charge of erecting the transmitter facilities to be used in the Voice's far-reaching expansion program.

PLANNING for WSB-TV's education series are station officials and educators, including, seated (1 to r), Joyce Miller, Wesleyan College; John M. Butler Jr., WSB-TV general manager; George Biggers, publisher of Atlanta Journal; Dr. Blake Van Leer, president of Georgia Tech; standing, J. Leonard Reinsch, managing director, Cox radio and television operations; J. Whitney Bunting, Atlanta Div., U. of Georgia; Dean Robert Mizzell, Emory U.; Dr. John A. Doton, U. of Georgia; Phillip Weatter, Ogletorpe U.; Dean S. G. Stokes, Agnes Scott College; Robert S. Rogers, Atlanta Art Institute, and WSB-TV Program Director Marcus Bartlett.

EDUCATIONAL TV OFFERINGS

Universities, WSB-TV, KRON-TV Launch Series

DESPITE FCC's proposed allocation reservations for non-commercial video stations, educational programs continued to be a growing segment of television stations' schedules. Following are two additional educational series reported [Broadcasting * Telecasting, March 12].

WSB-TV Atlanta this morning (Monday) launches a daily adult education series in cooperation with eight Georgia institutions of higher learning. The series is scheduled to run four weeks, aimed at the 19:30 a.m. predominately housewife audience.

Subject matter will vary with the specialties of the participating schools and the facilities they can make available to WSB-TV.

Taking part in the unusual presentation are two divisions of the U. of Georgia (Athens and Atlanta), Georgia Institute of Technology, Emory U., Ogletorpe U., Wesleyan College (Macon), Agnes Scott College and the Atlanta Art Institute.

Faculty Member Handles

Each of the participating schools has placed its share of the series in the hands of a faculty member who will work closely with the coordinating group to produce the best-rounded series possible.

KRON-TV San Francisco, on March 19, began Operation Education, a thrice-weekly, 30-minute series in cooperation with Stanford U., the U. of California and the public school systems of Alameda and San Francisco counties.

Programs by the two universities are subtitled, "Let's Explore..." while the public schools will present under the subtitle, "Children at School." A variety of subjects, both academic and purely practical, will form subject matter for the universities' programs. Televiewers will see and hear dramatized discussions on "Living Foalsa" and on "Housewife's Battleroom—Soap and Detergents."

In the Children At School series, televiewers will be acquainted with the school systems, whet subjects are taught and why they are taught in a prescribed manner.

TVA PACT

L.A. Stations Sign

WESTERN section of Television Authority late Wednesday night reached agreement with five Los Angeles television stations (KBNB KECA TV KLAC TV KTSF MTTV) on a contract covering performers on live TV programs, following several weeks of intensive negotiations.

The contract, similar to that concluded a few weeks ago with KTTLA (TV), becomes effective April 15 to continue to Nov. 30, 1952, with a provision that it can be reopened April 15 of that year if the cost of living rises 10%. KFI-TV, sole Los Angeles station not reaching agreement with TVA, faces a strike by the union.

Final contract contains some 76 additional provisions over the basic wage scales and working conditions, many of which were agreed to previously. Important feature of the contract is carrying through of the plan of payment according to length of program based on percentages of single program strip rates. Contract also calls for restrictions use of kinescopes and prohibits cancellation of program unless absolutely unavoidable.

AMA MEETING

Leading Speakers Listed

THOMAS D' ARCY BROPHY, board chairman of Kenyon & Eckhardt, New York, will be among panelists at the "Central City Area Metropolitan Student Marketing Conference" April 25, sponsored by the American Marketing Assn.'s New York chapter.

Speakers at the afternoon session, in addition to Mr. Brophy, will include George Hansen, president, National Retail Dry Goods Assn.; George M. McMillen, president, Bristol-Myers Co.; Alfred Politz, president, Alfred Politz Research Inc., and W. W. Wachtel, president, Calvert Distillers Corp.

A series of informal conferences will be conducted by:

Dr. Virgil Reed, associate research director, J. Walter Thompson Co.; John McInerney, Criley Inc.; Dr. Thomas Coffin, research director, NBC-TV; John Flanagan, director, McCann-Erickson; Alvin Dracht, director, W. E. Cosgrove Thompson Co.; Norman Tyster, vice president, Erwin, Wasey & Co.; Martin Maier, president, Rutherfau & Ryan, and Robert L. Foreman, vice president, BBDO.

TAX BOOSTS

CED Recommends Increases

COMMITTEE for Economic Development last week called for a boost in manufacturers' excise taxes on TV sets to 20% instead of the administration's proposed 5%.

This was part of the over-all tax recommendations made by CED, a businessmen's group, at a Washington news meet. Other features:
1. $6 billion tax increase and a $6 billion cut in proposed spending.
2. $5 billion profit tax to bring the combined income tax rates on corporate profits in excess of $25,000 to 50%.
3. A $5 billion spread between incomes exceeding $3,000 and $15,000.
4. A new excise tax of 5% on other commodities not now subject to excises.

However, four of the 34 members of CED's research and policy committee disagreed with the recommended tax increase on durable goods on grounds that (1) they would lead to a sharp drop in personal savings; (2) would increase the consumer's burden; (3) would increase the consumer's burden; (4) would be discriminatory. Instead the dissenters asked for reliance on general excise taxes.

Representatives of the radio-TV industry appeared March 15 before the House Ways & Means Committee, objecting to the proposed increase in excises on radio-TV sets on the grounds it would reduce the public enlightenment and informational value of media [Broadcasting * Telecasting, March 19].

The CED program, to be submitted to the Ways and Means group, also called for tighter curbs on bank credit and a national program encouraging private savings.

Page 70 * April 2, 1951
MEMO to an advertiser who missed the boat

Perhaps you once thought you could wait and see if television was really going anywhere before you took the plunge. Then one day you woke up to find the boat had already sailed....Today many advertisers who might two years ago have established priceless franchises with a "Studio One" or "Toast of the Town" find themselves literally shut out of nighttime television, much as they'd like to be in....Such advertisers will do well to make sure they're aboard when the next big boat sails...and that's DAYTIME TELEVISION....

Already the time is getting short. Most reliable professional opinion is that daytime too will be a complete sell-out within a year. As one expert put it, "the advertiser hoping to enter television now...had better start looking at daytime TV while it is still here to look at."...So let's look at it. How good is it? How far does it go? What's in it for me?...First of all, it's good...and getting better all the time. There are more big shows and big names (have you caught Garry Moore, and Steve Allen?)....Because of such shows, daytime listening has shot up 101% in 4 months (sets-in-use September-January)....And the advertiser can go just about anywhere he wants to in daytime television. 90% of the television stations in the country are now on the air before 2 pm...and all of them are on before 6 pm. By next year, it's reliably predicted, almost all TV stations will be

(please turn to the back page of this insert)
<table>
<thead>
<tr>
<th>Day</th>
<th>Show</th>
<th>Time</th>
<th>Channel</th>
<th>Network</th>
<th>Sponsor</th>
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</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>Lucky Pup</td>
<td>2:45-3:30</td>
<td>L</td>
<td>ABC</td>
<td>Lever Bros. Hawkins Falls</td>
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<td>Sunday</td>
<td>Lucky Pup</td>
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<td>Lever Bros. Hawkins Falls</td>
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<td>Monday</td>
<td>Lucky Pup</td>
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<td>ABC</td>
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<td>4:30-5:15</td>
<td>L</td>
<td>ABC</td>
<td>Lever Bros. Hawkins Falls</td>
</tr>
</tbody>
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**Other Notes:****
- Lucky Pup: Lucky Pup is a television series that aired from 1949 to 1951.
- Telecasting Network Showsheet: This showsheet is from April 1951, showing the schedule for the ABC network.
- Lucky Pup: Lucky Pup is a television series that aired on ABC from 1949 to 1951.
Detroit Telepulse
JOINS
Pulse Roster

Available in March and monthly thereafter, the Detroit Telepulse report becomes the 17th individual market report published regularly by Pulse for the benefit of its subscribers and interested parties.

Telepulse reports are now issued monthly in the following markets:

New York
Chicago
Philadelphia
Cincinnati
Los Angeles
Boston
Cleveland
Dayton
St. Louis
Columbus
San Francisco
Washington, D.C.
Birmingham
Buffalo
and... Syracuse, bi-monthly, and three times a year in New Haven.

For information about any of these Telepulse reports and other data...

Ask the Pulse

The Pulse, Inc.

15 West 46th Street
New York 19, N.Y.
broadcasting before noon. So it's clear you can—right now—hit your market wherever, whenever you want to, through daytime television....

Best proof of all that daytime television's really arrived is the list of its great national sponsors. Right now, six of the country's top seven advertisers of low-unit-cost products are in daytime television. Biggest of them all, Procter & Gamble, is already sponsoring 15 quarter-hours of network daytime a week, starting with television's first serial, "The First Hundred Years." And such advertising experts as Quaker Oats and R. J. Reynolds Tobacco Co., with Garry Moore; United Fruit Company, with Homemaker's Exchange; General Mills, with Betty Crocker... are now making substantial daytime investments....

You add to that some other factors: flexibility in format, the chance to experiment with program material and commercial approach at just half the cost of nighttime television; the chance to hit a specific audience with your message...in other words, all the things that have always made daytime radio a good buy, with the prodigious plus of television's impact...and you will know you'd better take another look—quick!—at daytime television....

And while you're looking, you'll of course discover your best chance of seeing a quick pay-off in daytime television is with CBS...with the programming brains and creative ability that have put CBS radio programs so far out in front of competition, both day and night. Today's a good day to look at daytime television...so look at the best, on CBS.
FUTURE VIDEO
Forecast Sees 90% Filmed

MORE THAN 90% of television programming will be on film within five years, according to a prediction of Larry Gordon, president of Vidicam Pictures Corp.

"Commercials went on film early in the business," he said. "Advertisers learned immediately that it was safer and more economical to put their messages on film rather than do it live."

He said "the same thing is happening with regular programs" and that "it's only a matter of time until the overwhelming majority of shows follow the trend."

New York location of Vidicam, successor to Television Features Inc., which Mr. Gordon also headed, includes over 10,000 square feet of studio space and has one roof every process of motion-picture making except film developing, spokesmen reported. The company uses the Vidicam production system, which consists of interlocking film and TV cameras and eliminates much re-shooting of film, according to Mr. Gordon, who developed Vidicam.

Announced by Mr. Gordon are Alfred Justin, executive vice president; Otto Sutter, vice president; Ben Parker, head of production, and Sidney Zucker, director of photography.

NARND TV GROUP
Byron Appointed Chairman

APPOINTMENT of James A. Byron, WBAP Fort Worth, as chairman of the National Ass'n of Radio News Directors' television committee for the second straight year has been announced by NARND President Ben Chatfield, WMAG Macon, Ga. Mr. Byron and the WBAP staff won the association's TV award last year.

Other television broadcasters on the 1961 committee, which was enlarged from 3 to 10 members, are Ed Wallace, WTAM Cleveland, WOR-TV Newark; David Barr, KFWB; NBC-TV New York; Robert Sayre, KTFR Los Angeles; Dennis Shaw, KPRM; WGN-TV Chicago, Richard Oberlin, WHAS-TV Louisville; Jack Knell, WBT-TW Charlotte, N. C.; Jack Krueger, WTMJ-TV Milwaukee; Ralph Renick, WTVJ (TV) Miami, Fla.; Bob Reden, WOC-TV Davenport, Iowa. One other member still is to be appointed.

THEATRE VIDEO
RKO Link Buys Telescreen

KEITH'S Theatre, Washington, D. C., link of the RKO chain, last week announced that it will use a large-screen television system to be ready for operation by May 1.

Installation of the system is to begin immediately, the theatre reported. The equipment will be RCA's model PT-100. Cost of the installation was set at $25,000. Equipment expense was announced at $15,800.

SNADER TELESCRIPTIONS
Corp., Los Angeles, has completed 10 film shorts. Five feature Rose Marie, former Darryl Rosalie" of motion pictures. The other five feature a musical combination—"Fire House Five Plus Two."

JERRY FAIRBANKS PRODUCTION Los Angeles, has signed Lyle Talbot, Marjorie, Virginia Christine and Rand Brooks for roles in The Man With The Lap, program in the Front Page Detective series scheduled for filming this week.

ALEXANDER FILMS Co., Colorado Springs, announces several new TV film commercial series. Sponsors include Philip Corp., through Mr. G. P. Pollock, Philadelphic; Union Pacific Railroad, through The Caples Co., Chicago; Gas Service Co., Kansas City, Mo.; and others. (New York, N. Y.)


CANADIAN ADIRAL CORP., Toronto, in 1956 made net profit of $308,163, increase of $169,000 over previous year. Sales in 1956 were $4,971,968 as compared to $2,981,950 in 1954.

LIBEL and SLANDER
Invasion of Privacy
Plagiarism—Copyright—Privacy
INSURANCE
For the wise Broadcaster
OUR UNIQUE POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations

Employers
Reinsurance
Corporation
Insurance Exchange Bldg., Kansas City, Missouri

April 2, 1951  Page 75
C. D. OWENS appointed vice president All-Scope Pictures Inc., Holl-lywood producer of TV film. He was sales promotion manager California Prune and Apricot Growers Assn., San Jose, where he handled promotional advertising including TV advertising films.

WILLIAM E. BEST, L. A. bureau manager United Press, has in addition taken over executive duties of the late HAROLD E. SWISHER, who was Western Division radio manager [BROADCASTING • TELECASTING, March 26]. WILLARD WILKS, assistant to Mr. Swisher, appointed acting radio news editor.

ALAN FISCHLER, coordinator of day-time operations KBEI-TV Los Angeles, to Snader Telescript Sales Inc., as West Coast sales representative. He will work out of Beverly Hills office.

FRANK GUTHRIE appointed field assistant to president of Air King Products Co. Inc., Brooklyn, N. Y. Duties will include administering and coordinating field procurement at all purchases.

MICHAEL HITZIG, DuMont TV Network to Robert S. Taplinger & Assoc., N. Y.

ALLEN BUCKLEY, in charge daytime program direction KBEA-TV Los Angeles, named director of Oxarant & Steffner Inc., L. A., package You Asked For It.


REGIS TOOMEY signed for featured part in The Loving Family TV film series currently being produced by Green Film Corp., L. A.

A-C failure can't stop this pickup

The Collins 12Z remote amplifier provides automatic, instantaneous change-over to battery operation if line power interruption occurs. This light, handy remote combines four input channels with individual controls, a master control, an a-c power supply, and compact storage for three 45 volt B and five A batteries in one easily carried unit.

The 12Z is one of a complete Collins line of one, two and four mike remote amplifiers for reliable, convenient, high fidelity operation on any job. Your nearest Collins office will be glad to give you all information.

For broadcast quality, it's . . .

COLLINS RADIO COMPANY
Cedar Rapids, Iowa
11 West 42nd Street
NEW YORK 18
1320 North Industrial Blvd. DALLAS 2
2700 West Olive Avenue SURPRISE
Dogwood Road, Fountain City KNOXVILLE

WILLIAM WIGHT and BOYD BEN-HAM, technicians KTV (TV) Los Angeles, to KTSV (TV), Los Angeles. Other additions to KTSV staff include WILLIAM SCHERTEL, Pacific Tele-institute, and CORA STEFFEN, assistant to Mr. Schertel.

KADEL, New York attorney, were elected to board of directors of Super Electric Products, which manufactures transformers, electronic and electrical equipment for radio, TV and heating industries.

JOHN S. BOYERS, chief engineer and assistant treasurer Magne cord Inc., Chicago, elected president of company.

L. E. SEPTER, sales manager of radio and TV for Crosley Division of Avco Corp., appointed general sales manager Telev ision Transporting Corp., Kansas City, Mo., to KTSV transmitter crew.

H. E. FARRAR appointed to electrical department staff American Standards Assn., N. Y. He was assistant to secretary of American Institute of Electrical Engineers.

STURLE J. PARKS named chief engineer WCTC-2, New Brunswick, N. J. (see FRONT OFFICE).

JOHN CRUNTER, WIT, thin technical staff WXGJ same city.

WHITE & ARNOLD
New Market Research Firm

SALE of Market Research Co. of America to Industrial Surveys Co. has been announced by Percival White, president of Market Research Co. At the same time Mr. White and Pauline Arnold (Mrs. White) announced the formation of a new firm, White & Arnold, Marketing Counselors.

Sale of Market Research Co., including its Chronolg Index, to Industrial Surveys assures the continued operation of the oldest and largest marketing research businesses in the country, the announcement pointed out. Market Research Co. was formed in 1934 through the merger of Arnold Research Service, which Miss Arnold had organized in 1926, and Percival White Inc., formed in 1925 as White & Parton.

White & Arnold, which will use the present New York office of Market Research Co. at 250 E. 43d St., will do consultative work in marketing and market research, product development and testing, sales planning, general management, etc., but will not engage in actual handling of surveys.

KPA5 Banning, Calif., joins Southern California Broadcasters Assn. as 56th member.

Technological . . .
REALIGNMENT of communications and warning system planning for radio and other operations, under the direction of Col. William Talbot, USAF (retired), was revealed last Monday by the Federal Civil Defense Administration.

Col. Talbot was named director of a newly-created Warning and Civil Defense Div. succeeding Robert Burton, who will leave his communications post within 90 days. Mr. Burton will remain in a broadcast capacity for the present, it was understood. He expects to participate in the technical sessions slated to be held during the National Highway Conference in Chicago April 16.

Col. Talbot has been serving since January as chief of the Air Attack Div., which under the re-organization will be consolidated with the communications group, it was explained.

The division is charged with preparation of an outline detailing the utilization of radio and TV stations by local civil defense officials, and the role of radio amateurs and other communications agencies. Col. Talbot also sits in the President's proposals for U. S. Civil Defense [BROADCASTING • TELECASTING, Sept. 25, 1950].

A technical manual outlining the role of communications in the pre- and post-attack phases of civilian defense, is currently under preparation by CDA. It has been delayed temporarily pending action by FCC prescribing rules and regulations for use of amateur frequencies and a clarification of the operational roles of broadcast stations, which FCC outlined last week (see story this issue). A chapter will be devoted to broadcast station operation.

The division is responsible for the design, installation and operation of a nationwide warning system designed to give timely warning to local civilian defense agencies and the public of imminent or actual enemy attack, as well as for design of control centers and all types of communications equipment.

Other Developments
Reorganization of CDA's communications operations was one of several prime developments last week, among them:

- Announcement of a Civil Defense Mutual Aid Agreement between the United States and Canada, providing for full exchange of information on communications and other services.

- Senate confirmation of the nomination of John J. Wadsworth as deputy administrator of CDA. He previously headed the Office of Civil Defense before Congress enacted legislation setting up CDA.

- Release of a report by a administrator who announced the pact, said that authorities of both countries “expect to coordinate their planning as if no border existed between Canada and the U. S.” The agreement also provides for communication between the two agencies on technical civil defense matters. A Joint U. S.-Canada-
Respects

(Continued from page 48)
knowledge which could be of value to them in contract negotiations. So, in 1933, Mr. Woolley was moved from his night job into a full daytime position in the station relations department, and it was then he decided to make his radio career.

The law degree still seemed attractive, however, and in spite of a scholarship offer from Columbia, he switched to New York U. night school, graduating in 1935 with the degree of Juris Doctor, having completed some post-graduate courses in the extra year necessary to comply with the residence requirements.

NBC offered him a post in the network's law department, but the station relations work proved more attractive. He remained in that department until the fall of 1935 when he went to Detroit as general manager of WWJ, the Detroit News station.

After 14 months in Detroit, NBC asked him to come back to New York as manager of the service division in the station relations department. In 1943, he was named assistant to Bill Hedges, vice president in charge of stations. When Mr. Hedges was put in charge of NBC's planning and development, he became director of the NBC station relations and traffic departments.

During the years that Mr. Woolley worked with station relations, NBC grew from about 70 stations affiliated with the old Red and Blue network system to 170 affiliated under a single network. When TV began to demand strong and immediate attention in 1948, and NBC realized it must work fast to form a new network on a good legal foundation, NBC called on Easton Woolley to help in the big job of setting up NBC-TV.

After 18 months of nursing, the TV network was well established and it became evident that the growth of the new medium required a separate set-up for NBC-TV. Radio and television activities were then separated for all departments. Mr. Woolley remained in charge of radio station relations.

While at NBC, Mr. Woolley played an important role in establishing the regional "war-clinic" meetings between station executives and network officials. These conferences were held yearly from 1945 to 1946, being replaced by the annual NBC affiliates convention inaugurated in 1947.

Mr. Woolley was largely responsible for inaugurating and handling two network "workshop" meetings held between NBC department heads and station staff members at the actual operating level. While he was helping NBC build its TV network, the NBC affiliate in his old home, KDTV Salt Lake City, was launching its TV station, pioneering the new medium in the Intermountain territory.

S. S. Fox, president of KDFY-AM-FM-TV, invited him to move there to assist in carrying out administration of the corporation's properties. In the fall of 1960, he left New York and became executive vice-president of the corporation and director of its board of directors.

When the word got around among the affiliates at their annual meeting in White Sulphur Springs that Mr. Woolley was returning to Salt Lake City, the officials presented him with a beautiful French antique silver tray, appropriately inscribed, and a new automobile as a mark of their appreciation for his services to the network for nearly 20 years.

Married in 1941, in the swirl of business activity, Mr. Woolley found time to marry Christine Hamilton Poler of Medina, N. Y., in 1941, a "P-30-40" after romance considerations that he traveled more than 350,000 miles during that busy decade.

Born in Los Angeles on Jan. 8, 1904, Mr. Woolley still considers Salt Lake City his home since his family moved there a few months after young Easton was born.

Recreation has been a necessity to Mr. Woolley. In addition to ad complish as much tennis as he could in the early '40's, in between thousands of miles of traveling and continuing negotiations for the growing network. He says he played a pretty good game of tennis, which gave way to a "lazy game of golf." To make up for golf, he took more photography to his hobbies and now owns several thousand 35mm slides.

He is a member of Sigma Chi. His national business fraternity is Alpha Kappa Psi and he also belongs to Sigma Kappa Phi, national honorary fraternity in romance languages. He is a member of the bar of the State of New York.

FARM TOUR

WFAA To Sponsor

WFAA Dallas will sponsor a 16-day farm and sight-seeing tour starting May 9 that will take a group of 25 Texas men through eight southern states and to Havana, Cuba.

Murray Cox, WFAA farm director, will serve as tour leader. A special plane will fly the next month's crop. The Texas state commissioner of agriculture will be along.

Interest of southern agriculture and industry, Mr. Cox said, is the aim of the trip. Cost to those taking the WFAA tour will be around $450.

CONSERVATION

Shield Designed For Ads

Dr. Burton Browne, president, Burton Browne Adv., Chicago, has designed a conservation shield for voluntary interest in advertising. The shield is to serve as a reminder for the public to conserve critical materials.

Dr. Browne is making the emblem available to all advertisers interested. A number of advertisers reportedly now are using it, including four Burton Browne clients. They are, The Simpson Electric Co., Littiefuse Inc., Regency Booster and Jensen Mfg. Co.

CBS REMODELING

Hollywood Offices Needed

COMPLETE remodeling of CBS Columbia Square premises in Hollywood, to provide office space for expanding television and radio operations there, is announced for the coming Thursday by Austin Joselyn, director of CBS Hollywood operations.

The premises now are occupied by Brittingham's Restaurant and Sidney's Ltd., haberdashery. Leases on the two properties expire next month and will not be renewed. Remodeling construction is now scheduled to begin June 1 and be completed sometime near midsummer, Mr. Joselyn said.

'Code of Ethics' PROPOSALS to set up an independent commission to study and recommend a "code of morality and ethics" as a guidepost in the conduct of "appointed and elected" government officials have been entered in Congress. Two bills to set such a code were introduced this month and will not be renewed. Remodeling construction is now scheduled to begin June 1 and be completed sometime near midsummer, Mr. Joselyn said.

How can you answer advertisers who cut their radio budget because the product is over sold?

Many of your advertisers today face day problems of a sellers' market that can induce them to cut their schedules. But—there are sound and urgent reasons why advertising must be maintained, even increased, in times like these.

That's why Printers' Ink published a special editorial task force report some months ago, Advertising Guide to a Sellers' Market, that spelled out the why and how of advertising in today's economy. Here is some of the ground it covered:

30 essential jobs for advertising when the product is oversized
How advertising is a tax deduction in a war period
Case histories of effective advertising in previous sellers' markets...

Printers' Ink: 205 East 42nd Street, New York 17, N. Y.
Chicago · Pasadena · Atlanta · Boston · London

Page 78 · April 2, 1951

BROADCASTING · Teletalking
The remarkable performance of RCA-5671's at WGAR illustrates the reliability of RCA thoriated-tungsten filament construction in power tubes for broadcast and industrial services.

In addition to providing long life and dependability, the RCA thoriated-tungsten filament in the 5671 consumes 60 per cent less power than a conventional pure-tungsten filament... making possible savings of $1300 or more a year in filament power alone in a typical 50-kw AM transmitter!

The RCA-5671 now employs an improved, lighter-weight radiator that reduces the weight of the tube by about 100 pounds. The new radiator fits the same air jacket as used for the former radiator.

RCA-developed thoriated-tungsten filaments are also used in types 5762, 5770, 5771, 5786, and 5831 for broadcast and industrial services, resulting in dependable performance and substantial savings in filament power.

To get all the performance and life you pay for... buy RCA tubes. They're available from your local RCA Tube Distributor or direct from RCA. For technical information on any of these types, write RCA, Commercial Engineering, Section 37DP, Harrison, New Jersey.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RCA

RADIO CORPORATION OF AMERICA

HARRISON, N. J.

April 2, 1952 • Page 79
**P.I. OFFERS**

SPRING is here, bringing with it some innovations in per-inquiry use of radio by purveyors of tonics and baby chicks, according to station complaints. A few efforts by businesses to obtain radio time on a free basis have helped enliven the radio scene.


The American Advertising letter started out like this:

My client, The Formine Pharmaceutical Co., Seattle, has just created a new, wonder-working liquid vitamin and mineral called "REVIVO" and intends to prepare a national merchandising campaign through the one medium we know will reach the most people for the greatest length of time—RADIO!

"REVIVO", a patented Chlorophyll creation of Dr. Jules Marton, world-renowned chemist and Doctor of Chemistry, is not just any ordinary, run of the mill concoction. NO—"REVIVO" utilizes the very energies of nature—the full power of Chlorophyll. Numerous, conclusive tests reveal it will bring relief and supplemental mental energy to the people as a whole.

You perhaps will remember the Readers' Digest article on Chlorophyll and what it does for the human system. References will be made to several scientific reports interpreting the results of long-term consumption.

Thus far Mr. Stout has not indicated the Seattle firm has replied to his unique request to a P. I. offer.

The chick business enters its peak period with an offer from Jane Cox Oliver, owner and manager of Cox Ad., Columbus, S. C., to pay $1.29 on each order for 100 chicks selling at $3.95 the equivalent of any other selling price. Client is Black's Poultry Co.

**Hayes Offer**

S. W. Hayes Hatcheries, Bloomington, Ill., takes a different approach to the P. I. type of offer. Mr. Hayes describes the offer as follows:

Any of our leading breeds such as Barred and White Rocks, New Hampshire Red, White Wyandotte and White Leghorns, we could offer at $7.00 per 100 customer to pay postage. These are first class chicks, fresh from the incubator and as hatched. They would not be sexed and filled with cockerel chicks as has been done in some cases. We could offer you 1/4 per chick or 100 chicks for a half dollar (not per order).

**Lang-Worth Feature Programs**

**Selling Food Products!**

**Spring Brings Innovations**

AD SEMINAR

Agency Executives Meet

A SEMINAR for advertising agency executives on "Successful Advertising Agency Management," held by New York U.'s general education division, will begin Tuesday. In all, there will be six weekly dinner sessions meeting at the Faculty Club, 22 Washington Square North.


**Mich. Council, AAAA**

FRANK W. TOWNSHEND, vice president of Campbell-Ewald, Detroit, has been chosen chairman of the Michigan Council of American Agencies. Other incoming officers of the council will be Carl Georgi Jr., vice president of D. P. Brother & Co. Inc., as vice chairman, and Elliott E. Potter, Young & Rubicam vice president, as secretary-treasurer. The three officers will serve on the board of governors. Other governors for the coming year will be George Richardson, J. Walter Thompson, vice president, and Blount Slade, vice president of Brooks, Smith, French & Dorrance. The Michigan Council represents nearly 35 agencies in the state.
TERRIFIC RESPONSE

KLRA Little Rock, Ark., presented test spot announcement for local Purina store. Spot preceded Eddy Arnold show at 9:30 p.m. with store offering free tickets to first 100 people coming into store after 7:30 next morning. Immediately following the spot, calls began pouring into the store. They kept coming until almost midnight.

The next morning, before the store opened, the local police were called out to maintain order and break up a traffic jam. A crowd of over 600 people had formed outside the store to get their chickens.

TRANSMITTER DEDICATION

KIDO Boise, Ida., March 18 formally dedicated its new 5 kw RCA transmitter with hour long local program. Show, held at Boise Junior College auditorium with 850 people attending, featured music, including soloist, 15-piece orchestra and 36-voice chorus. Speeches were delivered by local citizens, including the governor.

NEW FILM SERIES

WHAM-TV Rochester, N.Y., presenting series featuring reports from representatives in Washington via film. Rep. Kenneth Keating (R-N.Y.) and Rep. Harold C. Os-tersteg (R-N.Y.) were the first to appear. Station reports that other outlets have requested use of film.

FARM SHOW ON TV

WINS-TV Columbus, Farmtime With Bill Zipf, sponsored by Colum-bus Steel Structure Co., David Davies Inc. (meat packers), and Ohio Tractor and Implement Co. (Ford tractor-distributor) Sun. 2:45-3 p.m., featuring Bill Zipf, farm editor of Columbus Dispatch. Show features weekly farm news rundown including livestock, weather reports, general farm news and calendar of rural events for coming week. Mr. Zipf also presents outstanding farm personality.

DEFENSE VIA TR

KCMO-FM Kansas City, Mo., sending brochure to local and national trade headed "Transit Radio answers the call of colors, in red, white, and blue. Inside tells how transit radio will be used in case of bombing and has pictures of buses equipped for emergency.

program promotion premiums

TOO MANY CALLS

KCHI Chillicothe, Mo., to increase listeners on afternoon music show feature, "Mystery Tune," offering free tickets to local theatre which is one of show's sponsors. So many calls reportedly came in that telephone company suggested station get additional phones to handle calls because local switchboard was jammed. Company said board was so completely tied up that only one out of every 10 calls ever reached station.

NOBODY HOME

KWK St. Louis went into action just before Easter to help the post office dispose of 8,000 baby chicks which had arrived, were unclaimed and had to be disposed of in few hours. Within 15 minutes after first announcement, all chicks reportedly were sold, on their way to happy Easter homes.

FORUM ON 'VOICE'

ENTIRE proceedings of Philadel-phia Bulletin Forum are to be re-corded by Voice of America for condensation into documentary programs to be beamed throughout world in 24 languages. Three hours will be nationwide broadcasts over CBS and MBS, while 20 more hours will be heard over various Philadelphia stations. Five hours of TV coverage also will be pro-vided.

PROGRAM BIRTHDAY CLUB

WOL Washington, Punch and Judy, 5:45-6:00 p.m., Mon.-Fri., has added feature for young listeners by forming "Punch and Judy Birthday Club." Uncle John, show emcee, sends membership card with child's name on it, and from time-to-time will send comic strips and popular childrens books. Station reports it has already received over 500 requests.

DUAL PROMOTION

KYW Philadelphia sending time-buyers and advertisers promotion sheets giving data on coverage by the station on various occasions as accompanied by memo explaining the map and figures. Other promotion is small sheet, also with memo attached. Memo is in simulated handwriting telling of results sta-tion gives with shows. Sheet has part of letter from satisfied lis-tener who bought product advertised on Musical Clock show. Memo invites advertisers to get in touch with station.

GOVERNOR ON TV

WTMJ-TV Milwaukee, From The Governor's Office, alternate Sat., 5:30 p.m., featuring Gov. Walter J. Kohler Jr. who appears with legislators and discusses current state issues. Show is handled by remote crew from Madison. The half-hour show, March 19, carried an editorial on program prais-ing station for its work in present-ing show.

SUPERMARKET TV

KEYL (TV) San Antonio, Tex., brought opening of H. E. Butt Grocery Co.'s new supermarket to thousands of viewers last month. Store is one of largest in South-west and features drug depart-ment, fountain service, cosmetics, appliances, nursery, bakery and fancy foods, in addition to standard grocery items.

RADIO JOURNALISM

WAVZ New Haven, Conn., has made up book telling secrets of its service to New Haven area. Sta-tion is one of first in country to be "run like a newspaper" and has been favorably commented on by Columnist John Crosby, New York Herald Tribune, Pathfinder magazine, Changing Times and others.

OPERA WINNERS

AWARDS to winners of the Met-ropolitan Opera Auditions of the America's, held at the NBC Studio, Thurs., 10-10:30 p.m. were presented on last Thurs-day's broadcast by Mark Woods, vice chairman of ABC board. Maria Leone, 22, Detroit soprano, received first-place scholarship of $2,000 under Metropolitan Opera Aaaan. supervision, while Paul Knowles, Cleveland tenor, and Fred Thomas, 25, did the same. Leone, who tied for second place, received $1,000 scholarships. Out of 700 ap-plicants for auditions, 82 were heard on ABC broadcasts and 11 were selected "for stage work." Six subsequently were selected for semi-final broadcasts, from which the three winners were chosen.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

RACK-RACKET

WSB-TV Atlanta reports that youngsters have latched onto a new "rack-racket" by swiping Can-a da Dry Ginger Ale point-of-sale display cards by cutting them in half in stores. Cards feature picture of Canada Dry-sponsored "Mr. Don and Woody Willow," ventiliquet-nip pet team seen daily on WSB-TV, 4:30-5:30 p.m.

SKI-LIFT MIKE

CKNW New Westminster, B. C., boasts an intrepid disc jockey, Jack Cullen, who took up a radio columnist's challenge to do his Owl Prowl program from Grouse Moun-tain's moving ski lift. Future plans include broadcast from bottom of False Creek in diving suit—if chal-lenging Columnist Dick Diespecker of The Vancouver Daily Province will accompany him.

SAFETY FIRST

WKRC-AM-FM-TV Cincinnati has been congratulated by city safety officials on new series of one-minute spots featuring short interviews with school safety patrol boys who ask motorists to be careful when driving in school zones.

BUSY CAMPAIGN

WQUA Moline, Ill., using double page advertising in local news-paper. Ad features shown presented on CBS and carried by station as Quad Cities CBS outlet. Station to plug its CBS affilia-tion has used billboards, window posters, direct mail and heavy schedule of spot announcements.

SIGHT SAVERS IMPRINTED WITH YOUR SALES MESSAGE

Are an IDEAL, LOW COST Sales Promotion For Radio/TV Stations

An Ideal Advertising Medium

Window-back Sight Savers attract your message with convenience and efficiency. Useful, unique and popular (millions sold yearly), these Glasses are silicon-treat eye glass tis-sues have a high quality appeal for everyone wearing glasses and they're over 70% of all your clients, prospects and customers! Cost is surprisingly low. Distribution is easy, no special packaging required. Write today!

DOW CORNING CORPORATION

Detroit 2, Mich.

Please send free samples and full information about "window-back" Sight Savers.

Name .

Company .

Address .

City ......... State ......

April 2, 1951 • Page 81
ROY MORRIS, station manager WJIG Tallahassee, Fla., appointed assistant program director WAGC Chattanooga.

ROLLO HUNTER, assistant to program director ABC Western Div., and program manager KECA Los Angeles, named Western Div. production manager, succeeding DRESSER DAHLSTEAD, promoted to program director of Western Div. [BROADCASTING • TELECASTING, March 19]. HARRY WALSTRUM, radio operations manager KECA, appointed station program manager. CLIFF ANDERSON, Western Div. business manager, program department, named assistant to Mr. Dahlstead. JACK MEYERS, program operations manager, named network assistant program manager.

JOHN R. HURLEY, public relations staff Don Lee Net- work, Hollywood, appointed program manager of network succeeding CARLTON ADAIR, resigned. He has been with the network since 1946, when he became assistant to vice president in charge of station relations, transferring for short time to sales service staff, and subsequently to public relations.

NED SHERIDAN, news director WPRF Philadelphia, Pa., appointed program director. He replaces FLOYD M. JACKSON, resigned, to accept position with Detroit Steel Corp.

MARLO LEWIS and DONALD DAVIS appointed executive producers for CBS television programs originating in New York, HUBRELL ROBINSON Jr., vice president in charge of network programs, announced last week. Mr. Lewis will be responsible for all comedy, Variety and participation programs, and Mr. Davis for all dramatic productions. Mr. Lewis was co-producer with Ed Sullivan of Toast of the Town and producer of Frank Sinatra and Steve Allen shows. Mr. Davis has produced The Play's the Thing and Fratudential Family Playhouse.

R. MAXWELL-WILLSON appointed program director WJL Atlanta, Ga., now serving in Army. He is stationed at Fort Jackson, S. C.

DON BRINKLEY, assistant program director and chief continuity writer WBBM Chicago, resigns to work as TV writer in Hollywood.

RICHARD T. HICKOX, chief announcer WLAW Lawrence, Mass., appointed acting program director, ARTHUR FLYNN, announced as acting chief announcer.

JACK PINTO, announcer WXE, Wilkes-Barre, Pa., to WBUD Morrisville, Pa., replacing ROB KENT, who is now assistant producer Voice of America, N. Y. AL MARTIN, graduated Leigh U., to announcing staff. BOB ABERNETHY, graduate Prince-ton, to announcing staff. PAT WILKES to handle women's show on station.

LOIS Van DEMARK, continuity editor KCOM Sioux City, Iowa, to WLW (TV) Dayton in same capacity.

SAMMY ANDERSON, production-assistant, replaces Eddie, Erie, Pa., appointed traffic manager. ANDY McCAFFREY, associated in past with Shuberts and Eastern Air Lines, to ABC publicity staff.

CHARLES STROTHE, continuity di-rector WCPO-TV Cincinnati, appointed producer-director.

RAY MOORE appointed to announcing staff WTVN Columbus, replacing BILL HALE, now with WSR-TV. Mr. Hale replaces GEORGE BRYANT, resigned.

JOHN WOODS to WTAG Worcester, as morning disc jockey, replacing JOHN WIRSLER, who is now with WFGM Fitchburg, Mass., in same capacity.

ROBERT V. BROWN, program di-rector, and JOHN GAUNT, senior producer-director KBBN (TV) Hollywood, to NBC-TV of KEMB is affiliate. Mr. Brown will supervise production of NBC-U. S. Navy document-alary film series now being planned and is now conferring with network and Navy officials in N. Y. and Washin-gton. Mr. Gaunt, after three months' leave of absence, will go to N. Y. for eight weeks to prepare for full pro- gramming to originate in Hollywood. During his leave of absence Mr. Gaunt will complete direction of 65 KBBH Cylcone Malone films at Consolidated Films Inc., Hollywood.

WILLIAM SLATTER appointed program director WNAT Natchez, Miss. Mrs. B. C. BARKSDALE appointed office manager, replacing Mrs. M. ELLIS.

DONN WINHER, WCAU Philadelphia, to WWL same city, as disc jockey replacing BILL GEHERLT. PHIL PATTON named executive producer Super Circus, on ABC-TV from Chicago. Was executive producer for TV at network's Central Division. FRAN HAMEL appointed program di-rector WREB Holyoke, Mass., succeeding JOHN DeMARCO, called into Army. GERRY LOUGHRAN, staff announcer, called into Air Force. SY LEVY, disc jockey, appointed musical director. LARRY THERIEN to WREB staff.

WILLIAM ELLWELL, manager of program operations WCBS New York, appointed production di-rector WDSU New Orleans. He will be in charge of all radio production for station and will be responsible for creation of new production tech-niques in station's program m.ing.

Mr. Ellwell-LYMAN CLARDY, staff director WCBS, appointed manager of operations succeeding Mr. Ellwell. Mr. Clardy, will be replaced by REX COS- TON, assistant supervisor in CBS network operations. Mrs. WILLIAM ELLWELL, WCBS sales service man-ager, will be replaced by MICHAEL CAMPBELL, CBS Co-op Div.

TOM JACOBSON to KFWS Los An-gles as staff announcer.

DONNELL GREY, woman's director WMTW Portland, to WSBA New York.

PEGGY MILT0N to traffic department WMAG Macon, Ga., replacing JANE McFHERSON, resigned.

BILLY WELSH, radio and TV sports-caster, signed by KTTV (TV) Los Angeles, to year, exclusive contract for sports and special events in addition to other assignments. Duties will include announcing wrestling matches from Hollywood Legion Sta-tium starting today (Monday); Holly-wood Stars baseball games starting April 4, and as m. of several pro-grams.

EDWARD P. MORGAN, veteran for- eign correspondent and reporter, to CBS news staff, N. Y.

FRED SHEEHAN, news and special features department WENR Chicago, to news staff ABC New York.

CARL RANDALL, news staff KCBS San Francisco, to CBS Hollywood news department. Replaces PAT- RICK O'REILLY, resigned.

GUS MANCUBO, former National League catcher, signed by KATL Houston to broadcast baseball games of Houston Buffalos.

TOM CARBON, announcer WJW Cleveland, appointed sports director, succeeding JIM GRANER, who has been recalled to active duty with Army.

WILLIAM TROPEY named news di-rector WOCE West Yarmouth, Cape Cod, Mass.
FUNERAL services for George M. Burbach Jr., 41, widely known radio and TV executive, were held last Wednesday at the Lupton Funeral Parlor, St. Louis.

Mr. Burbach died suddenly on March 24 at the home of his wife's family in West Hartford. Death was attributed to coronary thrombosis.

Mr. Burbach was the only son of George M. Burbach, general manager of KSD-AM-TV St. Louis and the St. Louis Post-Dispatch.

He had been assistant to the vice president in charge of radio and television, Federal Advertising Agency, New York, until very recently and previously had served as business manager of the radio department at McCann-Erickson, New York, for three years. A member of the sales department of NBC for 10 years, he entered radio as a member of the staff of KSD.

Planned Defense Work

At the time of his death, he was serving as guest lecturer for the Television Workshop, New York, and Fordham U., while completing plans to enter radio defense work with the government.

Mr. Burbach was the first editor of Broadcasting - Telecasting Yearbook, when it was inaugurated in 1935.

He was born in St. Louis and graduated from the U. of Missouri.

Surviving are his widow, Mrs. Natalie Clemens Burbach, and his father and mother, Mr. and Mrs. George M. Burbach of St. Louis.

On All Accounts (Continued from page 10)

of Indiana extension division.

After an educational but depressing period with the Dept. of Public Welfare in Lake County, Ind., she began commuting to Chicago and Mitchell-Faust as timebuyer and assistant to the vice president in charge of radio.

Mrs. Poloson and her husband have just passed their one-year hurdle as co-owners of a retail furniture store in Chicago Heights, a southwestern Chicago suburb 20 miles from their home. Although she has no active part in the operation, she pointedly checks the black and red figure columns each weekend.

Travel devotees, Mr. and Mrs. Poloson take off in their car about twice a month, choosing only the general direction in which they will drive. In this successfully haphazard manner, the Polosons have covered most of the East and Midwest, and this summer will concentrate on the West and California.
March 23 Decisions... 

BY THE COMMISSION

Oral Arguments Scheduled

Scheduled oral arguments for April 37 in following proceedings:

WWST Wooster, Ohio—initial decision released Dec. 11, 1959.
KLOI Lebanon, Ga.—initial decision released Jan. 24, 1960.
KFTR Fremont, Neb.—initial decision released Dec. 27, 1959.
KCEO Lebanon, Va.—initial decision released Jan. 24, 1960.

Scheduled oral arguments for May 4 in following proceedings:

KZBB Hanelling, Tex.—initial decision released Nov. 21, 1959.

March 26 Applications

ACCEPTED FOR FILING

Modification of CP

WGAF Atlanta, Ga.—mod. CP new AM station for extension of completion date.

WBOW Lowell, Mass.—same.

KACE Dallas, Tex.—same.

WSKR Mt. Jackson, Va.—mod. CP new AM station for approval ant. and change transmitter main studio location to Farmington and State Highway 44.

WTVY Bloomington, Ind.—mod. CP new AM station for extension of completion date.

WKYF New Orleans—mod. CP new FM station to change ERP from 150 kW to 155.5 kW.

AM—1259 kc

Central Ohio Best, Co., Near Galion, Ohio—CP new AM station on 1450 kc unil. DA-D-3 AMENDED to change to 1259 kc ERP of 300 kW and change DA.

License for CP

WBBZ Vineland, N.J.—license for CP to change hours of operation and install tower.

WKYF Paducah, Ky.—license for CP for changes in FM station.

WEWC Evanston, Ill.—license for CP new noncommercial FM station.

License Renewal

Following stations requesting renewal of license:

WKXQ San Jose, Calif.; WIBQ Orlando, Fla.; WBYS Canton, Ill.; WLLN Davenport, Iowa; WITZ Jasper, Ind.; KGAR Garden City, Kan.; WXAY Silver Spring, Md.; WMBM Boston.

March 27 Decisions...

ACTION ON MOTIONS

By Comr. Robert F. Jones

FCC General Counsel—Granted petition for extension of time to April 23, 1960, to present file exceptions to initial decision released in proceeding upon application for license for commercial educational FM station to make changes in transmission line.

March 23 TO MARCH 29

FCC actions

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new stations and transfer applications.

License for CP

WVWD New York—returned application for license for CP to change vertical ant. and main FM ant. on top.

License Renewal

RETURNED TO RFN: Application for CP renewal for license: KIFJ Webster City, Iowa; WIBQ Baton Rouge, La.; W BUTL Butler, Pa.

APPLICATION DISMISSED

WGAF Valdosta, Ga.—dismissed application for mod. CP new AM station to change ERP of noncommercial AM station and change type trans.

FCC

March 27 Decisions...

ACTION ON MOTIONS

By Comr. Robert F. Jones

FCC General Counsel—Granted petition for extension of time to April 23, 1960, to present file exceptions to initial decision released in proceeding upon application for license for commercial educational FM station to make changes in transmission line.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1329 Wisconsin Ave., N. W.
Washington, D. C. 20005
Adams 2414
Member AFCC*

McNARY & WRATHALL
RADIO ENGINEERS
906 National Press Building
Washington, D. C. 20005
Aptos, Califقوم
Aptos 5522
Member AFCC*

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BUILDING
WASHINGTON 6, D. C.
Member AFCC*

There is no substitute for experience
GLEN D. GILLET
AND ASSOCIATES
902 NATL PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCC*

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C. 20005
Member AFCC*

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCC*

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCC*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5470
WASHINGTON 5, D. C.
Member AFCC*

WILLIAM L. FOSS, Inc.
Formerly Colan & Foss, Inc.
927 15th St., N. W.
Republic 2883
WASHINGTON, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W.
EX. 8073
Washington 5, D. C.

G. R. BITTER
CONSULTING RADIO ENGINEER
1700 Wayne St.
TOLEDO 9, OHIO
Telephone—Kingswood 7-631

Philip Merryman & Associates
114 State Street
Bridgeport 3, Conn.
Bridgeport 5-4144
RADIO CONSULTANTS

Ohio Broadcasting Co., Gallon, Ohio, is corrected to read:
Central Ohio Best, Co., Gallon, Ohio—Granted petition in question as it requests to leave the application as so to reduce power at night from 1 to 500 w and to revise DA: dismissed Insofar as it requests that WQDN and WTMJ be severed from this proceeding.

March 28 Applications . . .
ACCEPTED FOR FILING
AM—1470 ke
WLAM Lewiston, Me.—CP to install new aux. on 1470 ke 500 w DA for aux. purposes only.

March 29 Applications
AM—1060 ke
KUAU Austin, M. —CP to change from 1480 ke 1 kw DA-N to 1900 ke 10 kw DA-N etc. AMENDED to change from 1090 ke to 1060 ke 1 kw change DA etc.

Modification of CP

License Renewal
Following stations request renewal of license: KVLQ Little Rock, Ark.; KLOR San Jose, Calif.; KYLN Denver, Colo.; KDLA DeRidder, La.

APPLICATION RETURNED
WAKE Greenville, S. C.—RETURNED

CONSULTING RADIO ENGINEERS

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas
Seattle, Wash.
Chicago, Ill.
New York

SILLIMAN & BARCLAY
1011 New Hampshire Ave.
Washington, D. C.

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
1 Le Fevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

application for voluntary acquisition of control Pediment Best, Co., Inc., li-

cense.

APPLICATION DISMISSED
WMJ Cleveland, Ohio—DISMISSED for CP to increase power from 1 kw to 5 kw. Install new trans. and change trans. location. March 28 Applications . . .
ACCEPTED FOR FILING
License for CP

KOOK Billings, Mont.—License for
CP new AM station.

WPRA Mayaguez, P. R.—License for CP increase power. Install DA-D-N and change trans. location and trans. equip-

ment.

KRLD-TV Dallas, Tex.—License for CP new TV station.

Modification of CP
WK4O-VO Kalamares, Mich.—Mod.
CP new TV station for extension of completion date to 10-31-51.

KOB-TV Albuquerque, N. M.—Same to
7-1-51.

License Renewal
Following stations request renewal of license: KYLN Little Rock, Ark.; KLOR San Jose, Calif.; KYLN Denver, Colo.; KDLA DeRidder, La.

(Continued on page 91)

April 2, 1951 • Page 58
Help Wanted (Cont'd)

Salesman
Salesman wanted—Basic ABC station market over one million dollars. Must be successful and have ABC station commission. Reply Box 121J, BROADCASTING.

Wanted: Experienced radio salesman with proven ability in the sales field. Familiar with all ABC station facilities. Must have ABC station experience or commission. Reply Box 123J, BROADCASTING.

Wanted: Experienced salesman for Lincoln, Nebraska. Must have ABC station experience or commission. Reply Box 125J, BROADCASTING.

Wanted: Experienced salesman for ABC station market over $250,000. Must be successful and have ABC station commission. Reply Box 127J, BROADCASTING.

Help Wanted (Cont'd)

Salesman
Salesman-announcer, 1000 watt independent Carolina radio station. Good opportunity for right man. Send complete resume, salary requirements first. Reply Box 129J, BROADCASTING.

Wanted: Experienced salesman-announcer for ABC station located in western Pennsylvania over 500,000. Must be successful and have ABC station commission. Reply Box 131J, BROADCASTING.

Wanted: Experienced salesman-announcer for ABC station market over $250,000. Must be successful and have ABC station commission. Reply Box 133J, BROADCASTING.

Wanted: Experienced salesman-announcer for ABC station market over $250,000. Must be successful and have ABC station commission. Reply Box 135J, BROADCASTING.

Wanted: Experienced salesman-announcer for ABC station market over $250,000. Must be successful and have ABC station commission. Reply Box 137J, BROADCASTING.

Wanted: Experienced salesman-announcer for ABC station market over $250,000. Must be successful and have ABC station commission. Reply Box 139J, BROADCASTING.

Wanted: Experienced salesman-announcer for ABC station market over $250,000. Must be successful and have ABC station commission. Reply Box 141J, BROADCASTING.

Wanted: Experienced salesman-announcer for ABC station market over $250,000. Must be successful and have ABC station commission. Reply Box 143J, BROADCASTING.

Wanted: Experienced salesman-announcer for ABC station market over $250,000. Must be successful and have ABC station commission. Reply Box 145J, BROADCASTING.

Wanted: Experienced salesman-announcer for ABC station market over $250,000. Must be successful and have ABC station commission. Reply Box 147J, BROADCASTING.

Wanted: Experienced salesman-announcer for ABC station market over $250,000. Must be successful and have ABC station commission. Reply Box 149J, BROADCASTING.

Wanted: Experienced salesman-announcer for ABC station market over $250,000. Must be successful and have ABC station commission. Reply Box 151J, BROADCASTING.

Wanted: Experienced salesman-announcer for ABC station market over $250,000. Must be successful and have ABC station commission. Reply Box 153J, BROADCASTING.

Wanted: Experienced salesman-announcer for ABC station market over $250,000. Must be successful and have ABC station commission. Reply Box 155J, BROADCASTING.

Wanted: Experienced salesman-announcer for ABC station market over $250,000. Must be successful and have ABC station commission. Reply Box 157J, BROADCASTING.

Wanted: Experienced salesman-announcer for ABC station market over $250,000. Must be successful and have ABC station commission. Reply Box 159J, BROADCASTING.
Situations Wanted

Managerial

In eighteen months increased gross ten

times with station in 100,000 market.

Ready to assume position of ex-

panded sales phase. Box 681, BROAD-

CASTING.

Salesman, small market. Manager available for

west or midwest, 16 years experience.

Successful, professional. Box 243, BROAD-

CASTING.

Situations Wanted

Baseball announcer; One of nations best.

Promoter. Not run of the mill. Stands

out work. Box 154J, BROADCAST-

CASTING.

Announcer, 28, experienced, presently

employed, veteran, expert, interested

television, will travel. Offers, tape, photo.

Available. Box 170J, BROADCAST-

CASTING.

Announcer-writer. Ten years experience

regional powered stations-net-

work. Will travel. Experienced in aud-

tion interview. Presently at NABT

Conference. Box 215J, BROADCAST-

CASTING.

Young announcer hopes 2 years ex-

perience, presently for sale. Strong

news, DJ, commercial, indepen-

dent. Box 257J, BROADCAST-

CASTING.

Sports announcer presently employed,

1 year staff, sports experience. Single.

Definitively drafted. Stated references and

complete sports setup. Best references.

Box 236J, BROADCASTING.

Announcer-salaries, same experience.

College, Journalism major, familiar all

phases, play-by-play, control board.

Veteran, draft exempt. Box 261J, BROAD-

CASTING.

Announcer - 2 years experience, vet,

all phases, specialty on play-by-play.

Disc, resume, referen-

ces. Box 254J, BROAD-

CASTING.

Announcer, 5 years commercial, de-

finitively drafted, Stated references and

complete firings. Box 250J, BROAD-

CASTING.

Announcer, capable, conscientious.

Familiar with control board operations

with light concentrated experience.

Stated references. $100, Box 220J,

BROADCASTING.

Announcer, capable, distinguished

Junior. National news network board

operation with light concentrated ex-

perience. Stated references. Box 251J,

BROADCASTING.

Announcer, 8+ years experience.

Nationally known sports broadcast

available immediately. Married, vet,

draft exempt. Box 253J, BROADCAST-

CASTING.

Broadcast sportscaster: announcer.

Five and one-

half years experience play-

by-play. Box 263J, BROAD-

CASTING.

Announcer, veteran, desiring position

in east at progressive station.

Available immediately. Box 258J,

BROADCASTING.

Announcer, veteran, experienced, all

phases, major voice, strong and

capable. Desires position in west. Box

239J, BROADCASTING.

Announcer, employed by 5000 watt

station. Seeking challenging offer-

programming-writing. Four years ex-

perience, good character, full refer-

ences. Box 253J, BROADCAST-

CASTING.

Sports announcer, veteran, experi-

enced, all phases. Needs position

west coast location. Box 242J, BROAD-

CASTING.

Veteran, long distance sales success ex-

perienced. Top voice. Box 256J,

BROADCASTING.

Announcer, capable, conscientious.

Familiar with control board operations

with light concentrated experience.

Stated references. $100, Box 220J,

BROADCASTING.

Announcer, veteran, desiring position

in east at progressive station.

Available immediately. Box 258J,

BROADCASTING.

Announcer, employ-

ed, Montana re-

to station "sports built.

Diel Jockey, now free lance NYC, seeks

employment with solid

track record. Box 241J,

BROADCASTING.

Announcer - salesman - control board op-

erator, flair for DJ. College grad,

10 years experience. Exempt.

Draft exempt, Montana residen-

tance. Box 258J, BROADCAST-

CASTING.

Sports announcer, veteran, experi-

enced, all phases, major voice, strong

and capable. Desires position in west.

Box 239J, BROADCASTING.

Announcer, 8 years experience. Mar-

ried, veteran, draft exempt, com-

plete studio, sales to copy offering

security, position. Box 257J,

BROADCASTING.

Announcer, experienced. Exempt.

Start $600.00. Tape and details on request.

Box 238J, BROADCAST-

CASTING.

Announcer, veteran, experienced, all

phases, specialty on play-by-play.

Disc, resume, references. Box 248J,

BROADCASTING.

Announcer, veteran, 3 years experience.

BROADCASTING.

Sports announcer, veteran, experi-

enced, all phases, major voice, strong

and capable. Desires position in west.

Box 239J, BROADCASTING.
Radio Station and Newspaper Appraisals

Tarx, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Radio Station and Newspaper Appraisals

Situations Wanted (Cont'd)

Television

Salezmen

Account executive, employed, experienced, seasons experience desired position TV sales. Box 287J, BROADCASTING • TELECASTING.

Production-Programming, others

Producer-director. Available at once for position where talents won't be wasted. Six months with leading eastern station. Experienced in all phases TV news, sports and special events. Background includes TV, radio, film, publishing, newspaper and wire services. Willing to grow with station. Tempo, and fine school training, college graduate, veteran (draft exempt). Box 282J, BROADCASTING • TELECASTING.

For Sale

Stations


Equipment etc.

GE 3 kw FM transmitter and General Electric monitor. Box 109J, BROADCASTING.

Best offer takes 3 kw Federal FM transmitter, array. 4 bay side mounting antenna with 280 feet 1½ inch cable, towers, etc. Box 120J, BROADCASTING.

Have new 1200 watt tower complete with 520 bare copper ground wire. Write Box 185J, BROADCASTING.

RCA 3 kw FM and GE 3 kw FM transmitters, two GE BM-la station monitors, two 2 bay GE antennas, reasonable. Box 166J, BROADCASTING.

For sale: Equipment, complete set tower lights (4) and flashing beacon Hughes-Phillips, $90.00. Gates hinging unit model 214 less meter, $100.00. Westinghouse tower flasher unit $40.00. 2-Flickering 18 inch transcription arm complete with heads, $15.00 each. Brush tape recorder model BR-401, $85.00 each. Other radio equipment, as available. In good condition. Contact J. Eric Williams, Radio Station WCAT, 250 Genesee St., Rochester, N. Y.

Western Electric 106-B 1 kw transmitter. Best offer. Box 294J, BROADCASTING.

RCA 76B3 console, 2 300A W. E. re- producer panels, 2 9A spare heads, 2 150 watt re- duction amplifiers, 24 Jack Panel wires. Make offer, sell separate or together. Contact Chief Engineer, KCRC, Enid, Oklahoma.

Help Wanted

Salesmen

Program Director

DISTINGUISH yourself with a program that requires imagination, originality, and dedication. This position demands an experienced professional with the creativity and knowledge to develop and implement new and innovative ideas. You will work closely with the station’s management team to create engaging and dynamic programming that resonates with the audience.

Address

1201 Broadway
Chicago, IL 60601

Television

Salesmen

TV Coordinator

Do you have a passion for entertainment and a desire to make a significant impact in the television industry? Our company is seeking a talented and experienced TV coordinator to help us achieve our goals.

Responsibilities

- Coordinate and manage TV scheduling and production
- Develop and maintain relationships with TV networks, production companies, and content providers
- Ensure the smooth execution of TV projects from concept to delivery
- Oversee the creative process, working closely with producers, directors, and other members of the production team

Requirements

- At least 5 years of experience in TV coordination
- Strong understanding of TV production processes
- Excellent interpersonal and communication skills
- Ability to work effectively in a fast-paced, collaborative environment

If you are interested in joining our team and making a difference in the television industry, please submit your resume and cover letter to our HR department.

IBA Elects

DANIEL G. PARK, sales manager, WIRE Indianapolis, has been elected president of the Indiana Broadcasters Assn. Other officers include Martin Leich, WGFB Evansville, AM vice president; Edward Ogburn, WCTW New Castle, FM vice president; Carl Vandergrift, WWOO Fort Wayne, secretary-treasurer; Dee Coo, WWCA Gary, assistant secretary, and Robert Enoch, WMIL Indianapolis, assistant treasurer. Members of the board of directors are Harry Bitter Jr., WPBM Indianapolis; Donald Burton, WLBX Muncie; O. E. Richardson, WKJW Lafayette; C. Bruce McConnell, WISH Indianapolis, and William F. Rippe, WBOW Terre Haute.

AD WOMEN'S MEET

Washington Program Set

An outstanding program was scheduled Saturday for the Eastern Conference of Women's Advertising Clubs of the Advertising Federation of America, at the Shoreham Hotel, Washington. More than 200 women ad executives from 13 states were expected to attend. Among those listed to speak were Edward Barret, Ad Club of Detroit, Assistant Secretary of State for Public Affairs; Howard Abrams, manager, sales and promotion division, National Retail Dry Goods Assn.; Robert Albright, director educational services, Motion Picture Assn. of America, and Ed Lewis, vice president of Grant Advertising.

For Sale

Stations

Television

For sale: Approximately five hundred brand new ohme coax seven inch copper conduit. 25 feet lengths. Best offer cash. F.O.B. Radio Station WTVG, Hendersonville, N. C.

Bargain: 3 year old tower. Winch- charger 300, 116' high; complete flushing unit, six double guy wires, in excellent condition. A real bargain, standing. Box 232J, BROADCASTING • TELECASTING.

For sale: 300-ft., 4-leg self supporting Blau- Knox tower, complete with all lighting equipment. Available about May 1. In excellent condition. Good price to fast buyer. Call write by wire. Ken Coven, WJLM, Bowling Green, Kentucky.

For sale: One kw Western Electric transmitter, 660 feet Windsor tower, all necessary related equip- ment for studio station or tower, including office equipment. Now in daily operation, but available April 1 because of consolidation. Also one Collins limiter, and one Presto recorder. Inquire WWIR, Hornell, New York.

Wanted to buy

Stations

Experienced manager desires to purchase or invest in personally managed radio station in Midwest area. Write Box 164J, BROADCASTING.

If price is right, am interested in purchasing a station within half-mile radius of Chicago. All replies confidential. Dave Edelson, Commercial Communications, Broadcasters, 188 W. Randolph St., Chicago, Illinois.

Equipment etc.

Cash for quick sale. 1-1/2" rigid coax, and Andrew 451 or Competition Producta A-655. Must be perfect shape for new FM station. Give price and condition. Box 120J, BROADCASTING.

Wanted in good condition: General Ra- dio all-4000 FM frequency monitor. Esterline-Angus one milliamperes rec- order preferably with large dc-chronograph. Box 287J, BROADCASTING.

Wanted: Approved kilowatt transmitter in good condition. Box 191J, Pla- inview, Texas.

Will pay cash for used equipment for 250 watt station. Everything from tower to studio. Gadsden Radio Company, P. O. Box 927, Gadsden, Alabama.

Help Wanted

Salesmen

Program Director

12 years radio—ref. College Ed—4f

BOX 237J, BROADCASTING

Television

Salesmen

TV Producer-Salesman

with exceptional background in commer- cial, management and sales experience for TV station or agency offering best oppor- tunity for advancement. Must have sales experience, agency, program director, management of major TV producing company for many years of commercial management of 25 kw AM stations. Box 246J, BROADCASTING.

Help Wanted (Cont'd)

Production-Programming, others

ADVERTISING AGENCY

wants men with sound radio back- ground or radio agency experience, as assistant to radio-television director. Well-known Providence, R. I., agency handling important radio-television business. ballistic confidential. Box 139J,

REAL ABILITY WANTED

Appliances, growing newspaper affiliated net- works, networks, and radio stations. Real opportunities in the right people with suitable advancement prospects. Send full de- tails, photo, references, sample of work to Radio Electronics Program Director, WJRS, Columbus, Ohio.

For Sale

For sale: FM transmitter, etc.

1000 Watt Fulltime Independent New York State market over 300,000—good successful property and growing—owner wishes to retire. Principals only.

$100,000

Box 321, BROADCASTING

Wanted to Buy

Equipment etc.

WANTED—

Old Sons of the Founders

records or transcriptions

WPIC

P. O. Box 541, Sharons, Pa.
New Business
(Continued from page 14)

NIBC-TV, effective May 7 for 52 weeks, with eight-week hiatus. Agency: BBDO, N. Y.


GOEBEL BREWING Co., Oakland, Calif., May 2 starts half-hour weekly Jerry Colonna Show on KECA-TV Los Angeles and May 14 on KGO-TV San Francisco by Vitaphix recording. Both contracts for 13 weeks. Agency: Russell, Harris & Wood Inc., S. F. Program also being made available to other ABC-TV stations on sustaining basis, with Goebel holding option in several eastern markets. MCA produces package, budgeted at $6,000 weekly.

GENERAL FOODS Ltd., Toronto, Ont. (Jello), replaces on April 9 to Jan. 14, with summer hiatus, My Favorite Husband with Father Knows Best on 23 Trans-Canada network stations, Mon. 8-8:30 p.m. Agency: Baker Adv., Toronto.

KVVO ELECTIONS
Ordered by NLRB
A DECISION to determine whether an engineering employee at KVVO Tulsa, Okla., shall include himself within a unit designated for radio engineers and technicians was ordered last Thursday by the National Labor Relations Board. The station is licensed to Southwestern Sales Corp.

Petition for representation originally was filed by the Omaha Chapter of the National Asso. of Broadcast Engineers & Technicians (NABET), and drew dissents from KVVO in the case of five employees whom the union would represent.

NLRB ruled that, inasmuch as it is forbidden by law to include professional employees in a unit with non-professionals unless the former group so decides, separate elections should be held. John Bushnell, lone professional employee who reportedly holds a first-class engineer's license, will thus decide whether he wishes to be included with the engineers and technicians, the board ruled. Action was taken, NLRB said, because Mr. Bushnell was hired "primarily for research and not for the operating staff of the station."

KVVO Run-off at CBS

RUN-OFF election for CBS white-collar employees in New York will be held April 18 by NLRB to determine whether Local 3, Newspaper Guild of New York, CIO, will represent the employees for collective bargaining, or whether there will be no union. An NLRB election March 7 was inconclusive and made a second election necessary (Broadcasting * Telecasting, March 12).

FARM STATION?
Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WWBZ Now Full Time
FRED M. WOOD, general manager of WWBZ Vineland, N. J., has announced that the station has been operating full time, 24 hours to midnight. The station operates on 1360 ke with 1 kw, directional at night. With a new transmitter building and facilities now complete, future plans include studio remodelling, Mr. Wood added.

ACADEMY AWARDS presentation of "Oscars" on stage of Pantages Theatre, Hollywood, will be carried by ABC, March 29, 11 p.m.-12:30 a.m., and will be relayed by shortwave facilities of the Armed Forces Radio service throughout world.

WWBZ

Miss Lois Winston
The Bowl Company
New York City

Dear Lois:
Here I am a writin' ter you agin, but I jest can't pass up th' opportunity to tell you ab'bout Thursday nig' on WCHS. Y'see, Lois, th' next time you've got th' PSI in West Virginia AND WAR and a show by PHILLIP MORRIS PLAY-BOY on West Virginia's Number One Station, Now th' latest Hooper shows that even with five stations in Charleston, WCHS has 64 % of the audience on Thursday nights. Th'ea's durned near a half times as much as th' next rankin' station. Ain't that good news, Lois? Jest th' kind you'd like ter keep th' in mind!

Yours truly,

WCHS
Charleston, W. Va.

April 2, 1951 • Page 89

National Nielsen Ratings* Top Radio Programs
(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOUSEHOLDS—
and including TELEPHONE, NON-TELEPHONE HOMES)

EECA-WEEK FEB. 11-17, 1951
EVENING, ONCE-A-WEEK

| Current Rank | Previous Rank | Program | Current Nielsen Rating
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Lux Radio Theatre (CBS)</td>
<td>29.0</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>Charlie McCarthy (CBS)</td>
<td>17.6</td>
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<tr>
<td>3</td>
<td>3</td>
<td>Jack Benny (CBS)</td>
<td>16.9</td>
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<tr>
<td>4</td>
<td>5</td>
<td>Amos 'n Andy (CBS)</td>
<td>16.3</td>
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<tr>
<td>5</td>
<td>4</td>
<td>My Friend Irma (CBS)</td>
<td>14.0</td>
</tr>
<tr>
<td>6</td>
<td>7</td>
<td>Palais Blue Ribbon Boys (CBS)</td>
<td>12.8</td>
</tr>
<tr>
<td>7</td>
<td>6</td>
<td>Walter Winchell (ABC)</td>
<td>11.8</td>
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<tr>
<td>8</td>
<td>8</td>
<td>Fibber McGee &amp; Molly (NBC)</td>
<td>11.3</td>
</tr>
<tr>
<td>9</td>
<td>10</td>
<td>Glovers Talent Show (CBS)</td>
<td>11.3</td>
</tr>
</tbody>
</table>

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING* (%) to 41,032,000
— the 1951 estimate of Total United States Radio Homes.
* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.
Copyright 1951 by A. C. NIELSEN CO.

EQUIPMENT STOLEN

A BAND of burglars, who in February stole equipment on night raids at two North Carolina stations, struck again last week, victimizing two other Carolina stations.

Don Voght, chief engineer, WLTC Gastonia, N. C., reported to police that early March 26 burglars made off with $3,000 worth of equipment. That same night, 31 miles away, WFGN Gaffney, S. C., was burglarized of considerable radio equipment. Curiously, a safe was left untouched.

In February, thieves stole equipment from WSAT Salisbury and WHUY-AM-FM Lexington [Broadcasting * Telecasting, March 5].

DOG DAZE
Caused by Weather Casts

A KODY North Platte, Neb., listener who signed herself "Mrs. M. E. W." has advised the station that radio is driving her dog insane. "Dear KODY staff," she wrote, "I know it is your duty to give us the weather report. Please, I have a very nervous and sensitive dog 'Bette.' She is scared to death of thunder and lightning. Whenever you announce that we are going to have a thunder and lightning storm she immediately goes into hiding under the foot of the bathtub...and won't emerge until we have had a storm and all is calm again. So could you please some other form or way that she don't understand or wait just before we have one. Say an hour or so. So she won't have to be nervous so long before we have said storm. She is becomin' a nervous wreck."

Nellie A. Thomas

MRS. Nellie Albrecht Thomas, 70, mother of C. L. (Chet) Thomas, KXOR St. Louis general manager, has died in that city. A native of Cincinnati, Mrs. Thomas went to St. Louis in 1946. In addition to Mr. Thomas, she is survived by a daughter, Thelma, and two other sons, Harlan and Roy.

MISS LOIS WINSTON
THE BOWL COMPANY
NEW YORK CITY

DEAR LOIS:
Here I am a-writin' ter you agin, but I jest can't pass up th' opportunity to tell you 'bout Thursday nig' on WCHS. Y'see, Lois, th' next time you've got th' PSI in West Virginia AND WAR and a show by PHILLIP MORRIS PLAY-BOY on West Virginia's Number One Station, Now th' latest Hooper shows that even with five stations in Charleston, WCHS has 64% of the audience on Thursday nights. Th'ea's durned near a half times as much as th' next rankin' station. Ain't that good news, Lois? Jest th' kind you'd like ter keep th' in mind!

Yours truly,

WCHS
Charleston, W. Va.

April 2, 1951 • Page 89
VAB ANNUAL MEET
Set May 3-4, Hot Springs

ANNUAL meeting of the Virginia Assn. of Broadcasters will be held May 3-4 at The Homestead, Hot Springs, Va., John W. Shultz, pres., announced last week.
There will be a registration fee of $5 per person and members are asked to send their requests for reservations directly to The Homestead. Members also are invited to bring their wives.

Feature of Week
(Continued from page 19)
las, housewives by the thousands were buying Maryland Club (“For only 2¢ or 3¢ more . . .”) and receiving free double-orchid corsages for Easter wear.

All week long, leading up to Saturday, some 170 radio and TV spots were used in a saturation campaign on the observance of “Maryland Club Coffee Day” with its fashion tie-in and orchid give-away.

Dallas grocers ran out of the 50,000 Hawaiian orchid corsages available. To accommodate thousands of disappointed would-be buyers, Maryland Club extended the one-day orchid offer to cover the following week, renewing the corsage supply.

“It was sensational,” said Clay Stephenson, executive vice president of Tracy-Locke Co., Dallas, agency on the Maryland Club account.

Making their debut at the Fashion Show simulcast were Maryland Club’s 21 Dallas “First Ladies of Fashion,” local socialites whose good grooming coincides with a preference for Maryland Club Coffee.

During the coming year, a weekly show on KRLD-TV called Maryland Club Presents will be a blend of society gossip, fashion talk and the coffee you’d drink if you owned all the coffee in the world” (a Maryland Club slogan for the campaign).

A Dallas beauty, dubbed “Miss Maryland Club,” participated in the AM and TV buildup for the promotional debut.

The Dallas Fashion Center, an organization of garment manufacturers, cooperated with Maryland Club for the fashion presentation. This is the first big advertising push by Duncan Coffee for Maryland Club, long known to a limited clientele as a premium brand, originally sold only to hotels and restaurants.

Duncan Coffee Co.’s highly advertised product is Admiral Coffee.

Station executives in Dallas said the radio-TV coverage of the 11 a.m. to noon Maryland Club event was the heaviest ever given anything other than a Presidental speech or the like.

Proceeds from the show, to which tickets were sold at $1.50, went to a Dallas charity.

EXECUTIVES whose combined years of service total more than a century discussed future plans with Dan B. Miner (seated), president, Dan B. Miner Co., reportedly Los Angeles’ oldest advertising agency, which today observes its 40th anniversary. Standing (I to r) are Isabel Moses, v. p., with agency since 1919; Marie R. Sweeney, sec.-treas., 1928; J. C. Moran, exec. v. p., 1924, and Edith Grooms, media dir., 1924.

PREMIERE of new CBS Philip Morris Playhouse drama series, Thurs. 10-10:30 p.m., brings together (I to r) Charles P. Tyler, Biow agency v. p.; Charles Martin, producer, director and host on new show; Patrick H. Gorman, Philip Morris adv. mgr.; and J. L. Van Volkamburg, v. p. chg. network sales for CBS. Playhouse is budgeted at about $1 million yearly.

GATHERED at The Caribe Hilton in San Juan, Puerto Rico are (I to r) Thomas Muniz, pres., Puerto Rican Assn. of Broadcasters; Charles A. Wall, v. p., Broadcast Music Inc.; James L. Cox, special representative for BMI; and Horwood Hull Jr., v. p., PRAB and mgr. of WAPA San Juan.

CAMPAIGN records for American Cancer Society are passed out by Art Harre (r), station manager, WJJD Chicago to (I to r) Dorothy Miller, education dir., WBBM Chicago; H. Leslie Atlass Jr., prog. dir., WIND Chicago; and Francis Dixon, pub. ser. dir., WENR Chicago. Mr. Harre heads Illinois Div. of the ACS’s volunteer radio committee.

Time Buyers, NOTE!!

NO TV Stations within
60 miles of
YOUNGSTOWN, O.
Ohio’s 3rd
Largest Trade Area
Buy
WF MJ
The Only ABC Station Serving
This Market
5000
All programs duplicated on
WF MJ - FM
50,000 Watts on 151.3 Meg.
WAT T S
CALL
Headley-Reed Co.,
National Representatives
Docket Actions . . .

**DECISION**


**NEW Docket**

WXLH, Mtn. and KFMA, Davenport, Iowa.—Announced new decision adopting Feb. 27 revoking license of WXLH by L. W. Anderson. FCC will use in making case-to-case determinations of such applications. (See story this issue.) Decision March 22.

**INITIAL DECISIONS**

Gateway Best, Co., Texarkana, Ark.—Announced initial decision looking toward grant of application for new AM station on 1540 k., 1 kw, day time, 500 w night, night directional, with engineering conditions. Decision March 22.

**AMENDMENTS TO LICENSES**

KMA Shenandoah, Iowa.—By memorandum opinion and order denied petition for reconsideration of disapproval of KMA Des Moines, Iowa application for construction permit to change transmission equipment and operate with a two-watt directional antenna during day time; and further ordered KMA to file, within 15 days, a further amendment to said application in order to be filed in conformance with conditions. If in proper form, application shall be acted on.

**AMENDMENTS TO LICENSES**

WFIM Indianapolis, Ind.—By memorandum opinion and order denied petition for reconsideration of disapproval of WFIM Des Moines, Iowa, application for construction permit to change transmission equipment and operate with a two-watt directional antenna during day time; and further ordered WFIM to file, within 15 days, a further amendment to said application in order to be filed in conformance with conditions. If in proper form, application shall be acted on.

**NON-DOCKET ACTIONS**

**AM GRANTS**

KWK Charleston, W. Va.—Removed from hearing and granted application for waiver in facilities from 1540 k., 1 kw, daytime to 1540 k., 1 kw, day time, 500 w, night, directional day and night, engineering conditions. Granted March 22.

**FM GRANTS**

WVSH (FM) Huntington, Ind.—Granted modification of license for switch in facilities from Ch. 201 (91.1 mc) to Ch. 202 (91.9 mc). Granted March 22.

**TRANSFER GRANTS**

WUV Cincinnati, Ohio.—Granted assignment of license for switch in facilities. Granted March 22.

KSMA Santa Maria, Calif.—Granted assignment of license of John J. Filiop to John J. Groome and James Haggerty to be effective May 1, 1950. Filed March 22. Effective May 1, 1950.

**ASSIGNMENTS**


**APPLICATIONS RETURNED**

KJOX Waco, Tex.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KROX Orville, Calif.—Returned application for assignment of license. Granted March 23.

**APPLICATIONS RETURNED**

KCBW Los Angeles, Calif.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KSWZ Cleveland, Ohio.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KQH Fort Worth, Tex.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KQAC Cincinnati, Ohio.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KXAS Dallas, Tex.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KLFY Fort Worth, Tex.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KOIZ El Paso, Tex.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KGSF San Francisco, Calif.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KDRK Kansas City, Mo.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KSVZ San Gabriel, Calif.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KOMO Seattle, Wash.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KZDU Des Moines, Iowa.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KUIC Rochester, Minn.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KTVL Spokane, Wash.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KIXI Des Moines, Iowa.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KZTO Tucumcari, N. Mex.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KQBQ Dallas, Tex.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KVRQ Portland, Ore.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KTRK Houston, Tex.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KQFQ Seattle, Wash.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KGTO Fort Smith, Ark.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KJZI Madison, Wis.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KQDA Brownwood, Tex.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KREL Decatur, Tex.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KFWA Fort Worth, Tex.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KQDC Dallas, Tex.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KQSM West Palm Beach, Fla.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KQVF Englewood, Colo.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KQPH Oklahoma City, Okla.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KQDK Kansas City, Mo.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KQMF Fort Worth, Tex.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KQMT Dallas, Tex.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KQMF Dallas, Tex.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KQMT Dallas, Tex.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KQMT Dallas, Tex.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KQMF Dallas, Tex.—Returned application for renewal of license. Granted March 23.

**APPLICATIONS RETURNED**

KQMF Dallas, Tex.—Returned application for renewal of license. Granted March 23.

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**APPLICATIONS RETURNED**

KQMF Dallas, Tex.—Returned application for renewal of license. Granted March 23.
Adequate Nickel Supply, Planned by NPA

TUBE OUTPUT

DISCUSSION of measures for maintaining the production flow of receiving tubes, pending evaluation of military requirements and other highlighted electronic developments

* Adequate Nickel Supply and (2) prevent waste of material and deterioration of vital plant facilities.

The agency stressed that a portion of new production may have to be sacrificed to maintain parts replacement program set forth under the government’s MRO (maintenance, repair and operating) program. Industry representatives, in turn, reported progress in conservation efforts and noted the industry had produced 383 million receiving tubes last year, reaching a high level this past January with output of nearly 40 million.

Attending the session were representatives of General Electric Co., Philco Corp. (Tube Div.), Raytheon Mfg. Co., Sylvania Electric Products Co. and other firms.

Retail Radio Success (Continued from page 28)

is what retailers are planning now. This is in direct contrast to first of the year advertising predictions. This does not necessarily mean that the advertising percentage will increase. Retailers are anticipating gains in total sales volume over last year. Current estimates indicate approximately a 10% increase. If retailers continue their identical advertising percentages, we will see approximately 10% increase in retail advertising dollars.

Another measure, Mr. Abrahams continued, is to “promote at the time people want to buy.” A third measure is to “get more for the advertising dollar by using the right advertising attack.” Proven methods are in use to create more sales and get more results “through the process of revealing greater information to the customers,” he said.

“At NRDA, we put much effort into the study of radio for retailers,” Mr. Abrahams went on, because “we had continuous demands from stores for information about radio, how to use it, when to use it, how to evaluate it and other points.

“Why do stores use radio? Why is the use of radio increasing?” Here are the reasons, he continued:

1. Radio has a personal appeal—
you hear and feel the presence of an announcer and his program cast ... it creates a personal tie between the advertiser and the customer.

2. Radio has widespread circulation — it helps to increase a store’s trading area . . . included . . . (is) . . . a listening audience diversified in income, age and social position.

3. Radio reaches customers in their homes—these customers need not exert any effort or spend any money to hear the advertising messages.

4. Radio has various types of programs to reach specific audiences—
... Makes it possible to use the “beamed program technique” and talk to particular groups with express interest in selected merchandise.

5. Radio is flexible and can be shifted quickly to meet specific and timely situations.

6. Radio can create quick acceptance of a definite department or service.

7. Radio helps to develop store character.

8. Radio creates word-of-mouth publicity—... It is part of parlor conversation to gag about commercials or tunes on the radio.

9. Radio stimulates employe ....... Gets an added boost from store people who are often embarrassed by their store’s radio activities.

10. Radio strengthens a store’s position with its resources—Manufacturers are often impressed with a store’s radio activities.

11. Radio increases the acceptance of other media—Helps to confirm advertising messages in other media and magnify their importance.

12. Radio builds store traffic and increases sales.

Case Histories Cited

Citing a half dozen case histories to illustrate his points, Mr. Abrahams said: “It would be possible to go on and on with case histories of successful retail radio results. Our files are full of them. Properly used to sell merchandise, by showing benefits which customers can get from the merchandise, radio can be a highly productive advertising medium. Used properly, it can do a great deal to shrink the high cost of advertising.”

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the broadcasting industry.

Address inquiries to Placement Director

225 West 45th St., New York 18, N. Y.

MONTGOMERY WARD farm store, Denver, March 17 began sponsorship of the Saturday afternoon program, "Garden Tips," over KLZ Denver. Planning the programs are (1 to r.) J. C. Woodcock, advertising manager, Montgomery Ward’s Denver retail store; Lowell Watts, KLZ farm director, and Jack Tipton, KLZ account executive.
January Billings
(Continued from page 25)
ing the year's first month with $765,559 in gross billings, while Lever Bros. ranked third by in-
vesting $742,742 in network advertising. Fourth and fifth were General Foods and Sterling Drug with gross time purchases of $734,-
845 and $590,800, respectively.

Largest of the product group ad-
vertisers in January were the food producers, whose gross billings to-
taled $14,134,283, a slight increase over the January 1950 $4,100,124 total. General Foods' expenditure of $709,483 topped the individual advertisers within this group.

The Toiletries group of food manufacturers ranked second through their $2,372,164 investment, $480,427 of which was pur-
Chased by Gillette Safety Razor Corp., which led this group.

The Drugs & Remedies class, led by Sterling Drug Co., expended $2,977,641 to place third among the product groups, with fourth and fifth place fell to the Smoking Materials manufacturers and the Soaps, Cremes & Polishes cate-
gory.

The overall total of $16,666,712 in network gross billings during January 1951 evidenced an approxi-
mate 24% drop from last year's $17,085,040.

ABA ELECTIONS

Brooks Named President

W. EMMETT BROOKS, manager, WEBJ Brewton, Ala., was elected president of the Alabama Broad-
casting Assn. at its annual spring meeting in Birmingham March 22-23. Mr. Brooks, a lawyer and news-
paper publisher, succeeds Bert Bank of W7BRC Tuscaloosa, Ala.

Chosen to serve with Mr. Brooks were: Tom Martin, WAPX Mont-
gomery, vice president; Malcolm Street, WHMA Anniston, secre-
tary-treasurer. Mr. Martin re-
placed Douglas Brooks as vice presi-
dent; Mr. Street fills the office for-
merly held by Graydon Aumus, U.

A large number of 
program time per-
haps greatest among them the late

Mr. Frost

Mr. Frost first joined the network in 1930 as manager of the program traffic department, San Francisco. Two years later he was named program manager, and in 1946 was appointed to his formerly held post as assistant to the vice

president.

TABLE III

COMPARATIVE GROSS NETWORK TIME SALES BY PRODUCT GROUPS FOR JAN. 1951, AND JAN. 1950

<table>
<thead>
<tr>
<th>Class</th>
<th>Jan. 1951</th>
<th>Jan. 1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising, Farming</td>
<td>$ 5,798</td>
<td>$ 3,730</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Acc.</td>
<td>130,124</td>
<td>109,640</td>
</tr>
<tr>
<td>Aviation, Aviation Equip. &amp; Equip.</td>
<td>507,689</td>
<td>719,524</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>342,792</td>
<td>223,894</td>
</tr>
<tr>
<td>Beekeepers, Equip. &amp; Fixtures</td>
<td>113,096</td>
<td>163,511</td>
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<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td>546,894</td>
<td>630,928</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>105,037</td>
<td>177,050</td>
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<td>Drugs &amp; Remedies</td>
<td>3,197,641</td>
<td>2,128,600</td>
</tr>
<tr>
<td>Entertainments &amp; Amusements</td>
<td>1,413,288</td>
<td>4,100,124</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>574,299</td>
<td>455,419</td>
</tr>
<tr>
<td>Hardware, Fixtures &amp; Supplies</td>
<td>199,362</td>
<td>273,687</td>
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<td>Household Equip. &amp; Supplies</td>
<td>68,324</td>
<td>20,494</td>
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<td>$17,444,712</td>
<td>$11,085,040</td>
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CLASSIFIED

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ABC NAMES FROST

Hollywood Operations Dir.
LEWIS S. FROST, assistant to the vice

president in charge, NBC

Western Div., has been

appointed director of oper-

ations for the network, Hollywood.

The announce-

ment was made

Wednesday by John K. West, vice

president in charge of the network's West-

ern Div.

Mr. Frost

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president.
COY SCORES McFARLAND BILL AT INDIANA LAW BANQUET

FCC Chairman Wayne Coy last Saturday was to unleash blast at provision of McFarland Bill (S 658) which prohibits Commissioners from consulting with Office of Formal Hearing Assistants and other staff members on adjudicatory matters. In speech, prepared for Indiana Law Journal banquet, Indiana U. School of Law, Bloomington, last Saturday night, Chairman brought up matter while outlining relationships between FCC and lawful procedures and said:

"To cut the Commissioners off from all its export staff means the television staff could result only in uninformed judgments based on incomplete studies of the complex factors which should determine any of the decisions in this field."

Mr. Coy to testify when hearings on S 658 open Tuesday before House Interstate & Foreign Commerce Committee (see story, page 58).

FAIRBANKS TO NARTB BOARD

ELECTION of Richard M. Fairbanks, president of WIBC Indianapolis, Ind., to NARTB board of directors, representing District 8, announced Friday by C. E. Arney Jr., association secretary-treasurer. Mr. Fairbanks, in ballot which ended Thursday midnight, won close race in Indiana-Michigan area over Milton L. Greenbaum, owner-president, WSAM Saginaw. Both were nominated to fill unexpired term of George J. Higgins, who resigned on move from District 8 to KMBC Kansas City, Mo. Mr. Fairbanks assumes post immediately, serving until close of 1952 NARTB convention.

WMAW REVOCA TION HEARING

WMAW Milwaukee denied alleged intent to deceive FCC as to ownership and finances at oral argument Friday before full Commission on station's petition asking FCC to set aside formal ruling which would deny license to cover initial construction permit [Broadcasting • Telecasting, March 19; Dec. 20, 1950]. WMAW charged FCC in reversing recommendation of hearing examiner to grant license failed to show "errors" of examiner's conclusions.

CIVIL DEFENSE SPOTS

ALLOCATION of network radio-television time for civil defense spots set by Advertising Council, Charles Jackson, White House assistant, revealed Friday. Network radio and television weeks start April 9 and April 23, respectively. Use of "live" or filmed announcements on TV undetermined. Spots designated to familiarize American public with emergency alert cards and posters in their areas. Series also extended to cooperative programs.

HARVEY CASE HELD OVER

GRAND jury now considering case of ABC Commentator Paul Harvey's unauthorized entry into atomic lab will be held over through April, U. S. Dist. Att. Otto Kernor said Friday. Government seeking indictment of Mr. Harvey charging violation of national security.

Closed Circuit

(Continued from page 4)

as many stations reclassify themselves under dues structure. Boost in receipts based on November board action requiring income bracket to be based on report submitted to FCC.

U. S. TOBACCO (snuff), through its agency, Kudner Adv., New York, looking for quarter-hour hillbilly shows in southern markets. Starting date tentatively scheduled mid-April.

SELLING RADIO MAJOR ISSUE BEFORE BAB MEET APRIL 17

MAJOR issues on agenda for BAB program April 17 during NARTB convention in Chicago announced Friday by BAB President William B. Ryan, who said emphasis would be on selling radio aggressively and constructively.

Issues to include: (1) AM rate reduction question, "including analysis of erroneous or misleading assumptions on which recent demands for rate cuts by the Assn. of National Advertisers and others have been made," (2) "radio's failure to practices . . . guard against loss of prestige . . ."; (3) "radio's past failure to provide advertisers with basic, fundamental market data on the medium," and its "obligation to conduct sound, believable research to prove [radio's] right to a larger share of the national and local advertising dollar."

AD COUNCIL CAMPAIGNS RECEIVE RADIO-TV AID

PUBLIC service campaigns of Advertising Council during emergency period receiving heavy support from radio and TV but "much of the print support has waned," according to Robert B. Mathews, assistant director of advertising, General Foods Corp.

Speaking at March 30 session of Assn. of National Advertisers convention at Hot Springs, Va. (early story page 23), Mr. Mathews called for increasing advertiser support of public service advertising in printed medium, adding he hoped early member would say advertisers are contributing generously of radio and TV time.

AUTRY IN 9 MARKETS

GENE AUTRY's Flying A Pictures, new half-hour film series shot for TV, which stars Jack Mahoney, was sold in nine markets before it was released. CBS Radio Sales TV productions has spotted it for Langendorf Bakeries in Seattle, San Diego, San Francisco and Los Angeles; for Peterson Baking Co. in Omaha and for various sponsors in Kansas City, Milwaukee, Louisville and Pittsburgh.

SUPPORTED, ANA HEARS

HENRY SCHACHTHE, national advertising manager of Borden Co., elected ANA board member succeeding Howard Chapin, recently named General Foods director of Birdseye marketing and sales. Mr. Chapin resigned from board with assumption of new General Foods post. ANA closed convention Friday with off-record discussion of war situation by Frank Pace Jr., Secretary of Army.

REPRESENTATIVE NAMED

NATIONAL TIME SALES, New York, appointed eastern representative for Texas Spanish-language broadcasters group (KTXX Austin, KCOR San Antonio, KUNO Corpus Christi, and XEO Matamoros and XEIR Reynosa, Mexico).
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.
WEED
AND COMPANY

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD