IN THIS ISSUE:

Biow Survey Shows Radio's Leadership Page 15

Summer Sell Out For TV Seen Page 15

Baseball Season Finds Radio, TV Ready Page 17

Sterling Defends Radio Silence Open Mike, Page 48

TELECASTING Begins on Page 55

20 Yr. The Newsweekly of Radio and Television.

$7.00 Annually 25 cents weekly

Famous Phil's taking Baltimore by storm! He's on W-I-T-H now for two full hours (2 to 4 P.M.) Monday through Saturday. He does the whole show himself. And what a salesman he is! Phil is big time stuff for this great local show. For participations, ask your nearest Headley-Reed man.

NOW LET PHIL BAKER

Personally sell your product in Baltimore!

TOM TINSLEY, President • Represented by HEADLEY-REED
HOW TO PLOW AND PLANT IN RICHMOND

It took a lot of plowing and planting, tilling and toiling to harvest the bumper crop of listeners the Havens & Martin stations deliver in Virginia’s first market. Pioneers in radio and television both, WMBG, WTVR and WCOD are as much a part of prosperous Richmond as its traditions and landmarks. They are as close to its people, their likes and tastes, as you’d want your national sales message to go. A Blair representative will be glad to amplify the facts.

Havens & Martin Stations are the only complete broadcasting institutions in Richmond.

WMBG AM
WTVR TV
WCOD FM

Pioneer NBC outlets for Virginia’s first market. Represented nationally by John Blair & Company.
KPRC

leads by 35%*

over Houston's
second station

FIRST in Mornings
FIRST in Afternoons
FIRST in Evenings

* In Total Rated Periods
Hooper Radio Index
January-February, 1951

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

JACK HARRIS, General Manager
Represented Nationally by
EDWARD PETRY & CO.
WASHINGTON radio-TV lawyers, through Practice & Procedure Committee of Federal Communications Bar Assn., will ask FCC for immediate oral argument on legality of procedure on TV allocations. Group will contend that FCC has overstepped its bounds rather than hold new authorizations in abeyance until involved city-to-city hearings and other legalistic processes are completed—perhaps many months hence.

FURTHER DEVELOPMENTS in ABC, NBC and CBS suits to permanently enjoin FCC's 1949 give-away ban have not expected until summer or early fall. Attorneys for both sides are trying to narrow issues.

STAFF REPORT recommendation now before FCC inveighs against Muzak-type services by FM stations, on ground that they are in derogation of Communications Act which requires sponsor identity. Bep services eliminate commercials. On other hand, Transit Radio type presumably would get blessing as in keeping with requirements of law on sponsor identification plus fact that service cannot be performed by wire lines.

HI-V (concentrated orange juice), New York, to launch extensive radio spot campaign throughout East and Midwest within next month, probably featuring voice of Arthur Godfrey (one of company's directors), Frankin Bruck Adv., New York, is agency.

FEELING GROWS on Capitol Hill that educators' lobbying for TV time and/or channels gaining momentum. Bill already introduced in House by Rep. Emanuel Celler (D-N.Y.) to get 25% of TV commercial time (see story, page 87) may be followed by similar move in Senate.

THEATRE interests indicate no immediate counter-action on FCC's planned licensing policy to study alleged anti-trust and restraint of trade practices of movie applicants (earlier story, page 85). Rather the FBI will sit back and await Commission's next move as well as to see what comes out of upcoming rash of spring exhibitor and distributor conventions, where it's expected issue will get thorough discussion.

ALLIED States Assn. of Motion Picture Distributors, while suggesting FCC policy ideas on movie applicant licensing were "planted" with it, nevertheless refuses to specify or elaborate on point; merely suggests: "Let the shoe fit where it will."

JUDGING by advance signs some NARTB board members want to pass back on proposal of test survey committee to clear up research confusion. Instead of adopting committee's proposal, backed by Assn. of National Advertisers, for NARTB to kick off project, some directors want to slip it to Broadcast Audience Measurement.

EYEBROWS SHOT up Friday as result of extracts of speech by Edgar Kobak, BAB board chairman, business consultant and station (Continued on page 82)

Upcoming

April 15-19
NARTB 25th Annual Convention Hotel Stevens Chicago

April 16: Mobilization Conference, Eighth Street Theatre, Chicago.
April 16-18: Engineering Conference, Hotel Stevens, Chicago.
April 16-19: Management Conference, Hotel Stevens, Chicago.

(Complete list of Upcomings on page 79)

Bulletins

WAGE Syracuse, ABC affiliate, with 6 kw on 620 ke, appoints O. L. Taylor Co., New York, as station representative, effective May 1. William T. Lane is general manager of station.

New approach to radio research, to be initiated by ABC in near future, will be disclosed Monday at news conference employing two-way closed-circuit link between ABC New York and Chicago offices, network announced Friday. ABC announcement promised to reveal "unprecedented step in the advertising media field."

SCHAEFFER BEER through BBDO, New York, preparing radio spot announcement campaign to start April 24 in 13 markets for 13 weeks.

UHF RECEPTION SOLVED BY CONVERTERS SAYS RCA

CONVERTERS will prove best means of enabling VHF sets to receive UHF telecasts, RCA said Friday. RCA will make simple, high-quality converters permitting quality comparable to VHF, it was added.

No receiver now made has provision to convert to UHF without additional cost for equipment and installation, normally including addition of special outdoor antenna, said W. A. Buck, vice president and general manager, in letter to distributors.

No large-scale UHF telecasting expected before late 1952 or early 1953, Mr. Buck said. "Adequate supplies of converters will be made available by manufacturers, he added.

C. E. WILSON TO SPEAK

CHARLES E. WILSON, director, Office of Defense Mobilization, scheduled to address NARTB television meeting in Chicago Thursday at luncheon, via closed circuit TV. Arrangements completed Friday for DuMont TV Network to pick up Mr. Wilson in Washington studios. Extra-large screen DuMont receivers to be placed all around Stevens ballroom. His address is surprise attraction of all-day TV meeting (see early convention story, page 19. Plans for unusual feature coordinated by Charles A. Batson, head of NARTB's television unit.

Business Briefly


AGENCY APPOINTED ● W. Lee Wilder, producer-director of "Three Steps North," released through United Artists, names Buchanan & Co., New York, to handle advertising. Radio will be used.

VITAMIN SPORTS ● Rybutol B-Complex Gelcaps, Vitamin Corp. of America, Newark, effective April 13, to promote Chicago Cub games on WBKB (TV) Chicago and also sponsors last half of Wednesday and Sunday home games played by Hollywood Stars on KRTH(TV) Los Angeles (see early sports story, page 17). Agency, Harry B. Cohen, New York.

INSURANCE PROSPECT ● Sun Life Insurance, Baltimore, considering spot radio campaign. No agency.


NEWS RENEWED ● Pure Oil Co. renew Mon.-Fri. news program with H. V. Kaltenborn and Richard Harkness on NBC 7-7:15 P.M. (EST) 52 weeks, effective April 20. Agency, Leo Burnett Co., Chicago.

TWO JOIN BAB PANEL

TWO leading advertiser-agency figures added to Broadcast Advertising Bureau program at NARTB (NAB) convention in Chicago (see story, page 19). Panel to be led by Edgar Kobak, BAB board chairman, also to include Robert M. Gray, manager of advertising and sales promotion for Standard Oil Co., and J. S. Stolzoff, Foote, Cone & Belding, Chicago. A network representative also is to appear.

MacDONALD MAY MOVE

JOHN H. MacDONALD, NBC vice president and treasurer, understood to be considering several offers with likelihood he will make choice shortly. With network 16 years, he was one of original four administrative vice presidents. Duties he's been handling will be taken over by Joseph V. Heffner, newly elected financial vice president (story page 20).

SIGMA DELTA CHI AWARDS

SIGMA DELTA CHI 1960 radio-TV awards, to be presented May 24 at Waldorf-Astoria, went to: Leo O'Brien and Howard Maschmeier, WPTB Albany, for radio newswriting; WAVZ New Haven, for public service in radio journalism; Jack E. Krueger, WTMJ-AM-FM-TV Milwaukee, for radio reporting. Special award in radio-TV reporting made to Leonard Bartholomew, WGN-TV Chicago.

Broadcasting Telecasting
Power
Programming
Performance

Greater Kansas City's ONLY

50,000
WATT STATION for Mid-America

KC MO meets the Time-Buyer's requirements ... with:

POWER ... with 50,000 Watts for daytime broadcasting.

PROGRAMMING ... with diversified and specialized programs to appeal to Mid-America listeners.

PERFORMANCE ... delivering results and coverage at a low, low cost per 1000.

For detailed information on rates and time, contact KCMO or our representative.

810 kc.
10,000 WATTS NIGHT

National Representative
THE KATZ AGENCY
### LATEST SHARE OF AUDIENCE

<table>
<thead>
<tr>
<th>WHLI</th>
<th>Morning</th>
<th>Afternoon</th>
<th>Entire Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;A&quot; Network —50,000 Watts</td>
<td>26.2</td>
<td>26.3</td>
<td>26.3</td>
</tr>
<tr>
<td>&quot;B&quot; Independent —50,000 Watts</td>
<td>23.8</td>
<td>24.7</td>
<td>24.3</td>
</tr>
<tr>
<td>&quot;C&quot; Network —50,000 Watts</td>
<td>11.4</td>
<td>6.7</td>
<td>8.8</td>
</tr>
<tr>
<td>&quot;D&quot; Independent —50,000 Watts</td>
<td>2.0</td>
<td>1.3</td>
<td>1.6</td>
</tr>
<tr>
<td>&quot;E&quot; Independent —50,000 Watts</td>
<td>1.7</td>
<td>2.2</td>
<td>1.9</td>
</tr>
<tr>
<td>&quot;F&quot; Network —50,000 Watts</td>
<td>14.6</td>
<td>18.5</td>
<td>16.8</td>
</tr>
<tr>
<td>&quot;G&quot; Independent —10,000 Watts</td>
<td>2.2</td>
<td>1.6</td>
<td>1.9</td>
</tr>
<tr>
<td>&quot;H&quot; Network —50,000 Watts</td>
<td>14.8</td>
<td>13.7</td>
<td>14.2</td>
</tr>
<tr>
<td>&quot;I&quot; Independent —10,000 Watts</td>
<td>0.6</td>
<td>3.5</td>
<td>1.4</td>
</tr>
<tr>
<td>Others</td>
<td>1.8</td>
<td>3.5</td>
<td>2.8</td>
</tr>
</tbody>
</table>

*Survey Periods: Monday through Sunday 8 AM to 5:30 PM February 1951—Hempstead, Long Island—Conlan

### "THE VOICE OF LONG ISLAND"

WHLI 1100 on your dial 98.3 MC
Hempstead, Long Island, N.Y.

Represented by RAMBEAU
new business

Network . . .

FIRESTONE TIRE & RUBBER Co. has signed 52-week contract for continuation of NBC-AM-TV simulcast of The Voice of Firestone.

PURE OIL Co., Chicago, renews its quarter-hour five-a-week news show for 52 weeks from April 30 on 54 NBC stations through Leo Burnett Agency, same city. Program, aired Mon. through Fri. from 8 to 8:15 p.m. CT, features H. V. KALTENBORN and RICHARD HARKNESS, network commentators.

Spot . . .

NALLEY’S, Tacoma (pickles and potato chips), sponsoring new song-and-chatter program, Money and Mack on KEX Portland, KOMO Seattle, KGA Spokane and KMO Tacoma. Program on 26-week basis to start. Show is transcribed by John Keating Recording Studio, Seattle. In addition, account is using same talent in transcribed spots aired on more than 20 stations in states of Washington, Oregon and Idaho. Agency: Condon Agency, Tacoma. HOWARD SMITH is account executive.

Agency Appointments . . .

SCHIAPARELLI of PARIS newest line of products for men including a pipeful of perfume (Eau de Cologne, shaving cream, after shave lotion, talc and soap), will be promoted through Robert Orr & Assoc., N. Y. Radio and TV may be used.

KELBERT WATCH Co., N. Y., appoints Publicidad Badillo Inc., San Juan, P. R., to handle advertising of watches in Puerto Rico and Virgin Islands.

FINNISH STATE RAILWAYS, FINNISH AIRLINES (AERO-OY) and ORGANIZING COMMITTEE at 15th Olympic Games at Helsinki in 1952, names Victor van der Linde Co., N. Y., to handle its advertising in this country. Radio and TV may be used for all three accounts.

Adpeople . . .

Major Gen. JOHN R. DEANE, president Italian Swiss Colony Wine Co., Asti and S. F., re-elected president of Wine Institute.

SMILES followed the premiere March 15 of the CBS Philip Morris Playhouse, new weekly radio drama with a $1 million annual budget. Charles Martin (second, l) producer, director and host on the program, receives congratula-

BROADCASTING * Telecasting

April 9, 1951 * Page 7
D. STEWART, vice president and account executive on Buick account, has resigned to devote his full time as dealer with Buick in operations, Va. Mr. Stewart has been closely associated with General Motors for agency past 16 years. There will be no changes within agency, according to JAMES H. S. ELLIS, president, Kudner Agency. All General Motors accounts will continue to be handled with executives assigned to various divisional accounts reporting to president.

JEFF SELDON, copy chief, Arnold Cohn Corp., N. Y., appointed director of radio and TV department.

WALTER H. SMITH named vice president in charge of marketing and research, Kastor, Farrell, Cheasley & Clifford, N. Y.

FRANK CHIPPERFIELD named director of media, Hewitt, Ogilvy, Benson & Mather Inc., N. Y. He was with Roy S. Duretine Inc., N. Y.

P. M. SIMMONDS JR., founder and executive vice president, Simmonds & Simmonds Inc., Chicago, resigns.

You can't afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

* TWO TOP CBS STATIONS
* TWO BIG SOUTHWEST MARKETS
* ONE LOW COMBINATION RATE

National Representatives
JOHN BLAIR & CO.
DR. E. LAWRENCE DECKINGER, research director Biow Co., and WILSON J. MAIN, research director Ruthrauff & Ryan, N. Y., elected president and secretary-treasurer, respectively, of Copy Research Council. Other members of the executive committee elected include Dr. ALLEN B. SIKES, retiring president and service manager of Bureau of Advertising, American Newspaper Publishers’ Assn., and EDWARD BATTEY, research director Compton Adv., N. Y.

ROBERT BAILEY, manager of retail advertising Simmons Co., Chicago, to Christiansen Adv. Agency, Chicago, as account executive.

FRED OSTLER, LeVally Agency, Chicago, to copy department Needham, Louis & Broxby, same city.


BOYD INNES, Ruthrauff & Ryan, Chicago, to Emil Reinhardt Adv., Oakland, as account executive.

KENYON & ECKHARDT Ltd., Toronto, moved to 8th floor, Toronto Star Bldg., 80 King St.

ROBERT HALDEMAN, media department J. Walter Thompson Co., S. F., transfers to agency’s Los Angeles office where he will work with accounts. JACK HORK, research department, will succeed him in San Francisco.

R. E. JEFFERSON, account executive Stewart, Bowman & MacPherson, Winnipeg, to Vancouver office of agency.

JAMES J. McGUINN to Kenyon & Eckhardt, N. Y., in publicity department.


If you want to lasso a big listening . . . and buying . . . audience in Buffalo, New York, investigate the horn-rimmed varmint above. He’s Johnny Eisenberger, known to Buffalo audiences as “Old Saddlebags”. And he rides the range on WBEN five days a week at noon.

No doubt about it, the country is cowboy-conscious . . . only more so in Buffalo. “Old Saddlebags,” a rip-snorritin’, rootin’ tootin’ disc jockey has built up a tremendous following in The Queen City.

This Singer-Actor with a network background spins popular Western tunes, gives out with chummy chatter, and corrals guest stars whenever they’re in town. It’s a combination that spells SELL for sponsors.

So if you want to put the spurs to your product in the Buffalo market, check with Petry for details on this low-cost, highly popular show. Available two, three or five times weekly.

Renegade Cowpoke Rounds Up Sales in Buffalo
A SUGGESTION that Ralph Kiner should play first base for the Pittsburgh Pirates this year may be only one man's opinion — that of Bob Prince, celebrated sportscaster at WJAS Pittsburgh — but it starts a barrage of letters to the station, ballpark and Mr. Kiner himself that may last for weeks.

This is just one of the many devices Mr. Prince uses to bait an enthusiastic audience to his nightly Case of Sports program. It also is proof positive to his sponsor, Port Pitt Brewing Co., that radio advertising pays off in handsome dividends. Last February the program started its eighth year at WJAS.

But it was not always a "Case of Sports" for the brewing firm. Back in 1940 Mike Berardino of Fort Pitt contacted Faris Feland of BBDO and gave the go-ahead sign for radio advertising. A musical program was the first offering, producing favorable results. But Mr. Berardino wanted to concentrate on sports to sell his beer and ale, a decision he implemented within a few years.

He turned to Mr. Prince, a rapid-fire sportscaster who was rapidly gaining favor with the WJAS audience, who embarked on a sports show complete with interviews, guests, questions and answers and other material. Additionally, Fort Pitt added more sports to its broadcasting calendar. Mr. Prince had been handling a similar program for a department store, which had allowed the contract to expire.

12 Years of Radio

That radio advertising has played a prominent part in the growth of the company a 12-year period is shown by the fact that today it is among the nation's largest brewers. And WJAS and BBDO have proven to their satisfaction that carefully written commercial copy, selected personalities and the most suitable time for a program (6-6:16 p.m.) are invaluable for attaining concrete results — upping the output of the sponsor's beer from some 84,000 to millions of barrels a year.

Mr. Prince got his start in sports as an assistant to the famous Rosswell on baseball play-by-play and has since expanded his talents to football, hockey, basketball, golf and boxing — and selling beer.

Mr. WISE

Harry Hannon Wise Jr. entered the radio field armed with the assurance from his prospective employer that hiring him would be complete waste of time — for at least two years anyway.

That was in 1945. Today the employer, George P. Hollingbery Co. (radio and TV representatives) gives every indication of being convinced that hiring that particular employe was not a waste of time but a sound move on their part. In any case the West Coast manager of the Hollingbery office is now Harry Hannon Wise Jr.

This entrance into the radio representative field was preceded by a decision to enter the radio advertising business via an advertising agency, and came about during the course of a Mexican honeymoon.

Backed up by radio advertising courses gathered during his three years at Northwestern U., and supplemented by actual experience in the advertising department of the Chicago Tribune during that time, Mr. Wise approached Ross Metzer, vice president in charge of Ruthrauff & Ryan's Chicago office, as to the opportunities available in the radio end of the business.

Mr. Metzer told him that the best and most rapid way to learn about radio would be in the (Continued on page 72)
we do the leg work...

... Knitting one-third of the nation's women's hosiery furnishes over 50,000 Carolina hosiery workers* and their families with a steady supply of money to buy the products you advertise. To do your leg work among 3,000,000 well-heeled Carolinians, draw on WBT, the biggest single advertising medium in the two states.
Styled to match your audio

Ideal for EMERGENCY

NEAT AND SIMPLE — with everything up front in easy reach.

RCA TYPE BTA-250M. Same size as an audio rack. See it at the N.A.B. Convention.
RCA’s All-New 250-watt AM Transmitter (Type BTA-250M)

Now you can take advantage of the surest, swiftest method known for staying on the air—regardless of what happens to your main transmitter. The answer—a standby station within the four walls of your control room, including a complete transmitter and FCC-required monitoring equipment!

"Feather-quiet" in operation—with no air blowers or A-C contactors—Type BTA-250M is the ideal transmitter for this "security" service. It is a single unit—same size as your audio cabinets—and can be installed in almost any control room set up. Installation is easy, too. It was planned that way!

Operation of the BTA-250M is simple. Just one control for tuning, and one for power output. Operating expense is next to nothing. Unmodulated, the transmitter takes only 1000 watts of power to run. Only 10 tubes all told. Only 3 tube types to stock—the RCA-807, 813 and 866A (carefully chosen for their economy, reliability, and availability under present-day conditions).

Here is a 250-watt AM transmitter with the latest electrical and mechanical features. No trick circuits. Compare its performance specifications with those of other AM transmitters. The BTA-250M will outperform any other transmitter in its class!

Be ready for the long pull ahead—with a reliable BTA-250M. It’s a major advancement in plant economy for local broadcast stations.

EMERGENCY! Type BTA-250M "on-air" from inside the control room. See how functional styling matches audio racks. Unit on left is the companion audio-and-monitoring unit.

It's the ideal "standby" for master control-room operation in the larger AM station!

Ask your RCA Broadcast Sales Engineer about delivery. Or write Dept. PB-19, RCA Engineering Products, Camden, N. J.

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

In Canada: RCA VICTOR Company Limited, Montreal
North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.

More North Carolinians Listen to WPTF Than to Any Other Station.

North Carolina - The South's No. 1 State

North Carolina's No. 1 Salesman Is WPTF

50,000 Watts

NBC Affiliate

for Raleigh-Durham and Eastern North Carolina

National Representative FREE & PETERS, INC.

also WPTF-FM

680 KC.
RADIO STILL Dwarfs TV

By PETER DICKERSON

TO NEW YORK advertising people, who are not to forget that not all the nation is as thick with television sets as is their home city, Hal Miller, radio and TV research section manager of the Bow Co., last week issued a reminder that radio coverage of the U. S. still dwarfs TV.

In an address before a meeting of the American Marketing Assn., Mr. Miller reported on recent Bow Co. research on the question, "Has Television Overaken Radio?" The answer, in a word, is no.

Mr. Miller warned that it was difficult for those living in New York, "today the Mecca of TV and, to a large extent, radio," to "conceive that many more homes across the country are reached by radio and television than are reached by television."

Looking at the coverage of the two media, he said radio homes in America currently were estimated to be 42 million, while television sets installed as of Feb. 1 were estimated at 11 million. This left 74% of the total U. S. homes, virtually all of which have radio, without television.

Use CBS Map

Pattern of TV installations had been studied by preparation of a map to show the "physical coverage of the 62 CBS stations, using the CBS 0.1 mV/m line concept, normalized to county lines," he said. Then, using NBC's estimates of TV sets installations for Feb. 1, 1951, and allocating these data by states ... "TV set penetration percentages were worked out. Estimated retail sales and buying power of the TV areas also were computed, he said.

Results, Mr. Miller continued were:

1. Nine states are without television at all. ("By the way, we estimated that these nine states represent 5% of the U. S. population, 45% of U. S. mountain goats.")

2. The penetration of television in the entire U. S., as of Feb. 1, was estimated to be 26%.

3. Among the states touched by television, there is great variation in the degrees of penetration, ranging from about 2% in Mississippi, to almost 85% in Pennsylvania.

4. In 31 states, accounting for 40% of the country's population, the TV penetration was less than 26%.

Even in speaking of "television areas," he continued, there is a tendency to forget that many homes in them are without TV sets, and "thus these people never see television in their homes."

"As long as the number of stations remains the same, and existing power facilities remain the same, it will be physically impossible, because of the distances involved, for 37% of America's homes ever to see television at all," Mr. Miller went on.

An investigation sometime ago to estimate the number of TV sets by markets to be expected by January 1952, he continued, indicated that in January this year only seven markets, containing 20% of the population, had 50% or greater TV penetration; and that this number would be expected to increase to 33 and to account for 29% of the population by January 1952. National penetration by the beginning of 1952 it was estimated, would be about 36%.

It was noted that even in the 33 most highly-concentrated TV markets, nearly 6 million families still would be without TV by January 1952, Mr. Miller said.

Estimate Basis

These estimates, he went on, were predicated upon TV set production continuing its phenomenal rise through 1951, with installation of about 16.3 million sets by January 1952. "We further felt that the freeze would still not be lifted and that the number of television areas would still be the same."

Since then FCC's proposed program, under which TV stations would increase eventually from the current 107 to a potential 2,000, had become known. With such an increase, he said, "it is expected that all major TV communities could then be serviced."

View, however, of world conditions and known allocations of steel and other essentials, "it would seem that construction of new stations might well be relegated to the distant future." In fact, he continued, the 16.3 million sets prediction "now seems a little high to us."

Turning away from coverage, Mr. Miller looked at comparative costs.

A study based on December 1950 Nielsen data for sponsored half-hour evening radio and TV programs, he said, indicated the following:

(1) Although the national Nielsen rating for the median half-hour evening radio program was substantially below the TV rating (9.6 for radio, and 21.9 for TV), the two actually were not comparable. Nielsen TV 's picture quite reflects only program popularity, whereas the radio rating is projectable.

(2) Estimated cost of medium half-hour evening program (Continued on page 28)

TELEVISION'S "Operation Summer"—it's first big summer—is almost ready to emerge from the planning stage, with early indications that it will be a profitable one.

At least one top-level network sales executive predicts that TV will be sold out during the forthcoming hot season.

Although advertisers and their agencies in large numbers are still mulling plans, developments thus far indicate many sponsors will carry their present shows straight through the summer, without hiatus, while the majority will hold their time franchises with less expensive summer replacements, tending toward film rather than live productions.

Both CBS and NBC have worked out hiatus plans to attract their regular advertisers to stay on the air. ABC's plans were not disclosed, while DuMont Television Network reported all of its top advertisers would continue through the summer.

To convince advertisers of summer television's worth as a sales medium, NBC-TV also last week unveiled statistics behind its upcoming "Straw Hat Plan No. 2," pegged on the thesis that "television will be the favorite summer activity of the forty million."

As an incentive to advertisers to forego the regular eight-week summer hiatus, CBS-TV is offering sponsors in Class A time an additional 10% on time charges, aside from weekly and annual discounts, plus an allowance of one-third of program costs, without regard to whether the show is a CBS package, agency produced, or outside package. Sponsors taking eight weeks off must pay for all over eight.

NBC-TV offers

NBC-TV, as part of its hiatus plan [Broadcasting • Telecasting, March 19], also is offering sponsors in Class A time a contribution toward summer program expenses as an inducement to forego hiatus.

A survey of advertisers, agencies and networks indicates that already at least four new network shows are on the horizon for summer TV sales, plus at least five new spot campaigns.

Profitable for TV

McKesson & Robbins, New York, through its agency, J. D. Tarcher Co., New York, is preparing a TV network show and is negotiating with three networks for time and date. Details are expected to be completed early this week.

Bohn Aluminum, Detroit, has signed through Biow Co., New York, for American Forum of the Air, on NBC-TV starting April 29, from 1:30-2 p.m. on Sunday, while Walter Johnson Candy Co., on Saturday (April 7) started sponsorship of The Flying Tigers, Saturday 6:30-7 p.m., over 21 stations of the DuMont TV Network. Johnson agency is Franklin Bruck, New York.

Receiver Sales Division of Allen B. DuMont Labs is sponsoring The DuMont Royal Playhouse, new film drama series, over 15 stations of the DuMont network, beginning Thursday (April 12) for 26 weeks. The films are produced by Bing Crosby Enterprises, Hollywood.

Hood Rubber Co., Watertown, Mass., through McCann-Erickson, New York, is plunging into a good size spot announcement campaign (Continued on page 28)

April 9, 1951 • Page 15
Thompson Accounts

Account breakdown of timebuying in radio and television at WALTER Thompson, New York, effective with the retirement of LINNEA NELSON (Broadcasting • Telecasting, April 2), was learned by Broadcasting • Telecasting last week.

All questions of a general nature or on accounts not currently active in radio or TV and having no buyer specifically assigned are to be directed to Jim Luce.

In addition Mr. Luce will supervise these accounts (with the assistant or junior-timebuyer noted in parenthesis): Atlantic Sales Corp. (Mario Kircher), P. Ballantine & Sons. Waters Yeager, Florida Citrus Commission (Mario Kircher), Ford Dealer Advertising Assns. (Bill Wren), Ford Dealer Cooperative (Bill Wren) and J. B. Williams (Bill Thomas).

Jayne Shannon will supervise with the assistant or junior buyer noted also in parenthesis on the following: Anthracite Institute (Jane Jaffe), Brillo Mfg. Co. (Jane Jaffe), Devoe & Reynolds (Jane Jaffe) General Cigar Co. (Jane Jaffe), Johns-Manville Corp. (Bill Thomas), Kilmer & Co. (Mario Kircher), Lever Bros. (Mario Kircher; Mentholatum Co. (Mario Kircher), Scott Paper Co. (Bill Thomas), Standard Brands (Jane Jaffe), W. F. Young Inc. (Mario Kircher).

Anne Wright will supervise the following accounts (also with the assistance of those listed in parentheses): Church & Dwight Co. (Bill Thomas and D’Vera Topol), Eastman Kodak Co. (Mario Kircher), Fanny Farmer Candy Shops (Bill Thomas and D’Vera Topol), Irving Trust Co. (Mario Kircher), NBC (Dorothy Degler), Pacific Mills (Bill Thomas), Owens-Illinois Glass Co. (Dorothy Degler), Pan American-Grauv Airways (Dorothy Degler), Pennick & Ford (Messrs. Thomas and Topol), Pond’s Extract Co. (Dorothy Degler), Poularler Products (Bill Thomas), RCA (Dorothy Degler), Shell Oil Co. (Bill Thomas) and Ward Baking Co. (Messrs. Thomas and Topol).

Military Shows

Armed Forces Add to Drive

U. S. Army and Air Force have renewed their ABC network radio show, "Let’s Go With Ralph Flanagan," have begun scheduling other AM-TV features in their recruiting campaign. The Army and Air Force, through Grant Adv., Chicago, three months ago bought the Flanagan show along with The Shadow on Mutual, Roller Derby on ABC-TV, part of Operation Tandem on NBC and sports events from Madison Square Garden in DuMont. They also are sponsoring The Lineup on CBS under a short-term contract.

As it stood last week, The Shadow was scheduled for cancellation, along with the Madison Square Garden Events because of the "slackoff in interest" in sports during the summer. Money remaining in the radio-TV budget of this fiscal year, which ends June 30, presumably will be appropriated within the next week.

Grant Adv. is understood to be working on new arrangements which were authorized last month in Washington (Broadcasting • Telecasting, March 12) for radio and TV use during the fiscal year beginning July 1.

Present plans include a concentration of spots in the continuing recruiting drive on 60 kw stations throughout the country. An estimated 20,000 spots will be spent during a 3 1/2 week campaign starting in mid-April on about 50 stations in this category.

A second follow-up spot campaign also is being considered.

Renewal of the Flanagan show is effective April 23. The program is aired Monday, 9-30:30 p.m. CT, and will originate at various Army and Air Force bases.

Announce Changes

RCA Dividend

Voted by Board

Dividend of 80 cents per share on RCA common stock voted by the RCA board of directors last Thursday, payable May 28 to holders of record at close of business on May 8.

Brig. Gen. David Sarnoff, RCA board chairman, who announced the dividend, also reported that the board intends to place common stock on a semi-annual dividend basis with the dividends payable in May and November, provided future earnings justify such action. The board also declared a dividend of 80 cents per share on the first preferred stock for the period April 1-June 30 payable July 2 to holders of record June 11.

Pyramid Plan

ABC Signs P&G

Sale of another leg of ABC's new "Pyramid Plan" of program sponsorship to Procter & Gamble, covering two five-minute evening newscasts weekly, was announced last week by the network.

Procter & Gamble, whose sponsorship of the initial portion of Stop the Music, The Sheriff, and David Amity launched the Pyramid plan the previous week (Broadcasting • Telecasting, April 2), this time added Lou Griffith & the News, effective last Wednesday. The program will be heard Wednesday, 8:55-9 p.m., and Thursday, 8:30-8:55 p.m.}

Pillsbury Buys

B&B Operation Unchanged

Personnel and policy at Ballard & Ballard, Louisville, a handling of advertising by Henri & McDonald, Chicago, will remain the same despite purchase of the company by Pillsbury Mills, Minneapolis. Ballard & Ballard, which manufactures and distributes Oshkosh and its various products as well as flour and other food, will continue its radio and television advertising.

Current schedules at Henri, Husni & McDonald provide for spot radio shows in five markets, AM participation in about 10 cities and TV participation in 16. Although Oshkosh flour and the groceries products and feeds are distributed primarily in the South and Southeast, Oshkosh biscuits are distributed nationally by Kraft Foods Co.

B&B will retain its own trade names, and operate as a separate part of the Pillsbury organization.

Kook Joins RMBS

Kook Billings, Mont., new 5 kw CBS affiliate, has joined the Rocky Mountain Broadcasting System, station has announced. The latest addition increases to 12 the number of RMBS stations.

Page 16 • April 9, 1951
PROFESSIONAL baseball leagues start their annual schedules next Monday, the heaviest radio and television schedule in the history of the sport. For the first time broadcasters and telecasters will join forces with the leagues in joint promotional efforts, designed to stimulate attendance at games and to stir new interest in the sport. This joint drive will well under way aboard NARB (NAB) and Radio-Television Manufacturers Assn. It is built around base- ball's 75th anniversary and the 50th anniversary of minor league baseball.

Well over 1,000 radio stations and at least 35 TV stations will bring live play-by-play and recreated accounts of games to every part of the nation, well in excess of the 1950 coverage. While no estimate of total amount to be spent by advertisers has been made, it is known the sum will be well ahead of any past year.

Close watch will be kept on promotional efforts to determine if they provide the answer to complaints that TV keeps customers away from games in TV areas as well as claims that major league play-by-play accounts interfere with attendance at minor league games.

The whole matter will be threshed out in detail at the NARB convention next week. Two sports sessions are planned, one at the Tuesday afternoon Management Conference and the other during Television Day proceedings, slated Thursday (see convention story page 19 for details).

Leading sports figures will take part in these discussions, the result of winter-long efforts to work out a formula under which broad-casters and telecasters can obtain good program fare while team oper- ators enjoy profitable rates.

Network officials were brought into the promotional drive in a series of conferences held by Robert K. Richards, NARB public affairs director, and Matt Brescia, radio-TV consultant of the Na- tional Assn. of Professional Base- ball Leagues, organization repre- senting minor leaguers.

Handling Promotion

Network executives handling co- ordination of the promotion func- tions are Sig Mickelson, CBS pub- lic affairs director, and George Crandall, CBS public relations di- rector; NBC management, NBC a- ssistant manager of sports; Tom Velotta, ABC vice president; Paul Jonas, MBS sports director.

An example of the network effort will be a scheduled inter- view in connection with radio-TV coverage of the Ezzard Charles championship fight April 11. At that time Mr. Brescia and Phil Piton, executive assistant to George Trautman, president of NAPBL, will be interviewed on radio and TV networks.

Spot announcements and pro- gramming suggestions are being distributed to all stations and net- works. Only when a network schedule will be made available at the NARB sports panel, for use by both stations and club owners.

Official lists of baseball coverage plans which National and Amer- ican Leagues were given to BROADCASTING • TELECASTING last week.

Liberty Broadcasting System and Mutual are booking hook- ups to carry daily major league games. Special hookups have been arranged by individual sponsors, such as the East Coast chains as- semblled by Atlantic Refining Co. [BROADCASTING • TELECASTING, March 12].

Atlantic announced it was broadcast- ing eight minor league games on a hook up in New England and tele- viewing their games on three sta- tions.

(Continued on page 30)

PLACE BLAME

Magazine Clears Radio-TV

MINOR leagues have only them- selves to blame, and not radio or TV, for their present plight, the magazine Sporting News will say in an editorial slated for publication in its April 11 issue, reaching news- stands today (Monday).

"Minor league club owners blame radio and television broadcasts of major league games, but this rea- son fails if the facts are placed against the actual facts," according to the editorial (see baseball story this page).

"Most of the games in the minor leagues are played at night. Workers in factories, shops, stores, who are employed during the day- time have therefore every opportu- nity to enjoy baseball. The editorial con- tinue:

Only one game each day, with the exception of the All-Star Game and World's Series, was broadcast on a na- tional network last year, and these games were in the afternoon, the players and the minor league manager had no chance to hear them, as they were at work. They were busy earning money and they had the money to at- tend games at night.

To blame television is just as much out of line, if not more so. The television networks are still limited and tele- casts of games are on local chains. Only the All-Star Game and the World's Series appear on all television screens served by coaxial cable. It is not the television of ball games that cuts into minor league attendance, but television itself. Television is moving ahead rapidly, improving all the time. It is baseball's main counter in the ratings. We are baseball doing to keep pace..."

Charges 'Parasites'

"The unvarnished truth is that most of the minor league clubs have been parasites, leeching off major league clubs." The editorial states most minor league clubs are not owned by experienced base- ball men, and they are not develop- ing as much material for the majors.

Urging baseball men to invest their money in the sport, the editorial concludes, "do not blame radio, and don't blame television. It's a weak alibi."

BROADCASTING • Telecasting

FCC REORGANIZATION

UNDER AN injunction of strictest secrecy, the FCC top staff level last week completed its plan for functional reorganization of broad- cast operations, to be submitted to the Commission for action this Thursday.

The plan, which would create a quasi-autonomous Broadcast Bu- reau, would complete the functional realignment of the Commission begun nearly two years ago. Pre- viously it had created a Common Carrier Bureau and a Safety and Special Services Bureau.

Of even greater interest than the organization chart of the new bu- reau in the selection of key person- nel. Harry M. Potkin, assistant general counsel in charge of broad- casting, frequently has been men- tioned as the likely choice for the key spot of director. In the view of many observers, this position would be second only to that of the FCC chairmanship in determination of policies and procedures (plus actual authori- zation) in the aural and video broadcast fields.

Other names, however, also have been mentioned. In some quarters it was thought that Benedict P. Cottone, general counsel, might be elevated to the bureau directorship, with Mr. Potkin succeeding him as general counsel.

The posts of general counsel, chief engineer and chief accountant have been severed from actual staff operations. They serve as the Com- mission's top level technical ad- visors.

Each new bureau, under the or- ganization plan, is responsible to and subject only to the Commissio- ners themselves." Hence, each bureau chief has to answer only to the Commission for his conduct of the regulatory affairs in his particu- lar field.

Among other names mentioned for possible selection for the direc- torship are W. K. Holi, executive vice president of the Office of Administra- tion, and Parker D. Hancock, chief, office of Formal Hearing Assist- ants.

Four Divisions

It was learned authoritatively that the Broadcast Bureau plan contains the creation of four divi- sions to function under the director. These would be the Aural Division (AM and FM); Television Division; Renewal and Transfer Division (to be headed by an attorney) and the Enforcement Division. It was pre- sumed that the Commission pro- posed to announce simultaneously its approval of the reorganization plan along with the appointment of key personnel. In addition to a director, there would be a deputy director plus law, accounting and engineering assignments. The post of director, it's understood, calls for a salary of $11,200.

WSLS Roanoke, Va., became an NBC affiliate following contract negotiations by (1 to r) Horace Fitzpatrick, WSLS assistant and commercial manager; James H. Moore, executive vice president and general manager, and Norma E. Cash, director, AM station relations, NBC. Until June 15 the station also will carry programs from ABC, with which it formerly was affiliated.

PLANS COMPLETED

Play Ball!

Record Radio-TV Schedule Set

BROADCASTING • Telecasting

April 9, 1951 • Page 17
NARTB PRESIDENCY

NARTB (NAB) has moved most of the way through the long reorganization process with selection of a new president in sight. Harold E. Fellows of WEEI Boston, as president (see Fellows sketch this page). There still remains the job of finding a manager for the autonomous television wing of NARTB.

NARTB President Justin Miller becomes general counsel as well as board chairman at his own suggestion. The legal post has been vacant since last December when Don Petty resigned to devote full-time to his law practice.

It appeared at the weekend that a TV manager could not be named prior to a meeting of the NARTB Television Board, scheduled Saturday, noon at the Stevens Hotel, Chicago.

Disclosure last Monday morning that Mr. Fellows had been unanimously picked for the presidency by the board's eight-man presidential committee set the wheels in motion for selection of a TV manager.

A dozen names have been mentioned for the TV post. The selection committee is headed by George B. Storer, head of the Fort Industry stations. Telephone lines were kept hot last week as committee members exchanged ideas.

Mr. Storer's committee will report on progress of the management project at the Saturday board meeting, through the eight-man committee discussions his name had been among the leaders.

First tender of the presidential post went to Carl Haverlin, BMI president, but Mr. Haverlin was unable to accept the offer.

Caught off balance by this development, the committee resumed its search, culminating in a series of meetings that started March 26 in the office of a Washington attorney. Negotiations moved to New York and final approval by the eighth committee member came Sunday night.

By Monday morning papers had been signed by Mr. Fellows and Ben Strouse, WWDC Washington, committee secretary.

Salary terms for Mr. Fellows were not officially announced. It is known the committee had assigned a maximum of $76,000 a year for combined salaries of a president and Judge Miller, raised from president to chairman of the board at his own request during the Florida board meeting.

The combined salaries are believed to be inside the $75,000 limit. A two-way escalator salary formula was devised. Under this plan, it was speculated, Mr. Fellows might start his five-year contract at $5500 the first year, rising to $40,000 the second, $45,000 the third and $50,000 the fourth and fifth years. At the same time Judge Miller, who has a three-year contract, might receive $35,000 the first year, $30,000 the second and $25,000 the third year, it was indicated.

Effective Jan. 4

Both contracts are effective next June 4. Mr. Fellows will take office at that time. He will take part in next week's convention proceedings and will be presented to the convention Monday afternoon by Judge Miller.

The original contract held by Judge Miller ran to March 1, 1964, terminable on one year's notice in which case he would have served as acting president until the term ended at $12,000 a year. It was understood he has been receiving $5000 a year.

Mr. Fellows plans to maintain his Swampscott, Mass., residence when he takes office in June, flying to his home for weekends. Mrs. Fellows expects to join him in Washington next autumn.

Judge Miller will serve as president until Mr. Fellows takes office.

Under the division of duties, in line with new by-laws revisions, Judge Miller is relieved of administrative duties except those made at the Florida board meeting. Mr. Fellows takes over this work, as well as all of the functions formerly held by William B. Ryan when he was NAB general manager. Mr. Ryan is now president of Broadcast Advertising Bureau.

Judge Miller called a special dinner meeting of the combined NARTB boards in Chicago for 5 p.m. Saturday. Topics include plans for the 1962 NARTB convention, resolution of the secretary on by-laws and charter changes, report of the presidential committee; final negotiation of contract for the chairman of the board.

The NARTB television directors will hold a luncheon-afternoon meeting. Topics include finances and dues; budget; report of TV personnel committee; ASCAP negotiations; audience measurement methods; TV program contest; program exchange; proposed film to aid public in TV reception; standards and contract forms; agenda for the April 19 TV business meeting.

Commenting on selection of Mr. Fellows for the NARTB presidency, Mr. Strouse issued this statement on behalf of the selection committee:

"Our good fortune in obtaining the services of Mr. Fellows to direct the (Continued on page 70) NEW PRESIDENT of NARTB (NAB), Harold E. Fellows (center) of WEEI Boston, is greeted by Justin Miller, NARTB board chairman, and Ben Strouse, WWDC Washington, board member and secretary of special presidential selection committee.

The Man Fellows

By J. FRANK BEATTY

ABOUT the most exciting thing that ever happened to New England radio was the Mike debut of Harold Fellows, 20-odd years ago.

It took a few years before the Cabots and the Lodges had completely disposed of the frosty front that delayed said old Boston's acceptance of this new medium and its indefatigable exponent, but in record time (for Boston) Harold Fellows and radio were an inherent part of the historic scenery.

It's this knack of gaining acceptance that has carried him high in broadcasting and New England circles.

And it's this knack that equips him for one of the nation's most important, and explosive, trade association positions of (NAB) president.

In the waning hours of April Fool's Day, a relieved and hard-working presidential committee sat back and purred contentedly over a job well done (see story this page).

The two-month search for the right man to direct NARTB's operations had been no joke. Now, at last the assignment had been completed. Harold Fellows was the man, and he had the unanimous approval of eight NARTB board committee members representing the highly competitive facets—large and small—of a vast and growing industry.

Who is this Harold Fellows?

Wide Industry Background

Thousands of broadcast executives can answer that one—and quickly. They know him as an NAB board member, director of CBS New England operations, general manager of CBS's WEEI Boston, leader in NAB affairs and a fast—very fast—man with a story.

West of Cape Cod he's known variously as Mr. Massachusetts, a civic and business leader and one of the most likable citizens in that region.

When all Fellows' talents and personal traits are added up, they form an imposing profile.

But when all his radio experience is brought into the picture, there emerges a rugged and alert man of vision and optimism who, with cheerful voice and smiling man of 52—a natural and perhaps inevitable presidential selection.

Mr. Fellows, said to be one of the most prominent broadcasters of New England, is typified in the terse reply he gave when BROADCASTING * TELECASTING asked him what he proposed to do about his new assignment when he takes over June 4. He said, simply and humbly:

"Whatever I've got I'll give to the job."

Does he fold his modesty, or his ball-bearing laugh, lul you into the belief that he's a pushover in a controversy?

There'll be ample chance to test (Continued on page 70)
FOUR-PLY appeal of the 1961 NARTB (NAB) convention—mobilization, reorganization, TV and technical—is drawing the highest advance interest in years.

By mid-week the NARTB convention office at the Stevens Hotel, Chicago, and the headquarters staff at Washington had received well over a thousand reservations, far ahead of last year. Convention sessions run April 16-19.

With programming emphasis placed on issues facing the present emergency as well as workshop sessions on commercial operating methods, the reorganized association will present the highest and most practical agenda within the memory of its officers.

Member attendance will be augmented by a large number of non-member staffs and visitors who will attend the FCC-military-industry mobilization conference Monday morning, starting at 9. Admission will be via tickets supplied by the FCC.

Emergency Plans

This conference will be a follow-up version of the March 26 emergency meeting in Washington to which stations were invited by the FCC [Broadcasting * Telecasting, April 2, March 26]. Plans for coordination of government agencies and broadcasters during the emergency situation will be discussed along with manpower problems (see story page 25).

By mid-week 657 paid registrations had been received by NARTB for the Management Conference, which starts Monday afternoon and runs through Wednesday. Engineering Conference programs start Tuesday morning and end Wednesday afternoon. The annual banquet will be held Wednesday evening. Thursday will be Television Day, with morning, luncheon and afternoon sessions scheduled.

Over 140 paid registrations were listed already for the engineering session and 236 for the TV meeting.

C. E. Arney Jr., NARTB secretary-treasurer and convention manager, said hotel bookings were far ahead of 1960. Mr. Arney is operating at the Stevens Hotel, along with Arthur C. Stringer, manager of the annual equipment and service exposition.

Final program details for the management meeting were being worked out this week by Eugene S. Thoors, WOR-TV, N.York, chairman of the board’s convention committee, and Robert K. Richards, NARTB public affairs director, who said an all-star panel program had been completed.

New interest developed last week in the Tuesday luncheon address of Gen. Omar Bradley, chairman of the Joint Chiefs of Staff, as danger of a heavy spring offensive by enemy troops became a major world topic. Gen. Bradley’s address will be recorded and edited for later re-broadcast. He will discuss the Korean situation, as on a later-off-the-record session he will answer questions submitted by broadcasters.

Coy Speaks Wednesday

FCC Chairman Wayne Coy will make his third Conference appearance at the Wednesday luncheon. Workshop sessions at the management meeting will cover such topics as Broadcast Advertising Bureau, FM, research, sports and labor. Two two-spots were scheduled during the week, one at the Tuesday afternoon management meeting and the other during Television Day. Key figures from the industry will participate.

A feature of the Monday afternoon opening will be a slide film presentation of the reorganized association, with an explanation of the duties of the radio and television media.

Interest in the annual equipment and service show has been spurred by FCC’s action in announcing a proposed TV reallocation, with provisions for a large number of UHF channels.

Exhibitors in Exposition Hall, in the Stevens lower lobby, will be: Allen B. DiMonti Labs; Andrew Construction; Forces Information Center; Broadcast Music Inc.; Federal Telecommunication Labs.; Gates Tele- Ta Co.; General Electric Co.; Klieg Bros.-Universal Electric Stage Lighting Co.; General Precision Lab.; NAB Station Relations Dept.; NARTB Television; RCA Engineering Products Dept.; SESAC Inc.; U. S. Army-Signal Corps.

For exhibitors, showing lighter equipment and services, include: Ampeck Electric Corp.; Associated Program Service; Audio & Video Products Corp.; Broadcast Advertising Bureau; Bruce Eells & Assoc.; Howard B. Polk Jr.; Broadcast Division; Collins Radio Co.; Federal Telephone & Radio Corp.; Frederic W. Thompson Directors; Gros Ventre Testing Lab.; Harry S. Goodman Productions; Kaystone Broadcasting System; Lang-Worth Feature Programs; Lucky So- mers Foreman; NBC Network Program (Azrael Adv. Agency); Magnecord Inc.; Musicolor Inc.; Presto Record Dept.; Magnecord; National Engineering Products Dept.; RCA Recorded Program Services; SESAC Inc.; Standard Radio Transmission Services; Standard Data & Service; Whyno-Church Corp.; Winchurp Corp.; World Broadcasting System.

The exhibits will be open Sunday, April 16 and run through Wednesday afternoon.

Besides meetings listed above, a series of satellite sessions will be held. These include: Saturday — University Asm. of Professional Radio Educators, Upper Tower (continues Sunday); NARTB Television Board, 12:30 p.m. luncheon meeting, Room PDS; combined NARTB Boards, 5 p.m. directional review, both in NAB Ballroom.

Sunday — B&B Inc. Board, noon-5 p.m., PDI; Clear Channel Broadcasting Service, 2:30-5 p.m.; MBS affiliates meeting, 2-4 p.m., Upper Tower; MBS reception, 4-5 p.m., Lower Tower; BMI Board, 4-6 p.m., PDR 20.

BMI Board Luncheon

Monday — BMI board luncheon to state association presidents, PDI; every station luncheon.

The Monday morning mobilization meeting will be held in the Eighth St. Theatre, adjoining the Stevens. The theatre has been used occasionally for NAB conventions.

John H. DeWitt Jr., WSM Nash- ville, NAB board member, will serve as chairman of the first panel discussion. NARTB board members will be Calvin J. Smith, president of KFAC Los Angeles, District 16 director, and William C. Grove, KFBC Cheyenne, Wyo., District 14 director. Both are broadcasters who have engineering background.

Participating in the opening (Continued on page 28)

CONVENTION ATTENDANCE

Golf Tournament

ANNUAL NARTB (NAB) convention golf tournament for the Broadcasting * Telecasting * Washington Post, which held April 15 (Sunday at the Northwestern U. golf course in Wilmette, off Lake Ave. Play will start around 9 a.m. Broadcasting * Telecasting will award silver cups to the low gross and low net winners. A free bus will leave the South Loop station at 8 a.m., Hotel at 8:45 a.m. Send Reservations to the Washington office of Broadcasting * Telecasting or to Suite 1200 in the Stevens, where this publication will maintain convention headquarters.

Record NARTB Registration

ADVERTISING TAX?

By DAVE BERLYN

A JOULTING proposal that a federal excise tax be levied on advertising, particularly the type of advertising that urges “consumers to buy consumer goods,” has been offered on Capitol Hill.

Such a tax could run as high as 20-25%, it was indicated.

The proposal, however, did not have specific support of any of the Senate and House members of the Joint Congressional Committee on the Economic Report from which it emanated. The suggestion was contained in a supplementary to the committee’s annual economic report released last week.

Section on the proposed tax on advertising was written by the committee staff, which labeled it “one of the more probable” that the government could levy.

Pointing out that this was not the time in the American economy to “whip up inflation further by stimulating consumer buying” nor the period for worsening the situation of short newprint or wood-pulp, the staff said: “Yet . . . an increased volume of advertising continues to spur consumers on to additional spending.”

Release of the report met immediate resistance from the Advertising Federation of America. Graham Patterson, board chairman, urged Congress not to introduce any present economic conditions” in the staff suggestion “that a heavy sales tax on advertising might be desirable to curb inflation and reduce consumer buying.”

Civilian Goods Plentiful

Mr. Patterson pointed to a surplus of goods in many lines with retailers concerned over the present buyer’s market. Even with rising defense production, civilian goods output will remain high, he said, asserting “these goods must be sold or our economy will suffer.”

Reminded that the strong civilian economy helps defray defense costs.

“Advertising is a low-cost tool. If advertising were ham-strung or decreased by a tax, personal selling efforts would have to be increased at higher costs to retailer and manufacturer and finally to the consumer,” Mr. Patterson said.

This, the AFA board chairman said, would increase the need for advertising, which

Said a tax, Mr. Patterson added would probably not increase the total government income, but would seriously affect advertising volume.

In presenting a review of advertising expenditures, the committee staff said spending in 1940 exceeded 1949 by an estimated 10%. Expenditures, the staff said, totaled $3.2 billion in 1949. Current rate of expenditures, the report went on, “is considerably greater.” In October 1960 total was 19% above the same month for the year before, the writers said.

Direct advertising breakdown presented in the report by dollars and percentages of the total for 1949:

<table>
<thead>
<tr>
<th>U. S. Advertising in 1949</th>
<th>Medium</th>
<th>Amt. in Millions % of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers</td>
<td>$19,050.0</td>
<td>36.6</td>
</tr>
<tr>
<td>Radio</td>
<td>$363.8</td>
<td>7.7</td>
</tr>
<tr>
<td>Magazines</td>
<td>$492.5</td>
<td>9.5</td>
</tr>
<tr>
<td>Cams</td>
<td>$376.3</td>
<td>7.0</td>
</tr>
<tr>
<td>Direct mail</td>
<td>$758.6</td>
<td>14.5</td>
</tr>
<tr>
<td>Broadcasted slides</td>
<td>$247.4</td>
<td>4.7</td>
</tr>
<tr>
<td>Outdoor</td>
<td>$131.0</td>
<td>2.5</td>
</tr>
<tr>
<td>Movies</td>
<td>$1,092.7</td>
<td>20.3</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$5,201.2</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The staff said a number of results which could materialize from

(Continued on page 79)

D ~ 1991, 95, 94 ~ Page 19

Broadcasting * Telecasting

April 9, 1951

a 9.5 7.7 14.5 20.3 2.5 4.7 7.0 9.5 14.5 36.6 100.0
ELECTION of Joseph V. Heffernan as financial vice president of NBC and elevation of Robert L. Werner to succeed him as general attorney of RCA were announced last Thursday.

Mr. Heffernan, leaving his present position as RCA vice president and general attorney, will be in charge of NBC financial affairs, including supervision over legal, financial and accounting operations. His election was announced by NBC President Joseph H. McConnell following a meeting of the NBC board Thursday morning.

Mr. Werner's election as RCA general attorney was announced by Brig. Gen. David Sarnoff, board chairman of RCA, NBC's parent company.

Mr. Heffernan has been associated with RCA operations for 16 years. He became assistant general counsel in 1940, and vice president and general attorney on April 6, 1945. He is also a member of the board of directors of RCA Communications Inc. and the RCA Institutes Inc.

He was a lieutenant with the Navy air force, Atlantic Fleet, during World War II.

A native of Washington, Ind., where he was born on Feb. 23, 1906, Mr. Heffernan is a graduate of St. Louis U. (1929) and holds a bachelor of laws degree from Indiana U. He received a fellowship for graduate work in law at Columbia U., where he received his LL.M. in 1935.

Mr. Werner has been associated with RCA since February 1947, when he joined the company as a first assistant attorney in the law department. He formerly was special assistant to the U. S. Attorney General, and first assistant in the claims division of the Dept. of Justice in Washington. From 1936 to 1941 he served as assistant to the

WEEL MANAGER
Struthers Succeeds Fellows

HARVEY STRUTHERS, assistant general manager of WEEL Boston, was appointed last week to succeed Harold E. Fellows as general manager of the CBS-owned Boston station.

Mr. Fellows has been named president of the NABRT (see story page 18).

J. Kelly Smith, CBS vice president in charge of station administration, announced the promotion of Mr. Struthers, who has held the WEEL assistant general manager position since January.

Mr. Struthers has been with CBS since 1940, when he joined WCCO Minneapolis-St. Paul. During his tenure there from 1940-48 he handled a variety of sales assignments, including that of acting sales manager. In 1948 he moved to the Chicago office of Radio Sales, Radio and Television Stations Representatives, CBS, and in August 1950 transferred to the New York office of CBS Radio Sales-TV.

SIGNING of final papers to transfer WSAI-AM-FM Cincinnati from Marshall Field interests to Fort Industry Co., was expected to take place in Chicago this Friday. That will bring to the end of the three-year era of WSAI-FM Lima, Ohio, to Lloyd A. Pixley, who with his family owns WCOL-AM-FM Columbus, Ohio.

BEN WOLFF
WFOX Salesman Dies

BEN WOLFF, 83, salesman at WFOX Milwaukee, and believed to have been the oldest active radio salesman in the country, died March 1. He was active up until March 28.

Born Aug. 4, 1887, Mr. Wolff entered radio at WEMP Milwaukee in 1935.

Mr. Heffernan
Mr. Werner

During World War II Mr. Werner

Mr. Heffernan, Werner
To New Posts

RCA-NBC CHANGES
Heffernan, Werner

FCC MEASURE
Johnson to Be Consulted

SEN. ED C. JOHNSON'S (D-Col.) Commerce Committee will be consulted on future action taken on legislation designed to give the FCC control over paired, competing stations for the purpose of preventing multiple ownership, limiting ownership to six stations as well as on duopoly, precluding dual ownership of stations of the same class whose primary signals substantially overlap in the same area. In addition to WMMN, Fort Industry also operates WSPD-AM-FM-TV Toledo, WVWA-AM-FM Wheeling, WAGA-AM-FM-TV Atlanta, WIGC-AM-FM Miami and WJDK-AM-FM-TV Detroit.

WSAI, ABC affiliate on 1360 kc with 5 kw, directional night, is licensed to Buckeye Broadcasting Co. All stock in this firm was sold by Field Enterprises Inc. to Fort Industry. Field Enterprises, which also operates WAI Chicago, KOIN Portland, Ore., and KJR Seattle, told FCC it "originally acquired WSAI as one of a proposed program to develop diversified business in the Arts & Sciences area of Cincinnati," but that these interests "have not materialized."

Marshall Field purchased WSAI in 1944 for $650,000 from Croley Corp., which had purchased either WSAI or WLW Cincinnati upon adoption by FCC of its duopoly rule.

Mr. Haid on NBC outlet on 1240 kc with 250 w fulltime, WCOL is licensed to The Pixleys and is an ABC outlet. Mr. Pixley is president and general manager. He is also owner of WLOC Inc., the new licensee of the WLOK properties.

Mr. Haid has been in charge of WMMN for five years and in radio since 1926. He started at KDKA Pittsburgh, then moved to WJZ, becoming assistant to broadcasters in building of stations. In the mid-30s Mr. Haid operated his own advertising agency in Pittsburgh, joining Fort Industry in '37.

In 1941 he became manager of WHZ Zanesville, Ohio, then owned by Fort Industry and which it sold in 1946 to Southeastern Ohio Broadcasting Co., who purchased it from Mr. Haid.

Mr. Haid moved to WMMN as manager in 1946, becoming Fort Industry vice president in 1947. He was appointed to the board of directors in 1956.

No School Today were not included among the assets transferred to Fort Industry, it was said. They have been owned by Jon Arthur Enterprises Inc., all stock of which has been sold by the Marshall Field Co. WVOO Tulsa general manager, said the tax "is so nearly confiscatory that it is ridiculous when you consider all the other taxes we must pay."

Mr. Heffernan, named general attorney for RCA, has been associated with the company for 16 years. He formerly was special assistant to the U. S. Attorney General, and first assistant in the claims division of the Dept. of Justice in Washington. From 1936 to 1941 he served as assistant to the vice president and general attorney of NBC.

Mr. Werner, named assistant general attorney for RCA, has been associated with the company since February 1947. He is a native of Washington, Ind., where he was born on Feb. 23, 1906. Mr. Heffernan is a graduate of St. Louis U. (1929) and holds a bachelor of laws degree from Indiana U. He received a fellowship for graduate work in law at Columbia U., where he received his LL.M. in 1935.

Mr. Werner has been a legal assistant to the law department since joining the company. He formerly was special assistant to the U. S. Attorney General, and first assistant in the claims division of the Dept. of Justice in Washington. From 1936 to 1941 he served as assistant to the vice president and general attorney of NBC.

Mr. Heffernan, named general attorney for RCA, has been associated with the company for 16 years. He formerly was special assistant to the U. S. Attorney General, and first assistant in the claims division of the Dept. of Justice in Washington. From 1936 to 1941 he served as assistant to the vice president and general attorney of NBC.

Mr. Werner, named assistant general attorney for RCA, has been associated with the company since February 1947. He is a native of Washington, Ind., where he was born on Feb. 23, 1906. Mr. Heffernan is a graduate of St. Louis U. (1929) and holds a bachelor of laws degree from Indiana U. He received a fellowship for graduate work in law at Columbia U., where he received his LL.M. in 1935.

Mr. Werner has been a legal assistant to the law department since joining the company. He formerly was special assistant to the U. S. Attorney General, and first assistant in the claims division of the Dept. of Justice in Washington. From 1936 to 1941 he served as assistant to the vice president and general attorney of NBC.

Mr. Heffernan, named general attorney for RCA, has been associated with the company for 16 years. He formerly was special assistant to the U. S. Attorney General, and first assistant in the claims division of the Dept. of Justice in Washington. From 1936 to 1941 he served as assistant to the vice president and general attorney of NBC.

Mr. Werner, named assistant general attorney for RCA, has been associated with the company since February 1947. He is a native of Washington, Ind., where he was born on Feb. 23, 1906. Mr. Heffernan is a graduate of St. Louis U. (1929) and holds a bachelor of laws degree from Indiana U. He received a fellowship for graduate work in law at Columbia U., where he received his LL.M. in 1935.

Mr. Werner has been a legal assistant to the law department since joining the company. He formerly was special assistant to the U. S. Attorney General, and first assistant in the claims division of the Dept. of Justice in Washington. From 1936 to 1941 he served as assistant to the vice president and general attorney of NBC.

Mr. Heffernan, named general attorney for RCA, has been associated with the company for 16 years. He formerly was special assistant to the U. S. Attorney General, and first assistant in the claims division of the Dept. of Justice in Washington. From 1936 to 1941 he served as assistant to the vice president and general attorney of NBC.

Mr. Werner, named assistant general attorney for RCA, has been associated with the company since February 1947. He is a native of Washington, Ind., where he was born on Feb. 23, 1906. Mr. Heffernan is a graduate of St. Louis U. (1929) and holds a bachelor of laws degree from Indiana U. He received a fellowship for graduate work in law at Columbia U., where he received his LL.M. in 1935.

Mr. Werner has been a legal assistant to the law department since joining the company. He formerly was special assistant to the U. S. Attorney General, and first assistant in the claims division of the Dept. of Justice in Washington. From 1936 to 1941 he served as assistant to the vice president and general attorney of NBC.
URGE FCC STREAMLINING

By FRED FITZGERALD

SMALL broadcasters would be spared expensive red tape if FCC procedures were streamlined in accordance with new broadcasting regulations (S. 688) [broadcasting • telecasting, Jan. 29 et seq.]. That was the House Interstate and Foreign Commerce Committee as hearings on the bill, postponed from earlier in the week, finally got underway Thursday morning.

First witnesses were Victor C. Diehm, WAZL Hazleton, Pa., as spokesman for the Pennsylvania Assn. of Broadcasters; Leon M. Sipes, KELD Eldorado, Ark., representing the Arkansas Broadcasters Assn. and Gordon P. Brown, WSAY Rochest, N. Y.,Messrs. Diehm and Sipes addressed as proponents of the bill and on invitation of NARTB.

Hearings resumed Friday morning with Chairman Wayne Coy of the FCC in the witness seat on the committee's late story at Deadline, and it was hoped that the full hearings would be concluded today (Monday) and tomorrow. Other witnesses:

NARTB Pres. Justin Miller; Joseph H. Ream, executive vice president, CBS; Judge Frank Roberson, of the Washington law firm of Shepardson & Roberson, as chairman of the legislative committee of the Federal Communica-


Messrs. Miller, Ream and Roberson are in support of S. 688; Mr. Whitehurst is supporting legis-
gated amendments, and Mr. Ram-
speck is opponent, in part, to the bill.

At the conclusion of Thursday's sessions and on the suggestion of Rep. Louis J. (Lloyd N. J.), Committee Chairman Robert Crosser (R-Ohio) instructed that the Dept of Justice be requested to have a representative appear at the hearings. This followed ques-
tioning of Mr. Brown, consistent proponent of network licensing, who contended that Sec. 10 of the McClellan Bill allowed the FCC "no way to punish anti-trust violators."

Diehm Leadoff Witness

Mr. Diehm, as leadoff witness, outlined the situation confronting a typical small broadcaster whose operating revenue was not sufficient to justify retention of legal counsel to watch all Commission actions that might affect him. He referred to "volumes of reports, photostats and additional information" that is required in renewal applications every three years, "particularly when much that he is asked to submit is already on file with the Commission."

Insofar as a hearing is con-
cerned, the $2,200 to $15,000 ex-
penditure placed on the radio operator represents the difference between a profit or loss station, Mr. Diehm said.

Declaring the small broadcaster is aware of the Commission's "tre-
mendous work load," but that he has "simple faith that proper re-
view and more efficient procedures would greatly speed up the mill and ease his economic burden," Mr. Diehm voiced his con-
}
RATE-CUT MOVE

Radio's Faults, Says Kobak

Outlined by Abrahams

At Boston REC

SELLING RULES

STRESSING that "you have to help retailers to sell them on radio," Howard P. Abrahams, sales promotion manager of the National Retail Dry Goods Assn., laid down rules for a successful pattern at the Boston Radio Executives Club Wednesday afternoon.

Prior to his address, REC president Harold E. Fellows, general manager of WEAI Boston and director of CBS operations in New England, who last week was named president of NARTB (see story page 18), was presented with a gold bell in thanks to a standing ovation by the membership.

A resolution by Program Chairman Stacy Holmes, public relations director, File's of Boston, that "the members of the REC or Boston exults in the elevation of Harold E. Fellows to the presidency of the NARTB" was unanimously passed.

Mr. Abrahams advised broadcasters to study NRDGA records on sales promotion and to study a store before approaching it in order to know how best to help it.

Basic Data

To analyze a store, he continued, a station should get the following basic information: (1) Type of business—promotional or not; volume—a store with big volume spending more than a small one; (2) Location—a store on Main Street not needing to spend as much money as one off the beaten track; (3) Competition—if heavy, it forces the store into line; (4) Type of merchandise; (5) Type of customers; (6) Price lines of merchandise; (7) Location of customers; (8) Shopping habits; (9) Level of traffic at certain times, keying programs to peak of traffic; (10) Store's goals and plans; (11) Strong and weak departments—featuring the strong.

After studying the store as the store does itself, said Mr. Abrahams, the station should become familiar with successful case histories of retail use of radio, of which there are plenty. At this point, he counseled, the store should be approached and there should be a frank interchange of knowledge, adapting the knowledge to an original approach for the particular store.

Stating that "the big trouble with radio is it sells itself to the

out of date for some time.

Radio, he said, must develop more facts, engage in better selling, and make a rate adjustment to meet current situations, and get off the defensive quickly.

Mr. Kobak also called for separation of radio and television operations. They are separate and competitive media, and if not separated one or the other will suffer, he declared.

Practical and result-producing techniques of selling radio advertising at the local and national spot levels were outlined to the institute by Mr. Abrahams. Among the points of value he stressed were that a knowledge of prospective sponsors' business operations and problems was advantageous to both the advertiser and the time salesman.

The session opened Thursday under the gavel of Frank Crowther, WMAZ Macon, institute chairman.

Those slated to participate in sessions included:

Thursday—Fred Ken, WBGJ; George Patton, WIBB Macon; Dean Cavanaugh, WFMK Rose; W. Ray Ringman, WRD August; Lambdin Kay, former director, WSB Atlanta; Wilton God, WMAZ, and former Governor E. D. Rivers, WGOY Valdosta.

Friday—Bill Downs, CBS Korean correspondent; Jimmy Bridges, WSB-TV; H. Randolph Holder, WRFK Athens; Ed Thilenius, WGAU Atlanta; Ben Chalfield, WMAZ, president National Assn. of Radio-News Directors; Allen M. Woodall, WDAK Columbus, Ga.; John Derr, associate director of sports, CBS New York; Thad Horton, WSB-TV; George Theeering, WBL

Columbus; Jack Telly, WGST Atlanta; J. Leonard Reinsch, WSB-TV, and James Bailey, WAGA-TV Atlanta.

Saturday—Miss Helen Farmer, WMAZ; Miss Mary Anne Martin, WRF: Athens; Miss Eileen Stubb, WBQ Augusta, Miss Alice Wadson, WFS Savannah, Miss Sara Williams, Liller, Neale, and Atlanta; Mrs. C. C. Fuller, Tucker Wayne & Assoc., Atlanta; Miss Virginia Paire, Paire Adv. Co., Atlanta; L. S. Christian, WRF; and Alfred H. Puhin, program director, Voice of America, State Dept., New York.

WFCI SALE

Providence 'Journal' Buys

SALE of WFCI Pawtucket, R.I., to the Providence Journal by the estate of the late Frank Crook, and Howard W. Thornton, was announced last week. Consideration was not disclosed pending preparation of the FCC application.

The Providence Journal Co. is owner of WPJB (FM) there, Class B outlet in operation since 1948. WFCI, founded in 1941, is an ABC affiliate, operating on 1480 kc with 5 kw, directional. U. S. Attorney General J. Howard McGrath, executor of the Crook estate, told Broadcasting & Telecasting details of the transaction were being worked out and would be disclosed shortly.

FCC in early February approved transfer of control of Pawtucket Broadcasting Co., WFCI licensee, to Mr. McGrath as executor pending settlement of the Crook estate. All of the stock in the station, including that of Mr. Thornton, reportedly will be sold to the Journal. Messrs. Crook and Thornton have been sole station stockholders.

FETING Phil Baker, star of NBC's "The $64 Question", at a luncheon at the Park Plaza Hotel in Baltimore April 3 were radio and ad executives. Mr. Baker on April 2 debut on WITH Baltimore with the Phil Baker Show (Broadcasting • Telecasting, March 26). Among those present were (1 to r) Maurice Azreel, of Azrel Adv.; Joseph Ketz, of Joseph Katz Co.; Stanley Probst, president of Rem & Rel; Mr. Baker, Morton Levensen, AWW Agency; R. C. Embry, WITH vice president, and Thomas Tinsley, WITH president.

THE BROADCASTING • TELECASTING

PHIL BAKER

Every day 2 to 4 P.M.
KAUFUER PROTEST

By LARRY CHRISTOPHER

SENATE CRIME Investigating Committee Chairman Eames Ke- aufer is reported to have called on Chairman Wayne Coy to protest the initial decision of the Commission which would approve Arthur B. McBride and Continental Press Service, national racing wire service owned by his son, Edward J. McBride, and managed by his brother-in-law, Thomas Kelly [BROADCAST- ing, April 14, 1951, page 3].

The committee's "second interim report" charged Continental Press actually is controlled by the federal government and remains a sacred to the Capitol syndrome.

The initial decision of FCC Hear- ing Examiner Leo Resnick, issued in mid-March, concluded there was no cause to disqualify Mr. McBride from being a radio station stockholder and proposed to grant WMIE as- signments under a construction permit from Lincoln Operating, a trustee for Sun Coast Broadcasting Corp., to Sun Coast itself. Sun Coast is chiefly owned by Mr. McBride and Continental Press associate, Daniel Sherb y. Mr. Sherby, along with Continental Press, were also given a clean bill of health by the full board.

The examiner noted the Senate group had issued its second report after the closing of the FCC hearing, however, but said he could not analyze the qualified protest because it was "outside" the FCC record.

McBride Praise

The examiner's decision found no evidence to show Mr. McBride or Continental Press have violated any laws. It further noted "copy" of all business agreements and religious leaders from Cleveland testified high acclaim for Mr. McBride's reputation and integrity.

Sen. Kefauver's letter to Chairman Coy stated in part:

"As previously indicated to you, the Senate Crime Investigating Committee feels that Arthur B. McBride is properly entitled to receive a permit to operate WMIE Miami, Fl. Under date of March 31, 1951, there was filed with the Commission an initial application by Leo Resnick, hearing examiner, in which he reached the conclusion that Arthur B. McBride and Daniel Sherby are legally, financially, and business ally with the federal government's. The Senate Crime Investigating Committee desires to be recorded as differ- ing sharply with the conclusion of the hearing examiner that said Arthur B. McBride is not violating any laws. Therefore, the Senate Crime Investigating Committee respectfully requests that no permit be granted Mr. McBride if there is a full before the Senate committee's evidence..."

SELF REGULATION

Hennock Hit

FCC COMR. Frieda B. Hennock told the organizing convention of the American Women in Radio and Television, in an address prepared for delivery Saturday night, that broadcasters must carefully, else "justified wrath at their excesses may unfortunately lead to pressures for an unjustified censorship."

Stressing the power of both radio and TV in shaping "the educational and cultural lives of our citizens," Miss Hennock said:

"I cannot know what a few hours before any receiver can tell us; that programs often go beyond reasonable bounds; that they too often emphasize crime and violence on one hand, and stereotyped and hollow productions on the other."

"The broadcasting industry should be self regulating and self- disciplining as a matter of the good sense of the industry. Sensibility of any kind, imposed from above by the will of any group, government or otherwise, is..."

Not merely be "cleaned up," but instead that "new blood and new life must be poured into radio and television."

Mr. Randau, in a speech also prepared for delivery Saturday night, stressed that "civil defense is everybody's business—not just the federal government's."

"It is entirely too much apathy toward civil defense in certain sections of the country."

In view of the present world situation, "we must learn to think of each other as short-sighted, indeed, if we did not set ourselves to the task of making our country as impregnable as possible, our citizens informed on the best defense tactics."

"Here, then," he told the AWRT, "is where we need your help. We must make certain that everyone is alert to the dangers that face him and alert to his individual responsibilities. . . . I urge each of you to be a mouthpiece for civil defense in your community."
DOWN the contract alley go (1 to r) Chester A. Shaffer, American Soda Water Co.; Fred Willen, Willen Refrigerator Service; France Luxa, KXOK St. Louis sportscaster; Ted Reinecke, Reinecke Wallpaper & Paint Co. Signed is a new bowling show which Mr. Luxa is handling. The trio have bowling team leagues in Greater St. Louis.

RADIO symphony in ink penned by (1 to r) Robert Lawrence, dir., Phoenix Symphony Orchestra; Lew Lowry, KOOL Phoenix prog. dir.; Charles Garland, KOOL gen. mgr. Orchestra will perform on Sunday 1 1/2 hour program.


BASEBALL contract is signed by Richard E. Jones (l), WJBK Detroit v. p. and gen. mgr. Agreement assures station's radio coverage of Detroit Tigers' season schedule. Standing is Harry Heilmann, sportscaster. Edwin J. Anderson (r), pres., Geochel Brewing Co., adds okay for sponsor of the series.

SETTING 52-week pact for Bald Venture to be aired Wednesday, 10:30-11 p.m., WSYR Syracuse are (1 to r): Seated, Earl Rogers, Rogers & Porter, Rochester agency; Robert Wehla, Genesee Brewing Co., sponsor; standing, Fred I. Geiger, WSYR salesman; R. C. Danehy, Frederic W. Ziv Co., packager.

RETAL appliance store $9,600 local program contract put in motion for seal balance of 1951 on WCMJ Ashland, Ky., by (1 to r) M. E. Siebel, WCMJ coml. dept.; Don Pullman, ad mgr., Darwins; Darwin Sturgill, owner and gen. mgr., Darwins, sponsor; Charles C. Warren, WCMJ mgm.

**VA. AP MEET**

**Awards Banquet Highlights Two-Day Session**

AN AWARDS banquet and luncheon session with Congressional delegates highlighted a two-day, semi-annual meeting of the Virginia Associated Press Broadcasters in Washington last week.

The state's AP radio men were them a luncheon at the Capitol with Virginia Congressional leaders and key AP executives; a dinner banquet at the National Press Club (both Thursday), and a tour of Washington radio stations. The following week, the Washington business session also was scheduled Friday when new officers were to be elected.

Representatives of between 22 and 25 Virginia stations attended the scheduled events, which culminated formaly Thursday with the banquet. Washington station managers and news editors were invited to attend. Top speakers were Morgan Beatty, NBC commentator, and Dr. Douglas Southall Freeman, WRNL Richmond commentator and former editor of the Richmond News-Leader. Awards were made in nine categories, and represented the choices of a three-man radio committee from 39 entries submitted for the contest, first of its kind held by the Virginia group.

The awards were divided into three classifications, all based on the latest BMB circulation survey of radio families: (1) $50,000 and over; (2) $25,000 to $50,000, and (3) less than $25,000.

Winning Entries

Winning entries by class:

- **Commentary (Class 1)** WRLN Richmond, Dr. Douglas Southall Freeman; (Class 2) no entries; (Class 3) WYOD Lynchburg, Calvin Robinson.
- **Comprehensive News Broadcast**
  - (1) WRLN, Howard Hamrick; (2) WXG, Richmond, Harry Curran; (3) WRAD Radford, Dick Morgan.
- **Local and State News**
  - (1) WBDJ Roanoke, John Eure; (2) WXG, Joe Guido; (3) WYOD, Rod Lea.
- **General News Farm**
  - (1) WRLN, Cullen Johnson; (2) WSLS Roanoke, Harry Howell; (3) WPLM Suffolk, L. E. Petryjohn.
- **Spot News**
  - (3) WYOD, Rod Lea.
- **Sports Broadcasts**
  - (1) WOH Newsport Newport, Bill Diehl; (2) WANS, Harry Wessman and Jim Culley.
- **Spot Sports Broadcasts**
  - (1) WLED Richmond, Joe Jenson; (2) no entries; (3) WYOD, Norman Biermann.
- **Women's News**
  - (1) WGH, Mildred Alexander; (2) none; (3) WYOD, Ethel Roberts.

**Special award for the best protection to AP on news—WCHV Charlottesville, Jocelyn Smith.**

Judges in the contest were John Alderson, WFBR; Al Stevens, WWIN, and Galen Fromme, Baltimore, all news editors.

**Luncheon Guests**

Guests at the luncheon on Capitol Hill were members of the Virginia Congressional delegation; members of the board of the Associated Press; Ben McKel- way, Washington Evening Star (WMAL-AM-FM-TV); Harry Byrd, Winchester (Va.) Star; Oliver Grambling, assistant general manager of AP; W. L. Bean and Max Fullerton, chiefs of the Washington and Baltimore bureaus of AP.

Officers of the Virginia AP group pending Friday's elections were W. H. Rollins, president, and Fred Hart, WPLM Suffolk.

**BLOCK TAX**

On Radio-TV Fight Rights

CALIFORNIA radio and TV representatives last week succeeded in blocking, temporarily at least, a state bill taxing payments for radio and TV rights to boxing and wrestling matches.

The bill, which also would place control on broadcasting and telecasting rights to such matches in the hands of the state athletic commission, was held in committee by a vote of 4 to 3. At least 5 votes were needed to report it out with a "do pass" recommendation.

Leading the radio-TV fight against the bill at a legislative hearing last Thursday were William Smullin, president of the California Radio & Television Broadcasters Assn., and Philip Lasky, general manager, KPIX (TV) and KSFO San Francisco.

Mr. Smullin declared the bill "discriminatory against the broadcasting and television industry" and questioned the amount of revenue that would be realized from such a tax.

He said radio and TV are being blamed for certain ills in boxing and wrestling. He contended that arguments by supporters of the bill that radio and TV had caused a drop in attendance at boxing and wrestling matches, with a consequent drop in the state's tax take.

**Local Tax Leveled**

A 5% tax on gate receipts at the fights is now levied by the state. The athletic commission drews its expenses from the tax and the surplus is used to support a state veteran's home at Yountville, Calif. The currently debated bill would extend the tax to receipts from the sale of radio and TV rights also.

Mr. Lasky, in answering arguments that the fight promoters would have to pay the tax, not radio or TV, argued that any such tax would undoubtedly be passed back to the television industry by the promoters. He also denied that radio and TV had adversely affected fight gate receipts.
EMERGENCY PLAN
Set for NAB Airing

FCC will attempt to resolve misunderstanding and confusion on its proposed emergency broadcast plan whereby certain agencies meet with industry representatives at a special mobilization session in Chicago April 16.

This was indicated last week as some of the representatives from the Federal Communications Commission (FCC) and the Department of Defense met at a conference and approved the formation of a committee to deal with some of the problems involved in broadcasting emergency information.

The special mobilization session has been scheduled as part of the NARTB Chicago convention, to which all industry representatives will be invited.

FCC authorities indicated last week that the Commission will not attempt to reschedule its proposed plan where certain stations would be allowed to remain on the air in the event of imminent or actual attack. Instead, FCC expects to take up the highlights of the air-operations applications for radio and television stations, and to answer any question broadcasters may wish to submit.

It was felt that broadcasters who were unable to attend last month's Washington security session at the March 26 meeting have been submitted to Chief Engineer Curtis Plummer for his consideration. The suggestions were filed by Frank Fletcher, commissioner of the Michigan State Corporation, and Earl Collum, consulting radio engineer.

While the contents were not divulged, it was understood that they dealt chiefly with the possibility of setting up industry advisory committees to consult with Commission staff members on the efficiency of the operational plan. No suggestions had been submitted from licensees on the actual plan itself, it was said.

Revolutions Final

The final decision revoking the license of WXTL Ely, Minn., and the permit of KFMA Davenport, Iowa, has been issued by FCC following failure of the stations to take early action in response to an earlier initial decision upholding original Commission revocation orders.

FCC charged Charles W. Ingersoll had unlawfully transferred control and abandoned WXTL and contended L. W. Andrews, KFMA owner, had been involved in the WXTL case.

Mass Appeal

Barrett Lauds Radio

WHELLS H. BARNETT Jr., sales development manager and assistant to the president, John Blair & Co., station representative, has praised radio as a mover of mass-appeal items in a talk before the Advertising Club of Baltimore.

Mr. Barnett pointed out that because display is not necessarily a vital element in moving mass-appeal goods, radio's low-priced advertising serves that purpose better than newspapers or magazines. He emphasized also the "multiple" listening in the home and radio's ability to reach the housewife roaming from room to room.

Pointing to the Kefauver investigation of TV's success, Mr. Barnett said that radio must face the fact that television already is a competitor in daytime hours.

Mr. Barnett expressed the view that in the broad picture of advertising, video is just another method, offering advantages to the advertiser that he has never had before. He added, however, that he does not believe that these advantages serve to eliminate any other medium.

Radio-TV Posts

McCormick, Azine

Join CDA

APPOINTMENTS of Steve McCormick, former MBS Presidential announcer, and Harold Azine, TV producer-director, to head up the radio and television branches of the Visual Division were revealed last week by the Civil Defense Administration.

The sections, which will map radio-TV plans for implementation of national and local station levels, are under the general supervision of Jesse Butcher, chief of the Audio-Visual Division and former network-agency executive.

At the same time CDA announced completion of arrangements with the motion picture industry for production of films to be utilized by TV stations, civic groups and other organizations. Film clips were prepared by United World Films and Teletran Inc., New York, and will be made available during April and May. Still pending are plans for distribution of the films to TV stations. The motion picture section is headed by Howard Johnson.

Mr. McCormick served as chief programming officer for WOL Washington last year. Previously, over a 15-year period, he was chief announcer, production manager, public relations director, news editor and special events chief. Un-

ASNE Session

Covers Radio-TV Inroads

A FORUM discussion pointing up the inroads of radio and television on newspapers will be commanded top priority as a feature of the American Society of Newspaper Editors' convention at the Hotel Statler in Washington April 20.

John S. Hayes, vice president of WTOP-AM-FM-TV, has accepted an invitation to carry the banner for the broadcasting industry. He is expected to talk on the radio-TV challenge to newspaper in point of the advertising dollar and aural-visual impact.

Other panel members slated to speak are Ed Hoyt, managing editor Cedar Rapids Gazette (KCRG KCRK) R. Mc Gill; Atlantic Constitution (WBB-AM-FM-TV); John Crosby, syndicated cartoonist. Supervising arrangements for the session is Laurence L. Winslow, Boston Globe.

Mr. Hoyl will discuss the position of the newspaper in radio operation, contending that they should be separate functions and continue so. He reported will support the premise that neither should argue for free space or airmile.

Mutual Cooperation

The case for intimate radio-TV cooperation will be presented by Mr. McGill, on the ground that many radio spots are part of the whole communications picture and both sound and printed media can cooperate for their mutual benefit.

Mr. Crosby has not prepared any specific subject for discussion, and probably will give an informal talk along lines expressed in his radio-TV column.

The impact of Kefauver Senate crime investigating hearings in New York, Washington and elsewhere also may be injected as an example of the coldness of the printed word when compared to the registration of emotion and truthfulness on the television screen.

The session is slated to be held at 3:30 p.m. and will be one of a number of topics to be explored during the ASNE meeting. Each speaker will be limited to a 15-minute talk, to be followed by questions from the floor. General theme of the session will be "The Challenge of Radio-TV."

Coy Testifies

CHAIRMAN Wayne Coy last Thursday testified before a Senate Appropriations subcommittee on FCC's fiscal 1962 budget request of $6,850,000 to carry on its operations. His testimony was delivered at an executive session. Chairman Coy was in attendance before a House Appropriations subcommittee Feb. 23.
Convention Attendance
(Continued from page 19)
panel will be Robert Burton and Col. William Talbot, Federal Civil Defense Administration; Curtis Plummer, FCC chief engineer; Robert L. Alix, Ralph Belet, Ernest Thelenam and Prose Walker, FCC; Col. James H. Weiner, Air Defense Command. Neal McT.,

This panel will include a discussion of plans to coordinate government and broadcaster activities during the emergency; situation operation in wartime and related information.

Manpower Panel
Second panel will deal with man-

power in the emergency and government needs for technical assistance. Thad Hoot, WAPI Bir-
mart, NARTB District 6 director-elect, will be chairman. Board monitors will be Leonard Kapner, WCAC Pittsburgh, District 3 director-elect, and H. W. Linder, KVLW Willmar, Minn., District 8 director-elect.

Panel participants will be Robert C. Goodwin, executive director, U. S. Defense Manpower Commission, Dept. of Labor; Lee W. Jacobs, KBKB Baker, Ore., and Dwight W. Martin, WLW Cincinnati. Richard P. Doherty, employ-

ee-employer relations director, will be NARTB staff representative.

Third panel will cover mobiliza-

tion broadcasting. It will go into ways stations can aid the government. William A. Pay, WHAM Rochester, District 2 director, will preside. Board monitors will be H. Quenton Cox, KGW Portland, Ore., District 17 director-elect, and Jack Todd, KAKE Wichita, District 12 director.

Participants will be Ralph Coghlan, information specialist, Office of Defense Mobilization; George P. Ludlam, vice president, Adver-

cising Council; Glen Randau, execu-

tive director, Office of Civil Defense. NARTB staff director will be Ralph W. Hardy, director of government relations.

No formal luncheon is scheduled

HOWARD LALLY (I), appointed to the newly-created post of director of food broker contacts for WCBS New York, is welcomed to the station by Don Miller (e), sales manager, and Manager G. Richard Swift.

Monday. The convention will be formally opened in the Stevens Grand Room at 2:30 p.m., with Eugene S. Thomas, WOR-TV New York, presiding as chairman of the NARTB Convention Committee. Mr. Thomas will give a slide film presentation showing "The New NARTB." President and board chair-

eman-elect, Mr. Miller, will preside at the principal address of the afternoon. He will introduce Harold E. Fel-

ows, WEEI Boston, president-

elect (see story page 18). Mr. Pellegrin's address will be in the convention. He will not assume his duties until June 4.

Adjournment is scheduled after Judge Miller presents FCC Com-

mission director, Rosel Hyde and Paul A. Walker. Proposal of several broadcasters to present Dudley J. Le Blanc, Hadacol proprietor, to the conven-

tion Monday afternoon has been sidetracked but he is expected to greet delegates (see box this page). At 5 Monday afternoon a recep-

tion will be held in Exposition Hall.

BBA Session
Tuesday morning sessions will be pro-

vided by Broadcast Adver-

tising Bureau, with Edgar Kobak, WTWA Thomson, Ga., presiding as BBA board chairman. He will introduce Mr. Kobak as ward-elect, Mr. Miller, will preside. Program will be built around the theme "Radio's Respon-

sibilities," with emphasis on the industry's responsibility to sell radio's capabilities and constructively in the months ahead.

Following Mr. Ryan's address a forum discussion is planned. Taking part will be the NAB and BBA executives who have directed radio's sales promotion activities in the last decade. They are Maurice B. Mitchell, president and general manager of AMI Advertising Service; Frank E. Pellegrin, vice president of H-R Representatives, Inc., and Lewis Avery, president of Avery-Knodel Inc. Mr. Kobak will preside.

Judge Miller will preside at the Tuesday luncheon. Principal ad-

dress will be delivered by Gen. Gerald W. Bradley, chairman, Joint Chiefs of Staff, Dept. of Defense. He will speak on the topic, "Korea Today." The talk will be illus-

trated with a gigantic map which will be shipped to the hotel in sections. Gen. Bradley will answer questions off-the-record. His formal talk will be transcribed for delayed broadcast.

One of the four Voice of Democ-

cracy winners, Robert Burnett, St. Louis, will give his winning radio script.

Parallel sports and labor ses-

sions will feature the Tuesday afternoon program. Merrill Lind-

say, WSOY Decatur, Ill., District 8 director-elect, will preside at the Board Monitors' session. Special guests will be Matt McDonald, WHHM Memphis, small stations director, and Glenn Shaw, KXL Oakland, District 16 director. Scheduled to talk will be Mr. Pellegrin, radio-TV co-

ordinator, National Assn. of Professional Baseball Leagues; C. L. Jordan, executive vice president of N. W. Ayer & Son; George Trautman, president, National Assn. of Professional Football Leagues; Barton R. McDonald, chairman of the board, Liberty Broadcasting System; L. C. McEvoy, in charge of broadcasting, American Football League; Mr. Richards, as NARTB staff representative.

Thursday morning session will be di-

rected by Harold Essex, WSJS Winston-Salem, N.C., NARTB District 12 director-elect. Special guests will be Kenyon Brown, KWFT Wichita Falls, Tex., District 13 director-elect, and Harold Whele-

man, WSMB New Orleans, District 4 director-elect.

Panel participants include Phil Lasky, KSFO San Francisco; Ernest de la Osa, NBC director of personnel; A. Frank Reel, AFRA executive secretary, and Lawson Wimberly, assistant to the international president, IBEW. Richard P. Doherty, NARTB employ-

ee-employer relations director, will be staff representative.

Annual Radio Pioneers dinner will be held Tuesday at 7 p.m. Speakers will be Sen. Estes K. 

Kefauver, Tennes-

see, and Brig. Gen. 

David Sarnoff, RCA chairman of the board. H. V. Keltenborn, found-

er of Radio Pioneers, will preside. The organization will honor the memory of Guglielmo Marconi, ra-

dio inventor, by naming him to the Radio Hall of Fame.

Chairman of the dinner is Will-

liam S. Hedges, NBC vice president. Frank E. Mullen, chairman of the program and 

serving as program consultant, is president of the Pioneers.

"How to Sell FM"

The Wednesday morning session will be devoted to FM. Mr. Lin-

dsay will be chairman and Mr. Burke, will preside. "How to Sell FM." Taking part will be Raymond Green, WFLN (FM) Philadelphia, on the value of the station to the community; Josh Horne, WFMA (FM) Body Mount, N. C., on selling FM to networks; Michael R. Hanna, WHCU Ithaca, N. Y., on FM network work; Robert J. Dean, KOTA Rapid City, S. D., on building and selling FM.

Mr. Pellegrin will be chairman of a panel on "FM Specialists Services." Taking part will be Stanley Josepfson, president, Store-

cast Corp. of America, for store-

casting; Howard Lane, director of Field Enterprises, for functional music; Hubert Taft Jr., president, Radio Cincinnati Inc., for transit radio.

Chairman of a panel titled "Pro-

gress in Broadcast "1948 - 1951" Aspects for the Future" will be Everett L. Dillard, WASH (FM) Washington. Taking part will be Leonard Marks, old time radio; S. Novik, consultant; Henry W. Sla-

vick, WMCF Memphis and a repre-


FCC Chairman Wayne Coy will deliver his annual address to the industry at the Wednesday lun-

eehon. Judge Miller will preside.

Two parallel programs are slated Wednesday afternoon, dealing with radio research and legislation. One panel will be moderated by R. Gerald, KDDL Dal-

lart, retiring bureau director, will preside at the research session. Board monitors will be Robert T. Mason, WMRN Marion, Ohio, District 11 director, and Craig Lawrence, WCOP Boston, District 1 director-elect.

Participants Listed
Participants will be Henry F. 


Luncheon panel chairman will be Paul W. Morency, WTTC Hart-

ford. Board monitors will be Wil-

liam B. Quarton, WTM Cedar Rapids, District 5 director, and Frank U. Fink, WKBW Proud-

ton, Va., FM director-at-large. The list of participants includes Frank M. Russell, NBC Washington vice president; Earl George, WGA Cleveland, and F. C. Howell, WLAC Nashville. Mr. Hardy, will be NARTB staff representative.

A business session for NARTB active members is scheduled at 4:30 p.m.

The annual banquet will be held Wednesday night in the grand ball-

room.

The theme for Thursday, Tele-

vision Day, is "The Year Ahead." Mr. Thomas will preside as chair-

man of the NARTB Television Board.

Harold Hough, WBAP-AM-TV Fort Worth, will be a chairman of a session on building and keeping the audience. Mr. Hough was chair-

man of the Joint Convention in Chicago at which TV stations decided to organize under the NAR-

TB roof.

Participants in a panel on sports (Continued on page 22)
IN THE FIVE POINT SYSTEM OF PROGRAMMING EVALUATION—

IN IOWA, WHO IS THE PREFERRED NEWS STATION

In every Iowa Radio Audience Survey from 1938 to 1950, inclusive, the vast majority of all Iowa men and women have ranked NEWS at the top of their "most-liked programs" list. In 1949, when the study below was tabulated, News was first choice for 72.6% of all women, 79.0% of all men surveyed. In 1950, the preference went up to 76.1% for women, 82.9% for men.

In Iowa, more people like News than like any other type of radio program—and more people prefer WHO News to that of any other station.

This is Point One in the Five-Point System of Programming Evaluation, which helps explain WHO's outstanding position as a public facility and as an advertising medium, in Iowa Plus. We suggest your consideration of this and the other four points as vital factors in time-buying.
Radio Dwarfs TV
(Continued from page 15)
was substantially more than that.
for TV: $19,400 for radio, $15,450 for TV, including time and talent. This cost difference primarily was
due to the unavailability of full
network coverage for most TV pro-
grams, which covered time costs.
(3) Median radio program
reached 228% more homes than
median TV program when Nielsen
ratings for median radio and TV
programs were applied to actual
coverage.
(4) Thus, combining total costs
with the homes reached by each of
these media, this study revealed
that the median half-hour evening
radio program was 93% more effi-
cient, in terms of homes reached
der per dollar expended, than its TV
counterpart. Projection of these
same ratings and costs to the Feb-
ruary 1961 radio and TV base,
showed that radio still is 75%
more efficient.
Radio Median
"This investigation . . . further
revealed . . . that in December
1950 there was only one program
in all of television (Milton Berle)
which reached more homes than
the 3.9 million that were reached
by the median half-hour evening
radio program," Mr. Miller
continued.
In computing the number of
homes reached by radio and TV,
no allowances were made for dif-
fcrences which may exist between
the viewers-per-set on TV and the
listeners-per-set on radio. Yard-
stick used in current calculations
(3.2 viewers per TV program and
2.3 listeners per radio program)
lessened the difference between
radio and TV home contacts, but
radio would still reach more peo-
ple than television, he asserted.
Viewers Decline
Studies in audience composition
indicated the average number of
TV viewers per set has been on
the decline, he said. Probably this
was to be expected, he noted, since
as the number of TV sets expands
and novelty wears off, there would
tend to be less visiting of neighbors
and relatives.
Turning to the impact value
of radio and TV commercials, the
"$64 question," he went on, was
how much additional value was to
be given the impact of sight and
sound via TV, as compared to sound
only over radio.
One theory weighted the
value on a 2:1 basis, assuming that
human senses are of equal value.
"I won't say that this theory is
right or wrong. I do know,
however, that one of the biggest adver-
tisers in the country, who uses both
radio and television to adver-
tise its products, accepts a 2:1
ratio, but a 3:1 relationship," he
continued.
Under the 3:1 weighting, he
pointed out, despite the previously-
noted 93% greater dollar efficiency
of radio over TV, the latter (so
weighted) would be more efficient.
To get a 2:1 ratio, efficiency of each
medium would be virtually the
same.
Warning that his remarks were
applied to the local markets of
the two media, and that different
situations would exist in particular
localities, Mr. Miller said that
there are many more aspects re-
guarding radio and television which
need examination, and even re-
examination.
Convention Attendance
(Continued from page 15)
and TV will be Rear Adm. T. J.
Hamilton, director of athletics, U.
of Pittsburgh, and chairman of the
Television Program Committee.
Mr. Miller, in welcoming the
representatives of all areas to this
session, stated that the National
College Athletic Assn.; Davidson
Taylor, NBC general produc-
tion executive, and a representa-
tive from professional baseball,
Chris J. Witting, DuMont TV
Network general manager, will be
chairman of a session on morning
programming. Taking part will be
E. E. DuMont, CKY, Cincinnati;
U. A. Latham, WKRC-
TV Cincinnati, and M. C. Watters,
WKRC-TV Cincinnati.
George T. Sheppard, vice presi-
dent of Paramount Television
Productions, will be chairman of a
panel on use of film, supported by
Charles R. Brown, director of TV
sales, Bing Crosby Enterprises.
One of the luncheon features
will be presentation of awards to
stations winning the "NARTB
Underscore Program" contest. Rob-
ert D. Swezy, WDSU-TV New
Orleans, NARTB-TV director,
will preside at the luncheon.
Chris J. Witting, WAGL-
TV Lancaster, Pa., will conduct an
afternoon panel on operating
costs. Flanking him will be Lee
B. Walles, operating vice presi-
dent of PMI, Inc., Hoboken, N. J.;
Sarkes Tarzian, WTTS and WTVT
(TV) Bloomington, Ind.;
John M. Outler Jr., WSB-TV
Atlanta; and Mr. Thomas.
Final TV feature will be a panel
titled "The Big Thaw" with E. K.
Jett, WMAR-TV Baltimore as
chairman. FCC representatives
will take part, along with Dr. T. T.
Goldsmith, research director, Allen
Webb and P. Guy, manager of radio
and allocations engineering, NBC,
and Glen McDaniel, president,
Radio-Televi
tion Mfrs. Assn. This panel will
wind up the activities.
Engineering Conference dele-
gates have been urged to attend
the Defense Mobilization Roundtable
Monday meeting. In addition, confer-
ence proceedings open Tuesday
morning, lasting until Wednesday
evening. Engineering dele-
gates are invited to attend the
Tuesday Radio Pioneers Dinner and
the Wednesday banquet.
Orrin W. Towner, WRAA
Louisville, will preside at the Tuesday
morning technical session. These
papers will be read: "Maximum
Economy Televising Broadcasting," by
Carl Lee, WKZO Kalamazoo,
Mich., and Martin Silver, Federal
Telecommunication Labs.; "A 5
kw UHF Television Transmitter," by
Howard M. Crosby, General
Electric Co.; "Video Switching for
Telecasting," by John Brush,
DuMont Labs.; "A Discussion on
the FCC Televising Allocation
Priorities," by Bernard C.
O'Donnell, RCA; and E. M.
Johnson, MBS, vice presi-
dent and chief engineer, will
preside at the afternoon meeting.
Panelists on the Tuesday afternoon
"Transmission Maintenance in an
Emergency Period," by an RCA Service Co.
representative; "Remote Opera-
tion of Broadcast Transmitters," by
George Chandler, Q & R Van-
couver, B. C.; "Trends in Audio
Equipment," by W. Earl Stewart,
RCA; "Groundwave Field Strength
Variations With Time of Day," by
Stuart L. Bailey, Jansky & Bailey;
"Recording Co-Channel Skywave
Interference," by Mal P. Molby,
RMPC Hollywood.
Ebel to Preside
A. James Ebel, WMBD Peoria,
Ill., will preside Wednesday morn-
ing. Program includes "an Improved
Single System Photography for
Television," by John Battison,
RCA; "Results of the RCA-
NBC Ultra High-Frequency
Projects in the Bridgeport, Conn.,
Area," by Raymond F. Guy, NBC; "Television and
Television Networks," by Dr. M.
Stirn, AT&T; "New Equipment Design
for AM Stations," by Jack Young,
RCA.
John H. DeWitt Jr., WSM Nash-
vile and NARTB director-at-large
for large stations, will preside Wednesday
afternoon. The agenda: "A New High Gain UHF Tele-
vision Antenna System," by
Ford M. Floyd, O. Krause, General Electric Co.; "Flying
'Spot-Scanner Signal-to-Noise
Ratio," by A. J. Baracket, Federal
Telecommunication Labs.; "Accu-
rate Labor Relations Problems
for Engineers," by Richard P.
Doher
ty, NARTB employee-employer
relations director. Ancillary Serv-
ces of FM," by John J. Hogan,
Hogan Labs; "A Modern 35 kw
Shortwave Broadcast Transmit-
ter," by J. L. Hollis, Collins Radio
Co.
announces the appointment of

The O. L. Taylor Company

as exclusive national sales representatives

effective May first.

SYRACUSE, N. Y.

WILLIAM T. LANE, General Manager - AARON BECKWITH, General Sales Manager


Many novel promotional tricks are being used by broadcast and television stations. These will be catalogued during the season with the thought that an expanded promotion program can be developed for the 1952 season.

For example, WXRA Buffalo, introduces major league baseball to Western New York on a regular basis with a giantic parade. WXRA sponsors are Atlantic Refining Co. and Ballantine beer. New York Yankee games will be broadcast, with other clubs when the Yankees are idle or playing at night.

WAAM (TV) Baltimore is carrying a six-week series of major league films, running into late April. Films were made available by the Baltimore Orioles, local International League club.

Similar promotion stunts are being staged all over the nation.

At the NARTB's Tuesday afternoon meeting a number of leading sports figures will join a panel discussion on the broadcast-television problem. Among those taking part will be Mr. Brescila and Mr. Trautman, representing the minor leagues; L. C. McEvoy, in charge of public relations, Atlantic League and Barton R. McLendon, Liberty's board chairman. C. L. Jordan, executive vice president of N. W. Ayer & Son, has been invited to take part.

Representing broadcasters will be Merrill Lindsay, WSOY Decatur, Ill., NARTB District 9 director-elect, serving as panel chairman; Peter Deitchman, WHCM Minneapolis, small stations director, and Glenn Shaw, KLX Auckland, Director of Broadcasting, will participate as NARTB's baseball promotion coordinator.

A representative of professional baseball will be in attendance at the Thursday TV convention session, with the topic "Sports & Television — Their Future Relationships."

Davidson Taylor, NBC general promotion executive, and Renz Adm. T. J. Hamilton, U. of Pittsburgh athletic director and chairman of the Television Committee, National Collegiate Athletic Assn., will take part.

National League

Summary of the National League's baseball activities follows:


Philadelphia Pirates (radio)—Sponsored by Atlantic Refining Co. and National League, alternate days on WWSW Pittsburgh and regional network, 154 games.

St. Louis Cardinals (radio)—All games on WIL St. Louis. Sponsored last year by Gressiedtick Broadcasting Co.

Philadelphia Phillies (radio)—Atlantic Refining Co. and Ballantine's beer and Supplee-Sealtest, all games; Ballantine, one day; Atlantic and Supplee-Sealtest sponsor 4½ innings each for two days.

Philadelphia Phillies (television)—WPIT-TV, Saturday games; WCAU-TV, all Sunday games; WPIL-TV, all weekday games and remaining Saturday games; also reported but not definitely ordered are WDEL-TV Wilmington, Del., and WGAL-TV Lancaster, Pa., for Saturday games. Sponsorship—Ballantine and Atlantic Refining, all day but no night games, though Phillips may be willing to talk about night telecasts.

Boston Braves (radio)—WNEC and 30 stations of Yankee Network plus WIRY Plattsburgh, N. Y., 154 games sponsored by Ballantine.

Boston Braves (television)—WNAC-TV and WBZ-TV, 45 day games, 14 night games.

Brooklyn Dodgers (radio)—WAGM New York, sponsored by Schaeffer Brewing Co.

Brooklyn Dodgers (television)—WBX-TV New York, sponsored by Schaeffer Brewing Co. (Other stations in outer market will be used but list is indefinite at this time).

Chicago Cubs (radio)—WIND Chicago, sponsorship of all 164 games by Liggett & Myers plus Midwest Baseball Network of 40 stations.

Chicago Cubs (television)—WGN-TV. Last year all home games were sponsored by Peter Hamm Brewing Co. and Atlas.

Cincinnati Reds — No report has reached the credentials desk of Burger Brewing Co. sponsored all games on WCPD.

American League plans follow:

Chicago White Sox (radio—WPX) carrying all daytime games under sponsorship of Goebel Brewing Co., WCPD all night games, home and road, sponsored by Sinclair Refining Co.

Harvey Case

Grand Jury Fails to Indict

CHICAGO—A Federal Grand Jury Wednesday failed to indict ABC Commentator Paul Harvey, who reportedly entered the Argonne National Lab atomic workshop Feb. 6 on unauthorized visit.

[Continued from page 17]

Mr. Harvey's case was presented in testimony of several witnesses before the Grand Jury last week and the week before.

Mr. Harvey, who broadcasts locally for WENR-AM-TV, ABC station, on the ABC network, reportedly entered the security area to expose "lax conditions" in plant guarding procedures for his radio and television audiences. He said, after the favorable opinion of the jury, "it's still the land of the free. I am extremely grateful."

Panel members, instructed not to discuss the Harvey case, thought the case were understood to have given a favorable vote that was "not close," although a few hours before the decision was announced Mr. Kerner said "I didn't bet which way the case would go."

Chicago White Sox (television)—WGN-TV, daytime home games, sponsored by American Vitamin Assn.

St. Louis Browns (radio)—P Bell Staff Brewing Co. sponsoring on WKW.

St. Louis Browns (television)—Falstaff expanded limited number of games on KSDK-TV.

Detroit Tigers (radio)—WJKR carrying all home and road games, Goebel Brewing Co.

Detroit Tigers (television)—WWJ TV carrying certain weekday afternoon games under Goebel sponsorship.

Cleveland Indians (radio)—WREK home games, sponsored by Standard Brewing Co.

Cleveland Indians (television)—WXEL (TV) carrying home games under Leya Brewing Co. sponsorship.

Washington Senators (radio)—WWDC and WOOK-FM, home and road games, sponsored by Heurich Brewing Co. and Sinclair Refining Co.

Washington Senators (television)—WTXT-TV, 21 home games, same sponsorship; others in negotiation.


Philadelphia Athletics (television)—Split about evenly among WCAU-TV, WPIL-TV, WPIT-V and WABD TV, sponsored by Atlantic Refining and Ballantine.

New York Yankees (radio)—WINS and network, sponsored by Atlantic Refining, Ballantine and General Cigar Co.

New York Yankees (television)—WABD (TV), daytime home games, and WPIT-TV, day and night games, both by Ballantine.

Boston Red Sox (radio)—WHDH and network, home and road, sponsored by Atlantic Refining and Narragansett Brewing Co.

Boston Red Sox (television)—WBZ-TV and WACN-TV, alternating, with feed to WAFR-TV Providence, same sponsorship.
Of course these are silly questions.

One of the best things about the United States is that it is big—big enough to supply the needs of 161,000,000 Americans, and of many other millions the world over who are semi-dependent on American production.

And yet some men in this big country are critical of bigness. "Big Business" is their special target. They have urged that some of America’s leading business organizations be split up, on the grounds that these companies are "too big" to serve the public interest.

They forget that it was the public’s freedom of choice that made these businesses big. They forget that the ability of business to handle big jobs is what helps America in war and serves America in peace.

Companies stay big because millions of customers keep them big. The same people who helped make any business big can make it small again, if they find more satisfaction in buying the products and services of its competitors.

In this country, a company’s bigness is one of the best proofs of its usefulness.

The United States is not the biggest country in the world, but it is one of the biggest. It has the highest standard of living for the greatest number, because Americans have always been free to produce for themselves and for each other. God gave us a rich land; competitive effort has made it richer. The United States has grown because its people have always believed in bigness, not as an end in itself but as a natural result and reward of worthy effort.

The petroleum industry is not the biggest industry in America, but it is one of the biggest. It contains many thousands of separate companies, large and small, competing with each other to serve you by steadily making petroleum more useful. The petroleum industry has grown big because it helps satisfy Americans’ desire to live better. Military leaders say that the American petroleum industry’s size and vigor have twice proved indispensable in war.

Our company is not the biggest company in the petroleum industry, but it is one of the biggest. From small beginnings, we and our subsidiary companies have grown into an integrated organization of more than 46,000 employees, working together to serve you. We have over 96,000 owners. We have millions of customers, all of them free to buy from our competitors. It is they who make us big—and we can stay big only as long as we serve them well.

STANDARD OIL COMPANY (INDIANA)
NEW C&W PITCH

AMERICA'S gardens, through the magic of radio and the exciting salesmanship of Messrs. Harold Cowan and Ralph Whitmore, of Los Angeles, can be transformed into a veritable blaze of glory for the most sum of all.

These entrepreneurs, who have been rendezvousing with a Federal Grand Jury as a result of early-winter mail-order projects, now propose to utilize radio's sales appeal to flood the nation with gladiolus bulbs.

Prior to the Christmas holidays the Los Angeles promoters are credited with having sold $1 ornament kits to an estimated 250,000 buyers. When customer reaction to the kits threaten to unseat Santa Claus from his arctic throne, postal officials and the grand jury became interested.

Newest C&W offer promises listeners 100 gladiolus bulbs and 100 bulblets for $1, with money back guarantee and postage paid. This modest price compares with the 75-cent price of a dozen top-grade mixed gladiolus bulbs at a typical garden supply store.

Early last week most of the stations in the Los Angeles area received a pitch from the Los Angeles agency, operating under the firm name Cowan & Whitmore Adv. Agency. Some of the offers proposed to pay the stations from $36 to $45 a day for two weeks and then continue on a "ill-forbid" basis. In return the station would provide a half-hour a day, seven days a week. The half-hour would be split into three 10-minute periods, at the half-hour rate.

**Pays Postage**

The agency asked that offers be air-mailed each day, offering to pay postage. A reply card would be sent collect each Friday indicating the total number of orders received for the week.

The 10-minute periods would be spread among day disc-jockey programs.

**Bulbs would be supplied by Paradise Gardens, Grants Pass, Ore., according to the offer.**

North Carolina Asn. of Broadcasters received many complaints from stations, many of which are still smarting from stings of the Christmas tree ornament campaign. The stations said the offers were made by Harold Cowan, representing Cowan & Whitmore Adv. Agency, 1213 N. Highland Ave., Los Angeles, Calif.

One large station representative firm notified its clients it was not quoting its clients to the West Coast agency. This firm added that it was not quoting its clients in connection with offers from Mt. Ranier Bulb Co., Northwest Radio Advertising Co., Canterbury Gardens, Gladiolus Gardens and The Tulip Man, in the Seattle, Wash., area.

Last week Messrs Cowan and Whitmore, partners in the mail order agency, filed motion with Federal Judge Leon R. Yankwich to dismiss 17 counts of mail fraud. Earlier they had entered not guilty pleas to the counts, following indictment by a grand jury [Broadcasting • Telecasting, April 2, March 26, 32].

The motion was presented by the defendants through their attorney, Charles H. Carr. It also asks for a bill of particulars. Judge Yankwich took the motion under advisement and gave the U. S. attorney 10 days to file an answer.

**Indicted Last Month**

Messrs. Cowan and Whitmore were indicted March 2 by a Federal Grand Jury in Los Angeles for the Christmas tree ornament deal. Postal inspectors and U. S. Attorney Ernest A. Tolen started an investigation when large numbers of stations were swamped with complaints that the ornaments were merely printed pieces of cardboard. Furthermore, many persons told stations they had received nothing for their money.

The two partners are now free on $2,500 bail each.

ENTIRE WBEL Beloit, Wis., staff volunteered as blood donors during visit of Red Cross Bloodmobile.
FTC WARNING

MANUFACTURERS and distributors of medicinal preparations and their advertising agencies last week were advised to "rid the house" of those firms which misrepresent their products on the air and in published advertisements.

This warning was voiced in a statement issued by Comr. John Carson of the Federal Trade Commission, who also served notice that "hereafter advertising agencies will be cited in every case when the facts warrant such action."

Order to Carter

Comr. Carson’s statement, authorized by the full commission, accompanied a cease-and-desist order directed at Carter Products Inc., New York. It called on the firm to stop dissemination of broadcasting and published ads containing the word “liver” in the trade name of its product. FTC held that Carter’s Little Liver Pills “have no therapeutical value in the treatment of any condition, disorder, or disease of the liver.”

Repudiating claims of certain firms which are cited by the commission for allegedly false advertising, Carson stated:

"The firm is using several spot announcements樱桃 in as many as 450 radio stations. Also cited was the advertising agency, Street & Finney, which was "equal-ly culpable of the unlawful practices involved," according to Comr. Carson."

Under terms of last week’s order, the company no longer will be permitted to (1) use the word “liver” in advertising; (2) claim these pills affect the liver; (3) tell the consumer the pills are unqualifiedly safe, and (4) influence the customer to believe that the product will gain him relief other than that temporarily afforded by laxation.

"The commission has included advertising agencies in orders on some occasions," Carson noted, "and on others it has not done so. The commission will be asked to instruct its staff that hereafter... agencies will be cited in every case when the facts warrant such action."

Injunctive Procedure

Comr. Carson also reaffirmed FTC’s declared plan to use more extensive injunctive procedures in certain instances, such as in the recent Imdir case [BROADCASTING, March 26, 1951, p. 4], on grounds that “the day of judgment and penalty must be brought nearer to the day of commission of fraud.”

HIT BMB

La. Assn. Cite Inaccuracies

A RESOLUTION striking at Broadcast Measurement Bureau survey was passed by the Louisiana Assn. of Broadcasters meeting in Lafayette, La., March 31.

Directed to advertisers and agencies, the resolution read:

Whereas, many stations in Louisiana feeling that because of the change in facilities during the time and since the time the last BMB survey was made and whereas, because of these facility changes the stations feel that the results of the survey do not necessarily reflect the true picture of listening in various markets in the state of Louisiana today, and whereas, many advertising agencies and advertisers base the placing of their schedules on the BMB survey which is not an accurate picture of the listening habits today.

Now, therefore, be it resolved that the Louisiana Assn. of Broadcasters at Lafayette, La., March 30-31, 1951, go on record as calling these inaccuracies to the attention of advertisers and advertising agencies, and requesting that they include authentic information furnished by individual stations rather than the BMB in determining the placement of their schedules.

A STRATEGIC HIT!*
Hill Group Votes Huge Fund Cut

The Advisory Commission report was initially "revealed" by Edward W. Barrett, Assistant Secretary of State for Public Affairs, on NBC-TV's "American Forum of the Air" April 1. It was confirmed during the week by close associates of Secretary Barrett.

Advisory Suggestions

The group, comprising NARTB President Justin Miller and four other prominent individuals, made its recommendations to Secretary Barrett. While they had not been officially released late last week, it was learned that the suggestions urge retention of the Voice within the State Dept. and implementation of plans for a worldwide network as urged by Brig. Gen. David Sarnoff, RCA board chairman, and other notable personalities (Broadcasting • Telecasting, July 10, 1950).

The report is the outgrowth of inspection tours made by James D. Shouse, Crozely Broadcasting Corp.; Judge Miller, and others, to Europe, Latin America and other points.

Use of transmitters at sea was disclosed to the House subcommittee last month during closed hearings on the President's supplemental fund request. It was officially released last week for the first time. Members of the group, in addition to Chairman Rooney, are Reps. Daniel Flood (D-Pa.), Prince Preston (D-Ga.), Fred Marshall (D-Minn.), Karl Stefan (R-Neb.) and Cliff Ciavenger (R-Ohio).

The plan was outlined by Foy D. Kohler, chief, International Broadcasting Division, who revealed that transmitters would be "housed in a seagoing craft and can be operated in connection with shore antenna installations." He revealed that one project is ready for testing some time in July following completion of arrangements with the Joint Chiefs of Staff. Operation would run about $200,000 a year, he estimated. Under current plans, four or five projects might be so operated, Mr. Kohler predicted, as a precaution if overseas bases should become unavailable.

As presented to the subcommittee, State Dept. plans call for an estimated $9,553,839 "to cover cost increases" and $88,966,061 to complete additional phases of the con-

(Continued on page 79)

CENTRAL OHIO FOLKS LIKE TO DRESS UP

WITH OVER $56 MILLION WORTH OF WEARING APPAREL ANNUALLY*

It's always an Easter Parade for Central Ohioans. They spend $56,242,000 annually on everything from shorts to shoes, hose to homburgs.

And the newest Hooperatings show WBNS with more of these Central Ohio listeners than any other station. In Columbus, WBNS has the highest percentage of listeners every night. Ask your John Blair man or write us for information. Dress up your sales charts, too, with WBNS.

CENTRAL OHIO'S ONLY CBS OUTLET

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

LET WBNS HELP IMPROVE THE LOOKS OF YOUR SALES FIGURES, TOO

* Source: Latest SRDS Cons. Mkts.

Page 34 • April 9, 1951

BROADCASTING • Telecasting
WDAF • Kansas City

AUDIENCE INCREASE 109,500
RATE INCREASE NONE

Latest BMB study reveals that WDAF (Kansas City) has gained 109,500 radio families daytime and 93,770 radio families night time since the first survey was made. There has been no rate increase.

<table>
<thead>
<tr>
<th></th>
<th>DAY</th>
<th>NIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1949</td>
<td>738,810 Radio Families</td>
<td>742,420 Radio Families</td>
</tr>
<tr>
<td>1946</td>
<td>629,310 Radio Families</td>
<td>649,650 Radio Families</td>
</tr>
<tr>
<td></td>
<td>109,500 INCREASE</td>
<td>93,770 INCREASE</td>
</tr>
</tbody>
</table>

LEADERSHIP—
BMB reveals further that WDAF leads the next highest Kansas City station by more than 283,000 radio families.
For choice availabilities wire WDAF or ask your nearest Petry man.

WDAF

OWNED AND OPERATED BY THE KANSAS CITY STAR COMPANY

KANSAS CITY

5000 Watts - Full Time - 610 Kilocycles - Basic N.B.C.

NATIONAL REPRESENTATIVES: EDWARD PETRY & CO., INC.
WBAB DEMISE  
FCC Asked to Reconsider; Petitioned for Relief

FCC has been asked to reconsider its decision to grant WBAB Atlantic City the air [BROADCASTING • TELECASTING, April 2]. Station, along with WBAB-FM, ceased operation March 25, after failure to resolve certain difficulties with the FCC relative to transfer of control from Press-Union Publishing Co. to The Bethlehem Globe Publishing Co.

In petition for relief filed last week, the Commission was asked, in the alternative:

(1) To designate the transfer application for hearing and authorize Press-Union to operate WBAB pending hearing and final decision, or

(2) To consider the transfer application as one for the license of WBAB and grant same.

Press-Union, publisher of Atlantic City Press and Evening Union, contracted in December 1960 to sell its papers and radio holdings to Bethlehem Globe, publisher of Bethlehem, Pa., Globe-Times and觐

WSBT SELLS A MARKET THAT’S UP

The South Bend-Mishawaka trading area, always a rich and responsive market, is UP. This is the heart of the primary area that WSBT saturates — with listener ratings above normal averages. The primary area is up in population from 1,577,900 to 1,798,000. Up in retail sales from $1,435,547,000 to $1,597,850,000 . . . In this important sales area, WSBT is the best loved voice — and the ONLY voice that covers the entire market. For bonus coverage, bonus listenership, bonus sales, it’s WSBT — the bonus buy!

PEGGY ROBERTSON  
Editor’s Wife Dies

MRS. MARGARET M. (Peggy) ROBERTSON, 45, of New York, wife of Bruce Robertson, senior associate editor of BROADCASTING • TELECASTING, died Monday, March 31 in The New York Hospital after an emergency operation for brain tumor.

Funeral services were conducted last Tuesday at Broadway Tabernacle Church in New York, with interment Friday at Fulton, Wis.

Mrs. Robertson was a daughter of the late James Mullenbach and Annie Towns Mullenbach. In addition to Mr. Robertson, survivors include three sisters, Mrs. William A. Moore, of Buchanan, Mich.; Mrs. Towns Chandler of Hollywood, and Mrs. Roy Miller of Chicago; and one brother, Philip Mullenbach of Washington.

WBA Convention

WISCONSIN Broadcasters Assn. will convene in Milwaukee tomorrow (Tuesday) for an all-day special session called by President Ben Laird, WDZ Green Bay. Members will discuss pending state legislation concerning radio and television giveaways (see story this issue). Meeting will begin at 10:30 a.m. in the Plankington Hotel.
Women in Lincoln, Omaha and Council Bluffs USE the SAME Umbrella

By RAYMOND BAUER
PRESIDENT
HOUSE OF BAUER
Lincoln, Nebraska

Originators of
"Candy that is capturing America by the bite"

Rain or shine—day or night, women living in Omaha, Council Bluffs, and Lincoln use the same umbrella—the great 50,000 watt umbrella of KFAB. That goes for ALL the women in the great Midwest Empire.

Listening habits determine buying habits. What the women in Omaha, Council Bluffs buy, is also bought by the women in Lincoln because they listen to KFAB. That is why advertisers who demand a low selling cost in ONE big market use KFAB.

KFAB is the only station which can deliver these 3 markets as ONE big market! Advertisers know that the 3 markets are ONE big market because many of the wholesalers serve all 3 cities with daily contacts to retail outlets. Specialty and missionary sales work is equally as easily handled. Shipping facilities are among the best! Thus, in using KFAB, where the women "all use the SAME umbrellas," buying habits are formed at a low cost and marketing facilities are right.

This all adds up to reduced selling expenditures!

If you want to reach, with less effort and fewer dollars, the majority of women in the Midwest Empire, be "umbrella-wise" and buy KFAB, the Midwest Empire Station.

Represented by FREE & PETERS Inc. — General Manager, HARRY BURKE
AAA MEETING
Additional Speakers Set
ADDITIONAL speakers for the annual meeting of the American Assn. of Advertising Agencies, scheduled April 19-21 at the Greenbrier, White Sulphur Springs, W. Va., were announced last week.

The announcement covered agency men who will address open sessions April 20-21 (April 19 sessions will be closed). Lawrence L. Shenfield of Doherty, Clifford & Shenfield will preside at the open meeting April 20, and Robert D. Holbrook of Compton Adv. at the April 21 meeting.

Agency Speakers
Agency speakers for the two days will be William R. Baker Jr., Benton & Bowles, on "The New Role of the Advertising Council"; Sidney H. Giellerup, Marshalk & Pratt, on "Case Histories and Success Stories in the AAAA Examinations for Advertising"; Walter K. Nield, Young & Rubicam, on "Art Directing Grows Up"; George Reeves, J. Walter Thompson Co., on "New Development and Progress in Our Interchange on Objectionable Advertising"; Louis N. Brockway, Young & Rubicam, on "The Use of Starch Reports in Solicitations." Fairfax M. Cone, of Foote, Cone & Belding, who is chairman of the AAAA board, will address the concluding luncheon April 21.

Governors of the AAAA's six sectional councils and 14 local chapters will hold an all-day meeting at the Greenbrier April 18, preceding the annual meeting.

WELCOME MAT is laid out for Jim Deline (v), emcee, who brings his original Musical Clock gang to WSYR Syracuse, N. Y. April 16. Signing of Mr. Deline was a move to strengthen WSYR programming and represents an investment of about $40,000 annually, according to E. R. Vadeboncoeur, vice president and general manager of Central New York Broadcasting Corp. (WSYR). Welcoming Mr. Deline are (1 to r, foreground Ed Murphy, who airs the Timekeeper program; Mr. Vadeboncoeur; and Bill Rothman, WSYR program director. In background of group are Leighton Tiffault and Herb Feltrinelli, two of the eight members of the Musical Clock group, which had been heard continuously on WFBL Syracuse since 1938.

Oystel's "Ma Perkins" is a familiar radio figure ... especially familiar to KFYR listeners, because the makers of Oystel have indicated their faith in this "pulling" station with over 17 years of continuous advertising. Ask any John Blair man for the complete KFYR story.


HADACOL MEDIA
$375,000 Set for Radio-TV
MILLION-dollar Hadacol advertising budget for 31 states this month, with $375,000 allotted to radio and television, was reported last week by Louisiana State Sen. Dudley LeBlanc, president of LeBlanc Corp., which makes Hadacol [BROADCASTING • TELECASTING, April 2, March 5].

Speaking before the sales promotion and merchandising group of the American Marketing Assn. in New York, Mr. LeBlanc said that $275,000 will go to radio and $100,000 to television, with the remainder distributed among a variety of other media.

Hadacol will reach the New York market sometime in the summer. Mr. LeBlanc told newsmen following the meeting. He said the company was $3.5 million behind in orders at the present time.

FOOTBALL SHOWS
Miller Co. Signs Pact
MILLER Brewing Co. of Milwaukee has signed a 4-year contract with the New York Giants, professional football team, for broadcast sponsorship of Giant contests, Frederick E. Miller, brewery president, announced Friday. The brewery also will sponsor a weekly half-hour television show.

The upcoming season's games will be aired over a special network covering metropolitan and upstate New York, New Jersey and all New England states. Key station will be WMGM New York. The TV shows, The Giants Quarterback Club, will include films of the highlights from the previous game. Coaches and stars will be on hand to discuss past games and future outlook.

Other games broadcasts by Miller are those of the Green Bay Packers, over a network covering Wisconsin and upper Michigan; Milwaukee Brewers baseball club, aired over WEMP Milwaukee, and both the Marquette U. football and basketball teams, in the Milwaukee area only. Agency is Mathisson & Assoc. Inc., Milwaukee.

MBS Baseball Folio
AN MBS folio dividing network stations into an "A network," which will receive baseball game broadcasts beginning April 16; and a "B network," which will not receive game broadcasts, was released last week in New York. "C network" stations of past years have been absorbed into this year's "B network," it was announced.
FTL-82A DUAL SCANNER
Smooth handling of spot commercials and station breaks.
Use as a scanner with montage effects.
Lap dissolves between stills or between live pickup and stills.
Use to insert sponsor’s message in a live pickup.
Can be operated as two separate scanners with manual or automatic switching.

FTL-35A SINGLE SCANNER
Low operating cost; add-a-unit auxiliary makes it a dual scanner.
Console mounted for smooth operation.
Handles from one to thirty-six 2" x 2" slides in or out of sequence.

Write for FTL Flying Spot Scanner brochure.

Federal Telecommunication Laboratories, Inc.
500 Washington Avenue  Nutley 10, New Jersey
Radio-TV Posts Adds Defense Dept. Adds

SEVERAL new additions to the Radio-Television Branch of the Defense Dept.'s Office of Public Information—all from various segments of the broadcasting industry—have been announced by Charles Dillon, radio-TV chief.

The appointments comprise titles and staff assignments within the Office of Public Information and represent further expansion of the radio-TV staff to handle its increased activities in program and special features.

Heading the list is Maj. Clarke Thornton (Army), formerly announcer and special events man at WMAL-AM-FM-TV Washington, who was named assistant chief of the News & Special Events Section. Appointed chief and assistant chief of Field Liaison & Promotion, respectively, were 1st Lt. Tom Paro (Army), formerly at MBS Central Division, and Sgt. Ed Case (Army), previously program director-announcer at WFXA Falls Church, Va.

Others named were Capt. Hal Keith (Air Force), former director of NBC Show of Shows, television producer; Lt. Frank Junell (Navy), commercial manager, KETL (TV) San Antonio, radio producer-writer; Sgt. Michael Marlow (Air Force), formerly with WWSW Pittsburgh, special assistant to the TV chief; and 1st Lt. Alfred Lurie (Army), WABP-TV Fort Worth, TV producer-writer.

Radio-TV staff operations include the Armed Forces Hour, Dumont TV Network: Time For Defense, ABC; and Air Force Hour, MBS, as well as numerous special assignments.

NBC Theatre

NBC has taken a 15 year lease on El Capitan Theatre at 1726 N. Vine St., Hollywood, and will utilize the 1,147 seat playhouse for TV as well as radio. Rented for the past several months to both NBC and CBS for various radio shows, the playhouse will be entirely re-furnished and remodelled to accommodate both media.

DEFENSE STATUS

Wilson Issues Report on Production

ALTHOUGH electronics firms currently are producing at "near capacity" levels, heavy military demand for "essential" equipment has scarcely yet been felt and hangs in the balance pending mass production of the weapons for war.

During the interim, civilian production of radio and television receivers will remain "substantial" this year and compare favorably with the output of recent years.

These evaluations and estimates are pointed out by Defense Mobilizer Charles E. Wilson in a quarterly summation of America's production and manpower might, released last week.

On the basis of Mr. Wilson's predictions for the civilian economy:

- Radio production will adhere close to the 1949 level of an estimated 14 million sets.
- Television output will drop slightly from an estimated 7 million to roughly 6½ million receivers.

"Up to now, the consuming public has scarcely felt the impact of government controls on production and distribution," Mr. Wilson stated. "Production of most consumer items during the first quarter of 1951 actually exceeded production during the same period of 1950."

Mr. Wilson warned, however, that scarce materials for non-defense output "will be increasingly restricted" during the remainder of this year, with curtailments reaching their peak "late in 1951 and early in 1952."

Alluding to the entire industry, the nation's mobilization chief estimated current production at approximately $4.5 billion and expressed hope the industry may be "able to expand capacity further this year."

The "full impact" of the military equipment program will emerge, he said, "when the heavy end products of war—tanks, planes, automatically controlled weapons—reach the mass production stage."

Cites Production Board

Looking toward that end, the Defense Mobilization director cited creation of the top-level Electronics Production Board to coordinate production and avert "electronic bottlenecks." [BROADCASTING * TELECASTING, April 2, March 26].

Such a board, he maintained, will assure that required equipment be available when needed for incorporation into the manufacture of combat weapons.

One of the problems connected with the manufacture of such equipment, Mr. Wilson observed, is the increased cost and use of electronics items, "built to precision standards." And greatly expanded requirements, he pointed out, also necessitate increased amounts of such raw materials as cobalt, cadmium, zinc, lead and copper. Study of conservation measures will help offset these demands.

"As the defense program moves into a period requiring tighter regulation," Mr. Wilson continued, "more direct control of the flow of certain metals will prove necessary. For that reason, a form of controlled materials plan will be placed into effect later in the year."

The plan will cover electronics, communications and other vital industries [CLOSED CIRCUIT, March 19].

Under a so-called CMP, industry may be assured adequate raw materials for equipment which would be earmarked for (1) new TV stations in the event the freeze is lifted, and (2) civil defense emergency purposes. Protection for "maintenance, repair and operation" of communications equipment—specifically, radio-TV station transmitters—also has been made by the President.

Defense Requirement

Contending that the defense program at its height will not require "more than 20% of the gross national product," Mr. Wilson also made these points:

- Few goods will disappear completely from the market, as some did in World War II.
- Longer hours of overtime will be required in many industries.
- Policies have been revised to expedite procurement for the defense program.
- The U. S. should attain an approximate 15% increase in national output in the next three years—adding $4.5 billion to support the meeting of military and civilian demands.

Employers should embark on training programs looking toward fulfilling long range needs for the skilled trades and for "scientists, technologists, and professional pursuits."

Industry should make more efficient use of manpower to increase productivity.

The U. S. must distribute manpower between the military services and civilian economy to achieve the best results.

Mr. Wilson noted "critical occupation material" to be the action taken on the latest listings released by the Dept. of Labor and Commerce, respectively, as guides to deferment from military service. (Electrical and other engineers were classed as skilled; radio and TV broadcasting were termed "essential.")

With respect to the estimated $4.5 billion electronics rate of output at present, authorities have predicted the figure will rise by 1952 to $5 billion—double that of 1950—with perhaps $8.5 billion of that sum allocated to the military. By 1965 the total should reach around $12.5 billion, with up to $2 billion set aside for government—assuming the cold war continues.

The $5 billion estimate for 1951-52 allows for a possible 50% cut in civilian radio-TV set production, and presumably might exceed that sum if cutbacks in materials fail to materialize to the extent outlined by Mr. Wilson.
MUNITIONS BOARD PICKS COAL AS PRIMARY FUEL.

The federal Munitions Board, in a statement of policy, has recommended that coal should be given first consideration and used wherever possible in preference to other fuels for all military establishments. Coal was chosen because it is dependable, economical, and in plentiful supply. For these reasons coal is also industry’s first choice, both for immediate needs and long-range planning. There is no question that the highly productive American coal industry will continue to mine and prepare all the coal the nation may need.

COAL LOADER, TWO FEET HIGH, HANDLES EIGHT TONS A MINUTE.

High-speed equipment has been adapted to mine thin-seam bituminous coal, difficult and costly to mine with hand labor. Mechanical loaders, only 24 inches high, working with low-slung cutting machines can produce eight tons a minute. This will more than double the former rate of production of this coal so important for steel—further increasing the productivity of the world’s most efficient coal industry.

MODERN POWER PLANTS RELY ON COAL.

The Tennessee Valley Authority is building the world’s second largest steam electric plant at Johnsonville, Tennessee. The plant will burn 300 tons of coal an hour when operating at capacity to supplement T.V.A. water power—that’s a lot of coal! Private utilities are also building a station near Joppa, Illinois, to serve a new atomic plant. It will also burn coal—up to 7,500 tons a day. By far the majority of modern power plants like these rely on coal because coal has proven itself to be the nation’s most dependable, efficient, and economical source of power.

AND NOW A PIPE LINE FOR COAL!

Coal may soon invade, experimentally at least, the pipe line domain long sacred to oil and gas. Near Cadiz, Ohio, a 17,000-foot demonstration line of 12-inch pipe is being planned to carry crushed, granular coal mixed with water. Piping coal from mine to market is one example of the imaginative thinking of America’s coal producers.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.
Summer is only colossal!
Take a long look at Southern California in the Summertime.

In this land of superlatives nearly ¾ of all retail sales (24.4%) are made in June, July, August. Summer food store sales of $1,473,577,000 are higher than they are during the Winter.

Vacation figures? Colossal, too. More than 2,500,000 tourists visited Southern California last year ... and 40% during the Summertime.

One more colossal fact. Winter and Summer Southern California radios attract the same big audience. Sets-in-use reveal only a slight difference. 21.1 in Nov.-Dec. and 20.2 in July-Aug. And, of course, 50,000 watt KNX commands the largest share of this audience in Summer just as it does every other season.

To make your Summer sales colossal just ask Radio Sales about the most-listened-to station in Southern California . . . .

**KNX Los Angeles**

*Source material on request.*
The Un-American Way

AMONG the most added notions to be hatched recently in Washington, that vast incubator of misinformation, is that of the staff of the Joint Congressional Committee on the Economic Report to levy a 20-25% excise tax on advertising expenditures.

The plain intention of the proposal is to make advertising so expensive that no one can afford it, at least not in quantities that would have any noticeable effect. Discourage advertising and you eliminate much of the stimulus to make people techniques which would later run. That would defeat inflation.

The defeat of inflation, however, is not the whole objective that the staff of the committee has in mind, unless it can be assumed that its members are truly as foolish as they seem on the surface. A closer look at the reasoning behind the suggestion here—defeat of our economic system.

A sharp curtailment of consumer buying would mean, first, a sudden and disastrous increase in inventory and, second, a consequent decrease in production. Manufacturing facilities would lie idle, the consumer market vanishing without anything to take its place in absorbing goods.

The petitioning tax proposal would make no sense even if we were engaged in a full-scale war, with every production effort strained to arm us. In a semi-defense economy, the proposal is idiotic, even vicious.

It's BAB's Ball

ACTION, not aimless talk, is needed on the all-embracing subject of rates. The place to do that essential job is at the NARTB convention in Chicago next week.

It's time for realism. Television can't be repeated as TV has an effect on listening. Adjustments are in order. But should they be up or down? Should they be confined to TV markets? Does radio really know what it has to sell and how much it should cost?

The Assn. of National Advertisers wants rates reduced. Reduced from what base? Do advertisers really know what they're getting for their radio dollar? They think they know the "cost per thousand" on newspapers and magazines, and they feel that since TV's spectacular emergence something else has to go down.

Paul West, ANA president, protests statements that ANA is conducting psychological warfare against radio. He says ANA is simply seeking "long-needed facts to enable all of us to better evaluate the medium."

We agree that facts are needed. Radio has done a hit and miss sales promotion job from Genesis. There has been a superbundance of specialized, self-serving, disjointed projects. But radio does not have today, and has never had a fundamental standard of cost. The printed media simply prove circulation, not readership. Radio has its snowstorm of competitive audience measurements, using Rube Goldbergian "techniques" which bewilder even broadcasters, let alone their customers.

This is not a network battle with advertisers. Stations cannot stand by and allow the network structures to deteriorate, through rate-deals, taking to the sky perfected Multiple networks, excluding TV markets. When the top programs leave radio, the top spot adjacencies go too. What will happen to the good sustainer, if the revenue drops?

Network rates were established originally by individual trading and negotiation. They bore some arbitrary resemblance to the size of the market, what newspapers charged, and what some folks in New York thought the traffic might bear. Hence, advertisers feel that with the incursion of TV, they're buying radio pig-in-poke fashion.

So radio must have a yardstick that's uniform. It must supply facts on the impact of TV and in what markets and quantities too. It must be sound, believable research, backed up by case studies and statistics.

Until radio gets that basic sales tool it is going to have trouble. We all know that radio is the most powerful, comprehensive, all-inclusive medium in existence. The advertisers may know it too. It's up to radio to prove it.

The Broadcast Advertising Bureau has the most comprehensive data. What makes it so? What make it that the assignment to establish radio's rate yardstick? To continue to thrive, radio must make an investment. BAB can't sell unless it has that rate yardstick.

The AAA wants it. The AAAA wants it. Broadcasters must have it.

New Life Begins in (at) '51

FOR THE National Assn. of Radio & Television Broadcasters (NARTB) and its new president, Harold Fellows, new life begins in and at '51.

It's little short of a stroke of genius that brings the veteran New England broadcaster to the helm of the newly unified trade association. His career and his personality have written the specifications for the position—actually a new one with new responsibilities. NARTB, by virtue of the separation of Broadcast Advertising Bureau, in no longer will be an all-front association. The business-getting functions in the BAB, capably headed by William B. Ryan as president, and with the inspirational leadership that will stem from its chairman, Edgar Koba.

Thus NARTB becomes essentially a public relations and government relations organisation. President Justin Miller moves into the board chairmanship, removed from the day-to-day rigors of operations and policies. His status becomes that of elder statesman, both mentally and physically, he is much younger in his thought.

Harold Fellows, just beginning his 52d year, was tapped for the trade association task as one of the few men, in or out of radio, upon whom the selection committee better start. He was tapped, moreover, because he has worked diligently in association affairs during his stewardship of two dozen years in and around radio. His associates learned during his four years as president of the BAB, a position which wound up last year, that he's no pushover.

The NARTB presidency is no sinecure. The 25-year history of its predecessor NAB is honed with both strength and frailty; stereo and personnel house-cleancings. In the past, it has been a case of trying to be all things to all people identified with the broadcast arts. Today, there is the big step toward fusion epitomised by the NARTB. This is not the fold. Relations with the other great segment of the broadcast arts—the manufacturers—have ne'er been better.

There will be a号 crammed on the predecessors of Harold Fellows. It does not necessarily follow that they inevitably will be crammed on in him. The order is new. The multi-billion dollar radio-TV arts need for the functional realignment of the old into the new.

The new order deserves support. It should be appraised as one appraises his insurance.

HARRY RAY BANNISTER

CONVERSATION with Harry Bannister isn't easy these days, for his second floor corner office is invaded by the hammering roar of riveting guns a few feet outside his window. But each interruption brings a smile to Mr. Bannister's face, for it brings WWJ-AM-FM-TV Detroit one rivet closer to the completion of the new TV studio.

This two-story, million-dollar addition will give Detroit one of the most modern, complete radio and television centers in the country, and may even permit General Manager Bannister to briefly relax his constant drive to make the station bigger and better.

New York City had the first claim to Harry Ray Bannister. He was born on the upper West Side on April 30, 1894. Having a dislike for personal publicity (he refers to it as "that stuff"), his four-page brochure autobiography hides his early years in the vague sentence: "After being tossed out by at least one of every species of educational and corrective institutions extant, and after being fired by a host of admiring employers, I joined the Regular Army at the outbreak of World War I."

Following a 17-month overseas chore, he returned to the U.S. and a successful selling career. But it took him 14 years to gravitate to his natural field, radio. Before he took his first radio job with the old WMBC Detroit, he spent four years with E. I. du Pont de Nemours; two years with Brewe & Co.; five years with American Drugists' Syndicate, and two with Park & Tilford, all in a sales or sales supervisory capacity. His roster of products included women's dresses, drugs, candy, popcorn machines (then a natural interlude selling motion pictures!), auto accessories, and paints.

After two years at WMBC and WJR Detroit, where he worked under Leo Fitzpatrick, he went to The Detroit News station, and since 1933, WWJ and Bannister have meant one and the same thing. An extroverted salesman, with a booming laugh and a genuine like for people, Mr. Bannister took just 28 months to move up into the sales management of the operation. In November 1941 he became general manager, and since that date, has been in charge of all radio and TV activities.

His salesmanship once resulted in the salvation of the Detroit Symphony Orchestra, and one of the most unique commercial programs ever presented. When the orchestra was faced with folding for lack of funds, Mr. Bannister persuaded Sam's Department Store to sponsor a full hour weekly broadcast of the symphony, with the only commercials being appeals to

(Continued on page 51)
FOR
better
coverage
in the
GREAT LAKES AREA

there's nothing like

WJR

....there are 3,263,000 U.S. radio homes within the WJR ½MV/M daytime primary area....

Team up with WJR for Leadership and Listenership

> WJR THE GOODWILL STATION
FISHER BUILDING
DETROIT 2, MICHIGAN
CBS 50,000 WATTS

Represented nationally by Edward Petry & Company

FREE SPEECH MIKE
front office

CHARLES BRUGHA, noted newscaster, appointed general manager KWBE Beatrice Neb. GORDON C. (Bud) PENTZ appointed assistant general manager in charge of sales and special events.

WILTON GUNZENDORFER, recently commercial manager KYA San Francisco, named general manager KGB San Diego. He succeeds FRAN D. IDE resigned. In radio since 1937, Mr. Gunzendorfer was general manager of KROW Oakland for five years before joining KYA. Prior to that for five years he was general manager of KSFQ Santa Rosa, Calif.

LOREN S. SORENSEN, timebuyer Campbell-Mithun, Minneapolis, to Upper Midwest Broadcasting System, same city, which is group of 42 home-town stations in Minnesota, North Dakota and Wisconsin.

Mr. Gunzendorfer.LEO NARD MAGRUDER, sales manager WBCU Union, S. C., appointed general manager WAB Greer, S. C.

JAMES A. WETHINGTON, veteran radio station salesman and sales manager, to New York office William G. Rambeau Co., radio station representative.

RALPH ERICKSON named account executive on sales staff KOMO Seattle. He has been active in Pacific Northwest newspaper advertising work for 23 years.

SHELDON ENGEL, salesman KRIZ Phoenix, appointed commercial manager. HERB JEPKO to commercial department.

W. P. HEFFERNAN, general manager WGAI Elizabeth City, N. C., to KPRO Riverside, Calif., as station manager.


ROBERT A. KLEIN, assistant manager WDAS Philadelphia, appointed general manager. He succeeds LAMBERT B. REEUW KES, resigned [Broadcasting • Telecasting, March 26].

SAM ALLOYTZ appointed sales manager WFPG Atlantic City, N. J. LYDIA HAWKESLY appointed sales representative for station.

LEE F. O’CONNELL Co., L. A. and S. F., has taken over representation of Western Radio Sales list of stations.

Mr. Klein R-H REPRESENTATIVES Inc., N. Y., appointed exclusive national representative for KDOB Boulder, Col.

ROD GIBSON, assistant timebuyer Philbin, Brandon & Sargent Inc., N. Y., to station time division All-Canada Radio Facilities, Toronto.

ROBERT W. MAZUR, sales staff WGNR New Rochelle, N. Y., to WMCA New York as account executive.


WALTER NEILM, station manager WDEM Providence, R. I., resigns. Duties assumed by LOUIS A. P. PIERI, WDEM president, 1111 North Main St., Providence.

ART KNOHR to sales staff WAGE Syracuse, N. Y.

BOWLES & Co., Kansas City, Mo., appointed national representative for KJBC Midland, Tex.

ROSENM AN, GOLDMARK, COLIN & KAYE, N. Y. law firm, moves to new offices at 978 Madison Ave. Telephone Murray Hill 8-7800.

WILLIAM F. BERNTON appointed member of Miller, Sher & Oppenheimer, Washington law firm.

ROBERT E. V. JOHNSON, account executive Thomas F. Conroy Inc., San Antonio, to commercial department KEYL(TV) San Antonio.

WILLIAM F. MILLER, salesman KMOX St. Louis, appointed eastern sales representative for station. He will make his offices in New York.

RADIO REPRESENTATIVES Ltd., Toronto, appointed national sales representative in Canada for CKRM Regina, Sask.

ALLAN J. HUGHES, NBC sales staff, to CBS, as manager of sales presentations for radio in New York office of Radio Sales, Radio & Television Stations Representatives, CBS.

JOHN HANSEL JR., N. W. Ayer & Son’s plans-merchandising department in Philadelphia, to the eastern TV sales staff ABC, as account executive.

ROSS MERRITT, sales service manager WBBM Chicago, returns to active duty with Air Force as public relations officer.

PERSONALS...


FOLLOW THE LEADERS

SELL THE LONG BEACH—LOS ANGELES MARKET WITH

KGER

5000 WATTS
LEADING INDEPENDENT IN SO. CALIFORNIA FOR 25 YEARS

For Availability, Contact:
GALEN G. GILBERT KGER, LONG BEACH
The Station of the American Home
Graybar recommends

PRESTO
RECORDING DISCS

SCOTCH
SOUND RECORDING TAPE

Graybar brings you Broadcasting’s best...

Amplifiers (1,23)
Antennas Equipment (23)
Attenuators (8)
Cabinets (11)
Consoles (23)
Loudspeakers and Accessories (1,23,25)
Microphones, Stands, and Accessories (1,13,14,16,23,25)
Monitors (12)
Recorders and Accessories (2,9,19,22)
Speech Input Equipment (23)
Test Equipment (1,8,12,24)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (7,11)
Transmission Line and Accessories (5)
Transmitters, AM and TV (6,20,23)
Tubes (11,16,23)
Turntables, Reproducers, and Accessories (9,19,23)
Wiring Supplies and Devices (4,10,11,13,18,21,25)

Manufactured By...
(1) Allen, Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Continental Electronics
(7) Crown-Minds
(8) Dana
(9) Fairchild
(10) General Cable
(11) General Electric
(12) General Radio
(13) Hubbell
(14) Hugh Lyons
(15) Kari Metal
(16) MacRae
(17) Malcom
(18) National Electric Products
(19) Presto
(20) Standard Electronics
(21) Triangle
(22) Webster Electric
(23) Western Electric
(24) Weston
(25) Whitney Blake

Whether you use disc or tape recorders, Graybar is ready to serve you—with Presto recording discs or Scotch sound recording tapes.

Presto Green Label discs meet the “top-quality” requirements of broadcast stations, recording studios, and transcription manufacturers. Use these discs and you’re sure of low surface noise, adequate chip throw, and maximum number of playbacks with minimum wear. Extremely careful inspection assures uniformly high quality.

Also available are other grades and types of Presto discs for recording jobs not requiring discs of such high quality: testing, air checks, rehearsals, recordings of short duration. Your nearby Graybar office also can supply cutting stylii and playing needles.

Because of the increasing use by broadcasters of tape recording, Graybar nationally distributes Scotch sound recording tape. Scotch No. 111 (A or B) brings you better frequency response at slow recording speeds; low noise level; even, constant tracking. Scotch tape erases clean with low power, without a special erase head. It’s easily edited, doesn’t snarl, backlash, or kink. The tape is supplied on NAB hubs.

In addition to Presto discs and Scotch recording tapes, Graybar has everything you need in broadcast equipment...PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Bldg., New York 17, N.Y.

BROADCASTING • Telecasting

Graybar Electric Company, Inc.
Bldg., New York 17, N.Y.

Minneapolis
W. G. Prez, Geneva 1621

New York
J. J. Connolly, Watkins 4-3000

Philadelphia
G. I. Jones, Walnut 2-5405

Pittsburgh
R. F. Grossett, Allegheny 1-4100

Richmond
E. C. Thomas, Richmond 3-3491

San Francisco
K. G. Morrison, Market 1-5131

Seattle
D. I. Craig, Mutual 0123

St. Louis
J. P. Lankard, Newsstand 4700

April 9, 1951 • Page 47
Some Unquiet Remarks on Radio Silence

EDITOR:
I am amazed at the blanket of unfairness that surrounds your editorial entitled "Golden Cobblegov," it appears in the April 2, 1951, issue of Broadcasting • Telecasting. As Commissioner-Coordinator with the staff concerned with the project of the control of radio stations in an air raid emergency, it was my recommendation that led to the decision to have the meeting on Monday of last week. It was not at the instigation of the Air Defense Command, as some broadcasters speculated. Gen. Ankenbrandt extended an invitation by the Commission to participate in this meeting in order to express the views of the National Defense Establishment, as it concerns the technical aspects of the plan relating to air navigation.

Neither did this meeting have anything to do with the Commission endeavoring to have itself classified as a defense agency.

The motivating factors which led to calling the meeting in Washington at the time were two-fold—one, the element of time and importance of having a plan at the earliest date possible. Another motivating factor concerned the presence in the East of many broadcasting engineers from all over the country, attending the national convention of the Institute of Radio Engineers in New York the previous week. As indicated in our release of March 18, 1951, this was a meeting which was to discuss "the proposed technical operation and the methods by which stations may be alerted during air raid emergencies."

Messrs. Arney, Richards and McNaughton of the NARTB met with me for the purpose of discussing the possibility of having the original meeting in Chicago at the time of their convention, during the week of April 15. After it was revealed to them that time was of the essence, in the light of certain information known to the Commission, they stated emphatically that they wanted no part in delaying the meeting and that they would be glad to have a repeat performance through the medium of a panel discussion at the time of their convention in Chicago.

There are some of us, Mr. Taishoff, who believe in preparing ourselves now and who hold no brief for those, who for selfish purposes subscribe to the creed of "too little and too late." I can well imagine the scorn that you and others would heap upon the Commission should you survive an air raid and the evidence pointed to the fact that the enemy utilized radio stations in this vicinity to advantage in broadcasting their targeting because of the non-existence of a plan to deceive them.

If the subject material is of so little importance, why did NARTB request a repeat performance in Chicago? The burden of your editorial seems to contain the blemish of a "few little lambs" who lost their way, or was it—did not have their way?

Comr. George E. Sterling
FCC
Washington, D. C.

[EDITOR’S NOTE: This journal is not unaware of possibility of enemy air attack. When the first shot was fired in Korea, we sounded warnings. In our last issue we pointedly proceeded the super-secret call for the "Radio Silence" directive (see April 2, 1951). We urged cooperation to the hilt. The fault was in the manner in which the directive was conducted. We think a feel slipped somewhere when broadcasters were requested to attend what amounted to an emergency meeting, which a simple document was read. We agree with Comr. Sterling in the importance of heightened awareness. We disagree on the modus operandi as wasteful, cumbersome and badly executed.]
IN BEHALF OF THE 1951 CANCER CRUSADE

For your radio station...

Transcriptions: music, drama, human interest, western; fifteen and five minutes; one minute appeals and twenty second station breaks. Scripts; long and short tailor-made copy for twenty different program categories.

* GROUCHO MARX * GARY COOPER * HEDDA HOPPER * JIMMY DURANTE * GLORIA SWANSON * KATHERINE CORNELL LILY PONS * ETHEL WATERS * PHIL RIZZUTO * RALPH BUNCHE SAMUEL GOLDWYN * LUCILLE BALL * JO STAFFORD * BILLY ECKSTINE FRAN WARREN * TEX BENEKE * JUDY GARLAND * VIC DAMONE ROY ROGERS * and QUENTIN REYNOLDS

For your TV station...

16mm. black and white trailers, 2x2 35mm. slides, 8x10 stills, 18x24 easel boards.

FAYE EMERSON * LILI PALMER
REX HARRISON * "TONY" * ANIMATION

AMERICAN CANCER SOCIETY, INC.
47 BEAVER STREET * NEW YORK 4, NEW YORK
Mr. Gallop

Mr. Hines

publicity WCPO Cincinnati, named director of publicity at WKRC.

JACK W. BRAND named executive TV producer ABC Chicago, replacing G. PHILLIP FATTON who takes over as executive producer on ABC-TV's Super Circus. Mr. Brand was former president of his own TV production firm in Chicago.

ETHEL GREY, women director WMTR Portland, to WBWA York, Pa., as director of women's programs.

HILDUR LUNSTROM, director of WRCN TV West Palm Beach, named executive assistant to program manager at WRCN.

JAY RUSSELL pointed TV religious representative KPRO Los Angeles, to announcer assignment.

LAMONDA BOND, former news director WFAA Dallas, takes over as director of news and public relations at KYOW Dallas.

In New York, HARRY LOHMAN, former familiar with news and public relations at WABC New York, is now director of public relations at WABC.

JOE WOLFF, former announcer WOR New York, is now director of promotion and sales at WOR.

Mr. Breamer

Mr. Bremner

HELEN CLAIRE WILLS, WKNE Nashville, appointed chief announcer and production manager.

WILLIAM B. HINES, sales promotion manager WKRC-AM-FM-TV Cincinnati, appointed director of promotion and public relations.

LUCAS A. GALLOP, head of promotion, advertising

MICKEY ELSE, WYPA Williamsport, Pa., to WKBW Buffalo, N. Y., as disc jockey.

BOB TABLE, disc jockey, to WAYS Charlotte, N. C., where he will handle his own disc jockey show each Sunday 10 to 12, Mon.-Sat.

BILL SANDFUR, sales representative WFRC Reidsville, N. C., to announcing staff WDVA Danville, Va.

DEFOREST FISHER, director, KPIX (TV) San Francisco, appointed production manager replacing FRED STASHEK, now with KTVY (TV) Los Angeles, as director of remote telecasts.

ELIZABETH RINGSTRA, country writer WIXN Kankakee, Ill., resigns to accept secretarial position in Chicago.

W. EDDIE WADE appointed program director WGGW Cleveland, Ga. MARVIN MASSEY, WPDG Jacksonville, Fla., to WGGW announcing staff.

GLENN ROWELL, personality m.c. of WCFL Chicago, to WLIW Cincinnati in same capacity.

WILLIAM J. EBANKS, sports publicist staff U. of Oklahoma, to promotion department WKY-AM-TV Oklahoma City.

Mrs. HARRY LOHMAN, former studio manager WRCN TV West Palm Beach, takes over as director of news and public relations at WRCN.

FRANK YANKOVIC, noted polka recording artist, will have his own disc jockey show on WDOK Cleveland, Wed., 4:30-6 p.m. and Sat., 10-11 a.m.

GWENDOLYN ORMOND, conductor Philadelphia Symphony Orchestra, started disc show on WDAS Philadelphia April 8.

JERRY WHITE, WHL Hemstead, N. Y. to WNYC New York.

Mrs. JEANNETTE ELLIOTT, appointed home economics director WFEM TV Indianapolis.

ERNST HALL, announcing staff WOAI San Antonio, named to production staff WOAI-TV. In addition to production duties, he will act as assistant floor manager. HAL SAVORY, guest relations NBC Hollywood, to WOAI, as announcer.

LLOYD WALSH, commercial manager WWHO Nettleton, N. Y., appointed promotion and merchandise manager WAGE Syracuse, N. Y.

HUGH WANK, Baltimore disc jockey, to WCAO Baltimore in same capacity.

TOM BAXTER, engineer, ABC Hollywood, named network staff radio producer.

DR. JOE ZIMMERMANN, director of Temple U. Television Workshop and producer of WFIT-TV University of the Air series, named production supervisor WFIT-TV Philadelphia.

RANDY LANDSAY, WBN Columbus, Ohio, to KRON-TV San Francisco, handling production and direction duties.

ALAN YOUNG, CBS-TV Alan Young Show, signed by Howard Hughes to multiple picture contract. First film assignment, in "Androcles and the Lion," gets underway at RKO in May. Mr. Young signed earlier for role in Paramount Productions "Aaron Slieck of Punkin Creek," going into production this month.

EUGENE ODODSON, promotion manager WKY-AM-TV Oklahoma City, father of boy.

DICK STOLKE, disc jockey-announcer and night supervisor KIMA Yakima, Wash., to announce show.

WOODY HATTIC, public address announcer Wrigley Field, to KALI Pasadena, as sports director.

DEAN MURDOCK, staff organist KTKO Oklahoma City, father of boy.

WILLIAM BENNINGTON, producer KNBH (TV) Hollywood, named director of Said programs. JIM JORDAN Jr., producer, put in charge of new program ideas for station.

News

JACK PAYNE, sportscaster KNOR Vormon, Okla., appointed sports director WOW-AM TV Omaha.

DICK CAMPBELL, general manager KOME Tulsa, appointed special events director KULR Tulsa.

DONALD G. SHIELDS, WLOR Torrington, Conn., appointed to MBS.

THOMAS TAYLOR, appointed programming director WJSL South Miami, Fla., to WJSL.

HARRY DUKE, former KOMG TV Los Angeles and KHJ radio announcer, named to interviews with NBC's Walter Cronkite, Phil Donahue, and Andy Williams, beginning May 14.

JOHN HENRY, newsreader KXAM Pittsburgh, Kan., named news editor KSEK same city.

EDDIE FISHER to sports staff WTBZ Vineland, N. J. He has been with several stations in the Midwest.

LOWELL THOMAS Jr., son of noted commentator and traveler, has article appearing in April issue of Omnibook, about their trip to Tibet.

JOHN CAMERON SWAYZE, NBC-TV commentator, who recently became network chief commentator, won an Alfred I. duPont memorial award [BROADCASTING Telecasting, March 12], returned to studio April 1 with weekly quarterly news and features program Sun., 3:45-4 p.m., NBC. He will continue his News Commentaries assignment on NBC-TV (Mon. through Fri., 7:45-8 p.m.).

CREDIC FOSTER will broadcast his news commentary over WOR New York, beginning today (Monday), 2:15-2:30 p.m., five days weekly. Mr. Foster, who began his broadcasts over MBS in 1949, is heard on more than 350 network stations.

WALTER WEISBECK and ALLAN DREYFUS appointed ABC staff correspondent in Rome and Frankfurt, respectively, and DON KNOEVE in Munich and DAVID SHEFRIN in Oslo appointed "stringer" correspondents, THOMAS HUNTLEY, news and special events vice president, announced in New York last week. CHERT HUNTELEY, Pacific coast correspondent, named to ABC news staff. Transfer of NICK ALLEN and FRED SHERMAN to New York, also were announced.

EWING CANADAY, newscaster WKY Oklahoma City, re-elected to Midwest City school board, suburb of Oklahoma City.

HAL BUMPUS appointed news and farm director E.O.R. Colorado Springs, Colo., succeeding RALPH CONNER, resigned. Mr. Bumpus was with KMYR Denver and Denver Bu- njee Union.

WALTER CRONKITE and ERNEST K. LINDLEY, CBS correspondents, started new round-up news show on WTOP-TV Washington, April 1.

MICHAEL HILL, commentator, and MURRAY NIXES, radio announcer, now assigned to thrice daily, Mon. through Fri., news- commentary series sponsored by San Francisco radio station, ABC, and sponsored by Los Angeles by Pen- niac Dealers Club, L. A.
**NATIONAL NIelsen-RATINGS* TOP RADIO PROGRAMS**

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and INCLUDING TELEPHONE AND NON-TELEPHONE HOMES)

<table>
<thead>
<tr>
<th>Current</th>
<th>Previous</th>
<th>Programs</th>
<th>Stations</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>EVENING, ONCE-A-WEEK (Average for All Programs)</td>
<td>(8.0)</td>
<td>5.6</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>Lux Radio Theatre (CBS)</td>
<td>20.4</td>
<td>19.4</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>Jack Benny (CBS)</td>
<td>16.0</td>
<td>14.9</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>Godfrey’s Talent Scouts (CBS)</td>
<td>14.6</td>
<td>14.4</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>Ames ’n Andy (CBS)</td>
<td>10.0</td>
<td>10.0</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>Charlie McCarthy Show (CBS)</td>
<td>13.5</td>
<td>13.5</td>
</tr>
<tr>
<td>7</td>
<td>7</td>
<td>Walter Winchell (ABC)</td>
<td>13.0</td>
<td>12.5</td>
</tr>
<tr>
<td>8</td>
<td>8</td>
<td>My Friend Irma (CBS)</td>
<td>14.0</td>
<td>14.5</td>
</tr>
<tr>
<td>9</td>
<td>9</td>
<td>Mr. Chancelor (CBS)</td>
<td>12.0</td>
<td>12.0</td>
</tr>
<tr>
<td>10</td>
<td>10</td>
<td>—evening weeknight (Average for All Programs)</td>
<td>(12.5)</td>
<td>12.5</td>
</tr>
<tr>
<td>11</td>
<td>11</td>
<td>Remarque of Malne Grant (CBS)</td>
<td>9.7</td>
<td>9.7</td>
</tr>
<tr>
<td>12</td>
<td>12</td>
<td>Our O. E. (CBS)</td>
<td>9.0</td>
<td>9.0</td>
</tr>
<tr>
<td>13</td>
<td>13</td>
<td>Merle Vincent (CBS)</td>
<td>9.3</td>
<td>9.3</td>
</tr>
</tbody>
</table>

**CURRENT RANKING**

<table>
<thead>
<tr>
<th>Current</th>
<th>Previous</th>
<th>Programs</th>
<th>Stations</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>Wendy Warren and the News (CBS)</td>
<td>9.2</td>
<td>9.2</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>Arthur Godfrey (NBC) (CBS)</td>
<td>9.1</td>
<td>9.1</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>Big Stories (CBS)</td>
<td>9.1</td>
<td>9.1</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>Arthur Godfrey (Filmsby) (CBS)</td>
<td>8.7</td>
<td>8.7</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>Andy P. (CBS)</td>
<td>8.0</td>
<td>8.0</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>Pappy Young’s Family (NBC)</td>
<td>8.4</td>
<td>8.4</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>DAY, SUNDAY (Average for All Programs)</td>
<td>(9.0)</td>
<td>(9.0)</td>
</tr>
<tr>
<td>8</td>
<td></td>
<td>True Detective Mysteries (MBS)</td>
<td>9.8</td>
<td>9.8</td>
</tr>
<tr>
<td>9</td>
<td></td>
<td>Dick Tracy Show (CBS)</td>
<td>8.9</td>
<td>8.9</td>
</tr>
<tr>
<td>10</td>
<td></td>
<td>Martin Kane, Private Eyes (MBS)</td>
<td>8.0</td>
<td>8.0</td>
</tr>
<tr>
<td>11</td>
<td></td>
<td>Gendral Central Station (CBS)</td>
<td>16.4</td>
<td>15.4</td>
</tr>
<tr>
<td>12</td>
<td></td>
<td>Armstrong Show (CBS)</td>
<td>10.0</td>
<td>10.0</td>
</tr>
<tr>
<td>13</td>
<td></td>
<td>Stars Over Hollywood (CBS)</td>
<td>9.2</td>
<td>9.2</td>
</tr>
</tbody>
</table>

**NOTE:** Number of homes is obtained by applying the NIelsen-RATING* (%) to 41,903,000—The 1951 estimate of Total United States Radio Families.

* (*) Homes reached during all or any part of the program, except for homes tuning in for 1 minute or less.

---

**Respects**

(Continued from page 44)

buy War Bonds. In spite of the lack of selling appeals, the store rated the program as one of the best good-will builders it had ever had.

Though he's best known for his business exploits, Harry Bannister is a man of varied sidelines, and his colorful interests have furnished copy for many Detroit newspapermen's columns. Like a well-known Hollywood producer, he has developed lawn croquet into a game of skill just short of a “body contact” game. With several other weather-defying crazes, he plays the game winter and summer. (They've even been observed playing in the snow.)

He very unmodestly admits to being the best gin-rummy player in radio (and the worst craps-shooter), his former institution being Mischa Kottler, WWJ's musical director. He also has an awesome skill at poker which he does not brag about, preferring to retain it as an independent source of income from the unsuspecting.

But games and sociability are only a part of the Bannister story. He has built the WWJ successes on the firm foundation of fine programming, with the result that the station has won every major award for which it was eligible.

**Numerous Awards**

In 1943, his series on Alcoholics Anonymous, *The Glass Crutch*, won the City College of New York award; 1948 brought the Distinguished Service Award of the American Cancer Society; 1949 was the "jackpot" year with a Freedoms Foundation recognition, the Alfred duPont Award, the George Foster Peabody Award, the National Safety Council's Public Interest Award and others. This year has already brought a gold medal from the Freedoms Foundation for the presentation of a simulated Communist invasion of Moscow, Wis., and an award from the Anti-Defamation League.

The induction of the TV series with the U. of Michigan highlighted WWJ's interest in making the new medium an instrument in education, but only complemented Mr. Bannister's theory that "first you have to give the people what they want to see and hear, then you can slip in items that will educate and uplift them. Remember, you can't educate anyone if he's not listening to you in the first place."

With WWJ dating back to Aug. 20, 1920, the station, and Mr. Bannister as manager, have felt an obligation to stay in the forefront of every new development, and to always deserve their boast of "Detroit's First Station." In 1938, the pioneered and launched ultra high frequency broadcasts with WWXJ, which became WWJ-FM in May 1941. March 6, 1948, saw the first telecasts of WWJ TV go out to the eager Detroit audience. But the WWJ foresight is indicated by the fact that the station paid rent for 10 years for the Penobscot Bldg. tower, knowing that someday they would want it for TV.

Mr. Bannister is a man of strong opinions and even stronger actions, putting those opinions into deeds. At the height of the popularity of singing commercials and other "gimmicks," WWJ banned all such commercials with trick, attention-getting devices in 1944, and received country-wide acclaim for its bravery. Friends like to describe the sheer joy on the bristling-browed Bannister face at hearing the uncouth voice of one of WWJ's staff announcers intoning, "Pepsi-Cola hits the spot, 12 full ounces, that's a lot," rather than a quarterly with sound effects. Oddly enough, after a few weeks' dispute, sales zoomed.

Mr. Bannister also has long been a foe of "ratings" and in 1948 said: "It's high time we stopped the ridiculous emphasis on program ratings which bounce up and down when a series of programs are bought and cancelled, entertainers are hired and fired, stations are classified relatively on the basis we’re buying, or regarded as definitive measurements, something they are not and never can be."

His lovely blonde wife, the former Barbara Ann Lawrence, is the inspiration for his classic two-word essay on the subject of "Women." It reads: "Prefer Blondes." Married in 1943, the Bannisters live in suburban Birmingham, Mich., and admit that bosses of the household are their three cats. Mr. Bannister has two grown daughters, Mary Ellen and Patricia, the former a wartime WAVE yegna.

To list all the Bannister interests would be impossible, but he is addicted to reading history, biography, poetry and philosophy. He is also a fine radio writer and it is possible that some WWJ scripts have borne his touch. His sports stories and especially, sports poetry, have appeared often in the News. He likes (his words) whiskey, poker, cats, and occasionally, good fights and billiards. And last, but very important, his skill on the dance floor has surprised many a partner who misjudged his burly figure.

**His TV Code**

In the light of today's controversy over the taste of some TV shows and the constant threat of censorship by private and public bodies, Mr. Bannister's 1947, self-imposed code at WWJ-TV tells the full stature of the man. No crude himself, he laid down this pattern for his station:

"I feel that our TV programming should at all times be so meticulously correct, that, like Caesar's wife, it will be above suspicion. Writing down or using material or anything even remotely susceptible to double entendre.

"There must be nothing in our schedule which will cause the lifting of an eyebrow by even the most strait-laced in our audience. Appearance, language, intonation or gesture must all be beyond reproach. Racial comedy types must be avoided. References to God and religion must always be reverent. Crime and drunkenness, when used, must be condemned. "I cite just a few taboos. There will be many others. In all cases, good taste, propriety, and the avoidance of violence must be the ultimate criteria."

He is a member of Detroit's Aircraft Club, and of NBC's Stations Planning and Advisory Committee. He was a director of NAB until his resignation in 1949. He also has represented the industry in appearances before Senate and House legislative committees.
POSSIBILITY that FCC may postpone the deadlines for comments upon its further revised TV allocation proposal appeared last week as industry representatives indicated they would need every minute to prepare the extensive data required.

Such postponement also would mean delay of the city-by-city allocation hearing now set for May 23.

Thus far "Part III" of FCC's exhaustive TV allocation docket hasn't been augmented by a single comment pertaining to the Commission's vastly revised plan, termed its "third report" on TV [BROADCASTING • TELECASTING, April 9, March 26]. But informal intra-industry comment has been considerable, and signs point to many petitions for additional time in which to prepare comment and opposition to new allocation proposals.

Three week extensions were granted by the Commission in the case of the mid-1940 revision of the allocation plan (first revision was mid-1948). An FCC spokesman last week said the Commission may not be disposed to grant any last-minute extension this time, but perhaps would favorably consider valid extension bids if filed early.

In brief, FCC's new plan would allocate all of the UHF, which with present VHF would permit 2,000 stations in more than 1,300 communities throughout the U. S. The plan would freeze 21 of the 107 operating VHF stations to new VHF channels.

It also proposes to promptly unfreeze VHF-UHF in U. S. territories, and to unfreeze UHF in the U. S. generally, or in areas where possible, and to unfreeze power boosts for existing VHF stations where allocation policy permits. However, considerable skepticism has developed in the industry whether any such "partial thaw" will be practical once the deluge of comments is in hand.

At best, some industry observers see no overall lifting of the TV freeze on new station construction possible until next year. The top operators are likely to late this year, however. The freeze was imposed Sept. 30, 1948.

"Where does TV go from here?" will continue to be the chief enigma of the industry for some time to come, attended by the equally unknown factors of defense mobilization and color litigation, both of which are important to the overall picture.

Broadly speaking, industry seems generally satisfied with the engineering job done by FCC in its new plan, although speculation on VHF ranges from grave doubt to great faith. As to allocation policy and proposals FCC has not won the same general favor by any means.

FCBA Stand

The Federal Communications Bar Assn., through its president, Washington radio attorney William A. Porter, last week told BROADCASTING • TELECASTING it would stand firm on its earlier contention FCC's policy of "non-allocation and allocation making procedure" are unlawful. The Commission is expected to schedule oral argument on the FCBA petition before making a final ruling.

The Assn. of Federal Communications Consulting Engineers fortnight ago told BROADCASTING • TELECASTING it considered FCC's engineering based on ideal principles without due regard to the practical aspects of allocation. AFOCE thought the allocation plan too rigid and over-simplified. Other legal and engineering comments not previously reported in detail include the following from the Washington scene.

Among the attorneys were these comments:

William A. Roberts of Roberts & McInnis, DuMont counsel, noted FCC's engineering revisions substantially followed many recommendations Report. Although supporting FCC's first priority to supply a TV service to all of the U. S., it indicated disagreement with the second priority (provide each community with at least one station) and would substitute provision for a multiple-network competitive system nation-wide. This would require three or four network stations in each major market, he indicated.

Competitive situation in VHF in large markets has been hurt by the editorial reservation, Col. Robert's felt, with internetwork the effect and not a cause. Agreement was indicated, however, with UHF educational reservation.

Cites Legal Issues

Arthur W. Scharf used concern over legal aspects of the allocation theory. He said:

Admittedly, the task of providing adequate television service for the entire U. S. is a most difficult and complicated one. But it seems to be the third proposed allocation plan does not comply with the legal requirements of Sec 307 (b) of the Communications Act calling for a fair, efficient and equitable distribution of radio stations among the several states and communities therein and the requiring applications for licenses be granted "where in the public interest and convenience and necessity for the same." It would seem that itself seems to be based almost entirely upon engineering considerations, while other factors, affecting fair, efficient and equitable distribution of television facilities have been largely neglected.

Even more important, perhaps, is the fact the Commission has postponed, until the conclusion of the entire reallocation proceeding the question now in this proceeding of whether any allocation can constitutionally be "mandated" by the Act.

It may well be that the allocation plan, irrespective of substantive merit or fault, is contrary to law. Therefore, the Chairman should immediately take steps to determine the legality of adopting an allocation plan before conducting further hearings on the specific proposed assignments of channels to individual communities.

Arthur H. Schroeder of Miller & Schiffman felt the chairman simply did "commendable job," the educational reservations and internetwork policy may prove "unrealistic and more problems than we had before."

Paul M. Segal of Segal, Smith & Hennessey, who said just about all of his clients are already in TV, predicted in view of the limited competition VHF operators will face under FCC's plan in most major that a "million dollar a year profit" for such an operator "will be peanuts from now on."

Every operation "monopoly" has been "strengthened," he stated, as a result of the Commission's mixing UHF channels in large cities rather than adding the needed VHF channels. The competitive situation has been softened, he indicated, as a result of the educational reservations.

Marcus Cohn of Cohn & Marks thought the new plan "a break from FCC's past thinking" but felt newcomers will find the problem more difficult. He saw unknown complications possibly evolving from VHF-UHF mixtures, as well as the unknown circumstances of operation and equipment for UHF itself.

Ben S. Fisher of Fisher, Wayland, Duvalt & Southward considered the "inflexible" nature of the allocation "congestionmay lead to more hearings and conflicts than previously supposed. He felt the proposed FCC plan would be given to allocation of channels where need for such facilities might more practically be met.

Jameson View

Guiford S. Jameson thought FCC "has acted in the public interest in providing a plan of allocation of the limited channels available so as to insure the maximum use thereof to the greatest number of communities."

"A major defect in the plan," Mr. Jameson observed, "is the failure to provide an open door for applicants from a community not provided for in the plan to secure a hearing as of right. To test the validity of such allocations as would appear to obstruct an application from a community." Maurice R. Barnes of Barnes & Neillson noted the new proposal "corrects many of the defects of the old plan and makes possible an additional 12,000 television stations. He felt the "few in equities and oversights... can easily be corrected."

John F. Caggett of Caggett &
Schils observed the RCA-CBS color TV battle in the U. S. Supreme Court "strikingly presented a question involved in the Commission's allocation of TV channels."

"That question," he said, "is whether, in the case of color standards on the one hand and channel allocation on the other, both involving a dynamic, revolutionary, ever changing, ever growing art and science, you can lay down a static allocation plan any better than you can a crystalized, full-blown color system."

Edward K. Wheeler of Wheeler & Thompson, counsel for Radio Television Mfrs. Assn., indicated he was "more optimistic than many persons regarding the quality of service that UHF stations will render."

"Sound Recognition" He said the FCC proposal "gives sound recognition to the basic engineering principles underlying a sound allocation plan. Its proposals on selectivity, radiation, intermodulation, image interference and I.F. beat accord with the testimony of RTMA witnesses."

Philip M. Baker of Baker & Thomsen, reflected that because of "tremendous costs" involved in TV, and unknown costs in UHF, he felt FCC might consider allowing several small licensees in an area to pool their resources to provide a TV service.

Norman E. Jorgensen of Krieger & Jorgensen stated the "64 question is UHF."

"Is there anyone who will say UHF stands today where VHF stood in 1946?" he asked. "Or, to put it another way, setting aside the defense program and its restrictions, can UHF achieve the success of VHF by 1956-57, if licensing were to begin during 1951?"

D. F. Prince of Prince, Clifenburg & Nunn considered the new plan in some respects "quite puzzling" and "not adequate to the situation." Generally, he indicated he did not approve of reservation of channels.

Carl L. Shipley considered the "tail-wagging-dog allotment" of 10% of the channels to educational interests "is an unwise and unfair capitulation to the clamor set off" by Commr. Frieda B. Hennoch. He feared TV reallocation might too easily grind into a protracted state of permanent indecision like the clear channel problem.

Among the consulting engineers' comments were these:

John Creutz felt the allocation proposals have finally been "shaken down to form they'll stick" even though there are not enough frequencies provided in the VHF. The engineering standards are more "realistic," he said.

Everett L. Dillard, general manager of Commercial Radio Equipment Co., said:

"Without commenting upon VHF-UHF assignments to any given community, it is clear the Commission's latest TV plan establishes the fact that to attain a nationwide competitive TV service for all classes of communities, extensive use of the UHF assignments will be made. UHF TV is going to be used by 50% of all available channels are UHF, and only 50% are VHF. Industry should adjust itself to this end. It's obvious no UHF construction can be completed until the Commission sets whether the band of 600-900 mc is to be used for commercial TV or public carrier. Exact frequencies, not more channel numbers, must be known.

I believe the TV plan will be finally adopted with minor modification. There's no question but the demand for VHF channels greatly exceeds the supply."

William L. Foss of William L. Foss Inc., whose plan for reassigning eight Michigan and Ohio stations on a voluntary basis formed the nucleus of FCC's broader plan, included 31 existing VHF stations to different channels to solve interference conflicts, was "very happy" with the whole proposal. "It looks like a sensible answer," he said, adding new spacings and standards "are far more realistic than the old ones." George E. Gauthney of Gauthney & Ray felt the plan a good job for the country as a whole. His partner, Homer A. Ray Jr., saw reasons why UHF will not "just blossom out" since receiver problems shouldn't be difficult and UHF converters are cheap and will "come on the market immediately."

E. C. Page indicated there's not sufficient time by April 23, comment deadline set by FCC, "to fully analyze and evaluate the effects of a plan which took so long to conceive." He continued:

I believe any allocation plan tied into "rule making procedure" must be unnecessary inflexible and detrimental to public interest. We have sufficient spectrum for national VHF television system, the blame for which lies directly with the FCC. Those that inadequate channels for TV were obtained in the Interdepartmental Radio Advisory Committee division of frequencies on which committee FCC is supposed to represent Industry. Therefore directional antennas must be used to provide all possible additional VHF channels in areas where allocations are now few.

Two more VHF TV channels can be taken from the present 25-100 mc FM band and still leave sufficient FM channel numbers. Two fewer VHF TV channels can be taken from the future 86-108 mc FM band.

Educators have never fully utilized noncommercial radio in the past, except in a few outstanding instances. The present long reservation is unrealistic and will retard the growth of educational radio. Educators can compete for commercial facilities under proposed rules and, if successful, can operate with the benefit of educational commercial interest which can be used to improve their educational programming.

A UHF assignment is not equivalent to a VHF assignment. Any allocation scheme, however deficient, which can be put into effect at present is better than none at this late date.

Public Protection

Lynne C. Smeby stated FCC worries too much about protecting the public from set obsolescence when the public really protects itself in practice, judging whether or not before buying the cost vs. expected service. He noted in the case of FM, the new aural service didn't seem that much better than AM for the general public to pay the extra amount.

He felt the whole FM band shouldn't be taken just for the "few who like good music."

Considering CBS color "good," Mr. Smeby questioned why FCC didn't make the UHF band wider than 6 mc to make the best use of CBS color now and to allow future possible development or "three-dimensional" color.

Raymond M. Wiltmote, whose proposals for "polyphonic" (low power satellite plan) would not be adopted by FCC now but would be left for further experimentation in the 15 or 18 "flexibility" channels at the top end of the UHF allocation, said "FCC's...proposal comprises a vast amount of data for accurate calculation and the whole structure of the proposal is based on the accuracy of these data, arbitrarily but suitably weighted to make the UHF band appear more palatable than it really is compared with the VHF band."

"What does not appear," he said, "is that almost all this data is largely guesswork. The fact is the amount of experimental data available as a basis for the UHF calculation is negligible. The report of 'Ad Hoc' committee appears to be the basis of substantially all curves and figures of the proposed rules, but this report

(Continued on page 54)
A MAJORITY of the National Labor Relations Board last Thursday reversed an examiner’s preliminary findings that the William Penn Broadcasting Co. (WPEN-AM-FM-Philadelphia) had “illegally interfered” with employees’ right to bargain freely by renewing a contract with the American Communications Assn. On the same time, the board, by a 4-1 vote, ruled that filing of a representation petition by a rival union—in this case, the IBEW (AFL)—does not automatically require the employer to cease dealing with the incumbent union.

The decision made plain, however, that an employer who elects to bargain with the incumbent in the face of a rival petition may still be subject to unfair labor charges if there is a question later of the representation.

The electrical workers’ union had sought to carve out a unit of 13 broadcast technicians and engineers, who had been included in an overall unit represented by ACA for 12 years. IBEW filed charges against William Penn when it renewed the contract with ACA, granting increases.

The board disclaimed the complaint for lack of proof that the unit sought by IBEW was actually appropriate for collective bargaining.

Dissent was filed by Board Members Watts and Wilkes. In their opinion, the board had erred in not ordering an election to determine whether the unit represented by IBEW’s rival union was appropriate.

**WPEN LABOR**

**NLRB Reverses Examiner**

On All Accounts

(Continued from page 8)

The experimentation was carried on principally at the GE station in Schenectady. Many members of that pre-war team became the “experts” and “veterans” who are today still setting a measurable part of the TV pattern in New York.

After four years—or a period roughly corresponding to the development of the functionality like Mr. Montgomery to memorize the tripping names behind the company’s initials—he left the company as an offer from Geyer, Newell & Ganger, New York. There he serviced Squibb’s Academy Award Theatre and the David Ross Show for Nash-Kelvinator.

His next move, after a year, was to his present agency, Kenyon & Eckhardt, as supervisor on the Borden commercials. His manifest influence in that agency soon recommended him for the job as producer on the Ford Theatre; and shortly his talents were being requisitioned for use on many of the other properties within the agency. In February his substantial though somewhat unofficial influence was formally recognized with his appointment as vice president in charge of radio and television.

The Montgomerys—she is the former Margaret Matthews, an ex-Lt. Senior Grade in the Waves—have one son, Garth Noonan (Mike) Montgomery Jr., 9 weeks old.

The majority opinion said the ruling would help to assure employees “the benefit of an uninter rupted bargaining relationship with a clearly unstable or sporadic rival union claim is made upon an employer.”

Board Members James J. Reynolds Jr. and Abe Murdock, in separate concurring opinion, joined Chairman Paul M. Herzog and Member Paul L. Styles in dismissing the complaint but added they would prefer to remand the case to take further evidence on IBEW’s petition.

**WCP0 ELECTION**

**Ordered for Technical Unit**

ELECTION to determine whether certain technical employees at WCPO-AM-FM-TV Cincinnati shall be represented as a combined unit by the International Assn. of Broadcast Engineers and Technicians of IBEW Local 1224 was ordered last month by the National Labor Relations Board.

In directing the election, the board ruled out IBEW’s claim that it has an existing agreement with the employees; that the contract serves as a bar to present IABET-WCPO negotiations; and that separate units for AM-FM-TV operations are appropriate. A contract between IBEW and WCPO was not “automatically renewed” on Aug. 21, 1950, and an oral agreement, claimed by IBEW, cannot be used to rule out elections, the board added.

NLRB found that all technicians and engineers employed at WCP0-AM-FM-TV, excluding three supervisors and two other office or clerical personnel, should be considered a single unit. The election will be held within 30 days.

**IBEW ELECTIONS**

Certifications at 3 Outlets

CERTIFICATIONS for local unions of the International Brotherhood of Electrical Workers at three stations—WTOP-AM-FM-TV Washington; WWBZ Vineland, N.J.; and WCBS New York—have been handed down by the National Labor Relations Board.

Elections at WTOP-TV were won by IBEW over the rival NABET, which has served as union representative for WOIC (TV), now merged with WTOP since February 1950. IBEW Local 1215 already held an agreement with WTOP-AM-FM technical employees. NLRB certified the results, 55-13, last Monday. At WWBZ, IBEW Local 1241 was chosen to bargain for all employees. NABET and local electrical workers and engineers selected IBEW Local 504.

Comments on Allocations

(Continued from page 53) specifically stated it covered only the VHF band and even that coverage expanded a hovel of experimentation in the face of deductions.” Mr. Wilmotte continued:

To this criticism may be answered that there were no other data available. That is true but has the Commission attempted to obtain such? The amount of experimentation carried out since 1945 is shamefully small. “No money says the FCC. That is also true, but if the Commissioners were as interested in engineering as in legal matters, someone would have found a way of obtaining additional and reliable engineering data.

There is a recommendation that the existing industry be large, healthy, and much of it wealthy. It has on previous years produced valuable information, but how can it be expected to carry out experimental work without some leadership from the body that decides its engineering fate?

FCC acts as though it regards engineering as a disease with which it must unfortunately live. A healthier attitude would be to follow the suggestion and see to it the way is made clear for it to develop in directions which will benefit the public. Even if it results in a few more dollars being spent, therefore, the rules will reflect the opening of opportunities which are the hallmark of modern American engineering.

For example, it seems incredible but it is true, that the proposed rules do not even attempt to develop the way of providing an economic television service to large rural areas.

With its psychological block against engineering the Commission can only judge things as they are today. What will it understand in 10 years? It would be a tragedy if the concern of the Commission has effectively decided them.

Hence the decision on color TV, which might have been sensible some five years ago, is now out of date at a time when so many new ideas (and TV’s) are showing themselves.

In the proposed rules on VHF the Commission is playing fast and loose with a vital national, and rapidly decreasing, raw frequency spectrum.

It is noteworthy the growing shortage of this natural resource is the main theme of the report to the President’s Communications Policy Board.

Surely with a wide and still unused band (UHF) in an era when in a relatively short time there can be improvement of the existing definition, color, freedom from noise, as well as narrow bands, it cannot be in the public interest to standardize on a channel pattern showing signs of being archaic and to close the rest of the band at all time, to these coming achievements.

The Commission in so doing is effectively slamming the door in the face of these developments.

In August hearings were open on these rules; the FCC presented at that time a proposal. Now, over 2½ years later, after thousands of pages of engineering studies and wideologic cost to all, practically the same rules are presented. Is that assurance that the industry has made no appreciable progress? If that is so, then it is unique among American Industries.

There can only be two conclusions; either the FCC has been blind to the fact that the potentialities added to it, or its policies are such that they discourage and suppress the true evolution of allocation engineering.

Page 54 • April 9, 1951

BROADCASTING • Teletesting
only WOR-tv channel 9 will carry the DODGER baseball games in New York

Scoops like this are what make WOR-tv one of the most progressive, fast-growing and sales-producing television stations in America today. Ask us for further proof. The address is 1440 Broadway, in New York.
not just men --
Altho 7 of the "Top 10 Men's Shows" are on KTLA

not just women --
Altho 8 of the "Top 10 Women's Shows" are on KTLA

not just teenagers --
Altho 6 of the "Top 10 Teenagers' Shows" are on KTLA

not just children --
Altho 4 of the "Top 10 Children's Shows" are on KTLA

★ Tele-Que, February 1951

IN LOS ANGELES
SELLS THE WHOLE FAMILY—OR ANY PART OF IT!

KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOLlywood 9-6363
Eastern Sales Office • 1501 Broadway, New York 18 • BRYant 9-8700
PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

KTLA — THE BEST ADVERTISING BUY IN LOS ANGELES
EDUCATIONAL TIME BILL

FIRST attempt to legislate a fixed station time for educators' programs Thursday.

It came in the form of a bill (HR 3543), introduced in the House by Rep. Emanuel Celler (D-N.Y.). In his words, the measure would provide "that at least 25% of the television operating schedule of each commercial television station be devoted to non-commercial educational programs."

Congressman Celler said: "This idea is partly in line with the recommendations of the distinguished Federal Communications Commissioner, Miss Frieda B. Hennock."

The bill states that the FCC could prescribe regulations "as may be necessary" to carry out provisions of the amendment to Sec. 307 of the Communications Act "to insure that . . . non-commercial educational programs will be carried at such times during broadcast days as will reasonably serve the public interest."

Specifics Hours

But, in a statement accompanying the bill, Rep. Celler goes further. He opined that "hours should be set aside in the evenings during the week, and in the afternoons on Saturdays, Sundays and holidays, so that these programs would not be buried in graveyard hours."

In referring to FCC hearings held on the reservation of TV percentage of commercial TV stations, the Congressman asserted. "This measure, referred to the House Interstate & Foreign Commerce Committee, would make "each commercial television station license renewed or issued by the Commission" after the date the measure is enacted, "subject to the condition that at least 25 per cent of the time covered by the regular program operating schedule of the station shall be devoted to non-commercial educational programs."

Complying with this condition, the licensees would not be permitted to "demand or receive any money, services, or other valuable consideration" for time and facilities furnished for educational use. "To argue that such a plan (Celler Bill) would be too costly and uneconomic is absurd. Surely, the cost or freight could be added to the cost of the remaining hours," the Congressman asserted.

While this was the first specific request for educational TV legislation, both Sen. John W. Bricker (R-Ohio) and Rep. James I. Doliver (R-Iowa) have introduced resolutions in their respective Houses asking for FCC study and a reporting to Congress on the availability of TV channels for use by educational institutions [Broadcasting • Telecasting, Feb. 12].

P&G LEADS TV

The Celler Bill, referred to the House Interstate & Foreign Commerce Committee, would make "each commercial television station license renewed or issued by the Commission" after the date the measure is enacted, "subject to the condition that at least 25 per cent of the time covered by the regular program operating schedule of the station shall be devoted to non-commercial educational programs."

Complying with this condition, the licensees would not be permitted to "demand or receive any money, services, or other valuable consideration" for time and facilities furnished for educational use. "To argue that such a plan (Celler Bill) would be too costly and uneconomic is absurd. Surely, the cost or freight could be added to the cost of the remaining hours," the Congressman asserted.

While this was the first specific request for educational TV legislation, both Sen. John W. Bricker (R-Ohio) and Rep. James I. Doliver (R-Iowa) have introduced resolutions in their respective Houses asking for FCC study and a reporting to Congress on the availability of TV channels for use by educational institutions [Broadcasting • Telecasting, Feb. 12].

P&G & GAMBLE, radio's top network advertiser, took first place honors for January in TV network gross billings, according to figures released by Publishers Information Bureau to Broadcasting • Telecasting. The soap company, with purchases of $346,885 during January, nosed out R. J. Reynolds Tobacco Co., whose expenditures totaled $330,745.

Anchor-Hocking spent $256,710 in gross billings to rank third, while General Foods Corp. placed fourth with $248,160 total billings. Fifth position was taken by Ford Motor Co., which invested $243,385 during the month.

The food group led all product categories, with a total of $1,699,005 in network gross billings. Within this group, General Foods ranked first with purchases of $248,160.

The tobacco manufacturers, led by R. J. Reynolds, spent $1,615,627 to place second among the product groups while third position was taken by the Toilettries & Toiletries Goods manufacturers with expenditures totaling $906,682. Colgate-Palmolive-Peet ranked first among the latter group by investing $155,451. Fourth and fifth, respectively, were the $832,987 invested by the automobile manufacturers and the $892,305 of the Household Equipment group.

Leading TV Network Advertisers by Product Groups for January 1951

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Advertiser</th>
<th>Billings (in $)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear, &amp; Accessories</td>
<td>International Shoe Corp.</td>
<td>61,253</td>
</tr>
<tr>
<td>Automotive, Automotive Supplies &amp; Equip.</td>
<td>Ford Motor Co.</td>
<td>243,385</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>Pabst Sales Corp.</td>
<td>115,550</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>Household Finance</td>
<td>28,175</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>General Foods</td>
<td>36,240</td>
</tr>
<tr>
<td>Household Equip.</td>
<td>General Electric</td>
<td>200,000</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>Anchor-Hocking</td>
<td>259,710</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>Spalding Co.</td>
<td>63,000</td>
</tr>
<tr>
<td>Office Equipment, Stationery &amp; Writing Supplies</td>
<td>Minnesota Mining &amp; Mfg Co.</td>
<td>15,290</td>
</tr>
<tr>
<td>Religious &amp; Direct Mail</td>
<td>RCA</td>
<td>12,340</td>
</tr>
<tr>
<td>Smokers Supplies</td>
<td>R. J. Reynolds</td>
<td>216,085</td>
</tr>
<tr>
<td>Toiletries &amp; Toilet Goods</td>
<td>Colgate-Palmolive-Peet</td>
<td>152,451</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>Quaker Oats</td>
<td>44,190</td>
</tr>
</tbody>
</table>

TV Network Gross Billings for January 1951 by Product Groups

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Advertiser</th>
<th>Billings (in $)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear, &amp; Accessories</td>
<td>International Shoe Corp.</td>
<td>904,953</td>
</tr>
<tr>
<td>Automotive, Automotive Supplies &amp; Equip.</td>
<td>Automotive, Automotive Supplies &amp; Equip.</td>
<td>270,460</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>Pabst Sales Corp.</td>
<td>171,609</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>Household Furniture</td>
<td>631,615</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>Household Furniture</td>
<td>348,783</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>General Foods</td>
<td>415,900</td>
</tr>
<tr>
<td>Household Equip.</td>
<td>General Electric</td>
<td>310,110</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>Anchor-Hocking</td>
<td>158,500</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>Pabst Sales Corp.</td>
<td>15,290</td>
</tr>
<tr>
<td>Office Equipment, Stationery &amp; Writing Supplies</td>
<td>Minnesota Mining &amp; Mfg Co.</td>
<td>216,085</td>
</tr>
<tr>
<td>Religious &amp; Direct Mail</td>
<td>Colgate-Palmolive-Peet</td>
<td>152,451</td>
</tr>
<tr>
<td>Smokers Supplies</td>
<td>R. J. Reynolds</td>
<td>44,190</td>
</tr>
<tr>
<td>Toiletries &amp; Toilet Goods</td>
<td>Quaker Oats</td>
<td>44,190</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>General Foods</td>
<td>216,085</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>58,129,856</td>
</tr>
</tbody>
</table>

CELEBRATING the 100th performance on Easter of Philco Television Playhouse on NBC-TV, the network presented Philco with a cake bearing 100 candles. James H. Carmine (II), executive vice-president of Philco Corp., is shown cutting the cake from two NBC pages who went from New York to Philco executive offices in Philadelphia to make the presentation. The program is telecast over the entire NBC-TV network Sundays.

TV Top Network Spender in January

PROCTER & GAMBLE, radio's top network advertiser, took first place honors for January in TV network gross billings, according to figures released by Publishers Information Bureau to Broadcasting • Telecasting. The soap company, with purchases of $346,885 during January, nosed out R. J. Reynolds Tobacco Co., whose expenditures totaled $330,745.

Anchor-Hocking spent $256,710 in gross billings to rank third, while General Foods Corp. placed fourth with $248,160 total billings. Fifth position was taken by Ford Motor Co., which invested $243,385 during the month.

The food group led all product categories, with a total of $1,699,005 in network gross billings. Within this group, General Foods ranked first with purchases of $248,160.

The tobacco manufacturers, led by R. J. Reynolds, spent $1,615,627 to place second among the product groups while third position was taken by the Toilettries & Toiletries Goods manufacturers with expenditures totaling $906,682. Colgate-Palmolive-Peet ranked first among the latter group by investing $155,451. Fourth and fifth, respectively, were the $832,987 invested by the automobile manufacturers and the $892,305 of the Household Equipment group.

Leading TV Network Advertisers by Product Groups for January 1951

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Advertiser</th>
<th>Billings (in $)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear, &amp; Accessories</td>
<td>International Shoe Corp.</td>
<td>61,253</td>
</tr>
<tr>
<td>Automotive, Automotive Supplies &amp; Equip.</td>
<td>Ford Motor Co.</td>
<td>243,385</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>Pabst Sales Corp.</td>
<td>115,550</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>Household Finance</td>
<td>28,175</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>General Foods</td>
<td>248,160</td>
</tr>
<tr>
<td>Household Equip.</td>
<td>General Electric</td>
<td>310,110</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>Anchor-Hocking</td>
<td>259,710</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>Spalding Co.</td>
<td>63,000</td>
</tr>
<tr>
<td>Office Equipment, Stationery &amp; Writing Supplies</td>
<td>Minnesota Mining &amp; Mfg Co.</td>
<td>15,290</td>
</tr>
<tr>
<td>Religious &amp; Direct Mail</td>
<td>RCA</td>
<td>12,340</td>
</tr>
<tr>
<td>Smokers Supplies</td>
<td>R. J. Reynolds</td>
<td>216,085</td>
</tr>
<tr>
<td>Toiletries &amp; Toilet Goods</td>
<td>Colgate-Palmolive-Peet</td>
<td>152,451</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>Quaker Oats</td>
<td>44,190</td>
</tr>
</tbody>
</table>

TV Network Gross Billings for January 1951 by Product Groups

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Advertiser</th>
<th>Billings (in $)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear, &amp; Accessories</td>
<td>International Shoe Corp.</td>
<td>904,953</td>
</tr>
<tr>
<td>Automotive, Automotive Supplies &amp; Equip.</td>
<td>Automotive, Automotive Supplies &amp; Equip.</td>
<td>270,460</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>Pabst Sales Corp.</td>
<td>171,609</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>Household Furniture</td>
<td>631,615</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>Household Furniture</td>
<td>348,783</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>General Foods</td>
<td>415,900</td>
</tr>
<tr>
<td>Household Equip.</td>
<td>General Electric</td>
<td>310,110</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>Anchor-Hocking</td>
<td>158,500</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>Pabst Sales Corp.</td>
<td>15,290</td>
</tr>
<tr>
<td>Office Equipment, Stationery &amp; Writing Supplies</td>
<td>Minnesota Mining &amp; Mfg Co.</td>
<td>216,085</td>
</tr>
<tr>
<td>Religious &amp; Direct Mail</td>
<td>Colgate-Palmolive-Peet</td>
<td>152,451</td>
</tr>
<tr>
<td>Smokers Supplies</td>
<td>R. J. Reynolds</td>
<td>44,190</td>
</tr>
<tr>
<td>Toiletries &amp; Toilet Goods</td>
<td>Quaker Oats</td>
<td>44,190</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>General Foods</td>
<td>216,085</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>58,129,856</td>
</tr>
</tbody>
</table>
FCC ‘BLACKJACK’

Movie Groups Hit Back

FCC ‘wields a blackjack,’ chorused movie posters last week. Cry was the aftermath of the Commission’s March 28 announcement of policy in licensing station cases in connection with violation by an applicant or lessee other than the Communications Act [Broadcasting • Telecasting, April 2]

One question that the FCC proposes to consider under this policy is the regulation of television by movie firms of important films, and restriction of television performances by talent under contract to them.

Aside from the clamor of Allied States Assm. of Motion Picture Exhibitors and other movie groups, Sen. Alexander Wiley (R-Wis.) directed a letter to the Commission expressing his belief that the FCC “stepped out of bounds” in its action.

Sen. Wiley, former chairman of the Senate Judiciary Committee which was responsible for the adoption of the Administrative Procedure Act, asserted that “one of the cardinal features of that Act was that no individual or company could become subject to adverse rule by a Federal Government Commission until the individual or company had had a fair opportunity for a thorough hearing in which it could present its side of the case.”

FCC Out of Bounds

He said that the Commission had oversstepped itself, as a quasi-judicial body, when it “in effect indited” the motion picture industry without giving that industry opportunity to participate in public hearings on the question.

He continued: “I have no doubt without hearings amounts to . . . intimidation,” he declared and asked how the Commission can justify, “if at all, its very invidious, unfair and iniquitous, extra-legal approach to this question.”

Allied States Assm. of Motion Picture Exhibitors, representing independent exhibitors, claimed that the report “did not even hint that the Commission wished to be enlightened as to its authority to adjudge applicants . . . as to the use of the television stations which are not subject to the Commission’s regulatory powers.”

The group conjectured further that the FCC “to make good” on its threat to withhold licenses to companies, “must exercise strict control over the motion picture companies, even to the extent of fixing prices for their products.”

ASAMPE expressed belief that TV would not pay film rentals approximating those derived from theatres and cited that patron admissions usually are 500 or more to movies with rental charges ranging from 25% to 40% of gross receipts.

If the same ratio of payment was asked of TV people, bristled the exhibitor group, “they (television) will run snivelling to the Commission and claim that the movie companies are flouting the Commission’s policy.”

Additionally, ASAMPE maintained jeopardizing movies for the sake of television was threatening $300 million in admission federal taxes; that the FCC report “hurled a rock at the film companies; but it struck the exhibitors.”

TOA Charge

The Independent Theatres Owners Assn., representing most of independent houses in New York metropolitan area, likewise described the FCC action as “atempting to blackjack the motion picture industry into committing hari-kari.”

“Future success of television depends upon the acquisition of better films, they can have them if they pay the price,” TOA said.

Unofficial reports from Hollywood attested to the effect that the FCC had overreached itself, and that they should not be forced to let a major competitor give away free what the companies had to pay for.

The April 3 New York Times comments editorially that the FCC “ignores completely” the economic realities today in both the Hollywood and television. The “least expensive” film requires a gross of $1 million, while the “most expensive” show on TV, including talent and time, runs to $80,000, the editorial offers as comparison.

NCAA TV BAN

Definite Plan Being Set

TV COMMITTEE of the National Collegiate Athletic Assn. is to meet this week to forge a definite plan concerning the telecasting of member football games during the upcoming season. This plan is then to be submitted to the Dept. of Justice which currently is investigating NCAA’s ban on live telecasting.

The meeting reportedly will be either in New York or Chicago about Wednesday. At that time the TV steering committee is slated to realize several hypothesis possible possibilities which it now has under consideration.

On April 2, members of the committee led by Tom Hamilton, director of athletics at the U. of Pittsburgh, advanced their views in a meeting with Asst. Atty. Gen. H. Graham Morrison, head of Justice’s anti-trust division [Broadcasting • Telecasting, April 2].

The department reported that it was “mutually agreed” that NCAA would provide additional information. Meanwhile, a meeting of the TV committee, scheduled for April 6-7, was postponed until this week.

The Smell of Censorship

There is a one-sentence section of the Communications Act that more than once has been the only obstacle preventing authoritarians-minded members of the FCC from usurping control over radio and television programming.

Section 326 expressly forbids the Commission from censoring broadcasts and from interfering with the broadcasters’ rights of free speech.

A Massachusetts Congressman who several weeks ago delivered a tirade in the House on what he described as the low morals of television (a few days after Archbishop Cushing of Boston made a similar attack) now seeks to remove this single barrier to FCC censorship.

The amended Section 326 proposed by Rep. Lane would read in full:

Sec. 326. No regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication; but the Commission shall have authority to promulgate regulations for the purpose of preventing inclusion in television broadcasting programs of any language, sound, sign, image, or other matter or thing which is obscene, lewd, lascivious, or otherwise offensive to public decency.

Without more than mentioning the obvious fact that the second half of the amendment directly contradicts the first and the inconsistency of proceeding to be regulated but not radio, we wish to point out that the Lane amendment is unworthy of serious considerations for two reasons.

The first is that laws prohibiting the broadcasting of filth already exist, reposing where they belong in the U. S. Criminal Code which makes the broadcasting of obscenities a crime punishable by severe penalties as $10,000 fine and two years imprisonment.

Second, and far more important, is that Rep. Lane’s amendment would firmly establish the FCC as a board of censors.

Such support as Rep. Lane can muster for his proposal will doubtlessly invoke the argument that the measure empowers the Commission only to review programs on the question of whether or not they are lewd, and hence does not constitute censorship in the sense of a broader inspection of programs.

The argument is wrong. Censorship either exists or it doesn’t. You get the works or nothing.

In rewriting a one-sentence section of the Communications Act, Rep. Lane would make a profound change in the whole concept of free speech that has evolved from the First Amendment of the Constitution.

The measure, if passed, would revolve the rights that are among the most necessary ingredients of democracy.
Like father, like son! —

**William B. Wiemers, Jr.!**

Yessir, Bill's got advertising in his blood — his father is William B. Wiemers, Sr., a 25-year man with Farm Journal. Bill's background also includes Bombers, Buicks, and a B.A. The only "second generation media salesman" in our shop, Bill has proved himself in his own right, and is now one of F&P's real contributions to the TV industry.

Bill Wiemers is another example of our basic F&P philosophy that good men are the most important thing we have to offer you. Not just good salesmen or analysts or research men, but good "all-around" men who work night and day at the job of figuring how TV can work most effectively for you. That's why we're genuinely interested in any problem you give us, and then see it through, down to the last detail.

And that's the reason we know your agencies and advertisers value our services, here in this pioneer group of radio and television station representatives.

---

**FREE & PETERS, INC.**

Pioneer Radio and Television Station Representatives Since 1932

NEW YORK  CHICAGO  DETROIT  ATLANTA  FT. WORTH  HOLLYWOOD  SAN FRANCISCO
**TELEVISION** Authority pickets last week outlined studies of KFI-TV Los Angeles as that station suffered the unhappy honor of being the first TV station to be struck by a national labor dispute. The picketing reached its peak Wednesday when FCC forced the station to remain on the air.

The station has gone on the air several times since the beginning of the strike with statements by Owner Earle C. Anthony. AFM Local 47 has ordered its members not to cross the picket line. The only station in the area not to picket when AFM's legal staff found such a move in keeping with the Taft-Hartley Law, Los Angeles Chapter of AFM's joint statement was issued after the station was forced by the FCC to go on the air.

The picketing continued Thursday when FCC told the station to make Filene's contribution to the FCC's "Third Notice".

The FCC had to go to court to get the station to continue to broadcast.

**WARN EDUCATORS**

FCC Asks Engineering Data

First by Union

Wednesday afternoon, Mr. Anthony stated that he has "good reason to believe" that TVA did not represent the majority of those who picketed the station. Consequently, TVA was given a chance to prove that it represents the majority and shows proof of its authority to negotiate, the station, he said, would be devoted to TVA and would not take further action until the FCC has issued a statement.

Anthony further stated that release of three AM announcers charged by TVA as discriminatory, followed separation of the radio and TV staff. At that time, he said, there was no longer required to serve the radio station, whereas directors announced were needed for the TV station, positions which the three discharged men were not equipped to fill.

KFI-TV will continue to operate from 9 a.m. to 9 p.m. daily Monday through Friday with a revised schedule of filmed and live programs. TVA successfully concluded contracts with the six other stations and has signed on 15 new talent for two TV programs two weeks ago [BROADCASTING • TELECASTING, April 2].

ABC CHANGES

Laws Heads Western TV Sales

ROBERT F. LAWS, general TV sales manager, ABC Western Division, has been named sales manager of the network's Los Angeles television affiliate, KECA-TV, KFI-AM. ABC continued further reorganization of its TV sales department following its recent separation of radio and television operations.

ABC has reorganized its sales department to better serve the large job -like deals that the new sales office will handle.

The changes, said ABC sales director, were made to speed response to sales inquiries from viewers and advertisers. The change will be effective immediately.

**WARN EDUCATORS**

FCC Asks Engineering Data

First by Union

Wednesday afternoon, Mr. Anthony stated that he has "good reason to believe" that TVA did not represent the majority of those who picketed the station. Consequently, TVA was given a chance to prove that it represents the majority and shows proof of its authority to negotiate, the station, he said, would be devoted to TVA and would not take further action until the FCC has issued a statement.

Anthony further stated that release of three AM announcers charged by TVA as discriminatory, followed separation of the radio and TV staff. At that time, he said, there was no longer required to serve the radio station, whereas directors announced were needed for the TV station, positions which the three discharged men were not equipped to fill.

KFI-TV will continue to operate from 9 a.m. to 9 p.m. daily Monday through Friday with a revised schedule of filmed and live programs. TVA successfully concluded contracts with the six other stations and has signed on 15 new talent for two TV programs two weeks ago [BROADCASTING • TELECASTING, April 2].
here are the FACTS!

IN HUNTINGTON
WEST VIRGINIA'S LARGEST CITY
MORE PEOPLE LISTEN* TO
WSAZ THAN ALL** OTHER STATIONS COMBINED

ASK HOOPER ... HE KNOWS!

HOOPER RADIO AUDIENCE INDEX JANUARY 1951
SHARE OF BROADCAST AUDIENCE—HUNTINGTON, WEST VIRGINIA

<table>
<thead>
<tr>
<th>MON. THRU FRI.</th>
<th>RADIO SETS IN USE</th>
<th>WSAZ</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>OTHER AM &amp; FM</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 A.M.-12:00 NOON</td>
<td>16.5</td>
<td>76.1</td>
<td>4.0</td>
<td>5.8</td>
<td>7.9</td>
<td>5.3</td>
<td>1.0</td>
</tr>
<tr>
<td>12:00 NOON-6:00 P.M.</td>
<td>16.4</td>
<td>48.9</td>
<td>15.2</td>
<td>8.6</td>
<td>14.7</td>
<td>10.8</td>
<td>2.1</td>
</tr>
<tr>
<td>6:00 P.M.-10:30 P.M.</td>
<td>18.8</td>
<td>54.5</td>
<td>16.4</td>
<td>7.6</td>
<td>15.6</td>
<td>5.8</td>
<td></td>
</tr>
</tbody>
</table>

*Adjusted to compensate for fact Station C signs off at 5:30 P.M. in January and at 6:00 P.M. in February.

To sell the HUNTINGTON-ASHLAND-IRONTON market you need (and need only) the 5000 watt voice of WSAZ

TELLS MORE . . .
SELLS MORE . . .

* Weighted average 8:00 A.M.-10:30 P.M. Monday thru Friday.
** Includes both local and out-of-town stations.

Represented by Branham

April 9, 1951 • Page 61
Starting the end of April for 10 weeks in about 31 markets to promote its summer canvas and rubber footwear.

Best Foods, New York, also is planning a fair-size spot and participation TV schedule starting late in April in about 30 markets. Contracts through Benton & Bowles, New York, will run through until the fall.

Philip Morris (cigarettes), through Blow Co., is using TV spots in Chicago before the baseball games and a 10-minute program in New York before and after the games on WPIX (TV) and WABD (TV) for a special summer campaign.

J. B. Williams Co. (Skol), through J. Walter Thompson Co., New York, is considering a test television campaign, and Hires Root Beer, through N. W. Ayer & Son, New York, also is considering some TV spot activity.

Network advertisers already planning to continue throughout the summer without hiatus are: U. S. Tobacco, sponsoring Martin Kane, Private Eyes on NBC; Pepsi-Cola, sponsoring Faye Emerson on ABC-TV; Philip Morris' Horace Heidt show on CBS-TV; Byrd Inc.'s Somerset Maugham show on NBC-TV; American Safety Razor's Robert Q. Lewis show on CBS-TV and Firestone Rubber Co., Voice of Firestone on NBC-TV.

DuMont network listed more than a dozen advertisers who will continue through the summer, including: Philip Foods' Johnny Olsen's Rumpus Room; Sterling Drug's OK Mother; Emerson Drug's Rocky King, Detective; General Foods' Capt. Video; Drug Store Television Productions' Continental caf.; Gerber's Baby Foods'Most Important People; National Distillers' Famous Jury Trials; Consolidated Cigar Corp.'s Placelotomizer; Katz & Trampler; Ellery Queen; Skippy Peanut Butter's You Asked For It; Doeskin Products' Blistex Salutes the Stars; Bond Clothing Stores' Hands of Mystery, and Cavalcade of Stars, sponsored by Druggists of America in association with Drug Store Television Productions.

On other networks sponsors who will continue to advertise through the summer will use less expensive shows for replacements are:

Schiltz beer will replace Pulitzer Prize Playhouse with a film show yet to be decided upon on ABC-TV; General Foods-Sanka looking for a hot weather replacement for The Goldbergs on CBS-TV, through Young & Rubicam; Kellogg Co., plans to replace the Victor Borge show on NBC-TV during the summer through Kenyon & Eckhardt; General Electric, through Y&R is looking for a summer replacement for Fred Waring on CBS-TV, and American Tobacco is preparing one through BBD for This is Show Business also on CBS-TV.

In addition, two NBC-TV daytime five times-a-week strips will have summer substitutes: The Bert Parks show sponsored by General Foods through Y&R, and Kate Smith, sponsored on various days, by Procter & Gamble, Corn Products, Chesborough Mfg. Co., Hunt Foods, Andrew Jergens Co., American Home Products and Hazel Bishop.

Westinghouse will replace its Studio One on CBS-TV effective June 18 with Westinghouse Summer Theatre. Lipton's Tea, through Y&R, is looking for a summer replacement, for Arthur Godfrey's Talent Scouts on CBS-TV. Philip Morris, through Blow Co., also is looking for a summer replacement for Truth or Consequences on CBS-TV.

Among the shows definitely taking summer hiatus are Bigelow Sanford Carpet's Bigelow Theatre on CBS-TV; Texaco's Milton Berle on NBC-TV, and Kukla, Fran & Ollie, sponsored on NBC-TV by Life magazine, RCA Victor and P&G. In addition, Your Show of Shows, Saturday on NBC-TV sponsored by Bynar Inc., SOS, Benrus, Crosley, and R. J. Reynolds, takes off during hot weather. Ben Blue will be offered as replacement for the 9-10 p.m. segment and Doodles Weaver for the 10:10-11:20 p.m. period.

'40 Million Customers'
While advertisers were drawing their plans, NBC-TV's new brochure promoted summertime as the key to "40 million customers."

They will watch television during the coming summer months just about as much as in other seasons. They will buy just about as much retail goods then as during the fall, winter and spring seasons, the brochure declares, carefully documenting its claims with figures from the U. S. Dept. of Commerce, the Dept. of Internal Revenue, A. C. Nielsen Co., and Elmo Roper, as well as NBC's own research department.

By next August, NBC points out, TV homes will number 14 million compared to 7 million last summer. From this 14 million figure for TV homes NBC derived its estimate of "40 million customers" for TV summer advertising.

"Double 1950's total to see . . . to hear . . . to remember your commercials," NBC-TV tells its prospective sponsors.

For advertisers staying on the NBC-TV air last summer, the brochure reports "an idle summer back came a summer idol!"; as "virtually all piled up more TV homes during the summer months than they had during the April, May and June just preceding."

This year's 14-million audience not only will double last year's but provide "almost three times greater an audience than that of the largest magazine," the brochure concludes.

To explode myths which question whether TV's sales impact is as forceful in summer as in winter, NBC-TV cites statistics to show that:

1) Viewers spent almost as many hours per week at their sets last summer as in the previous quarter (April, May, June).

2) Set usage between 7 and 11 p.m. last summer declined only 14% from the average in April, May, and June . . .

3) Three out of four TV set owners chose television as their "most frequent" summer evening activity . . .

4) NBC-TV advertisers actually reached more homes on the average last summer than they had in the post-precipitation—even though their ratings dropped off slightly during the summer season.

This year's increase in TV assures a substantial increase in TV effectiveness as an advertising medium this summer, the brochure emphasizes.

NBC-TV's Straw Hat Plan No. 2, the 1951 equivalent of last summer's Straw Hat Plan No. 1, prospective sponsors are told, will give advertisers "a wide selection of fine summer programs—from art programs to little shows movies, drama . . . revues."

Retail Sales
DROP IN RETAIL TV SALES was considered responsible for lay-off of some 10,000 radio-TV manufacturing plant workers in Chicago a fortnight ago. Industry and labor leaders estimate this number has been laid off temporarily, representing one out of every three or four workers in the entire industry. Another reason—temporary shortage of basic metal parts because of defense requirements. Admiral Corp. is understood to have laid off 1,100 of 3,200 persons at main plant. Hallcrafters reportedly cut its force from 2,000 to 1,800.

Profitable TV Audience exclusive with WIVALTV
LANCASTER, PENNA.
Only TV station in—only TV station seen—in this large, rich Pennsylvania market area.

Represented by
ROBERT MEEKER ASSOCIATES
New York · Los Angeles · Chicago · San Francisco · A STEINMAN STATION

NBC TV AFFILIATE

Page 62 · April 9, 1951

Telecasting · Broadcasting

ATLAS FILM CORPORATION
ESTABLISHED 1913

CREATORS AND PRODUCERS OF TELEVISION COMMERCIALS

1111 SOUTH BOULEVARD
Oak Park, Illinois

CHICAGO: AUSTIN 7-6620
for film projection: The Eastman 16mm Television Projector, Model 250. The first heavy-duty 16mm projection instrument designed for TV film requirements, it is specifically engineered to obtain the best possible flat-field image plus theater-quality sound reproduction from 16mm sound film for broadcast on TV audio and video circuits.

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

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

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

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

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

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California
it's a natural...

STANDARD RADIO'S long record of successful service to broadcasters now is duplicated with the same service to telecasters!.......

at the convention* Standard will preview new talent, new and better cataloguing devices, and new sales records for stations.
at the convention* United
will audition its outstanding film programs, including “Royal Playhouse,” “Professor Lightskull,” and other offerings.

STANDARD and UNITED will both be looking for you in Suite 504A-507A in the Stevens Hotel in Chicago during the NAB Convention. Come on up and see what’s new. You’ll agree

...it’s a natural!
CHICAGOANS prefer animated cartoon video commercials, but singing or dancing skits with a sales message in the song rack as a close second. This was revealed last week in a survey conducted among 500 Chicago-area TV families by John Meck Industries, television manufacturer. Questionnaires were returned by 136 families, or 27.2% of the original number queried.

The animated cartoon was preferred by 24.88%, with 23% citing as their favorite the singing or dancing skit with a sales message in the song rack and without a product demonstration. The commercial written into the script brought favorable response from 21.12% of the viewers, while 11.26% preferred the name of the product on a standing fixture of the set, such as a curtain or desk, and telecast in camera range.

Product demonstration was approved by 3.39%; the announcer, demonstrating the product and describing its features, 5.83%; and a dramatic scene depicting what the product is supposed to do for the customer, 1.88%. The two types of spots that received the lowest—preferred by only 1.41% of the respondents—were the station-break spot and the pitch-man or Barker personality.

**New Rates Set By WMAR BALTIMORE**

RATE CARD No. 7 has been announced by WMAR (TV) Baltimore, effective May 1 but protecting current advertisers to Nov. 1. New Class A rate is established for 7:30-10:30 p.m. period with one-time hour rate of $700. Former Class A rate, $575, becomes Class B rate, for 5:30-7:30 and 10:30-11:30 p.m. Monday through Friday, 1-7:30 p.m. and 10:30-11:30 p.m. Saturday and Sunday. Class C hour rate becomes $350, Class D $280. The Sunpapers station, on Channel 2 (54-60 mc), is represented by The Katz Agency.

**Legislation Seeks to Ban Sets in Vehicles**

COMMENTS touching on twin proposals—one designed to prohibit installation of television receivers in trucks, busses and other vehicles, and the other seeking specific authority for household movers to haul TV sets in interstate commerce—were being analyzed by the Interstate Commerce Commission last week.

A decision on the first recommendation is expected sometime in May, officials said last week. A re-study of the second suggestion, which would reverse an ICC decision of 1949, is also underway. Objection is based on the premise that TV sets are “too delicate” to be moved across state lines, although certain carriers already have such authority.

Measures seeking to ban location of TV receivers in motor vehicles have been introduced and, in some cases, passed by various state legislatures in some form this year. Bills along this line have been passed and approved by the Governor of Nebraska; approved by Senate and House in South Dakota; and introduced in other states including California, Delaware, Iowa, New Jersey, Ohio and Tennessee.

TV-equipped automobiles will be illegal in New York State after July 1. Governor Thomas E. Dewey last week signed into law a bill barring automobiles equipped with television receivers from the public highways. The ban does not extend to mobile transmitting units used by TV stations and networks.

---

**Nielsen Ratings Show Berle Tops**

TEXACO STAR THEATER, starring Milton Berle, maintained its hold on first place in the nationwide Nielsen Ratings for the top 10 TV programs in the two weeks ending Feb. 24. Mr. Berle, with a tally of 82.6 in the percent of TV homes (Continued on page 8).
The King's whole array feared the sword of Goliath. When up spoke young David, "The bum or I dieth!"

He passed up a sword for his favorite appliance. "Stones, schmones," cried the men. "Now with stones we fight giants?"

But were their faces red? Like the old story said, Goliath lost out because Dave used his head.

To Get Ahead in Dayton*
Saleswise
THE SHOW MUST GO ON
WHIO-TV

What a market to get ahead in! 720,000 head of viewers, complete with normal wants and extra buying power—concentrated on 180,000 TV receivers as of today! And those receivers, you should remember, are nicely tuned to Channel 13—late morning, afternoon and night.* That's us! Get data and information today from National Representative George P. Hollinger Company.

MORAL: Knock over your Dayton sales with the sales tool built for the Dayton market—WHIO-TV, first and still champion!

* Pulse February report shows that 8 out of 10 top televised shows were aired via WHIO-TV.
**Telestatus**

(Continued from page 68)

reached in program station areas, led by 8.6% the runner-up, Fireside Theatre, which piled up a rating of 54.1%. Following are the top 10 TV shows, listed both in number and percentage of homes reached:

<table>
<thead>
<tr>
<th>Nielsen TV-Rating</th>
<th>Homes Reached in Total U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The Ed Sullivan Show</td>
<td>54.1</td>
</tr>
<tr>
<td>2. The Red Skelton Show</td>
<td>54.0</td>
</tr>
<tr>
<td>3. The Andy Williams Show</td>
<td>53.9</td>
</tr>
<tr>
<td>4. The Carol Burnett Show</td>
<td>53.8</td>
</tr>
<tr>
<td>5. The Tonight Show</td>
<td>53.7</td>
</tr>
<tr>
<td>6. The Steve Allen Show</td>
<td>53.6</td>
</tr>
<tr>
<td>7. The Tonight Show (Late Show)</td>
<td>53.5</td>
</tr>
<tr>
<td>8. The Tonight Show (Late Night)</td>
<td>53.4</td>
</tr>
<tr>
<td>9. The Andy Griffith Show</td>
<td>53.3</td>
</tr>
<tr>
<td>10. The Carol Burnett Show (Late Show)</td>
<td>53.2</td>
</tr>
</tbody>
</table>

**CRIMECASTS**

SPOTTER ECHOES followed in the wake of the Kefauver Crime Committee hearings more than a week ago [BROADCAST* TELECASTING*, April 2]. As TV program fare returned and the courts to settle the issues of (1) how far committees could go in exploiting the medium’s impact and (2) whether the televising of Congressional hearings invaded a code of procedure to protect individuals’ civil rights at Congressional committee hearings.

Preliminary test of Congressional sentiment may come when the Senate takes up a motion of Sen. Barry Goldwater (R-Az.) asking that the Senate reconsider contempt citations requested by Senate Crime Investigating Committee Chairman Estes Kefauver of TV-reflecting witnesses, Morris Kleinman and Louis Rothkopf.

There was no doubt, however, that the Senate would eventually vote the citations. Next in the Clinton maneuver would be forwarding of all committee records on the hearings in question to U.S. District Attorney George Morris Pay (District of Columbia), who will try to get an indictment and prosecute the cases.

Sen. Cain said he wanted the record that would go before the courts to show that the upper chamber is not unanimous in the matter of testifying before TV cameras. However, Sen. Kefauver said he would oppose the move partly because he thought the cases would bring about a court ruling on the issue “as to just what the powers of Congress are.”

In other developments:

New York Judge Samuel S. Leibowitz, who had testified before the committee, urged the legal profession to act in order that “television hearings do not get out of hand.” He commended the crime probe on showing the good TV can give “in informing and moulding public opinion” but warned that time might come when “some inquiring body will go off into a smear campaign.”

Rep. Jacob R. Jewitt (R-LN, N.Y.), sponsor of a resolution to permit radio-TV coverage of important House sessions, extended his suggestion to the President's

**Private Rights Issue Awaits Settlement**

announced that they have filed suit in Chicago Federal District Court by Quaker Oats Co., same city, against NBC Tuesday was settled “amicably” out of court Thursday. James M. Best, general counsel for Quaker Oats Co., asked by NBC to give the suit Friday morning, day of continuance set by Judge William J. Campbell.

Quaker Oats brought the injunction suit against the network Tuesday, charging NBC “breached an agreement” concerning telecasting of two network shows sponsored by Quaker Oats products, The Gabby Hayes Show and Zoo Parade, in November and December. The programs involved were the Gabby Hayes Show and Zoo Parade, aired from 6 to 7 p.m. Pacific time.

NBC Attorney Russell pointed out the time for another sponsor after giving Quaker Oats sufficient notice of cancellation. Quaker Oats charged that its 18-week contract for each show ran from August 15, and that it was notified only nine days before April 1 that that was the final date for the programs. Quaker Oats alleged that such cancellation required a 30-day notice. Settlement was arranged by Mr. Best and Tom Comper, Chicago attorney representing N.B.C.

The Gabby Hayes Show, from New York, is sponsored by the oatmeal, Aunt Jemima products and Kefauver Committee meetings. Puffed Wheat and Puffed Rice. Zoo Parade is sponsored by the Kemmel products, including dog food.
stand the test of time and local public acceptance.”

Mr. Curtis also believed that S 688 prevents such policy making as the Avco rule (since rescinded), and that the portion dealing with revocation of licenses was more acceptable than the present law.

As final witness, Mr. Brown took the stand to speak extemporaneously—a move that several Committee members questioned, particularly Rep. Wolverton. The ranking minority member pointed to the procedure that required prepared statements to be submitted in advance to allow the Committee and its staff to fully analyze same.

Mr. Brown held that Sec. 10 of the McFarland Bill, which would amend Sec. 311 of the Communications Act (which allows the FCC to refuse a license or permit to those whose license has been revoked by a court under Sec. 311) is not comprehensive enough. He said that elimination of portions in the Act's original text left the Commission with no way to punish anti-trust violators.

Close to “Borderline”

Mr. Brown has long maintained that a station, whether independent or network affiliated, should be allowed to pick up a network program of an advertiser, if that sponsor is agreeable. Accordingly, he told the committee that networks have been “close to the ‘borderline of anti-trust and restraint of trade.’”

The witness brought into the committee record an April 3 speech of Rep. Harry R. Sheppard (D-Colo.) on the House floor in which the Congressman flayed alleged monopolistic and restraint of trade practices by the four major networks. Sheppard’s attack included copies of a WSAY complaint to the FCC, following failure of that Rochester station, an independent, to get ABC permission to pick up audio portions of the ABC telecasts from the Kefauver crime hearings last month.

Rep. Sheppard has a bill in the current Congress which would have networks licensed by the FCC [BROADCASTING • TELECASTING, Jan. 8].

Mr. Brown told the Committee Thursday that the sponsor, who pays for talent, time and other expenses, should have a prerogative as to the stations carrying the program, but that networks limited this choice.

Rep. James I. Delliwey (R-Iowa) said that he appeared to be within the limitations of a contract between advertiser and network. Rep. F. Ertel Carlyle (D-N. C.) also offered that a sponsor, desiring to program on a particular station, could contract with a separate outlet.

Also introduced into the hearing record were communications supporting the McFarland Bill from the Colorado Broadcasters Assn. and MBS.

**Films Report**

ANIMATION HOUSE, New York, is employing a “highly different” cartoon style in two series of 30-second and one minute commercials now in production for The Buffalo Savings Bank through John Mule & Co. Cartoons will be drawn with a thin, clean ultra-simple line. Edwin Rehberg, president of the production firm, declares that “this style will make for added interest, plus enhanced sponsor identification.”

FRANK WISBAR PRODUCTIONS Inc., Los Angeles, is moving to new studios and offices at Eagle-Lion Studios, 7324 Santa Monica Blvd. This week, firm begins producing first six of new Fireside Theatre film series for Froster & Gamble. President Frank Wisbar is production director.

ALEXANDER PRODUCTIONS Inc. has sold a group of 13 independently-produced British feature movies to ERCA-TV, Miami, for first U. S. telecasts on Chevrolet Triple Feature Theatre.

JOHN SUTHERLAND PRODUCTIONS, Los Angeles, has completed five one-minute TV commercials for DeSoto combining animation and live action, through BBD, New York.

**MET’S TV PLAN**

Sponsorship Prospects Seen

AT LEAST four offers of sponsorship reportedly were received last week within 36 hours after the Metropolitan Opera, New York, announced creation of a television department to prepare special productions for TV.

Rudolf Bing, general manager of the Metropolitan, said details of the TV department remain to be worked out, but that he hoped it would be in operation next season. The productions will be designed for studio performance and will be offered for sponsorship, he said, with the William Morris office handling the sales.

Identities of the four prospective sponsors were not disclosed.

Mr. Bing said the Met’s entrance into TV was not for the possible revenue alone, but also to get in on the ground floor of the visual medium and perhaps take a leading position in the field. The Met recognizes, he said, that television as a mass medium “has come to stay.”

Herbert Graf, formerly with NBC but for several years a stage director at the Metropolitan, was appointed one of the heads of the new TV department, along with Reginald Allen and John Gutman, administrative assistants to Mr. Bing.
The Man Fellows (Continued from page 18)
that talent in the big fourth-floor office he will occupy at NARTB headquarters.

The new president would rather laugh than think—much rather. He probably spends more time chuckling and smiling than anyone you can think of offhand. But he's human, too, and can get royally irked when things go wrong.

Those who have been around Mr. Fellows can supply legends by the handful. Some of the stories are true, some are pure invention. In general, he has found himself with plenty to talk about, and he has talked, a great deal in his life. He has been involved in many business communities.

Decades later Harold Fellows still can come up with the biggest, tenderest and juiciest stories in Boston. Generally these stories, which are well known to the local gourmets. He has never been afraid to lend new charm to the sooting strains of Sweet Adeline.

Secret is Leadership
Call it charm or call it personality. Call it anything, but put it under the microscope and the secret is revealed as leadership.

The first time he went on the radio, back in 1928, he wasn't quite sure what he was supposed to do on behalf of a WEEI paint sponsor. What did he do? He just talked, and a very ordinary amateur show became something extraordinary.

One day of beef selling, Harold generally took a vocal trio on jobs all over Massachusetts, and later all over New England. On one of these assignments he discovered that people liked to hear him talk.

So he gave up the trio and started talking, even at conferences and meetings—for pay. He was such a hit that he had to give up beef selling because there were few chances to get more than a few hours of sleep. Besides, talking and monologues paid better.

That, roughly, is the type of man WEEI picked in 1932 to be assistant general manager and commercial manager. In a year the station had nearly doubled its billings. At the same time WEEI had become civic and education minded, a policy that is still enforced.

Fellows Named
When CBS leased the station from Boston Edison Co. in 1935, Mr. Fellows was appointed general manager. The station continued to increase its place in the community, to the credit of Mr. Fellows and its new program and operating ideas.

He has served his industry many times, including a 1947-50 term on the NAB board. As a director he served on the board's Finance Committee, learning the details of NAB's operations and finances. He served, too, on NAB's Public Relations Committee and helped develop and promote the Standards of Practice.

Here is a list of his civic and business connections: president, Radio Executives Club of Boston; chairman, Massachusetts State Broadcasters Committee; member, Executive Committee, National Conference of Christians & Jews; past president, Boston Ad Club; director, Boston Better Business Bureau; vice president, Boston C. of C.; member, Advertising Committee, U. S. C. of C.; member, Associated Grocers and Community Chest publicity committees; member Advisory Board, Simmons

ANDREW W. BENNETT, 58, veteran radio attorney and identified with original litigation resulting in the ASCAP anti-trust decrees, died last Tuesday at Stuart Fl., following a long illness. Funeral services were to be held in Wasington Saturday with interment at Pt. Lincoln Cemetery.

Until about a year ago active in his own private radio practice in Washington, Mr. Bennett in 1939-40 had been special College; member, executive committee, Boston Civic Progress Committee; member, New England Committee of National Planning Assn.; member, publicity committee, New England Council; member, Boston and Massachusetts Civil Defense committees.

How did he become so active, and so prominent? Once he summarized it this way, well over a decade ago:

Potato fields . . . small town shoe stores . . . three colleges . . . one newspaper . . . show business and three advertising agencies constitute the only plausible background I have to justify my being in radio.

The potato fields taught me that there's a lot of dirt in this world; the small town shoe stores that people expect a lot for their money; the three colleges (well, let's skip it); the newspaper, to sit up nights; show business, to fight for a spot on the hill; and the agencies that you can't buy yachts with blue sky and promises.

That's the Harold Fellows background. He's tackled some rough tasks in his time. Next June 4 he'll hit the roughest of them all. He knows what's coming, and he'll be ready. Actually, he's ready right now. He has a formula—yes, the same one: "Whatever I've got I'll give to the people. I do too, for his fishing, his story-telling and all his other activities.

Mr. Bennett was born Feb. 17, 1893, at Washington. He studied law at Georgetown U., being given degrees of Master of Laws and Master of Patent Laws in 1910. From 1916-18 he engaged in special war work for the British Embassy, later becoming attorney for Office of U. S. Allen Property Custodian. In 1920 he began practice before government departments, part of which included five months in Bulgaria and southeastern Europe on claims cases.

From 1926-31 Mr. Bennett was assistant attorney for United Fruit Co., advising on legal matters including radio communication and phases of anti-trust laws. From 1931-34 he was attorney for Reconstruction Finance Corp., in the latter year joining the Dept. of Justice as special assistant to attorney general in anti-trust matters.

It was at this time that his work in the music copyright field began. Some of his anti-trust work also related to the movie field.

On leaving Justice Dept. about 1939 Mr. Bennett for a time was special assistant to the attorney general for Florida in defense of state "anti-ASCAP" legislation, supported by local broadcasters.

Mr. Bennett is survived by his wife, Lucy, and two daughters, Mrs. Bruce Landon of Ordeal, N. J., and Mrs. Richard A. Powell of Joliet, Ill.

Guy A. Moffett
GUY A. MOFFETT, 50, assistant manager of engineering, General Electric's Control Div., Schenectady, N. Y., died March 27 after a short illness. He had been with GE for nearly 27 years. Mr. Moffett was a member of the American Institute of Electrical Engineers and the Assn. of Iron and Steel Engineers.

Copyright 1951. This material is the copyright property of Broadcasting, Inc. and may not be reprinted or used in any form without permission.
WEATHER CONTEST

WHBC Canton, Ohio, Mercury Magic, started April 2, Mon. through Fri., 8:50 a.m., sponsored by Anog Dairy. Ad: Adv., Canton. Listeners try to predict temperature before weatherman, with prize being awarded by dairy to winners. Contestants are given cards to fill out with their predictions for Monday through Friday, they also send in their "pet gripe..." Awards consist of dairy products from sponsor.

STANDOUT PROMOTION

WCCO Minneapolis sending trade and advertisers a brochure with picture of photographer focusing camera, which is headed "Take a second look!" Small note attached from general manager of station reports "...WCCO shows up against television (and against its radio competition)." Inside has man taking picture of large group, but only one person is seen through "sand glass." Agency: Decker, etc. of them are out of the picture." Facts on coverage and listening audience also are given.

BASKETBALL WINNERS

WSOY Decatur, Ill., had three champions during the 97 basketball games broadcast this year. Station carried games of Decatur High School, which tied for its conference championship, James Milliken U., which won a conference championship and played in the NAIB tournament, and U. of Illinois, which won its conference championship and played in the NCAA tournament.

CRIME SHOW

WPIX (TV) New York Exclusive Crime Clues, started April 2, Mon. 8:30-9 p.m., weekly interview program featuring Harry Brundidge, veteran crime reporter and Kefauver New York hearings commentator. Show will "bring leading figures in police and crime news to the television screen." The "opening format" will be roundtable on Kefauver hearings, with emphasis on their nationwide significance.

NBC POPULATION COVERAGE

MAP and market data on NBC-TV network being distributed to advertisers and agencies show 61% of the country's population, 160,105,000 persons (42,843,800 families) within range of NBC's video programs. Dual map shows NBC-TV coverage story on geographical basis of 1-hour, millionvolt signal intensity contour line for stations and proportion of families in each state within service range of NBC's TV stations. All data is calculated on network basis, with overlap coverage credited only once, to station with stronger signal.

HOSPITAL MUSIC SHOW

WMA New York, Mental Hospital Guild Show, musical series, started April 1, Sun., 8:30-9 p.m., direct from Brooklyn State Hospital, which treats over 3,000 veterans and civilians. Performers include patients as well as students of Juilliard School of Music. Emcee is Gerald McPhee, board chairman of the Mental Hospital Guild, charitable organization providing a variety of rehabilitation services, which sponsors the series.

KEEPING THE BOYS HAPPY

HAPPY exchange has been worked out by KNUJ New Ulm, Minn., and WOOP Dothan, Ala. When the 47th Viking division of the National Guard left New Ulm area for Camp Rucker, near Dothan, KNUJ's program director, Wip Robinson, planned musical requests and dedication show which would follow division to camp. Listeners to Rucker Request on KNUJ send in dedications of song requests which are forwarded to WOOF, where they are played locally for soldiers. KNUJ officials think idea can be worked out by many stations wishing to "follow the boys."

LONG DISTANCE BASKETBALL

WIRL Peoria has laid claim "to one of the longest direct remote broadcasts, in terms of miles, ever undertaken by an individual station:"

"by broadcasting Bradley U.'s basketball game from Hawaii. Station used 2,000 miles of cable from Peoria to San Francisco and 2,400 miles of telephone lines to pick up event from San Francisco to Honolulu. Four local firms sponsored series. School was participating in tournament March 13-16.

JAPANESE VISITORS

WGY Silver Spring, Md., Community Reporter, 12 noon, March 26, interviewed for what is reported the first time in this country six officials from Japanese visiting the U.S. The officials are here to study municipal government. Following broadcast they visited Rockville, Md., where they spent afternoon with city officials.

AGENCY PROMOTION

EARLE LUDGIN Agency, Chicago, in second of series of full-page advertisements in Chicago Tribune last Tuesday. Gave insight into its television activity. Three shows stressed in copy were Penthouse Party, sponsored by Shinola and Pit on ABC-TV stations; What's My Line, sponsored by Stopette deodorant on CBS-TV and Stud's Place, sponsored by McLaughlin's Manor House coffee on WENC-TV Chicago and aired on the ABC-TV network. Agency, which started series of self-promotion advertisements with one headed "We're Tired of Being the Agency Only Agency Men Know About," decided to establish its name among prospective clients and to attract clients who are changing agencies.

WINDOW PLUG

WOOD Grand Rapids, Mich., using point of sales displays in local drug and grocery stores throughout area. Displays, measuring 4x2x3 feet, are built with wide platform for arrangement of packaged merchandise. Photo frame with glass is open at top so picture of radio personality can be dropped into place. Cards describe radio star and time program can be heard.

TRANSIT PROMOTION

WLAW Lawrence, Mass., using car cards on buses of Massachusetts Northeastern Transportation Co. which serves commuters in two states. Cards feature eight of station's top stars. They are headed "Variety is the spice of... WLAW program. Piece is aimed at thou-

AUDIENCE BROCHURE

WGAR Cleveland sending trade and advertisers red and white brochure on "How many families does your advertising dollar actually buy?" Inside has large chart giving data on homes reached during day by station, based on recent survey. Back gives information on families reached for the cheapest price by WGAR.

MIAMI SPREAD

WTJJ (TV) Miami scheduled 15 ads in Miami Daily News March 27, titled "Television Shows the Way," section covered development of WTJ'TV during past year, showing how station has increased programming 100% to weekly average of 100 hours. Station talent plugged supplemental on all shows to insure wide distribution. WTJ'TV also had race named after it at Gulfstream Park March 28. "WTJ'H Handicap" was another celebration of WTJ'TV's second anniversary week.

HOOP STARS

WCSG Charleston, S. C., won basketball tournament held by five Charleston stations for benefit of Red Cross Drive. Final score in tight game with WTMA was 48-43.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

SIGHT SAVERS IMPRINTED

WITH YOUR SALES MESSAGE

Are An IDEAL, LOW COST
Sales Promotion For Radiomen

An Ideal Advertising Medium

Window-back Sight Savers associate your message with convenience and effectiveness. Ideal, unique and appealing advertisements (millions sold yearly), these Dow Corning silicone-treated eye glass tis-

DOW CORNING CORPORATION

Page supplement in Miami Daily News March 27. Titled "Television Shows the Way," section covered development of WTJ'TV during past year, showing how station has increased programming 100% to weekly average of 100 hours. Station talent plugged supplemental on all shows to insure wide distribution. WTJ'TV also had race named after it at Gulfstream Park March 28. "WTJ'H Handicap" was another celebration of WTJ'TV's second anniversary week.

HOOP STARS

WCSG Charleston, S. C., won basketball tournament held by five Charleston stations for benefit of Red Cross Drive. Final score in tight game with WTMA was 48-43.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

SIGHT SAVERS IMPRINTED

WITH YOUR SALES MESSAGE

Are An IDEAL, LOW COST
Sales Promotion For Radiomen

An Ideal Advertising Medium

Window-back Sight Savers associate your message with convenience and effectiveness. Ideal, unique and appealing advertisements (millions sold yearly), these Dow Corning silicone-treated eye glass tis-

DOW CORNING CORPORATION

Page supplement in Miami Daily News March 27. Titled "Television Shows the Way," section covered development of WTJ'TV during past year, showing how station has increased programming 100% to weekly average of 100 hours. Station talent plugged supplemental on all shows to insure wide distribution. WTJ'TV also had race named after it at Gulfstream Park March 28. "WTJ'H Handicap" was another celebration of WTJ'TV's second anniversary week.

HOOP STARS

WCSG Charleston, S. C., won basketball tournament held by five Charleston stations for benefit of Red Cross Drive. Final score in tight game with WTMA was 48-43.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

SIGHT SAVERS IMPRINTED

WITH YOUR SALES MESSAGE

Are An IDEAL, LOW COST
Sales Promotion For Radiomen

An Ideal Advertising Medium

Window-back Sight Savers associate your message with convenience and effectiveness. Ideal, unique and appealing advertisements (millions sold yearly), these Dow Corning silicone-treated eye glass tis-

DOW CORNING CORPORATION

Page supplement in Miami Daily News March 27. Titled "Television Shows the Way," section covered development of WTJ'TV during past year, showing how station has increased programming 100% to weekly average of 100 hours. Station talent plugged supplemental on all shows to insure wide distribution. WTJ'TV also had race named after it at Gulfstream Park March 28. "WTJ'H Handicap" was another celebration of WTJ'TV's second anniversary week.

HOOP STARS

WCSG Charleston, S. C., won basketball tournament held by five Charleston stations for benefit of Red Cross Drive. Final score in tight game with WTMA was 48-43.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

SIGHT SAVERS IMPRINTED

WITH YOUR SALES MESSAGE

Are An IDEAL, LOW COST
Sales Promotion For Radiomen

An Ideal Advertising Medium

Window-back Sight Savers associate your message with convenience and effectiveness. Ideal, unique and appealing advertisements (millions sold yearly), these Dow Corning silicone-treated eye glass tis-

DOW CORNING CORPORATION

Page supplement in Miami Daily News March 27. Titled "Television Shows the Way," section covered development of WTJ'TV during past year, showing how station has increased programming 100% to weekly average of 100 hours. Station talent plugged supplemental on all shows to insure wide distribution. WTJ'TV also had race named after it at Gulfstream Park March 28. "WTJ'H Handicap" was another celebration of WTJ'TV's second anniversary week.

HOOP STARS

WCSG Charleston, S. C., won basketball tournament held by five Charleston stations for benefit of Red Cross Drive. Final score in tight game with WTMA was 48-43.
Mr. Stone, manager of Kilo Grand Forks, N. D., to Standard Radio Transcription Services Inc., Hollywood, as field representative in southeast. Mr. Stone’s previous background includes several years as radio consultant and manager and sales manager of several midwestern radio stations.

FRED J. SCHAEFER appointed executive secretary Films of the Nations Distributors Inc., N. Y.

GEORGE SCHWARTZ, branch manager Universal Pictures, opening his own independent film exchange. He will handle foreign language and art cinema in Philadelphia.

MILES HEBERER resigns as director of New York State Radio Bureau, effective April 15. He has announced no future plans. He is now manager of NBC public service department.

REYNOLDS PRODUCTIONS, Beverly Hills, Calif. (program packager), acquire exclusive radio national sales rights to Adventures of Robin Hood. MORT PINE and DAVID FRIEDKIN are program writers.

RICHARD GEDNEY appointed western sales representative for United Artists, N. Y. He will handle TV sales program.

PANCHON & MARCO Television production unit formed by L. A. by Panchon & Marco, theatre chain operator, for production and packaging of TV programs for national distribution. JEFFREY LAZARUS named manager. New office has approximately 40 story writers. This is under consideration, first of which is a tentative title, John Panchon & Marco—and See the World. William Morris Agency Inc. named to represent firm.

CHARLES MICHELSON Inc., N. Y., transcription firm, moves to new and larger offices at 16 W. 47th St.


FEURST, STRADLEY PRODUCTIONS, announces opening of new offices at 663 Lexington Ave., N. Y., telephone Plaza 3-7772. Firm produces radio and TV programs and films and, along with all programs show, distributes to ABC and NBC have signed agreements with A. C. NIelsen CO. for National Nielsen Radio Index service at substantially higher rate schedule in effect with CBS and NBC under agreements concluded with those networks. NBC contract, last one signed, is for shorter term than those set with other networks, which run for more than two years.

LOU RONDON, assistant program director and production manager WCFL Chicago, resigned to devote more time to his company, Boulevard Production Services. He will work also with Musician BILL WALL, and announce BILL HAMILTON in a new package concern, Avenue Productions.

Equipment...

W. A. WEISS appointed manager new radio receiving tube plant Sylvania Electric Products, Burlington, lowa. He was manager of Sylvania receiving tube plant in Emporium, Pa. BENJAMIN ABRAMS, president Emerson Radio & Phonograph Corp., N. Y., named chairman of Greater New York Committee for State of Israel Bond Issue.

GATES RADIO Co., Quincy, Ill., announces new company trans-accories and parts catalog, now available to those writing company. Book covers open wire transmission line equipment, meter switches, relays and many other parts.

JACK PEGLER and P. G. BACK, officers Television Zoomar Corp., N. Y., have returned to U. S. country attending Inter-American Assn. of Broadcasters convention in Sao Paulo, Brazil.

CROSLEY Division of Arco Mfg. Corp., announces sales operation of Philo regional office will be transferred to N. Y.

GENERAL ELECTRIC announces new professional line arm PA-21-A. Transcription arm is made for lateral transcriptions and recordings. It has been reduced to ultimate point through functional design and use of magnesium alloy for moving parts, firm reports.

W. B. WHALLEY, engineering specialist Sylvania Electric Products, N. Y., appointed adjunct professor of electrical engineering for Institute of Brooklyn "In recognition of his professional standing and distinguished experience in the electrical and electronic fields." Mr. Whalley, former assistant-professor of engineering physics at Cornell U., earlier was associated with the Radio Valve Co. of Toronto, RCA Mfg. Co., and RCA Labs.

Technical...

RONALD PANTON, KDOO Salinas; FREDERICK C. JOHNSTONE, KLOK San Jose; and ORRIS ADDIN, Mountain States Telephone & Telegraph Co., all to KCBS San Francisco engineering staff.

EMERSON J. SMITH, chief studio engi- neer, and LOUISE MOSIMANN, bookkeeper WTMA Charleston, S. C., announce their marriage.

ROBERT HIBBARD, assistant opera- tions director WGN - TV Chicago, named acting director of operations replacing VERNON R. BROOKS, re- signed.

Strictly Business

(Continued from page 10)

representative field. Mr. Wise took this advice, visited all the radio representatives and decided that of all of them he would like to work for Hollingerby. Mr. Hollingerby felt differently about the prospect. While pondering this unfortunate situation and considering a return to the Tribune, Wise and Grace Picton decided to get married and went to Mexico City for their honeymoon. During that time he wrote Mr. Hollingerby, told him he agreed with him and that it would not be fair to inflict himself upon his organization. In the next mail a reply came from the head of that firm telling him to report to work as soon as possible.

The arrangement seems to have worked out well for both parties concerned. Harry Wise joined the San Francisco office. Since the opening of the first West Coast branch the number of stations the firm represents in that area has been increased from one to seven.

Born in Missouri in 1919, Harry was one of a family of three children. Following elementary schools in that city, he graduated from high school in 1937. From there he went to Northwestern. He received his applied advertising experience working summers and during his senior year after classes from six to midnight at the Tribune. In 1939, while his last year there, he left to join the Air Corps. The next four years were spent as a pilot flying bombers in the South Pacific. He returned to his place as captain in 1945, he decided to stay in the air on the ground and went into radio.

Passadena Home

The Wises make their home in Pasadena. Important but noisy supplements to the duet are Harry Hannon Wise III, called Hannon, 3½; and Sally, 2½.

When his spare time isn’t taken up caring for his wife and his pet roses-bushes, Harry Wise plays golf. One night a week he puts in time at the Pasadena Filter Center, the local Aircraft Warning Service.

Clubwise, he’s a member of the Big 10 Assn., University Club and National Assn. of Radio Station Representatives, of which he is Los Angeles chairman for the coming year.

CBS Leases

CBS has taken a five-year lease on the 364-seat Guild Theatre, 6126 Hollywood Blvd, from Fox West Coast theatres. The lease provides CBS can cancel after three years on a “buy out” payment penalty.

CONSISTENTLY RENEWING ITS SCHEDULES YEAR AFTER YEAR, THIS FINE WESTERN BAKERY PROVES ITS LOYALTY TO KJR’S EFFICIENT COVERAGE OF WESTERN WASHINGTON.
'Voice' Slash

(Continued from page 31)

struction program. Projects embrace "four double very high powered shortwave stations" in the U. S. and "nine overseas medium wave relay stations."

Secretary Barrett testified that the plan has been approved by the National Security Council and reflects the study of numerous scientists. [BROADCASTING • TELECASTING, March 28].

Mr. Kohler cited the mission undertaken by Mr. Shouse to relay bases, and stated that as a result of this cooperation, "we envisage the establishment of a programming operation at the relay base in Munich during the coming year which will supplement and fit it with our direct programming out of our studios in New York." The commercial radio industry has cooperated fully on development of Voice plans, he added.

Curtain Antennas

George Herrick, chief of the IBD facilities branch, testified that 10 curtain antennas will be constructed and installed by this September, with engineering tests scheduled to start about July 1.

As to Soviet jamming, Mr. Kohler declared that if the Soviet Union went ahead with such a measure, "the nation's electromagnetic war." He also cited U. S. protests in the United Nations against Russian jamming maneuvers, as well as before the International Telecommunications Union in 1947 and in recent years.

Sen. Benton's warning against fund-cutting of the Voice came last Tuesday. He reminded that, while he had proposed an exploration of methods for more efficient Voice operation (including removal from the department to a separate agency), he never suggested paring its funding.

I have been critical chiefly of the fact that their sights still are not high enough, which may be due to their position within the (State) department... To slash the Voice program at just the time when its many friends feel it is on the way to getting the frog out of its throat would be extremely unwise... I have found it an increasingly skillful and militant operation...

Mr. Stassen's comments were issued during an exchange with Secretary Barrett. He cited testimony by notable military authorities and others, advocating establishment of a separate agency for the Voice. Mr. Stassen expressed belief that the Voice could obtain fivefold its requested sum if it were to function as a separate department, and also be freed of the complications arising from State Dept. foreign policy.

Secretary Barrett, in turn, said the Advisory Commission had recommended that "on balance" the function would best remain within the department. He noted that the State Dept. has the always current advice of U. S. embassy officials abroad and felt the radio arm is an integral part of American foreign policy. He corrected Mr. Stassen at one point claiming that, while top military authorities had urged the program be expanded, they had not necessarily proposed removal of the Voice from the department.

LESTER LOUCKS

Well-Known Musician, Dies

LESTER K. LOUCKS, 63, York, Pa., brother of Philip G. Loucks, former NAB managing director and radio attorney, died April 1. Mr. Loucks suffered a heart attack while in church. He also is the brother of Myles Loucks, one-time managing director of FM Broadcasters Inc., which was absorbed into NAB in the middle '40's.

Mr. Loucks was director of the Spring Garden Band of York, which recorded an album of marches for RCA-Victor last year. WSBA York broadcast a special memorial program April 1 to Mr. Loucks, playing some of the recordings he made. Burial services were held in York Thursday.

W. E. BEAKES

Radio Pioneer, Dies at 70


Born in Newburgh, N. Y., Mr. Beakes, shortly after 1900 took part in the first transmission of radio telegraph signals across the North Atlantic.

Mr. Beakes served on committees of communications advisory committee to the Defense Communications Board. He is survived by his wid- ow, Mrs. Mary H. Beakes.

Magneecorder

THE FIRST CHOICE OF RADIO ENGINEERS

FLEXIBILITY

In rack or console, or in its really portable case, the Magnecorder will suit every purpose. P76 Series shown is the most widely used professional tape recorder in the world and is available with 3 speeds (3/4, 3/8, 1/2) if preferred.

FIDELITY

Likeable tone quality, low distortion, meet NAB standards - and at a modest price! PT63 Series shown in rack mount also offers three heads to erase, record, and play back from the tape while recording.

FEATURES

P77 accommodates 10½ reels and offers 3 heads, positive timing and push-button control. P77 Series shown in complete console model is also available for portable or rack mount. For outstanding recording equipment, see the complete Magnecorder line - P76, PT63 and P77.

WRITE FOR NEW CATALOG

Magneecorder, Inc., Dept. B-4
360 N. Michigan Ave., Chicago 1, Ill.

Send me latest catalog of Magnecorder Equipment.

Name

Address

City ________ Zone _____ State ________
March 29 Decisions . . .

BY THE COMMISSION EN BANC

Hearings Consolidated
Capital Radio Enterprises, Sacramento, Calif.—Consolidated for hearing application of Capital Radio Enterprises for construction permit to operate new AM station on 1380 kHz, 1 kw in daytime and 600 kw D during night, on which hearing is scheduled for May 2 at Washington.

Charles H. Chamberlain, Bellefontaine, Ohio.—By order, denied petition for rehearing to amend, reconsider, and grant of application for CP to new AM station on 1380 kHz 500 kw D, and scheduled hearing at Washington on May 25.

March 29 Applications . . .

ACCEPTED FOR FILING

AM—1490 kw
KGVS Flagstaff, Ariz.—To change from 1320 kHz 250 kw to 1490 kHz 250 kw and install new trans.

AM—1090 kw
KGRB Fayetteville, Ark.—To change from 1450 kHz 250 kw to 1090 kHz 50 kw and change trans. location.

Modification of License
WFYF Alma, Mich.—Mod. license to change name of license from Alma Best. Co. Inc. to WFYF Inc.

License for CP
KNEB Keokuk, Iowa.—License for CP to change frequency, power, hours of operation, and other conditions.

KNPT Newport, Ore.—License for CP to change frequency, power, hours of operation, and other conditions.

KWIE Kennewick, Wash.—License for CP to change frequency, power, hours of operation, and other conditions.

WALC-AM Arlington, Va.—License for CP new FM station.

WMCW-FM Kalama, Wash.—License for CP non-commercial educational FM station.

Modification of CP
WJBY-FM Gasden, Ala.—Mod. CP for new FM station for extension of completion date.

WMLG Lima, Ohio—Same
WWJC Urbana, Ill.—Mod. CP for change in non-commercial educational FM station for extension of completion date.

WFPL Louisvile, Ky.—Same.

APPLICATIONS REPLICALED

KWEJ West Memphis, Ark.—RE- 

RECONSTRUCTION application for mod. license

March 30 Decisions . . .

BY THE COMMISSION

Extension of Authority
WIBK Knoxville, Tenn.—Granted ex-
tension of temporary authority to operate WIBK until June 29, and provided that WIBK may make application for further extension of temporary authority upon a showing that it is pro-
ceeding diligently in the prosecution of its appeal from the Commission's decision of Aug. 1, 1949, denying li-
cense to operate AM station WIBK and construction permit for new Class B FM station.

March 30 Applications . . .

ACCEPTED FOR FILING

AM—860 kw
KIMP Mt. Pleasant, Tex.—To change from 1 kHz to 1 kw in daytime and 500 kw D on 860 kw.

Modification of CP

WHB Harrisburg, Pa.—Mod. CP change frequency, power, etc. for extension of completion date.

KRFM (FM) Berkeley, Calif.—Mod. CP to change class of station from A to B, change frequency, trans. site, studio location, ERP etc.

License Renewal

Following stations request renewal of license: KRTM San Rafael, Calif.; KSCO ant-antenna cond.-conditional D-day

LS-local sunset

Continued, new, and mod.-renewal aur-aural trans.-transmitter vis.-Visual

STA-special temporary authorization

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

to change hours of operation from daytime to specified hours, 5:30 a.m. to 11:30 p.m.

March 30 Decisions . . .

BY THE COMMISSION

Extension of Authority

WIBK Knoxville, Tenn.—Granted ex-
tension of temporary authority to operate WIBK until June 29, and provided that WIBK may make application for further extension of temporary authority upon a showing that it is pro-
ceeding diligently in the prosecution of its appeal from the Commission's decision of Aug. 1, 1949, denying li-
cense to operate AM station WIBK and construction permit for new Class B FM station.

March 30 Applications . . .

ACCEPTED FOR FILING

AM—860 kw
KIMP Mt. Pleasant, Tex.—To change from 1 kHz to 1 kw in daytime and 500 kw D on 860 kw.

Modification of CP

WHB Harrisburg, Pa.—Mod. CP change frequency, power, etc. for extension of completion date.

KRFM (FM) Berkeley, Calif.—Mod. CP to change class of station from A to B, change frequency, trans. site, studio location, ERP etc.

License Renewal

Following stations request renewal of license: KRTM San Rafael, Calif.; KSCO ant-antenna cond.-conditional D-day

LS-local sunset

Continued, new, and mod.-renewal aur-aural trans.-transmitter vis.-Visual

STA-special temporary authorization

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

to change hours of operation from daytime to specified hours, 5:30 a.m. to 11:30 p.m.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1359 Wisconsin Ave., N. W.
Washington, D. C.
Adams 2414
Member AFCCE*

McNARY & WRATHALL
906 National Press Building
Washington 4, D. C.
District 1205
Aptos, California
Aptos 5532
Member AFCCE*

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE*

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG., NA. 3373
WASHINGTON, D. C.
Member AFCCE*

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DL 1319
WASHINGTON, D. C.
P. O. BOX 7037 J ACKSON 5302
KANSAS CITY, MO.

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

A 45-year background—Established 1896—
Paul Godley Co.
Upper Montclair, N. J.
Montclair 3-3000
Laboratories Great Notch, N. J.

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE*

Russell P. May
1422 F St., N. W.
Kellegh Bldg.
Washington, D. C.
République 3984
Member AFCCE*

D. PARTS
of that AFCCE
CITY, AFCCE
AFCCE
BAILEY
FOSS,
PACONSHI,TING RADI®
SMEBY
ADAMS 2414
16, policy
INC.
WASHINGTON,
16,
APPLICATIONS EXTENDED to cor
APPLICATIONS RETURNED
WUS, Muskegon, Mich.—RETURN-
ED APPLICATION FOR RENEWAL of license.
WSB, Stillwater, Minn.—SAME.
WRB, Providence, R. I. (aux. only)—SAME.
KCTX, Childress, Tex.—SAME.

BROADCASTING • TeIe casting

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

KEAR & KENNEDY
1302 18TH ST., N. W.
HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE*

GUY C. HUTCHESON
1100 W. ABRAM ST.
AR 4-8721
ARLINGTON, TEXAS

WELDON & CARR
WASHINGTON, D. C.
1003 Connecticut Ave.
Dallas, Texas
Seattle, Wash.
1728 West, St.
47-116 W. Ruffner
Member AFCCE*

JOHN CREUTZ
319 BOND BLDG., REPUBLIC 3151
WASHINGTON, D. C.
Member AFCCE*

Guy C. Hutcheson
AM-TV BROADCAST ALLOCATION,
KCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

SILLIMAN & BARCLAY
1011 New Hampshire Ave.
Republic 6446
Washington, D. C.

William L. Foss, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
République 3883
WASHINGTON, D. C.

Walter F. Kean
AM-FM BROADCAST ALLOCATION,
KCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W.
EX. 8073
Washington 5, D. C.

Member AFCCE*

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.

APRIL 4 DECISIONS
APPLICATIONS RETURNED
WMRP, Flint, Mich. (resubmitted)
WZRA, Kenmore, N. Y.; WMAP, Munro,
N. C.; WJMO, Cleveland, Ohio; WHTU,
Butler, Pa. (resubmitted)
KHRR, Hillsboro, Tex.; KING Seattle,
Wash. (aux.).

Applications Returned
WMUS, Muskegon, Mich.—RETURNED
APPLICATION FOR RENEWAL of license.
WSB, Stillwater, Minn.—SAME.
WRB, Providence, R. I. (aux. only)—SAME.
KCTX, Childress, Tex.—SAME.

APRIL 4 DECISIONS
APPLICATIONS RETURNED
WMRP, Flint, Mich. (resubmitted)
WZRA, Kenmore, N. Y.; WMAP, Munro,
N. C.; WJMO, Cleveland, Ohio; WHTU,
Butler, Pa. (resubmitted)
KHRR, Hillsboro, Tex.; KING Seattle,
Wash. (aux.).

APPLICATIONS RETURNED
WMUS, Muskegon, Mich.—RETURNED
APPLICATION FOR RENEWAL of license.
WSB, Stillwater, Minn.—SAME.
WRB, Providence, R. I. (aux. only)—SAME.
KCTX, Childress, Tex.—SAME.

April 4 Applications...
ACCEPTED FOR FILING
AM-630 kc
To AURORA BEATRICE, Inc., Juneau, Alaska
For new AM station on 630 kc 1 kw uni.
AMENDED to change from 1 kw uni. to 1 kw-D 500 w-N.

Modification of License
KPFX, Banning, Calif.—Mod. license to change from licensee to Byron-Wood Motors to Byron- \nWood Motors d/b/a Pass Bost, Co.

Extension of S,A
KOB, Albuquerque, N. M.—Extension of Special Service Authorization to operate on 770 kc 90 kw-D 25 kw-N, using trans. authorized under CP, for period ending 3 a.m. June 1.

Modification of CP
WXY, Charlotte, N. C.—Mod. CP to increase power, install new DA and change trans. location AMENDED to
(Continued on page 80)

April 9, 1951 • Page 75
Help Wanted

Managerial

Texas ABC station desires aggressive commercial manager. Box 15J, BROADCASTING.

WANTED: Excellent proposition for a well-known eastern station. Must have sales experience and ability to build large city account. A good, established station awaits an outstanding man. Reply, Box 63J.

Assistant commercial manager. One of radio's most successful commercial markets of $250,000 to retire within the next few years. He is looking for an assistant whom he can build in to take his place. To be considered, you must have a successful background of at least five years of radio sales. Major market, executive ability, high results. No cold calls. Box 175J, BROADCASTING.

Salesmen

Salesman: Excellent opportunity for the right man. A well-known station with excellent sales experience for one of New England's major markets. Salary and commission. Write Box 45J, BROADCASTING.

Wanted: Experienced radio salesman urgently needed to call on special feature selling. Capable of earning ten to fifteen thousand per year. Box 25J, BROADCASTING.

WANTED-Salesman for metropolitan market of $500,000 to retire within the next area. Salary and benefits. Must have background in past radio experience, references, opportunity unlimited. Box 24J, BROADCASTING.

Sales-promotion. Experienced in all matters of advertising, promotion, selling, sales management. Must be able to build a large base of accounts and will produce for the sponsor. Excellent opportunity to own a highly profitable business. Complete details and references desired. Box 23J, BROADCASTING.

WANTED-Salesman for metropolitan station in a latitude area. Salary and benefits. Must have a background in sales management, references. Opportunity unlimited. Box 35J, BROADCASTING.

WANTED: Salesman with technical training, especially equipped for selling tape recorders to over twenty countries, working with advertising agencies, etc. Excellent proposition for right man. Write Box 5J, BROADCASTING.

Established network needs excellent southern market salesman who can sell for his own account and be his own boss. Other details. Box 6J, BROADCASTING.

Salesman--assistant manager. Quality network affiliate. Exciting opportunity to manage a well-known city station in the South. Excellent opportunity. Box 32J, BROADCASTING.

Technical

Engineer: Chief with construction experience to install 1000 watt station in New York or New England city. Resume of age, experience, marital and draft status needed. Write Box 7J, BROADCASTING.

Manager, wantcd immediately, combination executive-engineer position, top-notch position for exceptional individual. Immediate opening for man with good attitude. Have all correspondence addressed to Box 15J, BROADCASTING.

Announcer for Gulf Coast area, with first class experience. Direct employment letter. Box 25J, BROADCASTING.

Combinator-an-nouncer first-class engineer, experienced announcer. Must be total administrator and Christian of high standards. Box 35J, BROADCASTING.

WANTED: Engineer. Preferably combination in small community developing station. Must have previous experience with position of chief engineer. Write Box 5J, BROADCASTING.

WANTED--engineer, prefer combination engineer-an-nouncer. Experience not necessary. Write Box 25J, BROADCASTING.

WANTED: Combina-an-nouncer and salesman. Future for hard workers. Box 35J, BROADCASTING.

Chief engineer, will stand only two applications. Must have extensive background in all phases of radio work. Located in Virginia. Box 3J, BROADCASTING.

South Carolina town, 20,000, wants married man with first phone for night work. Young man. No experience necessary. Good working conditions, $130.00, whether alive or dead. Reply Box 45J, BROADCASTING.

For audition. Contact Jim Dunman at KSU, Silver City, New Mexico.

WANTED: First phone transmitter engi- neer. Experience not necessary. No announcements. Box 35J, BROADCASTING.

WANTED: First announcer for station with city market. Box 25J, BROADCASTING.

WANTED: First announcer, emphasis on announcing experience and salesmanship but not necessary. Rush disc, full particulars and letter. WDKC, American- us, Georgia.

Announcer-engineer, you can earn $3000 a year. Write for full particulars. Must have first phone and some experience, with workable knowledge of transmitting and living conditions. WKUL, Culvin--am, Louisiana.


Production-Programming, others

New Pennsylvania independent needs girl for continuity and air work. State qualifications and full details first replies. Good salary. Box 5J, BROADCASTING.

Help Wanted (Cont'd)

Radio station WSTA located in St. Thomas, Virgin Islands, needs imme- diately one good Negro announcer. Must have first phone and some experience. Announcement ability primarily important. Must be a good telephone operator. $50.00 per week to start. Disc, in full details first letter.

Engineer-announcer, experienced with engineering network affiliate. $650 weekly starting, raise according to ability. 36 hour week. Ideal working conditions, excellent community. Send essential. 250 watt middle east network affiliate. S. Bullis, WULA, Eufaula, Alabama.

Help Wanted (Cont'd)

WANTED: General Manager. Highly successful eastern station is in need of an outstanding general manager. Send full particulars including salary requirements and when available in first letter. All replies are confidential. Box 25J, BROADCASTING.

Program director, able to take complete charge of program department in a highly rated regional station. Major market, excellent experience and ability to compete locally with network ratings, are "must have" qualifications. Write for reply, detailing your background. Box 35J, BROADCASTING.

Wanted: Female continuity writer 9000 watt midwestern network station. Excellent opportunity. Must have complete information and salary ex- pectations. Letter to Box 25J, BROADCASTING.

Continuity: 1000 watt independent near Chicago wants experienced advertising copywriter. Personal interview required. Box 35J, BROADCASTING.

Copywriter, male or female. Desires intensive training and possible sales position while building a sales card to WSBY, Lexington, N. C. College educated girl to run copy de- partment of small eastern network station near seashore, Marine Corps base. Excellent opportunity. Reply with pen name and mail copy samples, emphasizing copy. All mail carefully screened. Box 25J, BROADCASTING.

Help Wanted (Cont'd)

Help wanted - female continuity writer, capable of launching career of any copywriter who has a good voice for women's shows. Will join staff of network affiliate well established in major market. Outstanding opportunity, particularly including salary require- ments and when available in first letter. All replies are confidential. Box 25J, BROADCASTING.

Situations Wanted

Managerial

In eighteen months increased gross ten thousand dollars in a highly competitive market. Ready to move up. Completely experienced, 1000 watt station. Box 41J, BROADCASTING.

Manager, now general manager highly successful network station in north- western metropolitan market. Present ownership desires an aggressive, creative, young executive to take over this station. Can furnish finest references. Present salary large. Send full particulars, including age and background. Full info from Box 35J, BROADCASTING.

Manager, 25 years actively in field, Engineering, programming, sales and admin- istration. Presently radio station consultant, but now desiring permanent position. Full details on request. Contact me during convention at Wal- sh Hotel, Chicago or contact me through Box 35J, BROADCASTING.

Manager-sales manager, now employed, will come to market position. Will consider competitive market. Would like city station with long-established network affiliation. Be able to bring more salesmen. Have the know-how if you wish to offer. Box 24J, BROADCASTING.

Manager or sales manager. Highly successful city network affiliate. Solid station operation. Actual ex- perience desired. Includes managing depart- ments, sales, programming, production, public service, traffic. All phases of large city and new and going stations. Presently em- ployed in one of the largest markets. References. Box 35J, BROADCASTING.

General manager, 12 years experience, capable, well-qualified, excellent background. Assume full responsibility, salary controlled by success and location. Current income 12% over base salary. Box 35J, BROADCASTING.

Manager interested in change. Presently general manager independent me-dia station, desires a large and active group of radio stations, or possibly a network affiliation. Box 35J, BROADCASTING.
Situations Wanted

Salesmen

Salesman-sportscaster, 5 years, large and small market, married, all sports. West, southwest. Box 2513J, BROADCASTING.

Livewire, sales, promotion, programming man, seeks radio or TV concern. Age not over 35. Requires graduate, reliable. Address replies to Box 313J, BROADCASTING.

Commercial salesman now working radio, looking for better opportunity, 40 years old. Married, college graduate, available. Prefer western states. Box 253J, BROADCASTING.

Experienced salesman with plenty of programming background wishes tough selling job. Will work out of New York area on commission only. Need drawing account through orientation to this type of business. Thereafter, all over, just a single draft job (World War II veteran) age 29, 2553J, BROADCASTING.

Seasoned salesman, college degree, successful producer, now employed, desires change, stationmeye or TV sales. Box 345J, BROADCASTING.

Announcers

Sports wanted year-round. Experienced AA baseball, midwest basketball, football and all star agencies, TV shows, etc. Requires graduate, reliable. Address replies to Box 313J, BROADCASTING.

Experienced announcer, with plenty of programming background wishes tough selling job. Will work out of New York area on commission only. Need drawing account through orientation to this type of business. Thereafter, all over, just a single draft job (World War II veteran) age 29, 2553J, BROADCASTING.


Sports announcer presently employed, 4 years staff, sports experience. Single. Desires change, too. Excellent opportunity in complete sports setup. Best references. Box 256J, BROADCASTING.

Announcer - 2 years experience, vet all phases. Desires play-by-play and disc shows, can also sell. Box 244J, BROADCASTING.

Experienced announcer desists position with foreign American station. Now employed, desires change, anywhere. Complete data. Box 247J, BROADCASTING.

Nationally known sports broadcaster available immediately, Married, veteran, draft exempt. Best references. Personal interview, audition at my expense. Box 2513J, BROADCASTING.

Draft exempt veteran, 28, 4 years experience. Desires immediate position as announcer at metropolitan station in New York, New York. Prefer three-months posting at progressive station. Box 2523J, BROADCASTING.

Experienced staff announcer, College, graduate. Radio major. Veteran. Operates board, ski, baseball, football. Desires position in east. Box 258J, BROADCASTING.


Solid 5 years experience special events, news, sports shows. Within 50 miles New York City. Immediately available personal audition. Call New York Waddows 8-1607 or Box 256J, BROADCASTING.

Sports announcer -12 years radio; TV experience. Past five years with one of New York five. Desires change, any size. Presently free licensing in New York with own shows. If you want a thoroughly schooled announcer with a complete radio background including major league name, call. Excellent top level references. Veteran, draft exempt. $150 minimum plus fees. Box 256J, BROADCASTING.

Year round play-by-play announcer. Must have organized baseball. Married. Draft exempt. Box 284J, BROADCASTING.

Experienced announcer-writer. Sixty minimum. Specialty n e w -g Lackis. Desires change, anywhere, will go. Available after April Twentieth. Box 2913J, BROADCASTING.

Announcer, Vet, college, seeks first position. FM experience. Travel, east. Box 310J, BROADCASTING.

Situations Wanted (Cont’d)

Sport announcer, experienced play-by-play, and disc shows. Veteran, presently employed, wish to advance. Top salesmanship and excellent references. Available now. Write for more information and references. Box 2513J, BROADCASTING.

Announcer, continual writer, vet, 24, father, college graduate, available June, over 2 years of local radio and TV at station. Producing, announcing, writing, executive experience, and major league. Desires combination of phases on coast operation. Prefer position in southwest. Box 312J, BROADCASTING.

Cambo, three years experience. Now chief on air. Desires change, prefers midwest. Prefer west coast. What have you? Box 313J, BROADCASTING.

Announcer, 1st phone, 6 years experience, well known announcer. Play-by-play for northwest Minimum $60. Box 314J, BROADCASTING.

Announcer, three years experience, Married, veteran, no floater, knows sports experience, prefers midwest. Box 318J, BROADCASTING.

Announcer, DJ and special events man. 7 years experience, north eastern radio. Work and board and news. Starting pay. Box 315J, BROADCASTING.

Comedy DJ combination, 8 years success dependable. Married, exempt, emcees several top five city stations. Available now. Box 318J, BROADCASTING.

Staff man, 4 years experience. Prefer western stations major market. Experienced in disc and play-by-play. Disc available. Box 322J, BROADCASTING.

Draft exempt announcer, vet, now employed, desires change, two years experience, consumed shows, disc shows, play-by-play and live talent shows. Pleasant voice, family man, age 26, steady, progressive, prefers midwest, will answer all correspondence. Send full references on request. Box 358J, BROADCASTING.

Announcer, first phone, draft exempt, 4 years experience. Desires station wants change. Local newspaper wants change. Desires change in metals, printing, include sports reporting. Prefer north. Box 313J, BROADCASTING.

Announcer-engineer 10 full years well rounded radio experience. Available two weeks notice. Presently chief on air. Min. 6 months. Box 235J, BROADCASTING.

Now employed 50 kw AM-TV outlet. Experienced writer, 4 years experience announcing, disc jockeying, singing, writing, production, and general operations. Combined operation organization, or disc jockey opportunity with AM station, prefers midwest, will answer all correspondence. Send full references on request. Box 335J, BROADCASTING.

Two draft exempt family men. Koch employed four years now. Vet. Four years experience, general, single channel remote. Combined 12 years of thorough experience. Present positions good but wish to affiliate with progressive station that offers opportunity to specialize and build shows to make you money. All references acknowledged. Box 336J, BROADCASTING.

All this and draft exempt too. Staff announcer, 23, 4 years experience, all phases, writer, copy editor, and DJ available. Four years metropolitan experience. Originated local news broadcasts in an area with coverage of 500,000 people. Box 335J, BROADCASTING.

Announcer, experienced all phases, desires permanent position where plans for the future are possible. Can operate as announcer. Box 350J, BROADCASTING.

Six months, deep voice, draft free, dependable. Prefer southern states, now box 341J, BROADCASTING.

Announcer, DJ, music librarian, program director. Four years experience, three years big city broadcasting experiences desires position with large size, town. Interested in quality plus sock SA in voice in presentation of patter and audience. Change in station programming reason for change. Requires stable work report. Single, conscientious, reliable worker. Best of references: By appointment. Box 342J, BROADCASTING.

Announcer, DJ, music librarian, program director. Four years experience, three years big city broadcasting experiences desires position with large size, town. Interested in quality plus sock SA in voice in presentation of patter and audience. Change in station programming reason for change. Requires stable work report. Single, conscientious, reliable worker. Best of references: By appointment. Box 342J, BROADCASTING.

Four years experience offered to California. Washington, western states who wants a solid disc jockey and program director. Presently employed on coast. Box 343J, BROADCASTING.

Experienced in taped recorded remotes. Graduate in Chicago. Guitar player, 24 veteran. Will travel. Box 345J, BROADCASTING.

Announcer-salesman, limited experience. College, draft exempt. All phases control board. Box 356J, BROADCASTING.

No one job. Reliable. Experienced, four years experience, draft exempt. Salesman, college degree, successful. Desires change, anywhere. Box 365J, BROADCASTING.

Immediate delivery is offered on these standard Raytheon finished products, all new, in original pack, and P.O. Louisvile.

AUDIO EQUIPMENT

QUANTITY

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
<th>Price Each</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 RR-30 channel remote amplifiers</td>
<td>29</td>
<td>$131 each</td>
</tr>
<tr>
<td>10 RR-14 channel pre-amplifiers</td>
<td>24</td>
<td>$385 each</td>
</tr>
<tr>
<td>10 RM-10 monitor amplifiers</td>
<td>23</td>
<td>$100 each</td>
</tr>
<tr>
<td>10 RPL-10 linear amplifiers</td>
<td>21</td>
<td>$210 each</td>
</tr>
<tr>
<td>4 RFP-10 switch and fuse panel assembly</td>
<td>20</td>
<td>$10 each</td>
</tr>
</tbody>
</table>

ANTENNA EQUIPMENT

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
<th>Price Each</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 RT-100 1 kw antenna tuning units</td>
<td>30</td>
<td>$310 each</td>
</tr>
<tr>
<td>15 LRG-111M tower lighting chokes</td>
<td>24</td>
<td>$350 each</td>
</tr>
<tr>
<td>15 RLC-100 tower lighting chokes, unemployed</td>
<td>34</td>
<td>$50 each</td>
</tr>
<tr>
<td>4 RCM-10 vacuum tube current meter kit, less meter</td>
<td>22</td>
<td>$7.50 each</td>
</tr>
</tbody>
</table>

Components and complete units for the Raytheon 250-1 kw-3 kw AM-FM transmitters and phasing equipment will be available in limited numbers after removal from Raytheon warehouse to ELECTRONIC SERVICE CORPORATION shops at Lincoln, Nebraska. Other Raytheon, RCA, Western Electric, Collins, Cate material on hand.

ELECTRONIC SERVICE CORPORATION, owned by Steve Eiler (WKEW) and Howard Shuman (KLSB) specializes in new and used broadcasting equipment of all makes.

Station consolidating operations, changing format, desires this firm interested in bidding on material or cash trade basis.

ELECTRONIC SERVICE CORPORATION

Steve Eiler Howard Shuman 63 W. Jefferson St. 120 N. 16th St. Louisville, Kentucky, Nebraska Clay 4811 1-7579

NO SHORTAGES HERE!

The complete inventory of new broadcast equipment, antennas, and transmitter units and components from Raytheon Manufacturing Company, Waltham, Massachusetts, has been purchased by ELECTRONIC SERVICE CORPORATION of Louisville, Kentucky.

Four years experience offered to California. Washington, western states who wants a solid disc jockey and program director. Presently employed on coast. Box 343J, BROADCASTING.

Experienced in taped recorded remotes. Graduate in Chicago. Guitar player, 24 veteran. Will travel. Box 345J, BROADCASTING.

Announcer-salesman, limited experience. College, draft exempt. All phases control board. Box 356J, BROADCASTING.

No one job. Reliable. Experienced, four years experience, draft exempt. Salesman, college degree, successful. Desires change, anywhere. Box 365J, BROADCASTING.

(Continued on next page)
Situation Wanted (Cont'd)

Program-news director, announcer: Twelve years background in all phases. Excellent musical background. good commercial voice. Familiar with status program work. Available immediately. Box 305J, BROADCASTING.

PD: Successful experience record. Can supervise all production departments. Personal interview in NY region. Box 324J, BROADCASTING.

Program director with two years experience available two weeks’ notice. $7,000. Is your family interested? Box 302J, BROADCASTING.


News writer, 6 years experience news, sports, continuity, some announcing, present Midwest station. Write 325F, BROADCASTING.

Draft exempt veteran, age 28, is looking for program manager job in local or regional station. Background includes 6 years network production, announcing and programming, independent free lance production. Also selling experience with local station. Looking for permanent job. No flatter, no boozer. Box 333J, BROADCASTING.

Television

Salesman

Syracuse University graduate, experienced, seasoned salesman, desires position in sales, box 334F, BROADCASTING • TELECASTING.

For Sale

Stations

Successful 1 kW daytime and class B FM in large eastern metropolitan market. Cross 49 and 50 over $9000. Principals only. Box 305J, BROADCASTING.

For sale: 1000 watt, fulltime, AM station. Network affiliate, in industrial New England city. Box 326F, BROADCASTING.

Equipment etc.

GE 3 kW FM transmitter and monitor. Box 107J, BROADCASTING.

Have new guyed radio tower complete with 500 hp copper power line. Extra wire. Write Box 182J, BROADCASTING.

Situation Wanted (Cont'd)

GE 3 kW FM in Croft. zine, program, programming, production. Box regional station. Background includes Write News, experience.

1075, new guyed after June 1st.

320J, kw

27,

supervise years network production, announcing and programming, independent free lance production.

seasoned salesman, desires position into production, available by graduation.

Desires change.

kw

25,

Bldg.

kw

6

kw

12

kw

15

kw

30

kw

News

10

kw

kw

kw

kw

kw

4875-G, RCA

For sale: Equipment, complete set in good working order. General Manager.

our Three Offices

Will Be Represented At The NARTB Convention—Chicago

Suite 1300-1301-1302A Hotel Stevens will be headquarters for our three offices during the NARTB Convention in Chicago April 15-19. There is increased activity at this time so be sure and see us next week if you are interested in expanding or selling your radio interests.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

CHICAGO

SAN FRANCISCO


Harold B. Murphy

Charles Y. Hamilton

140 N. Michigan Ave.

Ray V. Hamilton

220 Montgomery St.

1431-3

Randolph 6-6450

EXbrook 2-5672

Situation Wanted (Cont'd)

For sale: Model 5N Presto instantaneous tuned receiver, 3000 ft. range, one kw input, fully automatic. Make offer. Box 165J, BROADCASTING.

For sale: Model MI-1100 recording attachment complete, also MI-952B microscope. Both items in new condition. Contact General Manager, WEOI, Elyria, Ohio.

Two RCA universal pickup kitas MI-411-G, two filters, three heads and mounting plates. Plus one spare head. All are in excellent condition. Cont. $250.00, first box offer takes them. WHYN, Hobyke, Mass.

For sale: Equipment, complete set tower lights ($4), flashing beacon Hughley-Phillips, 2000.00, Gates tuning unit model 5A 1000 watts, $100.00, Westinghouse tower flash unit $40.00, 2-20'8' picking 16 inch transcription arms complete with heads, $15.00 each. Brush tape recorder model BR-461, $65.00 a ft. rack open end, $12.00. In good condition. Contact Frank 4-381A, WTVN, Radio Station WGAT, 250 Genesee St., Utica, N. Y.

WANTED TO BUY

Stations

Experienced engineer desires to purchase or invest in to personally manage station. Good management experience. Write Box 184J, BROADCASTING.

Equipment etc.

Wanted in good condition: General Radio 1179-A FM frequency monitor; Extech A-1100 one channel millimicro voltmeter recorder, preferably with Telechron motor. Box 296J, BROADCASTING.

Will pay cash for good used equipment for 250 watt installation. Everything from tower to studio. Gadsden Radio Company, P. O. Box 957, Gadsden, Alabama.

Miscellaneous

$500,000 purchase money by successful metropolitan S-A-L-E-S radio executive. Principal's only. Box 305J, BROADCASTING.

Help Wanted

Announcers

Major network station needs topflight morning man. Excellent base plus talent. Send audition and complete background to Box 358J, BROADCASTING.

Situation Wanted (Cont'd)

Salem

COMMERCIAL MANAGER

We have a good sales staff making money for themselves and us. We are seeking more sales talent in the field of a proven, capable sales manager. Experienced and happy staff successfully operating 1000 watt fulltime station.

You need a proven successful sales or sales manager background. Personal meeting with general manager-owner at N.A.B. Convention important.

Box 359J, BROADCASTING—360 N. Michigan, Chicago.

Situations Wanted

Production-Programming, others

GENERAL ADVERTISING MANAGER

Versatile ad man with five years experience ... as er director, layout man, copywriter, production manager, time buyer ... in retail credit chain, general advertising manager, radio and TV sales order writer ... on printed and broadcast media. Excellent. Resume for interview now on the ladder. Box 355J, BROADCASTING.

PROGRAM DIRECTOR-ANNOUNCER

31 months in present station in programming and sales. Play-by-play sports, special promotions. Excellent references from general manager of this local in N. Y. area. Desire move back to Pro- gram director in regional or in pro- gram-announcing capacity. B.F.A. Married. Good draft status. Willing to relocate anywhere if opportu- nity is good. Box 3731, BROADCASTING.

For Sale

Equipment etc.

Available—if immediate shipment—new and used Winchester guns and gear—will sell erected—can supply ground wire. Contact one of the following:

Warren Cozans, 72 Main St., Evanton, III. (Established 1936), 11-27, 11-28.

Henry Olsh, 40 East 42nd St., New York 11. Phone: Mamaroneck 7-1836.

C. C. Taylor, 270 S. Main Street, Chattanooga, Tenn. Phone: 8-3428

WANTED TO BUY

Equipment etc.

WANTED—Old Sons of the Pioneers records or transcriptions

WPC.

P. O. Box 451, Sharon, Pa.

W. O. PLAYER JR.

State Dept. Official Dies

FUNERAL services were held April 1 for William O. Player Jr., 44, special aide to Edward W. Bar- rett, Assistant Secretary of State for Public Affairs, who died of a heart ailment March 30 while con- ferring with his deputy assistant, Joseph M. Sitrick.

Mr. Player, a former newspaper man, handled many important assignments for the department’s foreign information program and was particularly active in recent months in connection with the U. S. “Cam- paign of Truth” and expanding Voice of America activities.

A native of Greensboro, N. C., Mr. Player was associated in repor- torial capacities with the Columbia, (S. C) Record, Birmingham Post, Baltimore Sun and New York Post. He served as Washington correspondent for the latter newspaper from 1942 to 1943, when he was appointed to foreign affairs affairs for the State Dept. He is survived by his widow, Nell; a son, William Player III, and a sister, Ann.

EMERSON RADIO & PHONOGRAPH Corp.’s board of directors has declared a quarterly dividend of 25 cents per share on 1,935,187 common stock shares outstanding, payable April 30 to stock- holders of record April 8.

AM STATION WANTED

Partners and friends in long standing wish to purchase a fulltime network affiliate now in the black, outside of a primary market and in a pleasant community in which to live.

Cash available to $10,000. Balance to be financed. We have another going business (established 1916) with excellent bank and commercial references.

Will consider anything from Denver east meeting above conditions. Please furnish such information as you feel will be of interest so personal contact may be arranged. We will deal direct or through your broker.

BOX 357J, BROADCASTING
Advertising Tax?

(Continued from page 19)

a heavy dip in advertising expenditures. They included:

1. Directly, the increase of advertising of some types of products for what it
   calls "the duration."
2. Reduction in the quantity of advertising by others.
3. Shift to direct advertising by mail or handbill "in case the tax
   could not be made to apply to these
   types of advertising."

According to these tax experts, if the "heavy tax had no effect on
the volume of advertising or the prices charged, the yield from a 20
and 25% tax would be well over $1 billion."

On the other hand, the writers of the recommendation opined, if the
taxation succeeded in reducing advertising volume, probably the
following factors would occur:

1. Lowering of the estimated tax revenue.
2. Reduction in demand for goods and
   materials going into advertising.
3. Cut in stimulus by advertising
   to cause people to buy.

In the extent advertising media reduced their rates and
absorbed part of the excise tax, their net income would also be
reduced and hence the revenue from the income tax would be re-
duced."

Staff Reasoning

The staff further conjectured that a reduction of advertisers' profits
and of income tax revenue would follow a cut in sales resulting
from the reduction of advertis-
ing volume. Thus, the staff en-
visioned a subsequent cutback in
inflationary pressures and an
increase in consumer saving.

In an afterthought assault on
advertiser budgeting, the commit-
tee researchers asserted:

"It is even conceivable that the
yielding to the weight of the excise en-
moratorium might also be
increased, especially if the tax on
advertising resulted in reduced ex-
penditures for 'good will' adver-
tising more or less deliberately
engaged in. To avoid excess profits
and corporate income taxes."

Sen. Joseph C. O'Mahoney
(D-Wyo.) is chairman of the joint
committee. In a preface to the
report, he said he wanted it clearly
understood that neither the com-
mitee nor any individual member
is "in any way committed" to the
staff's view.

Questioned about the staff
members who wrote the supplemental
on the ad tax, John W. Lehan,
committee clerk, said no specific
individual compiled the informa-
tion, but that it had been a joint
project under the direction of Dr.
Theodore J. Kreps, staff director.
The full committee at stake is
as: Dr. Kreps, Mr. Lehman, As-
sociate Staff Director Grover W.
Ensley; Fred E. Berquist, econ-
omist for the minority, James E.
Knowles, M. William H. Moore,
economists; Elizabeth Magill, re-
search assistant; Marian T. Tracy,
assistant clerk.

P. F. O'Mahoney, Sen. William Benton
(D-Conn.), meanwhile, came up for
a call for a "national crusade against
inflation" via "every medium of
communication," including televi-
sion, radio, and other advertising.
Benton would have the media set
up a national committee to dramatize
the "critical nature of our cur-
rent financial situation."

Coincident with these develop-
ments, Treasury Secretary John W.
Snyder told the House Ways &
Means Committee that the admin-
istration would not seek the $8.5
billion tax increase proposed in the
$10 billion it currently wants
from Congress. Thus, as the tax
proposals now stand, the adminis-
tration would not in radio-
tv set excises on the manu-
facturer level apparently still stick.

RADIO USAGE

Trendex Studies TV Homes

INDICATIONS that radio already
has suffered the most serious ef-
effects of TV competition and is back
on the road to a new normacy of
set usage come from results of a
study, "Survey X," released by
Trendex Inc.

The survey revealed that evening
radio use is 20% higher in homes
which have had TV for two years
or more for homes in which the
video receiver is less than a year
old. However, the survey noted that
set usage is 11% lower in homes which
have had TV for two years or more
than in TV homes of a similar age,
standing.

"In the television home," Trendex
noted, "a higher percentage of ra-
dio listening was found during the
morning hours than in the radio
only homes; this would seem to
lend substance to the theory, held
by many, that it was the radio
enthusiast who purchased the first
television sets.

Considering the use of various
sets in multi-set homes, the survey
reported that in TV homes with
both television and radio sets op-
erating, 32.1% of the radios was
used in the kitchen during the
6-10 p.m. period, while in radio-
only homes for the same period,
53.8% of the radio acts in use
were in the living room and only
17.4% in the kitchen. Multiple set use
was found to be highest in the
evening hours and not in the late
afternoon when juvenile programs
predominate, as had been assumed.

The survey utilized the telephone
coincidental interview method and
was based on some 5,000 contacts.

NARTB Presidency

(Continued from page 18)

association's affairs will be evident
immediately. It is expected the broad-
casters throughout the nation, most
of whom know him personally and all
of whom are familiar with his great
contributions to American radio. An
outstanding leader in his own com-
nunity, and nationally in the profes-
sion to which he has devoted 24 years,
Mr. Fellows assumes the NARTB post
thoroughly experienced in all phases
of broadcasting.

Speaking of the appointment, Judge Miller said:

I have worked with Harold Fellows over the years and am well acquaint-
anted with his great capacities for lead-
ership and his thorough knowledge of the broadcasting profession. I have
seen the high regard in which he is
held not only by his fellow broad-
casters, but by leading citizens of
Massachusetts, where he has given
unsuitingly to civic projects. It is
not difficult therefore to predict that
he will contribute much to the na-
tion's broadcasters as NARTB's presi-
dent. I look forward to a pleasant and
productive association with him.

Selection Group

Members of the selection section
group, selected at the Febru-
ary board meeting, were in addi-
tion to Mr. Stroce: James D. Shouse,
WLW Cincinnati; William A. Fay,
WHAM Rochester; Robert H. Swezy,
WDSU New Orleans; Patt McDonald,
WHHM Memphis; Allen M. Woodall,
WDAK Columbus, Ga.; William B. Quarton,
WMT Cedar Rapids, la.; Harry R.
Spence, KXRO Aberdeen, Wash.

Members of the TV manager selec-
tion committee, besides Mr. Stor-
er, are Harvey Bennister, WIVT
Detroit; Paul Raibourn, KTLA
(TV) Los Angeles; Clair R. McCol-
lough, WGAL-TV Lancaster. Pa.

Mr. Fellows will be the fifth
president of the association and
fourth to fill the post on a fulltime,
paid basis. Preceding Judge Mil-
ler in the presidency in recent
years were J. Harold Ryan, Fort
Industry Co., a 1944-45 interim
president who was drafted for the
post while a permanent appointee
was sought, and Neville Miller, now
a Washington attorney, 1938-44.
Judge Miller became president Oct.
1, 1945, coming from the Federal
banch.

April 9, 1951 • Page 79
IF YOUR AM-FM-TV STATION, OR NEWSPAPER NEEDS
promotional ideas sold to cash revenue from $200 to $500 per month,
Write, call, or wire
Edgar L. Bill
Merle V. Watson
Julian Mantell, Sales Manager

Baseball Sound Effect Records
5-0. 8-20 Speeds 0-0. Cover all Requirements.
Order C.O.D. Today While Supply Lasts.
Charles Michelson, Inc.
475 West 57th St. New York 19, N.Y.
March Box Score

STATUS of broadcast station authorizations and applications at FCC as of March 31 follows:

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total authorized</td>
<td>2363</td>
<td>674</td>
<td>109</td>
</tr>
<tr>
<td>Total filing for air</td>
<td>2339</td>
<td>456</td>
<td>61</td>
</tr>
<tr>
<td>Licensed (All on air)</td>
<td>2294</td>
<td>518</td>
<td>62</td>
</tr>
<tr>
<td>Conditional permits</td>
<td>129</td>
<td>155</td>
<td>1*</td>
</tr>
<tr>
<td>Conditional grants</td>
<td>1087</td>
<td>196</td>
<td>460</td>
</tr>
<tr>
<td>Total applications in hearing</td>
<td>262</td>
<td>8</td>
<td>180</td>
</tr>
<tr>
<td>Requests for new stations</td>
<td>255</td>
<td>11</td>
<td>-</td>
</tr>
<tr>
<td>New station requests in hearing</td>
<td>139</td>
<td>6</td>
<td>171</td>
</tr>
<tr>
<td>Requisitions to change existing facilities</td>
<td>230</td>
<td>26</td>
<td>20</td>
</tr>
<tr>
<td>Deletion of licensed stations in March</td>
<td>6</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Deletion of construction permits</td>
<td>1</td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>

WSM-FM DELETED

KFI-FM to Suspend

FIRST LICENSE for a commercial FM station in the U. S.—that for WSM-FM Nashville—was deleted by FCC last week at the request of the station because of insufficient audience and impending materials shortage caused by defense mobilization.

Meanwhile, Earle C. Anthony Inc., operator of KFI-AM-FM-TV Los Angeles, last week announced it was discontinuing FM broadcasting after almost four years because it feels the public has not yet accepted FM. KFI said it is willing to re-enter FM "if and when a larger segment of the public can be served by FM broadcasting."

FCC last week also deleted permits of KTOK-FM Oklahoma City and WJBW-FM New Orleans at applicants' requests. KTOK Inc. told the Commission continued FM operation was found to be "unwarranted."

WSM President John H. DeWitt Jr. wrote FCC that "conditions today and our experience in the past 12 years have led us to the decision to discontinue the operation of our FM service." He noted WSM entered the high frequency AM field in 1939 with experimental station WAXA, operating with 1 kw on 26.15 mc. It functioned two years on a commercial basis, airing good music programs.

Mr. DeWitt said when FCC decided upon FM for high frequency broadcasting, WSM went on the air "with W4TN as the first commercial FM licensee in the United States. We have continued for 10 years to operate this FM station broadcasting a separate program service from that of WSM. We have continued this operation in spite of the fact that the audience buildup was very disappointing and that the station operated at a complete loss during the entire period. This loss has amounted to nearly one quarter of a million dollars to date."

A. E. STALLEY Mfg. Co., Decatur, Ill., which uses broadcast media, has reported a net profit of $4,705,230 for 1950, equal to $5.34 per share of common stock after preferred dividends.

WBT-IBEW CASE

NLRB Heats Oral Argument

ORAL argument on the labor dispute between the Jefferson Standard Broadcasting Co. (WBT-AM-FM WBTW TV Charlotte, N. C.) and the International Brotherhood of Electrical Workers was held last Wednesday by the National Labor Relations Board in Washington.

The hearing was the outgrowth of recommendations filed last summer by an NLRB trial examiner. The station was asked to replace nine of 10 technicians it discharged in September 1949 in the heat of its dispute with the union. Lawyers for the station subsequently filed exceptions to the report.

At last week's argument, attorneys for the licensee contended that the technicians had circulated defamatory and libelous handbills, which contained adverse comments on the operation of WBTW, including a statement that dealers were unable to move TV receivers because of complaints over WBTW programming by the "general public."

WBT Claims

WBT contended that (1) the handbills were defamatory; (2) station time sales had dropped below normal following distribution of the leaflets; (3) the handbills were untrue and ligitable and had no connection with the labor dispute; and (4) that it, the licensee, was not motivated to destroy the union as charged.

General Counsel David Sachs, for NLRB, held that, while the handbills were not "necessarily untrue" and the language was somewhat exaggerated, there was a direct connection between the dispute and the circulation of the leaflets. The union's purpose, he claimed, was to strengthen its bargaining position with the station.

Counsel for the unions claimed that the handbills were part of the union's "economic strategy," designed to settle current negotiations with the station. He asserted that WBT never reprimanded the technicians for distributing the handbills; corrected the contents, or attempted to stop their distribution.

Crux of the case, as seen by NLRB authorities, is whether the union acted within its proper jurisdiction in circulating the handbills and whether the station is guilty of having dismissed the employees on general anti-union grounds. WBT already has denied that it sought to undermine the union's authority in the case, and claims it had taken retaliatory action against employees "endeavoring in various ways to hamper and totally destroy our business" [BROADCASTING • TELECASTING, Aug. 28, 1950].

Representing the Jefferson Standard Broadcasting Co. were S. H. Blakeney and F. T. Miller. The union attorney was Louis Sherman. A final decision by the board is not expected before mid-May.

BMB SUIT Dismissed by Court

SUIT filed against Broadcast Measurement Bureau, asking $300,000 damages, has been dismissed by the U. S. District Court for the Southern District of New York. Plaintiff was Clair Heyer, publisher of Radio Market Guide Inc.

Mr. Heyer had filed the suit last September, naming as defendants BMB and its acting president, Kenneth B. Baker; and Ass'n of National Advertisers, and its president, Paul West. He had charged BMB with restraint of trade under the antitrust laws. Suit was dismissed on motion of counsel when the plaintiff failed to appear in New York in response to a court order for pre-trial examination.

Louisiana Ass'n of Broadcasters on March 31 adopted a resolution notifying advertisers and agencies that BMB's data "do not necessarily reflect the true picture of broadcasting in various markets in Louisiana." The association noted many agencies and advertisers have bought time on the basis of the BMB survey which it said is "not an accurate picture of listening habits today."

LAB asked agencies and advertisers to consider authentic information furnished by individual stations instead of BMB data.
VOICES OPPOSITION SLASHED

OPPOSITION to separation of Voice of America operation from policy-making State Dept. structure was eliminated yesterday by Commission, which agreed to condone approval by Management of appropriate techniques to be employed in the overseas program's evaluation and to assure continued funding for the experiment, as well as the possibility of reviving it if the test is deemed successful. The Commission, in a two-to-one vote, also agreed that in some cases, in the early stages of the program, the country would be given additional information to help determine its success.

COY VOICES OPPOSITION TO McFARLAND BILL

FCC Comr. Robert P. Jones asked Friday by House Interstate & Foreign Commerce Com- mercial lobby for McFarland Bill position that he and Comr. Rosel Hyde favored, which only the majority opposes. Request made during testimony of Commission Chairman Wayn Coy as hearings on S 658 started second day (earlier story, page 21).

Present bill, with four "minor" exceptions, likened by Mr. Coy to S 1973 which passed Senate during 81st Congress, which he also opposed. Friday testimony on four changes:

(1) FCC does not favor stipulation that Com- misioners' assistants receive not in excess of $1,000. Mr. Coy said FCC proposed striking from bill all references to specific salaries for any position.

(2) Commission is not favorable to provision that secretary of FCC, chief engineer and assistants be paid "fairer and more logical approach" to post-government employment problem.

(3) FCC agreed to provision clarifying that Com- missioners may participate in special or similar activities.

(4) Members of Commission are not to be given special representation. Note, "What's the matter is the TV media" is not an answer to the question, "What's the matter is the TV media, that's the question."
The Right Combination to Sell 3/10 of America!

With a population of 13,658,505 and 3,611,767 radio families—nearly 1/10th of the U.S. total—the 330 counties of the WLW Merchandise-able Area present a worth-while market for any advertiser.

Using class "A" time, WLW obtains advertising impressions in this market at an average cost per thousand of only $1.18. And this does not take into account the large bonus audience beyond this area accredited to WLW by BMB.

Within this great area, WLW-Television provides concerted sales impact in three important metropolitan areas—Cincinnati, Dayton and Columbus—with a total population of 2,978,400 and 831,800 families, half of which are TV set owners. In this second largest TV market of the Midwest, more local and national spot advertisers buy more time on WLW-Television to sell more products to more people than on any competing stations.
more than

400,000

sets now in the multi-billion dollar

WWJ-TV MARKET

They're multiplying rapidly . . . and so are the sales of advertisers who use the visual selling power of WWJ-TV to push their products in Detroit.

When you're on WWJ-TV, you're on Detroit's NBC station . . . the station that TV's Detroit Tigers' ballgames, Red Wings' hockey games, big-time boxing . . . the station that's 2 years ahead of the others in age, in programming know-how, in production experience . . . the station that commands the prestige that naturally goes with leadership in public service.

It's as clear to advertisers as WWJ-TV's picture is to Detroiters, that WWJ-TV is the Number One buy in a market that is headed for its twelfth consecutive year of capacity production.

FIRST IN MICHIGAN  •  Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGER COMPANY
ASSOCIATE AM-FM STATION WWJ