More listeners... thousands of them in our new larger coverage area! Better signal in Richmond proper! That's what WLEE's great new power means to advertisers. It means MORE value for every dollar you spend on WLEE.

And how the merchants in Richmond do know this for a fact! Last January one of the largest appliance dealers in town signed up for a 13-week schedule. So dramatic, so profitable were results that the dealer has now DOUBLED his schedule, and signed up FOR A WHOLE YEAR!

You too can get results like this on WLEE. Just ask your Forjoe man for all the latest facts—it's quite a story.
Every Morning The Midwest Listens to Its Favorite WLS Stars

...AND LISTENERS BECOME OUR ADVERTISERS' CUSTOMERS!

The Midwest's favorite WLS stars shine at morning-time! Daily from 5:00 to 8:00 A.M. the successful WLS formula of block programming with live talent shows attracts listeners from every corner of the WLS-Midwest coverage area. Featuring stars of the NATIONAL BARN DANCE, these morning programs have consistently maintained a degree of leadership as reflected in A. C. Nielsen's 1950 Station Area Reports, which place WLS first or second in audience during each 15-minute period.

This leadership again demonstrates the degree of acceptance enjoyed by WLS...the listener-loyalty Midwesterners have toward the station, its programs and personalities.

...In Terms Of Results

Using these WLS morning time periods: brought nearly a million and a half box tops from WLS listeners to a cereal company over a period of 16 years...resulted in over 5,000 proof-of-purchase requests for an ironing board cover offered by a starch manufacturer last summer in a six week period. An offer of a Dolph Hewitt record for prize jokes brought over 3,000 letters in three weeks! A mail order account sold $13,995 worth of its product in just five weeks!

It's a "must" that you consider WLS morning-time in your plans for complete Midwest coverage. Participations are still available in limited numbers. Your John Blair man has complete details.
THE COX STATIONS

WIOD
NBC MIAMI

WHIO
CBS DAYTON

Effective May 1, 1951

appoint

THE BOLLING COMPANY

Exclusive National Representatives
WHETHER all networks will accept Affiliates Committee's invitation for rate discussion sessions this week (see story page 15) is doubtful. One network felt that pending meetings posed serious legal question as to possible anti-trust violation and also that its own responsibility to deal with its own affiliates through their advisory board must be considered.

CBS Friday understood to be determined to stick by its radio rate cuts, despite protests from its own affiliates and request for moratorium from Affiliates Committee, and to believe that CBS affiliates have no choice but to accept cuts or breach their contracts with network.

EXPLOSIVE report, denied on all sides last week, had CBS acquiring ABC network (6 TV stations in first 6 markets, plus 5 AM stations for upwards of $30 million. CBS owns only 2 TV stations plus 45% interest in WTOP-AM-TV-FM Washington.

TV SELECTION committee for NARB, which last week designated Thad Brown Jr., attorney, as acting head, does not plan to make definite pitch for new top executive until its membership and revenue becomes minimum estimated overhead. Present income is at rate of less than $100,000 annually. It needs minimum of $150,000, according to budgetary estimates.

NBC HIGHLY elated over results of program audience study made first week in February by American Research Bureau under joint sponsorship of four radio networks. In contrast to Nielsen report crediting CBS with eight of top ten shows to NBC's one, ARB gives NBC four to five for CBS; in top 20, ARB shows NBC with 12, CBS with six, appreciably varying from Nielsen's ranking of 14 for CBS and five for NBC.

SENATE Crime Investigating Committee may ask Congress in April 30 report to spell out by law what jurisdiction FCC has over such services as Continental Press, national race news wire. In this way, Kefauver group hopes to place law enforcement of proposed ban on interstate transmission of gambling information in lap of Commission. Chairman Wayne Coy maintains Continental cannot be considered "common carrier" under present Communication Act and even if it could, administration of such enforcement would be unwieldy.

IN WAKE of CBS announced 10% rate cut, substantial number of stations in top markets disclosed plans to increase daytime spot rates as means of offsetting possible network reductions. Station representatives generally were encouraging moves.

SEVERAL ADVERTISING agencies submitting presentations to Gruen Watch Co., Cincinnati (radio and television advertiser) in attempt to get account, recently resigned by Stockton, West, Burbank Inc.

NOW THAT NARBA question has been tossed into open by last week's NARTB Convention
THIS MARKET IS FIRST IN RETAIL STORE PURCHASES, HAS THE HIGHEST PER CAPITA EXPENDITURE OF ANY STATE.

Standard metropolitan Wilmington, Delaware area showed following increases in the ten years, 1940 to 1950.

<table>
<thead>
<tr>
<th>Category</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>20%</td>
</tr>
<tr>
<td>Dollar volume retail sales</td>
<td>178%</td>
</tr>
<tr>
<td>Dollar volume wholesale sales</td>
<td>209%</td>
</tr>
<tr>
<td>Dollar volume service trades</td>
<td>154%</td>
</tr>
<tr>
<td>In the nine year period, 1939 to 1948, employment rose 34.4%.</td>
<td></td>
</tr>
</tbody>
</table>

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

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

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

WDEL-TV—the TV must on your schedule.

Represented by

ROBERT MEEKER Associates • NEW YORK • LOS ANGELES • SAN FRANCISCO • CHICAGO
in West Virginia... your dollar goes farther with “personality”

More than a million West Virginians, (with a half-billion dollars to spend annually) can hear your sales story when you put this potent pair of “Personality” Stations to work for you. And WKNA and WJLS are yours at a combination rate that is about the same as you would pay for any single comparable station in either locality. Make us prove it.

Joe L. Smith, Jr., incorporated
Represented nationally by WEED & CO.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
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Telephone ME 1022

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Bruce Robertson, Senior Associate Editor.

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ing Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU 797 Building, Hollywood
and Vine, Zone O; Hapstead 418; David Glick-
man, West Coast Manager; Ann August.

TORONTO: 417 Harbour Commission, Empire 4-0778;
James Montagne.

Broadcasting * Magazine was founded in 1931 by
Broadcasting Publications Inc., using the title:
Broadcasting—The News Magazine of the Fifth
Estate. Broadcast Advertising * was acquired in 1932
and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office
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BROADCASTING * Telecasting
THERE'S MORE TO IOWA THAN TALL CORN AND DES MOINES

KXEL STAYS AHEAD

GUARANTEEING MORE LISTENERS PER DOLLAR

In KXEL's Rural City—a rich market area embracing 4,011,569 people.

1951 CONLAN STUDY REVEALS ADDITIONAL TRENDS TO KXEL

MONDAY THROUGH FRIDAY SUMMARY—DISTRIBUTION OF LISTENING HOMES AMONG STATIONS

<table>
<thead>
<tr>
<th>NORTHEASTERN IOWA 22-COUNTY AREA</th>
<th>MORNING PERIOD</th>
<th>AFTERNOON PERIOD</th>
<th>EVENING PERIOD</th>
<th>ENTIRE SURVEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>KXEL</td>
<td>27.3</td>
<td>27.0</td>
<td>25.7</td>
<td>26.7</td>
</tr>
<tr>
<td>CEDAR RAPIDS—CBS OUTLET—5,000 WATTS</td>
<td>20.5</td>
<td>19.6</td>
<td>23.3</td>
<td>22.9</td>
</tr>
<tr>
<td>DES MOINES—NBC OUTLET—50,000 WATTS</td>
<td>17.6</td>
<td>21.5</td>
<td>24.6</td>
<td>23.1</td>
</tr>
<tr>
<td>WATERLOO—MUTUAL OUTLET—5,000 WATTS</td>
<td>2.6</td>
<td>2.7</td>
<td>1.9</td>
<td>2.6</td>
</tr>
</tbody>
</table>

Summary of Conlan's Newest Comprehensive Study of Listening Habits—a total of 34,684 phone calls were used.

In few major markets does ONE RADIO STATION (KXEL) so dominate the media picture.

FOR KXEL—FIRST in morning listening.
FIRST—in afternoon listening.
FIRST—in evening listening.

In this 22-county area which surrounds (Waterloo) Iowa's greatest industrial center—KXEL is an amazing favorite. This 13,099 square mile area is part of the KXEL Rural City, which has a population equal to the combined populations of St. Louis—Omaha—Minneapolis—St. Paul—Baltimore—Dallas—and that's not all! Waterloo is the greatest industrial center between Kansas City—St. Louis—Minneapolis—Chicago. Has an annual industrial income of nearly $50 million dollars.

Yes — Timebuyers — THERE'S MORE TO IOWA THAN TALL CORN AND DES MOINES.

But here's the most significant part—KXEL gets you these listeners for less cost! COMPARE. Take 7:00-8:00 A. M. period, for example. (Figures taken from 1951 Conlan Study.)

KXEL

has 30.3% of the listeners—costs $44.00 for 1/4 hour during that time.

Cedar Rapids—CBS outlet—5,000 watts

has only 19.0% of the listeners—yet costs $52.00 for 1/4 hour during this time.

Des Moines—NBC outlet—50,000 watts

has a minimum of 13.9% of the listeners—and costs $120.00 for 1/4 hour of time.

This means—if you want to sell IOWA'S MAJOR MARKET—and sell it completely—AT LESS COST PER LISTENER—there is only one answer—KXEL.

See your Avery-Knodel man today, or write KXEL for your copy of Conlan's newest, comprehensive "Study of Listening Habits"
ANY ADVERTISER CAN AND MOST ADVERTISERS SHOULD ...USE

Spot Radio

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.
The Elephant has a Mighty Memory

...How impressions get lodged so firmly in the consciousness of the pachyderm, we just don't know—but we do know about people. And we know that the voice of radio reaches people in such a compelling way that the advertising they hear is better remembered than the advertising they see.

If you are a national advertiser, you might check spot radio—to reach people at times and places of your choosing with programs of your choosing—especially the great stations listed here.

**SPOT RADIO LIST**

- WSB  Atlanta  NBC
- WBSL  Baltimore  NBC
- WNAC  Boston  MBS
- WICC  Bridgeport  MBS
- WBEN  Buffalo  NBC
- WGR  Cleveland  CBS
- WFAST  Dallas  NBC
- WBAA  Ft. Worth  ABC
- KSO  Des Moines  CBS
- WJR  Detroit  CBS
- KARM  Fresno  ABC
- KPCL  Houston  NBC
- WDAF  Kansas City  NBC
- KFOR  Lincoln  ABC
- KARK  Little Rock  NBC
- KFI  Los Angeles  NBC
- WHAS  Louisville  CBS
- WTMJ  Milwaukee  NBC
- KSTP  Mpls.-St. Paul  NBC
- WSM  Nashville  NBC
- WSMB  New Orleans  NBC
- WTAR  Norfolk  NBC
- KOIL  Omaha  ABC
- WIP  Philadelphia  MBS
- KPHO  Phoenix, Ariz.  ABC
- KGNO  Portland, Ore.  NBC
- WEAN  Providence  MBS
- WRNL  Richmond  ABC
- WOAI  San Antonio  NBC
- KOMO  Seattle  NBC
- KTBS  Shreveport  NBC
- KGA  Spokane  ABC
- WMAS  Springfield  CBS
- WAGE  Syracuse  ABC
- KVVO  Tulsa  NBC
- WWVA  Wheeling  CBS
- KFH  Wichita  CBS

**THE YANKEE NETWORK**

**TEXAS QUALITY NETWORK**

---

**488 MADISON AVE. NEW YORK CITY 22 MU 8-0200**

**CHICAGO • LOS ANGELES DETROIT • ST. LOUIS • DALLAS SAN FRANCISCO**

**April 23, 1951 • Page 9**
Max TenDrich, Weiss & Geller, N. Y., named director of media radio and TV, succeeding Lester J. Mallets, resigned.


Herbert D. Scott, director of publication media Carl S. Brown Co., N. Y., appointed director of all media. Christine M. Petrovino continues as radio timebuyer for agency.

Donald Quinn, Ruthrauff & Ryan, N. Y., to Pedlar & Ryan, same city, as head timebuyer.

Wallace X. Aron elected vice president Richard N. Meltzer Adv. Inc., S. F.

Frances Young Austin acquired the creative urge early in life and as a young high school student she expressed the urge by writing pieces for her school publications, eventually becoming editor of the yearbook at San Francisco's Polytechnic High School. As editor of the yearbook she was introduced to the importance of advertising and at the same time became aware that here was a field offering the widest possible range to a creative talent.

She was an advertising woman from that moment on. Although she did not, of course, step immediately into her present position as radio and TV timebuyer for J. Walter Thompson in San Francisco. Several years of apprenticeship intervened. From Polytechnic High School she went to San Mateo Junior College and then returned to her home state to attend Oregon State College. (She was born in Portland, moving to San Francisco, via Seattle, at the age of 13.) In college she prepared herself for her future advertising career by acquiring a bachelor of science degree in commerce.

Upon graduation from Oregon State, her actual professional apprenticeship began—she took a job with NBC in the network's Artists Service. She learned the radio talent business during the following four years booking concert artists and all types of entertainers for radio and personal appearances. Next she moved into sales and for nine years sold everything NBC had to sell—spot, network, local. Then she was ready for the advertising agency and in November 1945 joined J. Walter Thompson as radio timebuyer in San Francisco. TV timebuying was added to her duties when the medium came to Northern California.

Advertising to her is exciting and stimulating. A good campaign, she says, is a successful campaign and it doesn't matter what the product is or how large the budget. The small budget account is as important to her as the account with larger sums to spend.

The wide range of campaigns she deals with is indicated by the variety of accounts using radio and/or TV in the J. Walter Thompson San Francisco office. These include the Richmond & Northwest District Ford Dealer Associations, Kraft Cottage Cheese, Leo J. Meyberg (RCA distributor), the San Francisco Chronicle, Pan American World Airlines, Southwest Airways, Safeway Store products, Shell Oil, Washington State Apples, Holly Sugar and the advisory boards of the olive, raisin and wine industries in California.

And the list is growing steadily in both variety and number, particularly in the last few months. Activity has been increasing no-

(Continued on page 68)

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(Continued on page 68)
RICHARD GARRETT IVES, Television Broadcasters Assn., to Campbell-Ewald, N. Y., as director of research.

W. L. BUNNAGAR, vice president-manager Philadelphia office Van Diver & Crowe, to contract department Gray & Rogers, Phila.


H. M. BECKELMAN has opened new Liberty Adv. Agency in Ft. Worth, Tex. The firm is located at 401 Bewley Bldg.


ROD MacDONALD, Foote, Cone & Belding, S. F., to Guild, Bascom & Bonfigli, S. F., as media director. CLIFF SPOONER, freelance artist, to agency as associate art director. EVE DURYEA, Beaumont & Hohman, S. F., named administrative assistant of Guild, Bascom & Bonfigli, S. F.

WALTER SELOVER, Foote, Cone & Belding, S. F., to Russell, Harris & Wood, S. F., as account executive.

Hazel Thompson, Young & Rubicam, N. Y., to C. J. LaRoche & Co., N. Y., as copywriter and stylist. WILLIAM H. WEINTRAUB, president William H. Weintraub & Co., N. Y., will be among principal speakers at Ohio Assn. of Broadcasters meeting in Columbus, May 2-3 [Broadcasting * Telecasting, April 16]. His topic will be television.

LESTER A. WEINROTT, in freelance advertising business, serving such accounts as Wm. Wrigley Jr. Co., Chicago, to Ted Bates, N. Y., in executive capacity.

PHILIP BASSEL, Saks Fifth Ave., N. Y., to Hirshon-Garfield, N. Y., in radio-TV department.


How many Strawberry Plants should a good Ad sell?

One answer may well be—

It depends on the medium used. If several kinds of advertising are used concurrently—with the same type of copy offering the same products at the same prices—then results should be a good measure of media effectiveness.

Here's a Case in point:

"The Berry Patch" is a Honeoye Falls, N. Y., nursery establishment specializing in strawberry plants. Last spring the company divided its advertising expenditure among several media and kept accurate records of returns. With their kind permission, we print the results:

<table>
<thead>
<tr>
<th>Results, in % of total Plant Sales</th>
<th>Ad Cost per $100.00 of Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York newspaper</td>
<td>1.1%</td>
</tr>
<tr>
<td>Rochester newspaper</td>
<td>3.2</td>
</tr>
<tr>
<td>Local newspapers</td>
<td>4.6</td>
</tr>
<tr>
<td>Personal contacts</td>
<td>8.4</td>
</tr>
<tr>
<td>Station WHAM</td>
<td>32.3</td>
</tr>
<tr>
<td>*Unknown</td>
<td>14.2</td>
</tr>
</tbody>
</table>

The balance of 100% was sold by a pre-arranged contract with one buyer and without advertising.

This isn't the first advertiser who has learned that WHAM can sell more at less cost. . . Have you a product to sell in Western New York? Turn the job over to WHAM—Western New York's most powerful salesman!

WHAM

ROCHESTER, N. Y.

Basic NBC—50,000 watts—clear channel—1180 kc

*ADVERTISER'S COMMENT: "Undoubtedly greatly influenced by radio advertising."

April 23, 1951 • Page 11

ENJOYING a private joke at an open house held by Don B. Miner Co. in honor of the advertising agency's 40th anniversary are these five radio and agency executives (l to r): George Whitney, general manager, KFI Los Angeles; A. E. Joselyn, CBS Hollywood director of operations; Hilly Sanders, vice president in charge, radio and television, Don B. Miner; Ross Lockman, account executive, KNX Hollywood; Wilbur S. Edwards, general manager, KNX and Columbia Pacific Network. More than 300 people attended the gathering honoring the city's oldest ad agency.
Lang-Worth announces four NEW radio shows ... loaded with stars, showmanship and commercial appeal ... available for sponsorship over all Lang-Worth affiliated stations.

1. CO-STARRING Patti Page and Ray Anthony in Rhythm Rendezvous — 15 minutes, 3 times weekly, combining the exceptional talents and audience appeal of the Nation's Number One female vocalist and top-rated Name Dance Band.

2. ALLAN JONES in a glamourous half-hour show, once weekly, featuring songs by Allan Jones with the 40-piece Sydney Torch Orchestra and guest-starring the 60-voice Luton Girls Choir.

3. THE SUNSHINE BOYS: Leading exponents of the rhythmic form of religious singing in a program of Gospel Songs — terrific audience impact. 15 minutes, 5 days per week.


Lang-Worth subscribers hold the top cards of the talent deck—that's why they win consistently in audience ratings and sales. Stellar shows like The Cavalcade of Music, Keynotes by Carle, Coté Glee Club, Remember When and Through the Listening Glass make Lang-Worth the most valuable sales asset in the transcription field.
new business

Agency Appointments & Spot ...

ORANGE CRUSH Co., Chicago, names Erwin, Wasey & Co., same city, to handle its advertising. Radio and TV spots are bought cooperatively on national basis with Orange Crush bottlers. New campaign will be started May 1.

BLUEBIRD PRODUCTS, L. A. (metal polish), names Viek Knight Inc., L. A., to handle advertising. Radio spots now being used on KWIK Burbank with plans to expand spot schedule to other local stations.

SCIENTIFIC NUTRITION Corp., L. A. (Foodex vitamin), also appoints agency. Radio and TV planned.


HOLSUM BREAD, division of LANGENDORF UNITED BAKERIES, S. F., appoints Russell, Harris & Wood, S. F., to handle advertising. Royce Russell is account executive. Radio and TV will be used.

WARNER-HUDNUT Co., N. Y., names Dancer-Fitzgerald-Sample, N. Y., to handle advertising for new and as yet unrevealed cosmetic product. Advertising plans now being developed.


F. FREIRIA Sers. (distributor for Lipton products in Puerto Rico), appoints Publicidad Badillo Inc., San Juan, to handle advertising.


RED TOP BREWING Co., Cincinnati, N. Y., sponsoring transcription The Great Merlins, produced by United Artists, in Cincinnati, Dayton, Columbus and Indianapolis. Agent: Ruthrauff & Ryan, N. Y.

Network ...

BIGHelow-SANFORD Carpet Co., through its agency, Young & Rubicam Inc., has renewed half-hour Bigelow Theatre on 22 television stations effective in September for 26 weeks. Present cycle expires June 4. Firm plans to have 12 more programs filmed for new series and intersperse showing of them with those run on previous programs for new cycle. Jerry Fairbanks Productions, Hollywood, has produced films for program, and is slated to do new ones. Films budgeted at approximately $5,500-$7,000. Frank Woodruff directs for Y&R.

NORTHAM WARREN CORP., Stamford, Conn., on behalf of Cutex manicure specialties and Peggy Sage products, will sponsor first 15-minute segment of The Loretta Day Show, 1-1:30 p.m., Saturdays over ABC-TV starting May 5. Agency: J. M. Mathes, N. Y.


JUNKET BRAND FOODS, N. Y., will sponsor a quarter-hour segment of Garry Moore Show, Thurs., 1-30-45 p.m., on CBS-TV, starting June 7. Show is on five times weekly. Agency: McCann-Erickson, N. Y.

Adpeople ...

M. J. PHILLIPS, assistant advertising manager Inco Nickel Alloys Dept. of International Nickel, N. Y., elected president Industrial Advertising Assoc.

C. JAMES PROUD, national field representative Advertising Federation of America, appointed assistant to president ELON G. BORTON.


JOHN A. DEMOREST, assistant general sales manager Hiram Walker Inc., S. F., to California Wine Assn., S. F., as general sales manager.

LOUIS BEZARD, vice president Schiaparelli Inc., has resigned. He will temporarily maintain an office at the company's advertising agency, Robert W. Orr & Assoc.

WHAT'S UP?

Prices, taxes — practically everything...

EXCEPT WGN's rates.

In 1946, there were 3,761,000 radio homes in WGN's coverage area.*

In 1951, there are 5,042,000 radio homes... an increase of 1,281,000 homes.*

AND, at the same rates.

If you are going to buy... better buy radio and make your best buy WGN.

* NEILSEN RADIO INDEX

A Clear Channel Station... Serving the Middle West

WGN Chicago 11 50,000 Watts 1951 On Your Dial

MBS Eastern Sales Office: 228 East 42nd Street, New York 17, N. Y.

West Coast Representatives: Keenan and Eckelberg
225 Montgomery St., San Francisco 4 - 818 So. Van Ness Ave., Los Angeles 5
710 Lewis Blvd., 333 SW Oak St., Portland 4

BROADCASTING - Telecasting

April 23, 1951 - Page 13
WAVE
FLOODED BY
26,049 RETURNS
FROM TWO
LOCAL BROADCASTS!

Did you ever look for rain and get a cloudburst? Here at WAVE we've always known that we had quite an audience, even after Hooper hours (and allowing for six other Louisville AM stations and two Louisville TV stations). But the top convincer came when we began broadcasting a nighttime amateur disk-jockey program (sponsored by the Oertel Brewing Company of Louisville, and placed by M. R. Kopmeyer Co.). The show runs from 10:15 to 11:30 p.m., weekdays. Every couple of months we ask for votes on two successive nights, and offer a prize for the winning vote-getter.

In the December contest, 23,908 voters replied to two broadcasts. In the February contest, the two broadcasts (Friday and Saturday night) pulled 26,049 returns! To us, that's a proof of listenership!

If we may use Morton's somewhat salty saying, "When it rains it pours". And pour it does at WAVE, for this is but one example in a long line of success stories. Let Free & Peters give you all the facts — or write us direct!

LOUISVILLE'S
WAVE
N.B.C. AFFILIATE
FREE & PETERS, INC., NATIONAL REPRESENTATIVES
AFFILIATES UNITE ON RATES

By ED JAMES

HUNDREDS of radio network affiliates united last week in a desperate effort to shore up rate structures already cracked wide open by the sudden CBS price reductions and threatened with a complete cave-in.

At a spontaneous meeting in Chicago last Wednesday attended by 700 affiliates of all four networks elected Paul W. Morency, WTIC Hartford, Conn. (an NBC affiliate), chairman of a committee which has the short-term mission of using the ABC, NBC and MBS to withdraw rate reductions and CBS to rescind its announcement of rate reductions effective July 1 [BROADCASTING • TELECASTING, April 16].

The longer-range plan is to undertake a sweeping re-evaluation of rate structure, a basic study that is hoped will stabilize a reeling industry.

On Thursday the Affiliates Committee telegraphed invitations to the four network presidents to attend meetings with the committee in New York April 24 and 25.

The committee's wires pointed out there was a need for "prompt action" in beginning a study of "the whole problem of radio rate structure and all of its implications."

CBS Rates Chief Topic

The CBS rate reductions and their portents were the principal topic on the floor and in the corridors at the NARTB convention, meeting under more critical circumstances than broadcasters have ever faced before.

Justin Miller, NARTB chairman, in his address opening the association's convention, inveighed against the advertiser pressure that led to the CBS action, describing it as a "boycott by a combination of advertisers."

Mr. Miller, a lawyer by profession and former federal judge, said flatly there were indications of anti-trust violation in the "conspiracy" among national advertisers to force down radio rates.

Out of the discussion which ranged from outraged opposition to resigned acceptance, the majority opinion seemed to be that a job of fundamental industry-wide research was needed to determine whether indeed radio rates were out of date, whether they ought to be raised, lowered or left alone.

The feeling prevailed that if events that began with the CBS decision were allowed to take their helterskelter course, without the levelling action of a sober and painstaking re-examination of radio's prices, the essential structure of the broadcasting industry was destined to change.

One high official of a leading network told BROADCASTING • TELECASTING candidly that networks were facing an unprecedented economic crisis.

He pointed out that not a single show had been sold by any major network in the past six months on a clean, above-board basis and at card rates. The network business, he said, had degenerated into a dog-eat-dog scramble among the networks to capture one another's accounts.

The reluctance of national advertisers to invest in network radio, at prevailing prices, had reached the proportions of a boycott, he said. He saw no assurance that the boycott would be broken by a 10 or 15% rate reduction.

A reduction of that order, he said, might be enough to entice present accounts to remain on the air, but he doubted that it would bring in an appreciable number of new ones.

In the view of this executive, networks are approaching a time when drastic revisions of their basic nature may be demanded. Revenues from network operations have been steadily declining. He pointed out, and such corporate profits as have been made have come from owned and operated stations or other activities.

Other New Devices

If rate reductions do not accomplish their intended purpose of keeping network business volume at levels that insure at least moderate profit, the networks will have to resort to new devices of obtaining revenue.

This network executive pointed out that the amounts spent by advertisers in network radio have been declining while expenditures in national spot and local business have risen. Advertisers will take their cue from such statistics, networks may finally come to providing a

(Continued on page 90)

NARTB CONVENTION

By J. FRANK BEATTY

RADIO and television broadcasters met new and unexpected problems at their first joint convention last week, convening in Chicago for the first time as NARTB.

They met these problems head-on in the largest convention since the post-war meeting of 1946, and left Chicago late in the week with the hope that effective machinery is available to protect their business and program properties.

Not within memory of most broadcasters has so staggering a problem been faced with such suddenness as the CBS-propelled rate-cutting move. Some of these broadcasters arrived at the Stevens Hotel in a state of commercial shock. Others were mystified, or resentful.

There ensued five days of unscheduled conferences and corridor meetings and corridor gatherings. Why had CBS taken this devastating step? What could be done about it? Would it start a rate-cutting deluge?

The answers—partial answers, at least—began to emerge as the week progressed, culminating in formation of an Affiliates Committee to meet this week with network presidents and to see what can be done about holding the line on rates and perhaps recapturing prestige and commercial power on behalf of the station licensees.

Main Job Is Done

While this rash of confused conferring was dominating the thoughts and words of broadcasters, network officials, representatives and related groups, there still remained the main job of conducting an annual convention.

This job was done. It took the form of four separate conventions—a Monday defense mobilization meeting, open to members and non-members; a three-day management convention; a two-day engineering convention; one-day TV meet.

That was the all-time record for

(Continued on page 90)
CBS REPORT

First Quarter Gross Up 27.6%; Net Income Drops 2.1%

GROSS INCOME of CBS and its subsidiaries during the first quarter of 1961 was $39,235,591, up 27.6% from the $30,809,064 gross for the like period a year ago. Sidney S. Paley, CBS treasurer, reported in a statement released Wednesday at the company's annual stockholders meeting in the CBS board room in New York.

CBS net, however, showed a 2.1% decrease for the quarter, amounting to $1,276,054 or 74 cents a share for the first 13 weeks of 1961, compared with $1,304,050 or 76 cents for the same period of 1950.

CBS President Frank Stanton presided at the meeting, which William S. Paley, board chairman, was unable to attend as he was required to be in Washington, where he is serving as chairman of the President's Materials Policy Commission.

Directors Elected

Stockholders re-elected Ralph F. Colm, Isaac D. Levy, L. Levy, Edward R. Murrow, Mr. Paley and Mr. Stanton as Class B directors; Prescott S. Bush, J. A. W. Iglehart, Samuel Paley, Joseph H. Valman, CBS Dorsey Richardson as Class A directors. The sixth Class A directorship, left vacant by the resignation Feb. 1 of Edward Wallerstein, former president, was not filled, no candidate being proposed by the board.

The meeting ratified the board proposal for making 160,000 shares of authorized but unissued Class A stock and 10,000 shares of Class B stock available for purchase during the coming 10 years by CBS employees selected by the board to be given options to acquire the stock at a price to be set by the board but not less than 88% of a fair market value. An incentive measure, the plan calls for 15,000 shares of Class A stock to be optioned to employees each year. Stockholders also ratified the board's earlier action in optioning 7,000 shares of Class B stock to Mr. Stanton and 3,000 shares of Class B stock to Mr. Ream, the network's executive vice president.

CBS acquisition of Hytron Radio & Electronics Corp., approved a week earlier by the CBS board [BROADCASTING • TELECASTING, April 18], was mentioned by Mr. Stanton who, in answer to a stockholder's question, said that to the best of his knowledge Hytron is not carrying an embarrassingly large inventory of TV sets such as has been reported for other net manufacturers. An arrangement, calling for an exchange of 31 shares of CBS stock for each 100 shares of Hytron stock, will not become effective until ratified by the stockholders of both companies, but no action was taken at the CBS meeting as about a month will be needed to assemble the necessary information, it was reported.

When that has been done, a special CBS stockholders meeting will be called, probably in mid-May.

Loyalty Question

A question about the loyalty statement required of all employees by CBS was answered by Mr. Ream, who said that the questionnaire used by CBS was the same as that required of all applicants for Civil Service positions and had been instituted by the network following the President's declaration of a national state of emergency because of the unique position of a network at a time of emergency. Asked specifically concerning the dropping of Louis B. Untermyer from the CBS-TV

Paul Harvey Sponsors

ON APRIL 2, 63 cooperative advertisers assumed joint sponsorship of Paul Harvey's news analysis program, Monday through Friday, 1:13; p.m., on ABC. The co-op sponsorship consists of furniture stores, automobile dealers, household appliances, department stores, etc.

show What's My Line!, Mr. Ream pointed out that Mr. Untermyer was not a CBS employee but an action of one management hearing that he was "not going to go into service the reason for changing talent on programs."

NEWSPAPER PACTS CONTINUE

NEWS of signed baseball contracts continued to trickle in last week. Other signlings have been listed previously [BROADCASTING • TELECASTING, April 11]. Those reported last week follow:

Liberty Broadcasting System baseball contracts this year are sponsored by Falstaff Brewing Corp., St. Louis, through Danzig-Fitzgerald-Sample, New York, over approximately 150 outlets, with remainder of 300-old LBS stations on a coast-to-coast basis, the network announced last week.

For the fourth consecutive year, two Baltimore Oriole home games weekly will be telecast over WMBR-TV Baltimore. Gunther's Beer and the Atlantic Refining Co. will handle the sponsorship.

Agencies are Ruthrauff & Ryan for Gunther's and N. W. Ayer & Son for Atlantic.

Also in Baltimore, WAAAM (TV) announced that it will carry 12 Washington Senator games under the sponsorship of the American Brewery Inc., which, in addition, is sponsor for nine games over WBAL-TV Baltimore. Elmer D. Free is the agency.

Meanwhile, WWDC Washington announced a "home run" sell-out of sponsorships of all broadcasts of Senator games, plus all programs and spot announcement adjacencies. Sponsoring the play-by-play broadcasts are the Christian Brothers, Union Brewing Co., Old George-town beer and Sinclair Refining Co.

KTUL Renews

JOHN ESAU, vice president-general manager of the Tulsa Broadcasting Co., operator of KTUL Tulsa, announced April 18 the station had renewed its contract as an affiliate of CBS. Mr. Esau said he had signed a two-year contract with Herbert V. Akerberg, vice president in charge of station relations for CBS. KTUL has been an affiliate of CBS since 1954.

'52 CONVENTION

Board Picks New York

NEW YORK was picked as the site for the 1962 NATOB convention by the board of directors, with the Waldorf-Astoria Hotel as headquarters. Meetings will be held April 28-May 2.

The New York site is subject to contract negotiations, with the chance it will be moved if a favorable deal cannot be made.

Four of the six postwar conventions have been held in Chicago—the last three at the Stevens. The 1948 convention was held at Los Angeles, 1947 at Atlantic City, and 1946 at the Palmer House, Chicago.
HIGH ADVERTISING LEVEL

By RUFUS CRATER

FORECASTS for continuing high-volume advertising levels bright-ened the 33d annual meeting of the American Assn. of Advertis-
ing Agencies, held last Thursday through Saturday at the Green-

These heartening predictions shared the three-day agenda with sober calls upon the advertiser and agency to do their utmost to promote morality and American ideals and principles; to do more to sell the public and its lawmakers on the value of advertising beyond products, and to continue and expand its program of self-regulations.

Starting with the election of Young & Rubicam’s Louis N. Brockway as the new AAAA board chairman (story this page), the approximately 400 members and guests elected:

- Heard a review of the special Test Survey Committee’s report and recommendations on radio and television development methods and were called upon to give the report serious study as a possible approach to solution of the problems.
- Heard Ralph W. Hardy, NARTB director of government relations, outline Congressional criticisms of advertising and suggest measures to meet these attacks.
- Were told that radio and television must be especially careful with their powerful influence on development of public ideals and principles.
- Heard television described as the biggest contributor of problems to the media side of advertising.

Ad Volume High

In an executive session opening the convention, built around the theme of “Advertising in a Mobilized Economy,” President Frederic R. Gamble pointed out that although many defense and wartime problems may recur, “advertising is a business and general business activity already has reached a $300 billion rate and promises to go considerably higher.”

“On that volume,” he continued, “the normal advertising percentage of 3% would result in total advertising volume of $9 billion comparable with the present rate of between $5 and $6 billion.

“Even if we were to fall as low in percentages as the 1.2% we recorded during World War II, we could apparently still expect advertising volume not to fall below $4½ billion—and it seems likely that, with the continued expansion of production, advertising will continue well above this figure.”

On the darker side, Mr. Gamble noted the proposed 20-25% tax which the staff of the Congressional Joint Committee on the Economic Report recommended to be placed on advertising. Fortu-
nately, he said, “no members of the Congressional committee have indicated their intention to support the tax proposed by the staff.”

He also noted that “serious shortages of paper for publication use and of inks and chemicals—‘possibly affecting advertising reproduction’—may be in the offing, along with a manpower shortage.

Membership High

Mr. Gamble noted that the AAAA membership is at an all-time high of 553 and that members’ financial position “appears to be good.”

“But,” he said, “television still presents a serious financial problem to many agencies. On the media side of the business, in fact, by far the most problems are arising in television. Cobwebs in the holes of television, as with the print, have been filled with new problems of taste and censorship.”

In a similar vein, at the same executive meeting, Mr. Brockway, in accepting election to the chairmanship emphasized advertising leadership’s responsibility in the campaign for a return to true American ideals and said, with respect to radio and TV:

“We must be certain that our radio and television programs are always in good taste, that they do not glorify or condone crime or criminals or do not set up wrong standards of conduct for others to imitate in the mistaken belief that they are socially desirable or acceptable. The radio or television program that presents distorted pictures of American life or that makes heroes of thugs, gangsters, crooked politicians or dishonest people tends only to elevate in the minds of millions the actions of these characters, and to place the stamp of approval upon a subversion of the ideals and principles we are fighting for.”

Improved business for advertising was foreseen by Richard Glenn Grellet, chief economist of Time, Inc., in Friday’s opening session.

He considered the current Mobilization program, in so far as it is now planned, no cause for worry to the advertising industry.

Using World War II experience as a guide, he said that “at the worst, this would mean a 3% reduction in advertising during the first year of mobilization. Thereafter—substantial growth.”

Whereas 45% of national output was for military purposes at the peak of World War II, he said, announced plans now contemplate only 15% by the end of 1951 and a maximum of 20% next year.

He noted that all principal national advertising media’s revenues showed a 3% decrease in 1942 as compared to 1941, but an increase in 1943 as compared to 1941.

“Projected from 1950 levels of $1.560 billion,” he said, “this would give a decline to $1.5 billion in this year but an increase to $2.850 billion five years hence.

Higher Spending Seen

“Consumers are going to have more money to spend this year than last year,” he continued. “And advertising will have more money next year than this year. And in as much as the volume of advertising demonstrably increases long before consumption of expenditures spending, our prospects for this year and next, the way we are going now, are bright.”

Mr. Hardy said in a speech prepared, delivered at the Ad Club of New York, that he had found that Congressmen “frequently reflect a shocking lack of understanding of the functions, purposes and worth of advertising, advertising in our economic and social institutions.” He grouped Congressional criticisms as follows:

1. That advertising is an unnecessary luxury, a waste of money and that it should certainly go by the boards during any critical national situations.

2. That there is something phony in advertising.

3. That because of flagrant violations of good taste and propriety (not at all well-identified as specifics in the minds of critics) there has been a general breakdown in the pub-

NEW OFFICERS

LOUIS N. BROCKWAY, executive vice president of Young & Rubicam, New York, was elected chairman of the board of the American Assn. of Advertising Agencies last Thursday as the AAAA opened its 33d annual meeting at the Greenbrier, White Sulphur Springs, W. Va. (see story this page).

He succeeds Fairfax M. Cone, chairman of the board of Foote, Cone & Belding.

John P. Cunningham, executive vice president of Cunningham & Walsh, New York, was elected vice chairman of the board of the association. Mr. Cunningham, president of Van Sant, Dudgale & Co., Baltimore, was named secretary-treasurer.

President Frederic R. Gamble continued in office for another year.

Directors elected at the Thursday sessions:

Directors-at-Large, for terms expiring in 1957:


Directors representing 4A’s sectional councils, for terms expiring in 1955:

- Fletcher D. Richards, Inc., New York, representing the New York Council; George C. Wiswell, treasurer, Cham-

Brokway Is Elected AAAA Chairman

Mr. Cunningham, New York, and Mr. Van Sant, San Francisco, were named to serve with the association’s four officers on the Operations Committee, which conducts national affairs of the association.

Mr. Brockway, new board chairman, entered advertising in 1919 when he became advertising manager of Scribner’s magazine, and has been connected with the agency since 1936. He joined Y&R as an account executive; became vice president and account supervisor in 1936, and was named executive vice president in 1943. He was vice chairman of the 4A’s the past year; has been a director since 1948, and is a director and chairman of the Advertising Council’s Executive Committee.

Mr. Cunningham, new vice chairman, joined Newell-Emmett Co. in 1919 and rose to the post of executive vice president when the firm was incorporated as Cunningham & Walsh in 1950. Mr. Van Sant, new secretary-treasurer, established Van Sant, Douglas & Co. in 1914.
PETRY WARNS

By EDWARD PETRY

On Rate Cuts, Network Spot Pitch

By EDWARD PETRYPresident, Edward Petry & Co.

THERE are two important topics which are the reason for this meeting today.

One of them concerns the highly publicized report which the ANA has recently issued on the subject of radio time values.

The ANA report is an effort to justify general reductions in radio broadcasting rates. They are making the attack, at the start, on network time rates, assuming that the trend in local would still follow in line. Apparently, they have at least partially convinced CBS and ABC, because they have announced a general rate reduction for network advertising effective July 1.

I don't know how they are going to justify those reduced payments to their affiliates, particularly in network time, but presumably they are just going to implement it, with or without justification. As everybody in this room knows, I personally and everybody in the Petry Co., has always been in favor of high rates. We have always felt that radio has been sold too cheaply and at the same way today. While it may be true that radio is not giving as much value, in some television markets, as it formerly did—it is nevertheless true that dollar for dollar it is still a great advertising medium.

Cites ANA Report

The ANA report, while not complicated in itself, is something we have had to analyze at considerable length, and with the use of a lot of figures and statistics. For that reason I thought it better to have our thoughts about it put down on paper so that you could read them and think about them before you could just hear them.

The other main topic concerns the situation which has come up as a result of the network's invasion of the spot broadcasting field by selling spot over their chains.

The new move the networks have made into the national spot field, in the matter of using their network facilities as vehicles for selling spot advertising, is a subject of even more immediate and far-reaching importance.

Many stations here today had the highest national spot year of all time during 1950. Every station here today, with the exception of three, carried more national spot during 1950 than it did the previous year.

The entry of the networks into the national spot field, by using their stations to carry national spot business, is a development which we feel will drastically reduce all of your income from national spot during 1951 and may reduce your national spot radio in the not too distant future to something approaching the vanishing point. The problem that we want to outline and discuss then is, in its simplest form, how can we maintain the highest possible level of national spot business.

Anyone who is not emulating the ostrich will agree that increased budgets for TV, both spot and network, will eventually result in some lowering of budgets available for spot radio. As a matter of fact, this situation already pertains in highly developed TV markets. As it is true when any new medium is available to the advertiser, it eventually falls into its own place, and this is usually accomplished in a fairly orderly manner. We think that television and radio will reach their respective levels based on their separate abilities to serve the advertiser. In the meantime, we can all contribute to this orderly change by selling radio on its special advantages and selling television on its advantages.

The new, and in our opinion, much more serious, threat to national spot radio is this new fact that all networks are using their chains to carry spot broadcasting and spot announcements. Already the country's largest user of radio and one of the smartest radio advertisers—P&G—has bought and is now running spot announcements on the ABC network. CBS has not so far sold outright one-minute spots in existing network sustaining programs. They have accomplished practically the same thing by dropping five-minute newscasts into existing CBS sustaining, and the P&G Ivory Bar one-minute copy is then carried in those five-minute shows.

Either way it is done, the threat to a large proportion of your income remains the same. Our information is to the effect that many large current users of national spot are now seriously considering following P&G's lead. It is our considered opinion that, as more and more money is diverted from national spot to network spot, the network will see to it that more and more programs are made available for this type of service. Here, precisely, is what happened in the case of P&G: P&G had allocated approximately $85,000 for a national spot campaign, of which $107,097 was headed for your markets. The budget called for 10 spots per market per week.

Before the actual buying was completed, we were informed that the campaign had been called off.

(Continued on page 96)

THE MAN who established national spot radio on the successful economic and ethical basis it enjoys today—Edward Petry, founder and president of the exclusive station representative firm bearing his name—has combined the defense of spot radio from what he charges are increases pressures of the large networks.

Mr. Petry

DISCUSSING the rate situation after the Petry Luncheon last Monday in Chicago (l to r): Frosty Blair, Petry, Chicago; Ed S. Whitlock. WRKL, Richmond; Budge Cimbom, president and general manager, WCA, Philadelphia, and Miller Robertson, vice president in charge of sales, KSTP, Minneapolis.

BROADCASTING • Telecasting

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Address delivered April 18 before closed meeting of Petry-represented stations, Stevens Hotel, Chicago. About 50 station executives were present.

Page 18 • April 23, 1951

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(Continued on page 96)
RATE DEBACLE

BROADCAST Advertising Bureau opened its industrywide fight to pull radio out of its current rate debacle at a Tuesday morning clinic held during the NARTB Chicago convention.

President William B. Ryan and Edgar Kobak, WTWA Thomson, Ga., BAB board chairman and NARTB board member, started the campaign to sell radio by an aggressive sales promotion campaign. They were supported by advertiser, agency and related spokesmen who agreed the medium should be developed to new heights and effectiveness.

This first organized attempt to meet the CBS-projected rate crisis head-on was conducted in a quiet, orderly atmosphere. Determination rather than high-pressure talks marked the 2½-hour meeting as BAB made its first bid to the membership for financial support.

Kobak Keynotes Charge

Mr. Kobak sounded the keynote by charging that radio is short-changing itself and the listening public by watching TV develop in small steps towards better programming and better selling. He claimed radio is punch-drunk from boos of advertisers who are getting better results from radio while demanding lower rates. BAB will supply the promotion leadership and research, he said. At the same time he blamed broadcasters because they had failed to raise rates in recent years. "Treat all advertisers alike and cut out deals," he urged.

"My own opinion is that CBS took a drastic move. Columbia hated to do this and is catching lots of squawks. The next two weeks you will hear from all networks. You might as well take it —you're going to get it. Then take the offensive," he urged management separation of radio and television, adding that TV will eventually set up its own promotion bureau.

Mr. Ryan, making his first convention appearance as BAB president, quietly and earnestly called for support of BAB as he outlined the industry's current problem and what should be done about it. He noted that the organized, unified attack of the Assn. of National Advertisers had met some measure of success but claimed radio is vulnerable because it doesn't defend its own rates.

Wasted Energies

"Radio dissipates its energies fighting itself," he said. Through radio has produced more statistics than any other medium it has never measured the size of its audience aside from the data in the two BMB studies, he said. Rather it has produced highly competitive research for individual stations and networks.

Mr. Ryan reminded that the public bought 18 million radio sets (Continued on page 94)

SALES CREDO'

BAB Reads Kesten Message

IN A critical hour, broadcasting received an inspirational sales credo from one of its illustrious pioneers. Paul W. Kesten, former CBS executive vice president and now consultant to the network, sent a message to Broadcast Advertising Bureau, to which he is consultant. The letter was read at the BAB clinic held Tuesday morning during the NARTB Chicago convention.

Here is the credo, contained in two types of effort he felt BAB should carry on:

First a continuing, constructive, untroubled flow of material selling radio as the broadest, simplest, lowest cost mass advertising medium on record—commanding the most open, easy, eager channel that God ever invented to reach the human mind . . . the human ear. That's basic about radio, it always will be basic, it can't be overplayed.

Second, a hard boiled, highly competitive opportunistic barrage of plugugly comparisons with other media—magazines, newspapers and by no means excluding television. Case histories . . . deadly parallels . . . cost-seller stuff gleaned from bargain basements and from lofty campaigns from the local level to the national level and back again . . . no holds barred.

SHARPLY reversing the trend of aural broadcast income—which had been steadily declining since 1944—the FCC last Thursday revealed that total income for 1950 for AM and FM, before federal taxes, rose 34.5% over 1949.

The Commission's figures on aural services were indicated by preliminary estimates filed by networks and stations with that agency. Similar analysis of television networks and stations had been released late last month by FCC (Broadcasting * Telecasting, April 2).

In reaching its peak income year, aural revenue from time sales and other sources amounted to $447.7 million (see Table I). This, coupled with television's 1950 figure of $105.8 million, pushed the overall broadcasting industry total past the half-billion dollar mark for the first time.

These figures alone indicate that network business during 1949-50 remained virtually constant with the rise in aural revenue primarily attributable to increased business of stations.

Of interest is FCC's comparative revenue figures showing that aural stations located in TV markets suffered no aggregate loss, but rather they experienced a 6.6% increase in 1950 over the previous year (see Table II). This table, confined to stations in operation over the two years, also discloses

AM, FM INCOME

FCC Reports '50 a Peak Year

BROADCASTING * Telecasting

TABLE I

AURAL BROADCAST SERVICE

Estimated 1950 Revenues, Expenses, and Income

<table>
<thead>
<tr>
<th>Revenue Description</th>
<th>1950</th>
<th>1949</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcast Revenues</td>
<td></td>
<td></td>
<td>(%)</td>
</tr>
<tr>
<td>4 Nationalwide networks and 3 regional networks (including owned and operated stations)</td>
<td>$109.7</td>
<td>$108.1</td>
<td>1.5</td>
</tr>
<tr>
<td>Other AM and FM Stations</td>
<td>338.0</td>
<td>307.1</td>
<td>10.1</td>
</tr>
<tr>
<td>Total</td>
<td>447.7</td>
<td>415.2</td>
<td>7.8</td>
</tr>
<tr>
<td>Broadcast Expenses</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Nationalwide networks and 3 regional networks (including owned and operated stations)</td>
<td>91.2</td>
<td>90.6</td>
<td>0.7</td>
</tr>
<tr>
<td>Other AM and FM Stations</td>
<td>285.6</td>
<td>271.9</td>
<td>5.0</td>
</tr>
<tr>
<td>Total</td>
<td>376.8</td>
<td>362.5</td>
<td>3.9</td>
</tr>
<tr>
<td>Broadcast Income (before Federal Income Tax)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Nationalwide networks and 3 regional networks (including owned and operated stations)</td>
<td>18.5</td>
<td>17.5</td>
<td>5.7</td>
</tr>
<tr>
<td>Other AM and FM Stations</td>
<td>52.4</td>
<td>52.7</td>
<td>0.5</td>
</tr>
<tr>
<td>AM and FM Stations</td>
<td>70.9</td>
<td>57.2</td>
<td>23.4</td>
</tr>
</tbody>
</table>

1 The number of network owned and operated stations in 1949 was 27 and in 1950, 28.
2 Including 2,098 AM, AM-FM or independent FM stations in 1949 and 2,173 in 1950.

Table 1 continued on page 98
SERIES OF NARTB basic problems. Board and TV board meetings during the NARTB Chicago convention, first in the history of the newly aligned association, were focused on problems of audio and video operation under one trade association.

TV and joint board meetings were held Saturday, April 14, TV were followed by the National Board of Special and Committee meetings at which key issues were discussed.

The autonomous TV organization failed to come up with a general solution to the problem and a special preliminary meeting held. The board adopted a series of resolutions which were ratified Thursday by the TV membership (see "Defense business story, page 76)." Solutions which were ratified Thursday by the TV membership (see "Defense business story" page 76).

Resolution supporting passage of the McFarland Bill (S 668) was unanimously approved by the joint board. Frank U. Pierson, WABR, Arlington, Va., FM director at large, introduced the resolution. The McFarland Bill would stream line NARTB's procedure. NARTB President Judge Brown, in a paper before the House Interstate and Foreign Commerce Committee when hearings are resumed April 24, will testify in support of the bill.

The board voted appointment of a membership committee to screen applicants for associate membership.

Kobak's Research Motion
On motion of Edgar Kobak, WTTA, Thomson, Ga., small station director, the board voted to name a special board committee to look into the report by the Special Test Survey Committee. This test committee, headed by Dr. Kenneth H. Baker, New York, and P. Miller, submitted a report last winter urging NARTB to take the lead in promoting a comprehensive study of audience measurement techniques in an effort to end the confusion in the research field.

The whole matter of research confusion came to a head last summer when KJBS San Francisco asked for a showdown over value of various techniques. The project was launched in an advertisement in Broadcasting - Telecasting. Dr. Baker's committee made an extensive preliminary study of the problem and suggested a thorough analysis of research techniques could be made for about $140,000.

Robert D. Swesey, WDSU-TV New Orleans, on behalf of the Presidential Selection Committee, which had signed Harold E. Fellows, WEIB, Boston, and CBS New England manager and TV Station Manager, to a five-year contract as general manager, took effective June 4. Judge Miller becomes chairman of the board. The selection of Mr. Fellows was ratified. He was introduced to the board by the committee chairman.

Neal McNaughten, NARTB engineering director, was directed by the board to take part in the sixth plenary assembly of the International Radio Consultative Committee (CIC), starting next June in Geneva. Mr. McNaughten is international chairman of Study Group No. 10 which deals with broadcasting, having been named by the State Dept. He will sail May 25.

The special committee was held at Stockholm in 1948. C. E. Arney Jr., secretary-treasurer since 1939, was re-elected for another year.

Accepted into associate membership were Audio & Video Products Corp., Asrael Adv. Agency, Bruce Bells & Associates, Kilek! Braders, and Snader Telecisions Sales.

The board held a pre-meeting meeting prior to the joint board meeting held at April 14 with Eugene S. Thomas, WOR-TV New York, president.

The annual sessions of the association, which were proposed in June, will be held at Williamsburg, Va., prior to the June 4 joint board meeting in Washington.

COUNSEL AT OPENING SESSION

JUSTIN MILLER, NAB president for the past six years, said last week that his assumption of the chairmanship of the new NARTB "will not" be "burdened with management and administrative duties" and that his new position would permit him at last to do the sort of job that was promised him when he was "NAB mayor" leave him a lifetime tenure in the federal judicature.

He delivered the principal address of the opening session of the 28th annual convention of the broadcasters' trade association Monday afternoon.

Judge Miller said that the NAB selection committee, in seeking his acceptance of the NAB presidency in 1946, promised that he would not be "burdened with management and administrative duties" - instead, his most important function would be that of diagnosis and prescription of remedies.

Persuasive Factor
He said that he regarded that as "the most attractive feature of the committee's offer and the one which finally persuaded me to leave the bench."

Contrary to promises, he said, events obliged him to "plunge at once into the work of management and administration and . . . I rarely got out of it."

The reorganization of NAB into NARTB and the election of Harold Fellows, former general manager of WEIB, Boston, as president, has resulted, Judge Miller said, in an arrangement to the judge's satisfaction.

"The board has appointed me to a position in which I can do the sort of job with which the 1946 committee on selection spurred me, from a lifetime tenure on the federal bench, to the uncertainties of short-term trade association tenure."

Judge Miller devoted most of his address to giving "advice to my successor."

Advice to Fellows
The first thing he advised Mr. Fellows to beware of was the trade press, although he did not identify any journals by name.

He remarked that a man may be a "D-English major one day, a cup reporter the next, and an expert on everything a year or two later. This fact is one which the dictators always capitalize, in the use of the 'big lie' technique. No better proof can be found of the fantastic gullibility of many people."

Having warned Mr. Fellows against taking the trade press seriously, Judge Miller advised him that on a trip (the Judge recently returned from South America) he had learned that the three dominant motivations of the people in one country were love, money and laziness.

"I suspect," he said, "that these three are high up on the list in most countries. You may be sure that where they are dominant, there is little time or energy left for such activities as those of trade associations. That explains, perhaps, why the percentage of membership runs close to 5% of the total number of broadcasting stations."

Those who are members, he added, do not all participate whole heartedly, but instead are entitled to some token or other allocation of information. This was referred to the Tuesday meeting.

Mr. Thomas reported 58 of the 107 operating TV stations now belong to NARTB, first time a majority on the board has been pledged to any single trade association. Mr. Brown reviewed legislative and regulatory matters affecting the TV industry.

(Continued on page 107)
Come Summer...
gogo where the money goes

This summer, check in at 50,000-watt KSL. Discover for yourself the four-state summer wonderland KSL puts at your feet.

There's money everywhere. It's in the billion-dollar Intermountain industrial empire that's booming all year long...

in Wasatch National Forest (most-visited in the U. S.),
the Rockies and all the natural wonders that attract Intermountain America's horde of free-spending summer vacationists.

And every year is bigger than the last.

In 1950, far more visitors than in '49 spent 12% more dollars June through August — helped ring up a soaring $254,553,000 in retail sales!

At KSL, you're in for a wonderful time. Because KSL last summer registered 41% more listeners than the second station during the day... 38% more at night! And because KSL this summer will be out for an even greater share of audience with an unprecedented promotion campaign. (Tie-in displays, billboards, stunts, newspapers and on-the-air ads—the works!)

Make your reservations now. Call KSL or Radio Sales today!

KSL
50,000 WATTS
CBS IN SALT LAKE CITY
Represented by Radio Sales

All sources on request
WORLD Broadcasting plugged its Robert Montgomery show, Freedom Is Our Business, with these convention representatives on hand (l to r): Rear, Sy Kaplan, Hugh Grauel, Mike Stillerman and Bob Friedheim; seated, Sam Carter, Dick Lawrence and Maynard Marquardt.

GATES RADIO Co.'s large broadcast transmitter is explained by Francis W. Wentura (l), as two other Gates representatives (l to r) Stan Whitmatt and O. J. McReynolds, and a station man, L. W. Lenwell, KELL McCook, Neb., look on.

ONE OF Frederic W. Ziv Co.'s most popular transcribed shows, Boston Blackie, was a well-board background for this group of salesmen. L to r: Bennett Philley, William M. Mertz Jr., Albert Unger and Stuart E. Halliday.

BLONDE Thesaurus Queen attracted all eyes at RCA's recording exhibit. L to r: Rear, Bert Woods, George Field, Model Jane Casey, H. Gillaspie and Bob Fender; seated, Geoff Bennett and Jim Davis, all Thesaurus representatives headquartered in Room 512, "the Key Club."

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FOUR new programs were introduced by Lang-Worth Feature Programs. Posted in the firm's suite (l to r): Cy Langlois Jr., Hugh Allen, Pierre Weis, William Young, John Langlois, Walt Davison and Cy Langlois Sr.

SESAC representatives, outlining features of its new library, include (l to r): Bob Stone, Ralph Baruch, David R. Milsten, Kurt A. Jadassohn, George W. Johnson, Louis Tappe, John Casey, Alice J. Heinecke.

ALLEN B. DuMONT Labs' delegates and station men check TV monitors during the convention. They are (l to r): Jerry W. Keefe, WHBF-TV Rock Island, Ill.; C. E. Spicer, DuMont; R. J. Sinett, WHBF-TV; Jim B. Tharpe, DuMont.

FEDERAL Telecommunications Labs sent two spokesmen to the NARTB meeting. Checking equipment at the last minute are A. J. Baracket (l) and J. H. Hickerson.
HEAVY DISPLAYS

RCA EQUIPMENT swallowed up the largest portion of the Exhibition Hall and the RCA exhibit again this year, but Broadcast Music Inc. attracted the most attention from visitors. Twelve companies allied with the radio and television industry leased space in the Stevens Hotel lower-level Exhibition Hall, which occupies 30,000 square feet.


The three new exhibitors added this year were the U. S. Army Signal Corps, the Armed Forces and Kliegl Bros., Universal Electric Stage Lighting Co. Two exhibitions—Collins Radio Co. and Raytheon Mfg.—dropped their heavy exhibits for the show, and the RCA Collins set up headquarters on the ninth floor, where all light displays were shown, and Raytheon did not exhibit because it no longer manufactures television equipment.

RCA showed an extensive line of transmitters, radio and video consoles, transmission lines, monitor racks, and cabinets and tubes. Equipment was displayed around a replica of the Empire State Bldg., atop which a 222-foot multiple TV and FM antenna is being erected. The installation was designed and constructed by RCA. The model was designed of glass and wood, and was supplied by the Empire State Bldg.

TV Amplifier

Interest of conventioners centered on the company's 20 kw television amplifier, which, used with a 12-gain antenna, will increase a station's coverage area "four times over," one spokesman said. The multiple unit was designed and constructed as a result of the FCC's declared plan to increase the power of TV stations now on the air. The model will be available when petitions for increased power are authorized. Another piece of equipment talked about, although, it was not shown, was the new air-cooled 10 kw transmitter.

A new 5 kw slant line 10 kw AM transmitter was shown with a 250 w transmitter, with a rack, which occupies no more floor space than the former RCA 230 w transmitter alone. The single unit piece includes new monitoring equipment, a frequency monitor, modulation and limiting amplifier. RCA officials also introduced an expanded console, with expanding mixing facilities for TV with eight microphone inputs, shown with a master switch console which is capable of switching 10 transmitter channels into three outgoing circuits.

FLASHING vari-colored lights were used on a large wall map of the U. S. to indicate TV stations using RCA field, studio, transmission and antenna equipment. Next to the map was a model of a new portable film projector which couples onto a remote camera and permits film inserts and slides to be telecast from a remote site. One of the most expensive items on display was a custom-built television audio console, originally designed for use at NBC New York. It has 12 microphone channels, a dialogue equalizer, an element which prevents sound effects (switching is automatic with the camera) and an on-air video monitor.

RCA Biggest Exhibitor

Broadcast Music Inc. introduced its new "Autograph Series" of sheet music, displayed original music manuscripts and letters of the composers in three glass-enclosed tables. A fourth was filled with archaic musical instruments. The autograph series is expected to include 132 compositions in the BMI library, and with each sheet music copy the company will include a replica of the original manuscript suitable for framing.

The exhibit, heavily guarded because of its value, included original of miniature golf clubs attached to a duplicate of the key to Room 512, its headquarters. Numbers corresponding to those on cards passed out during the day were mixed for a drawing each afternoon, with the winner receiving a set of matched golf clubs. When the keys ran out on the first day of the convention, RCA sent in matches — labeled "Thesaurus is setting the trade on fire!"—as a substitute. Mexican vases, a wooden device tossed on a peg, were distributed again this year.

TWENTY-TWO "light" exhibitors displayed their radio and television exhibits on the fifth floor of the Stevens Hotel throughout the NARTB convention in Chicago last week.

This year, in the past, scantily-clad models distributed "come-on" gimmicks, suites were flooded with wall-board promotion pieces and brochures and broadcasters auditioned dozens of new transcribed radio and television programs.

RCA THESAURUS issued membership cards in its exclusive "Key Club" after distributing hundreds of invitations owned by BMI and borrowed from collectors. In the group were "Dixie's Land," subsequently known as "Dixie," "America," Stephen C. Foster's "Sadly to Mine Heart Appealing" and "Home Sweet Home." Manuscripts were mounted on maroon flannel and surrounded by letters in the authors' handwriting, plus pictures.

The Con Band Instrument Co. Eickhart, Ind., loaned BMI a group of ancient musical instruments. Displayed in a fourth case, they included Egyptian pipes of Pan, reportedly 5,000 years old. The Hebrew shofar, made of a ram's horn; boxwood clarinets; a Chinese trumpet; a soprano Zinke in D, a 16th Century German device; the Serpent, a snake-shaped instrument, (Continued on page 104)

‘LIGHT’ EXHIBITERS

22 Show Products

RADIO LAUNDED

Bradley Praises Korean Newscasts' Accuracy

GEN. OMAR N. BRADLEY said last week that commercial radio news reports from the Korean war are "so accurate" that he includes them in the daily briefings that he gives the President and Secretary of Defense. Gen. Bradley, chairman of the U. S. Joint Chiefs of Staff, addressed a luncheon meeting of the group in New York and explained that a telephone conference between Washington and Tokyo is held daily between 6 and 8:15 a.m. to inform the Defense Dept. of the latest progress of Korean operations. A summary of the situation is prepared for him. Frequently, however, Gen. Bradley's aides pick up information from 8 a.m. radio newscasts that was not included in the official report, he said.

"These broadcasts," said the general, "are so accurate that I do not hesitate to give them to the President."

Praises Coverage

Gen. Bradley complimented radio and television for their "particularly outstanding" coverage of the Korean war. A part of his address was devoted to an address on "Korea Today," an analysis of the military concept of that action and its relation to the whole movement of resistance against communism.

At the same luncheon, over which Justin Miller, NARTB chairman, presided, the four finalists of the

BROADCASTING • Telecasting

April 23, 1951 • Page 23
A Billion Bucks

A Bonanza Market

Right now Wichita retail sales are 32% ahead of the 1950 level! They have led the five-state area* time after time. People in the Wichita market have money to spend and they will continue to spend it because Wichita industry alone has far more than a BILLION-dollar backlog.

* Colorado, Nebraska, Kansas, Oklahoma, Missouri.

Here you find big-scale employment of a population that's 98% native-born whites. And, don't overlook Wichita's normally high income from regular production at the basic sources, i.e., Agriculture, Cattle, and Oil. Yes, sir! We have full pocket books and full dinner pails in Wichita.

You can tap this rich market most easily, most economically, with RADIO. The average ownership is a little over three sets per family in the area. Every test and every measurement proves the listening audience.

Represented Nationally by Edward Petry & Co., Inc.

KFH CBS

Represented Nationally by Radio Representatives, Inc.

KAKE Mutual
Aint Hay---

WICHITA

The Hot Spot of the Nation

Wichita's new sixty-million-dollar Jet Bomber Base and ten-million-dollar Municipal Airport are now a fact!

Homes are being built by the thousands. New super highways, flood control and other colossal expansion is extending Wichita's city limits almost weekly. It takes very little imagination to convert this boom into payroll dollars which soon find their way into cash registers.

Radio is *the one* vital influence on these busy people. You can influence about one million five hundred thousand people with above-average income within the listening area of these four Wichita network stations. *You can reach more people for your advertising dollar . . . with radio.*
SPORTS SESSION

BROADCASTERS joined organized baseball last week in planning a campaign of promotion this season but let major and minor league officials understand they have been getting pushed around in seeking radio rights to games.

Wider long efforts to work out a promotion drive in which networks, stations, manufacturers and set-selling outlets will participate came to a focus at the NARTB sports session, held Tuesday afternoon during the Chicago convention.

Out of two hours of plain talk, and the informal understanding that the sports operators and electronic industries could cooperate to their mutual benefit.

George Trautman, president of the National Assn. of Professional Baseball Leagues, suggested stations channel their requests for game rights, as well as their complaints, through NARTB. After hearing both major and minor leagues criticized for their handling of game rights, he said, "we are on the doorstep of a fine relationship."

Lindsay Presides

Merrill Lindsay, WSOY Decatur, Ill., newly elected NARTB director from District 5, presided at the sports meeting. He reviewed briefly the history of baseball broadcasts and noted that baseball's rule protecting major league clubs within 50 miles of their ball parks has hurt broadcasting.

Mr. Trautman said attendance of the minors was down 20 per cent last year. He blamed this on a number of factors, including radio, television, weather and economic conditions. He recalled the three recommenda-

SIXTH ANNUAL reunion of the U. S. Radio Mission to European Theatre of Operations was held in Chicago April 15 in conjunction with the annual convention of NARTB. Present were, seated (1 to r) Joseph H. Ream, executive vice president, CBS; J. Leonard Reinsch, managing director, Cox Radio and TV stations, and last year's winner of VIP-ers Award for meritorious service to radio; NARTB Board Chairman Justin Miller; Sol Taishoff, editor and publisher, Broadcasting; Col. E. M. Kirby, Army radio-television director and escorting officer of 1945 Mission. Standing: Col. Harry Wilder, WSYR Syracuse; Joseph Cisda, editor, The Billboard; Morris Novik, radio consultant; William S. Hedges, NBC vice president; John E. Fetzor, WKZO Kalamazoo; Robert D. Swezey, WDSU New Orleans; Martin B. Campbell, WFAA Dallas; Clair R. McCullough, Steinman Stations, mission historian and chairman of Last Man's Club. Not present were Mark Woods, vice chairman, ABC; Abol Green, Variety, and Jack Alicate, publisher, Radio Daily.

Coverage Benefits Stressed

ON LOCATION interview is conducted by WMAQ Chicago Announcer Hugh DeWitt (l) with Leonard Reinsch, (center), son of the founder of Wieboldt Stores Inc., which has just marked its 68th anniversary. Wieboldt's store, Your neighbor, originated at the site of the four-story, first store for the anniversary broad-

Industries...
how long is 20 seconds?

**long enough** to sell millions of dollars of merchandise for such advertisers as Bulova Watch Co., Procter & Gamble, Oldsmobile Division-General Motors Corp., American Tobacco Co....

**long enough** to reach the *largest audiences in radio* through station breaks adjacent to major network programs.

**long enough** to sell any product, *your* product. In 20 seconds you can use a surprising amount of *selling* copy.

    For example:

    ![Image of a razor blade]

<table>
<thead>
<tr>
<th><strong>AMERICAN SAFETY RAZOR CORPORATION</strong></th>
<th><strong>RADIO</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SILVER STAR BLADES</strong></td>
<td><strong>20 SECONDS</strong></td>
</tr>
<tr>
<td><strong>(MIMEO 3/23/51)</strong></td>
<td></td>
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</table>

**ANCR:** It's two for free—so you can see..with the Silver Star Special! With every 10-blade Silver Star Dispenser, only 49 cents, you now get two additional blades free! Use those two free blades! If they don't prove to you Silver Star gives you the best shave ever, you get your money back! Try the razor blade your face can't feel—Silver Star Double-Edge Razor Blades!

(A typical transcribed 20-second station break. "Live" station breaks are limited to 45 words of copy.)

American Safety Razor Corp., like hundreds of successful advertisers, finds 20-second station breaks to be one of radio's most effective advertising devices. For mass audiences, *long* selling copy and low cost, start planning a station break schedule for your client today. The best place to begin is on one or more of the nation's major stations represented by NBC SPOT SALES.

**NBC Spot Sales**

NEW YORK CHICAGO CLEVELAND HOLLYWOOD SAN FRANCISCO

<table>
<thead>
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<th><strong>WNBC</strong></th>
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<td><strong>KOA</strong></td>
<td>Denver</td>
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<tr>
<td><strong>KNBC</strong></td>
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</table>
**COY HITS NARBA CRITICS**

FCC CHAIRMAN Wayne Coy last week excoriated critics of the North American Regional Broadcasting Agreement, now awaiting Senate ratification, and issued a stout defense of the Commission's proposed opening of UHF television channels and its embattled decision on color television.

Mr. Coy was the principal speaker at a Wednesday luncheon session of the NARTB convention.

Describing NARBA as an agreement that would insure more and better radio service to "millions of American radio listeners," he said it was also to the broadcasters' interests that the treaty be ratified.

A Senate refusal to ratify the pact, he said, "would bring upon us a situation of uncertainty, chaos and confusion in the standard broadcasting band that I dread to envision."

"I say this to you," he said, "with all sincerity and with knowledge that many of you have been the objects of an aggressive, subtle and self-serving campaign that would have you believe that such an agreement should not and will not be ratified."

Mr. Coy said this "self-serving" campaign had been one of "misleading generalities" which could not hold up under an open hearing before the Senate Foreign Relations Committee or "under the piercing white light of publicity."

"It is perhaps too late to turn the clock back now," he said. "In that light you can see for yourselves the basic facts which have been glossed over by these misleading generalities."

Mr. Coy said that reception in rural areas had been "progressively degraded" since the expiration of the interim agreement among North American countries in March 1946. The result, he said, is that Cuba has claimed 16 of the 25 I-A channels in the absence of an effective treaty.

"That, gentlemen, is why the farmers and others in rural areas who depend on radio for their news and entertainment, Mr. Coy said, are getting more and more static instead of service," Mr. Coy said.

Cuba Channel Gains

The new NARBA provides that Cuba will take stations off nine of the 15 channels, "thus effectively eliminating the interim agreement," he said. On six frequencies "Cuba will either employ directional antennas or limit power so that the United States clear-channel stations will be freed from any appreciable interference" — Cuban stations on U. S. frequencies being prevented from "laying down a signal in the United States in excess of .001 microwatts anywhere within a circle of 800 miles in radius centered on the United States station," he said.

Except for the Cuban stations that operate on U. S. frequencies, he said, the NARBA would protect all clear channel assignments "at the border of the United States."

As to classes of stations other than I-A, Mr. Coy explained that "none of our Class I-B stations will be required to change their operation"; that Class II stations, which had no protection under past agreements, would receive "a measure of protection" in the new NARBA; that, except for a "very few cases" the Class III and IV regional and local stations "maintain their status quo."

"It seems perfectly clear to me that if this treaty is not approved, we will have an unregulated use of radio in the North American countries," said Mr. Coy. "In view of the demonstrable benefits to the American broadcasters and the American public provided for in this treaty, there is a mystery as to what this opposition is all about. It must be some very important matter which can lead these people now opposing this treaty to the conclusion that chaos in American broadcasting is better than the result that will be brought about by the treaty."

Mr. Coy asked: "Whom would the chaos benefit?"

His answer was that it was those who feared eventual FCC breakdown of clear channels.

**Notes Protection**

Under the new NARBA, he explained, "For the first time it is provided clearly and unequivocally that whatever we do with our I-A channels domestically—except the three which we will be operating in this country—we will be protected from interference except such interference as we get from a 25 microvolt signal at the borders of the United States."

Although, he said, the "benefit of this provision is to the United States is an obvious one," those who oppose the treaty apparently fear that it opens the way to future breakdown of the clearers.

"It appears that you are opposing this treaty apparently want," said Mr. Coy.

(Continued on page 84)

**BUSINESS SESSION**

**Almost Split on NARBA**

THREAT of a wide open industry split which might have led to separation of a number of clear channel stations from NARBA was averred last Wednesday at the Convention business session in Chicago.

What started out as an apathetic and routine resolution-passing process turned into a parliamentary hassle after Victor A. Shollis, WHAS Louisville, speaking for Clear Channel Broadcasting Service, rose to protest adoption of a resolution dealing with ratification of the proposed NARBA treaty.

The NARBA matter stilled much of the spotlight Wednesday as FCC Chairman Wayne Coy stoutly defended the compact and just as stoutly criticized those opposed to its ratification — particularly the CBBS group.

Sees Great Injury

The Chairman's noon declarations quickly drew from Ward L. Quail, CBBS director, a statement in which it was stated that concessions to Cuba will cause "great injury" to the listening public, particularly the rural areas and small towns.

That mid-day battle followed a morning session of the CBBS group at which funds were voted to support a continuation of the CBBS battle against NARBA ratification in the Senate.

The Wednesday business meeting opened with a sparse crowd and little enthusiasm. Eight resolutions were adopted in bulk, with the chairman of the resolutions committee, G. Richard Shafto, WIS Columbia, S. C. — in the chair.

These resolutions:

Called on the NARTB board to participate in FCC proceedings involving special FM services which cannot be rendered by regular broadcast stations, on the theory they should be encouraged on behalf of overall industry growth.

Thanked FCC Chairman Wayne Coy, along with other Commissioners who were convention guests, for their participation.

Voiced "deep satisfaction" over Harold Fellows' election as NARTB president and commended the board; pledged support to his regime starting June 4.

Commended Board Program Committee, including Eugene S. Thomas, WOR New York, as chairman, and Harold Wheelahan, WSBM New Orleans, for program arrangements, with special praise for Robert E. Richards, NARBA public affairs director, who coordinated the program arrangements, and C. E. Arney Jr., secretary-treasurer, convention manager.

Lauded Signal Corps display of electronic equipment.

Thanked Gen. Omar Bradley for his address and paid tribute to his leadership.

Praised Stevens Hotel for convention arrangements.

Endorsed Voice of Democracy contest for bringing honor and distinction to the industry, termed it source of pride; urged continuation of contest, and commended Mr. Richards and participating organizations who handled it.

Extended industry's affection and appreciation of Judge Miller's leadership to be used by Cuba — we will be protected from interference except such interference as we get from a 25 microvolt signal at the borders of the United States." Although, he said, the "benefit of this provision is to the United States is an obvious one," those who oppose the treaty apparently fear that it opens the way to future breakdown of the clearers.

"It appears that you are opposing this treaty apparently want," said Mr. Coy.

(Continued on page 84)
selling
YOUR PRODUCT
in Detroit

is a SIZED Job!

The fabulously wealthy Detroit market is easy to sell. Just include WWJ in your media buying to give your sales story the backing of a familiar voice that has been welcomed into Detroiters' homes for 30 years.

**How effectively does WWJ sell?** Just ask The J. L. Hudson Company ... they've sponsored an hour-long morning program for 16 consecutive years. Ask Bond Clothes ... they've sponsored the 11 o'clock news for 12 years. Ask Bulova Watches ... WWJ was the first radio station to carry the now-famous Bulova time signals, and they've continued to do so for 24 unbroken years. Or ask the more than 290 other advertisers who, in 1950, spotted their sales messages on WWJ ... with marked success.

*You too can participate in the popularity of WWJ and give YOUR product story its maximum selling power.*

**FIRST IN DETROIT** Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

April 23, 1951 • Page 29
LEGISLATION PANEL

URGES INCREASED STUDY OF LEGISLATIVE PROCEEDINGS INVOLVING RADIO AND TELEVISION BILLS, AND ACCOMPLISHES WITH LOCAL AND NATIONAL LEGISLATORS ON PROBLEMS FACED BY BROADCASTERS BY MEMBERS OF THE LEGISLATION PANEL SPEAKING WEDNESDAY AFTERNOON AT THE NARTB CONVENTION.

A GROUP OF RADIO LEADERS, UNDER THE CHAIRMANSHIP OF PAUL W. MORENCEY, VICE PRESIDENT AND GENERAL MANAGER OF WTIC-HARTFORD, OUTLINED THEIR METHODS FOR ACQUAINTING LEGISLATORS WITH THE LEGISLATIVE PROBLEMS FACED BY THE INDUSTRY AND UNDERSTANDING THE UPCOMING LEGISLATIVE DEBATES INVOLVING RADIO AND TELEVISION.

QUARTON, FLETCHER SPEAK


Mr. Russell charged that broadcasters are not enough aware of their “need to vote” to participate in legislative debates in Congress. In one out-lining procedures on introduction, study and passage of bills in the House and Senate, the Panel’s chairman, Mr. Hardesty, stressed the importance of broadcasters acquainting legislators with the industry’s problems. The Rules Committee of the House and Senate have been invited to meet with the NARTB delegation.

Mr. Fletcher, in interpreting FCC procedures, traced the development of current radio regulation.

NARTB SIGNS

TWENTY MEMBERS OF MEET

A MEETING OF NARTB MEMBERS WAS HELD DURING THE SEMINAR SESSION OF THE NARTB CONVENTION. IN ADDITION, THE TWO SIGNS SIX MEMBERS EN ROUTE TO THE CONVENTION.

Mr. Sipes urged that broadcasters, “as the best public relations force in the nation,” impress upon Congressmen their duty to maintain their position and to pass legislation favorable to the radio and television industry.

RESEARCH BOUNTY

FOUR MAJOR RESEARCH SPECIALISTS MEASURE PROJECTS MET IN THE NARTB CONVENTION. THEIR APPLICATIONS, WHICH THEY SHARE WITH THE INDUSTRY, ARE DESIGNED TO HELP THE INDUSTRY FOCUS ITS EFFORTS ON SPECIFIC AREAS.

Supports Diary Method

Mr. Sipes stated that measures must be made at the time listening and viewing are done. He said that meters are used, but a small sample and difficult to change, with no information on audience size, and that the data, don’t cover rural areas, or early or late hours. His system is based on diaries kept by listeners.

Mr. Nielson’s audimeter gives the most accurate, reliable and impartial data; is applicable to both radio and TV, and has maximum usefulness, reaching all homes.

Mr. Roslow spoke of his personal interview, house-to-house operating four nationwide services, same ring last Wednesday at the made formal pitches on behalf of auditors to decide who, if a home, using their aid technique.

Mr. Baker, NARTB research director, was staff representative.

Mr. Hooper recalled that his rating system had won out over the CARP system in a recent showdown. He suggested that measurement procedures be substituted for telephone surveys in an orderly progression, starting in areas around principal cities. This would involve negotiations with the Cooper firm.

In a booklet given convention delegates, Mr. Hooper described an electronic device, Hoopercopter, sending out “pulses from a central point” to pick up meter in a home and then, in succession, each received in the home exactly as a telephone operator selects a telephone in a home by dialing it. Homesteads of all types are sampled. Tariff scales have been worked out.

It’s not worth a gamble to take a short-sighted view of politics,” he concluded.

Ohio broadcasters have retained an attorney for representation in Washington. A major problem they face on a local level is taxation. Because of increasing overhead costs and the professional fees, “there must be a meeting of the minds” with legislators. A use tax levied for the past 10 years was cancelled and debated after work sessions in drafting the state law, thereby saving the broadcasting group about $50,000, Mr. George said. The group is now working on a settlement of a 3% sales tax on new equipment such as towers and transmitters, inasmuch as newspapers are exempt.

HIT OHIO TAX

Ohio radio men believe they are being discriminated against in personal property tax, also, as they pay on a 70% tabulation of the property and some companies pay on only 50% of the worth. The attorney is also representing the broadcasting industry in a suit which would limit privilege of radio newsmen and which would put a tax on display signs. "Advertising media would work together, and in the long run that has cards and posters now would hurt us," Mr. George said.

A full understanding of legislative procedures is the task of Mr. Sipes. He suggested they take more time reading details of legal action in the trade press. "Preparation is all-important," and " granddaughter of facts and data substantiating a radio man’s viewpoint, backed by a concise explanation on a layman’s level when before a congressional committee of the FCC." Ralph W. Hardy, director of government relations for NARTB, organized the session.

The telephone companies in New York and Los Angeles.

Mr. Baker, research specialist, joined the discussion. Answering questions about objective appraisal of research, Dr. Baker said broadcasters tend to be interested in big numbers, and are often interested in comparing each with the other.

Mr. Rembert said a report on Broadcast engineered Inc. on behalf of its president, Henry F. Johnston, WSGN BIRMINGHAM. The report described the purpose of BAM as evaluation of research from stations and agencies and outlined progress that had been made. Main job, the report said, is to set up a broad advisory capacity. BAM was said to be near NARTB action on behalf of the Special Test Survey Committee report. This report urged NARTB to take action in working out an evaluation of their own, not just the proposed survey.

Right now BAM stands ready to go to work on short notice, he said. A continuing survey of accurate TV listening data was advocated by the BAM board.

Page 30 • April 23, 1951

BROADCASTING • Telecasting
SELL
FLORIDA
THE
JOHN BLAIR
WAY

1951 marks the Eighteenth Anniversary of John Blair & Company, and the fourteenth year of our exclusive national representation of these Florida stations—major outlets that blanket and sell the entire state.

Our long-time association with these stations means this to you: Blair men not only know Florida, they’re specialists in the radio and merchandising techniques that move goods in this rapidly expanding market.
THESE BLAIR-REPRESENTED STATIONS DOMINATE THEIR TOGETHER THEY BLANKET AMERICA'S FASTEST-GROWING
### WJAX – Jacksonville

WJAX delivers greater coverage than any other Jacksonville station (215,230 radio homes, daytime, B.M.B. March 1949), and has substantially augmented its rural coverage by recently increasing its antenna height. Owned by the City of Jacksonville, WJAX blankets the distribution key to the State—a location so strategic that its buying power has quadrupled in the last ten years.

### WQAM – Miami

WQAM is first in coverage in the Miami radio picture (208,010 radio homes, daytime, B.M.B. March 1949) with 91% penetration in Dade County and full power coverage throughout South Florida. The oldest station in Miami, it is associated in ownership with the Miami Herald. The responsiveness of its audience can be traced in part to its excellent facilities for national and foreign news service, and to its close attention to local programming. (This stress on local personalities has created a most resultful identification for advertisers.) Miami’s phenomenal growth has made it one of America’s major markets, with 27 incorporated communities within Greater Miami and a 77% increase in population over 1940.

### WFLA – Tampa

Owned by the Tampa Tribune, WFLA includes 135,317 radio homes in its coverage area (½ mv. measurement). This important NBC affiliate is located in the heart of Florida’s most heavily populated trade area, in the biggest city on the West Coast of Florida. Neighboring St. Petersburg is equally vital to advertisers, having just scored its biggest year with new construction and bank deposits at all time highs.

### WDBO – Orlando

Established in 1924, WDBO is Orlando’s oldest station and foremost network station. It leads in coverage (141,000 radio homes, daytime, B.M.B. March 1949), and in Orlando proper has 46.5% of the listeners—the three other stations sharing the remaining 53.5% (Hooper, Fall 1949). The influence of this market stems from its position as the distribution gateway to all Central Florida, encompassing the wealthy citrus area where population has soared 75% since 1940.

### WTAL – Tallahassee

With coverage of 52,510 radio homes (daytime, B.M.B. March 1949), WTAL is the leading network station and the oldest station in Tallahassee. It is the primary source of CBS service for the entire Tallahassee area which, as a major entrance to Florida, has become an increasingly important industrial center for a diversity of industries. The population of the city has almost doubled in ten years, and retail sales have quadrupled. These increases are doubly significant in a State Capital which traditionally enjoys a highly stable economy.
These are the men who produce the results

JOHN T. HOPKINS, III, Manager, WJAX Jacksonville. One of Florida's best known broadcasters, "Jack" Hopkins built WJAX 26 years ago, has since that time managed the broadcasting affairs of the City of Jacksonville, and recently directed substantial improvements in the facilities of this station.

OWEN F. URIDGE, General Manager, WQAM Miami. His advent in radio with WAFD Detroit in 1926, and his subsequent association with WJR Detroit for more than twenty years, brings Mr. Uridge to his twenty-fifth anniversary in radio. He has been General Manager of WQAM since 1948.

CHARLES G. BASKERVILLE, General Manager, WFLA Tampa. Mr. Baskerville is a veteran of twenty-three years in newspaper and radio advertising. Since 1936 he has been with the Tampa Tribune Company, owners and operators of WFLA. During World War II, he was a Lieutenant Commander in the United States Navy.

W. G. McBRIDE, Director of Sales, WDBO Orlando. A veteran in the Florida broadcasting picture, Mr. McBride started his career as an announcer at WDBO in 1930. He was made Program Director and National Sales Manager in 1940, and director of all sales as of January 1951. He is also a past Secretary and President of the Florida Association of Broadcasters.

L. H. GRAVES, General Manager WTAL, Tallahassee. After serving as a bomber pilot in the European theatre in World War II, Mr. Graves was associated with the DuPont Industries. In 1947 he joined the John H. Phipps Radio Stations in the post of General Manager.

...in Florida, one of America's fastest growing markets

No market in all America offers a greater sales potential to advertisers than the State of Florida. Every statistic establishes Florida as a year-round sales target of steadily expanding proportions. Its population has increased more than 33% in the past ten years, and its buying power, estimated at close to three billion dollars, jumped 191 million dollars in '49 over '48. Florida topped the entire nation in farm income in '49 with a gain of 19%... and in the same year ranked seventh in the incorporation of new businesses. This amazing industrial and agricultural growth has, of course, produced a permanent as well as an unusually prosperous population. These are the people that Blair's five Florida stations reach and sell... at surprisingly low cost.

John Blair & Company specializes in radio representation exclusively. Since we are entirely removed from any other operation or function, we are able to give the stations we represent our full time and our full efforts... as specialists in selling via spot radio.
ENGINEERING TRENDS

SIGNIFICANT trends affecting both radio and television were revealed at the NARTB Fifth Annual Engineering Conference Tuesday and Wednesday at the Stevens Hotel, Chicago. The engineers held separate sessions from the management section of NARTB, discussing technical questions pertaining to station operation and maintenance.

Programming was arranged by Neal Naughten, NARTB engineering director, his assistant, Jack Petrie, and an engineering committee. Orrin W. Towner, WHAS Louisville; E. M. Johnson, MBS; A. James Ebel, WMBD Peoria, and John H. DeWitt Jr., WSM Nashville, NARTB board member, presided at the two-day sessions. Delegates met at luncheon with management delegates.

New equipment which will bring video and AM broadcasting into lower operating cost brackets was announced by the companies, including RCA, General Electric, and DuMont Labs. UHF television equipment already has the added power necessary for effective transmission in that band, including a new 5 kw transmitter developed by GE. Coupled with a high gain antenna, the radiated power totals 100 kw.

RCA described a 20 kw amplifier which can be used with existing video transmitters in the VHF band to boost effective power to 200 kw.

TALENT SHOW

NARTB Banquet Feature

RADIO and television stars headlined the NARTB's annual Wednesday evening in the Ballroom of the Stevens Hotel, with an estimated 1,000 attending. Conventioneers were entertained for 90 minutes by a hillbilly-folk tune arranged. Art Jacobson of NBC Chicago, Harold Safford of WLS Chicago and Jack Stapp, WSM Nashville.

Talent included Arnold Stang, New York radio actor, in a disc jockey take-off on Lonesome Gal; the Beaver Valley Sweethearts, slower than there has ever been before, with a hillbilly tune arranged by Art Jacobson of NBC Chicago, Harold Safford of WLS Chicago and Jack Stapp, WSM Nashville.

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BROADCASTERS were again left out on a limb last week respecting libel liability and political broad- casting during the U. S. Supreme Court on Monday refused to review a lower court ruling that the Com- munications Act does not prohibit stations from censoring talks by persons who are not candidates.

The Supreme Court's ruling, in which Justice Hugo L. Black dissented, was made upon petition for review of a decision of the U. S. Circuit Court of Appeals for the Third Circuit affecting KYW, WCAU and WFIL Philadelphia [BROADCASTING • TELECASTING, Dec. 26, 1960].

Court of Appeals View

The Court of Appeals held the Communications Act does not pro- hibit censorship of non-candidates. It reversed the finding of a lower court which earlier had dismissed $50,000 libel suits against the three Philadelphia stations on the theory they were not allowed to censor by the federal law and hence could not be held liable [BROADCASTING • TELECASTING, March 20, 1960].

The action of SCOTUS leaves broadcasters with a host of prob- lems on political broadcasting. It means stations will be liable for remarks made by non-candidates and therefore they must censor if they wish to prevent damage suits, according to informed observers.

They say it also means many stations may well prefer to give up the substantial revenue involved and not air political talks by non- candidates in order to preclude the ever- pending risk of greater loss through damage suits arising from their failure to exercise close sur- veillance over such broadcasts.

The crux of the problem lies in interpretation of "political candid- ate" in Sec. 315 of the Communications Act. The Court of Ap- pears indicated Congress means only the candidate personally. Others, taking what they consider a more realistic and practical view of our political machinery, hold Congress means all authorized to speak in behalf of the office-seeker as well as the candidate himself.

Legal observers also contend the SCOTUS action upsets precedent in the field of "agency" and could create confusion in areas other than broadcasting. The precedent, they say, is that a person and his authorized agent are legally one.

The SCOTUS action would ap- pear to further complicate certain aspects of FCC's Port Huron rul- ing, according to some. The Port Huron decision declared if a station accepted the talk of one can- didate, reviewed the script and cleared it, the station could not refuse to time another candidate for the same office and could not censor the latter's talk even though it contained defamatory material. FCC assumed that in view of its ruling, no station would be found liable by the courts in suits which might result from the defamations of the second candidate's talk.

Philadelphia History

The Port Huron ruling also indi- cated this policy would apply to those who spoke in behalf of candi- dates as well as the candidates individually.

The Philadelphia case was ini- tiated in November 1949 by David H. Felix, an attorney. He sued Triangle Publications Inc. (WFIL), Westinghouse Radio Sta- tions Inc. (KYW) and WCAU Inc. (WFIL) charging defamation and asking $50,000 damages from each.

The suits were based upon two radio speeches by William F. Meade, then chairman of the Phila- delphia College of Art Board of Trustees, on October 24 and 25, 1949.

Mr. Felix alleged Mr. Meade, in an attack upon Americans for Democratic Action, accused him (Felix) of being a former Socialist Party and the So- cialist and Communist parties were "peddling the same bill of goods."

In their defense, the radio stations contended they were forbid- den by the Communications Act from censoring political talks. Agreeing with this interpretation of the Communications Act, U. S. District Judge William H. Kirk- patrick in March 1950 dismissed the damage suits. The appeals court reversed this ruling, however, de- claring stations are allowed to censor non-candidates under the Act. The case then went to the Su- preme Court to review the issue, which it has declined to do. No reason was given.

CHALLENGE TO PRESS

NEWSPAPERS must carefully consider what they can do "better than radio or television" and stress that operation or else find themselves "in a losing battle for time" and loss of public interest.

Additionally, they must be prepared to fight along with broadcasting media "when our freedom is chal- lenged" if they would honestly meet the radio-TV challenge.

These words of advice were sounded by John S. Hayes, vice president of WTOP Inc. (WTOP- AM-F.M.-TV Washington), in a key address prepared for delivery Fri-

ANPA TALK

Expected on Rate Cutting

CBS rate reduction is expected to evoke almost as much lobby dis- cussion at the 65th annual conven- tion of the American News- paper Publishers Assn, meeting Tuesday through Thursday at New York's Waldorf-Astoria, as it did at last week's NARTB sessions in Chicago. Station rate cuts for broadcasters, are under pressure from advertisers who have started sponsoring TV campaigns without increasing their overall advertis- ing appropriations, and fears have already been informally expressed that if radio rates are pushed down, newspaper and magazine rates will almost inevitably be forced to follow suit.

Broadcast media as such, how- ever, have no formal place on the newspaper publishers' convention agenda, which will commence to- morrow with the meetings of publish- ers of papers of less than 50,000 circulation and go into gen- eral sessions Wednesday. The Bu- reau of Advertising of ANPA will hold its annual business meeting Wednesday afternoon, followed by a dramatic presentation, "A Newspaper 'Discovers' the Bureau of Advertising."

Charles E. Wilson, director of defense mobilization, on going to be the major speaker at the annual ban- quet Thursday.

Lewis W. Douglas, former ambas- sador to Great Britain, will ad- dress the annual AP luncheon Monday.
A word with the Time Buyers:

Yes! we have no cooked bananas!

or how K. T. Hager sold a trailer load in $2\frac{1}{2}$ hours

Nothing sells like a testimonial. Here's K. T. Hager, of Hager's Wholesale Fruits & Produce, Cumberland:

"On Saturday morning, June 18, I had on my hands almost a full trailer load of bananas that came to me in a heated or 'cooked' condition. I displayed signs advertising them for $1.00 a bunch. However, by noon I was convinced that more people must know of this sale if the bananas were to be moved.

"Within fifteen minutes after calling you, the customers began to swarm the place. About $2\frac{1}{2}$ hours later we had sold out the load completely."

That's the kind of sudden results WCUM is used to producing—for both local merchants and national accounts.

Cumberland's mountain-locked geographical location makes it a uniquely rich spot for radio selling. There's gold, plenty of it, in these hills. And WCUM blankets the market—produces phenomenal sales again and again and again.

If you're not getting your share of this lush market—investigate. You'll be surprised what WCUM has to offer. See your Meeker man for the whole WCUM story.

There's gold in these hills

CUMBERLAND

1490 ON YOUR DIAL

FM 102.9 MC

A KARL F. STEINMANN ENTERPRISE, TOWER REALITY COMPANY (Owners and operators of WCUM)
FCC MONIES

House Committee Releases Testimony

The third annual scratch of the NAB "Flea Circus" was held on Wednesday, April 18, at the Stevens Hotel, Chicago. The "Flea Circus" consists of NARTB and industry executives who attended the FCC action during the years 1938-44. The following members attended: Frank Pellegrin, B-H Broadcast Tentative Ed-ward M. Kirby, Dept. of De-fense, Radio-TV Branch, U.S. Army; Carl Haverlin, BHM; Sydney M. Kaye, BMI; Neville Miller, attor-ney; Ralph Wentworth, BMI; Robert Keller, Robert Keller Assoc.; Hugh Feltis, KING Seattle; Sheldon B. Hickox Jr., NBC; Roy Har-low, BMI; WAC Capt. Pat Griffith, formerly with NAB; William Massing, FCC; Edwin M. Spence.

This appropriation unit has not yet acted on the budget request.

FRAUD BILL CHANGE

Miller VIn First Round

PROJECTED radio fraud legislation (HR 2948) was watered considerably last week to lessen broadcasting liability. Thus, an initial victory could be claimed for NARTB [Broadcasting • Telecasting, April 19]. A reworded bill was tentatively committee last Tuesday, a week after it had held a one-day hearing. Changes concern to suggestions that had been forwarded to the subcommittee by Judge Justin Miller, NARTB president who in April 44, was chairman of the board and general counsel.

Judge Miller had testified on the bill and also had submitted legal addenda to the Capitol Hill group.

As originally written and intro-duced by Rep. Emanuel Celler (D-N. Y.), chairman of the full Judiciary Committee which now must approve the measure for re-porting to the House, a section to the U. S. Criminal Code would have been added to make it a crime for any person to do the following: "... transmit or cause to be transmitted by means of radio communi-cation or interstate wire communi-cation, any writings, signatures, signals, pictures, or sounds for the purpose of executing" any fraudulent advertising scheme.

Proposed Penalty

It also created a crime for any radio station operator who "knowingly" permitted the communi-cation to be transmitted.

The bill had carried a proposed penalty of $10,000 or five years imprisonment, or both. In accordance with argument set forth by Judge Miller, the bill was rewritten to apply to any person who transmitted or caused to be transmitted "by means of interstate wire or radio communication" any fraudulent scheme. This change effect upholds Judge Miller's contention that the bill should affect interstate radio communication only. He had question- ed the constitutionality of the initial bill.

The language referring to any radio station operator "knowingly" permitting such a communication was taken out. Penalty provision for a second offense was changed from five to ten years imprisonment, or both. Both of these actions fall in line with Judge Miller's thinking.

The Senate-passed McFarland Bill (S 638), which would nullify FCC functions, also contains a section on radio fraud. The Senate bill is being heard by the House Interstate & Foreign Commerce Committee.

FCC had requested passage of a radio fraud measure by Congress. While the House is acting on the agency's request, the Senate Judici-ary Committee has stood pat, after its chairman, Sen. Thomas H. Martin (D-Nev.) reminded FCC that the Senate already had passed a bill which contains the section.
COVERAGE  
FROM HERE TO HELEN GONE*  
AT JUST 55 BUCKS PER SHOT!

Yes, for just $55.00 per spot (52 or more Class "B" announcements) you can cover this entire area of over 400,000 radio homes spending nearly 2 billion dollars for retail goods.

*HELEN GONE -- THE LITTLE GIRL WHO CHECKS OUR OUTPOST SIGNALS

ROCKY MOUNTAIN BROADCASTING SYSTEM  
SALT LAKE CITY

REPRESENTED BY  
GEO. P. HOLLINGBERY CO.

Shaded area around Salt Lake represents market now covered by television—COMPARE!
We have said for nearly twenty years . . .
that the most effective way to use radio is the flexible, market-by-market way in which the cost for each market is substantially determined by circulation delivered in that market.
NBS CONCLAVE

A SUPER scientific conclave on matters relating to radio propagation was held last week in Washington at the National Bureau of Standards.

The session held April 16-18, was a joint meeting of the United States National Committee of the International Scientific Radio Union with the Institute of Radio Engineers’ Professional Group on Antennas and Propagation. NBS was host.

Numerous papers on highly technical subjects in radio propagation and measurements were delivered at the meeting, one of two held yearly. Some related to VHF and UHF broadcasting.

At an administrative meeting on Monday, the National Committee elected the following officers and committee members for 1951, who are at NBS office in June:

Chairman—Dr. C. R. Burrows, Cornell U., formerly vice chairman, who

succeeds L. V. Berkner, Associated Universities Inc., New York; Vice chairman—Dr. Newell Smyth, formerly secretary-treasurer; secretary-treasurer—Dr. A. H. Wainwright, Washington State University; Committee members—Mr. Berkner becomes junior past-chairman, succeeding Dr. J. H. Bellinger, now committee member. Other new committee members are R. F. Houtzel, Stanford U., and Dr. J. A. Morton, Bell Telephone Laboratories.

Re-elected committee members: Maj. E. B. Atkins, Army Signal Corps, E. W. Allen Jr., FCC; Maj. Gen. F. E. Hackett, Air Force; Stuart L. Bailey, Washington committee member; Dr. J. T. Carroll, NBS; Frederic Dickson, Signal Corps, Dr. R. C. Gibbs, National Research Council; John E. Burroughs, Air Force; Allen Bellinger, Naval Research Laboratory; Mr. L. W. Llewellyn, Bell Labs; Dr. H. D. Cornwell, U., retired; Naval Research Lab.; Dr. J. A. Fife, Harvard, Harvard Radio Propagation Laboratory; Dr. J. A. Stratton, MIT; H. W. Wells, Carnegie Institute; Dr. H. A. Zahli, Signal Corps; Naval Research Laboratory.

Retiring from committee: Dr. J. F. Kennedy, Columbia U.; Wilfred N. Mabey, University of California Berkeley; Dr. E. F. Terman, Stanford U.; Dr. C. Van Atta, Hughes Aircraft.

The National Committee also named new chairmen to its permanent study commissions which represent the member countries of the International Scientific Radio Union, which headquarters in Brussels. Named were:


CIVIL ECONOMY

Can Stay Robust—Sprague

AMERICA can maintain a "healthy and robust" civilian economy and "well prepared" military machine if defense orders are channeled through industry and sufficient materials are made available to manufacturers for civilian use, Robert C. Sprague, board chairman of Radio-Television Mfrs. Assn., declared last week.

Mr. Sprague addressed the annual convention of the Armed Forces Communications Assn. at the Drake Hotel in Chicago Friday.

"A disturbing aspect of the present program is that the military load is not . . . evenly distributed throughout the industries," Mr. Sprague asserted.

"Many manufacturers are in danger of being caught in a squeeze between material shortages . . . and insufficient or no military orders . . . Already some of the smaller manufacturers are in this difficulty."

The RTMA board chairman warned that because of electronics' importance to national defense, it would be "dangerous" for a number of manufacturers of end equipment and components "to fall by the wayside." The problem is complicated, he noted, by adjustment to partial mobilization and growth of military requirements, despite expansion of the industry.

Mr. Sprague also urged easing of controls that are restricting radio-telephone communications because of their "recognized value as the most effective media" for transmission of government information and for civil defense. Additionally, curtailment of expansion of production would result in the loss of skilled engineers and technicians, he stated.

It appears that one of the principal expansions needed in our industry will be for the increased production of basic components which will be required by the armed services in vast quantities in the event of a full-scale war," he asserted.

AFM PEACE

Networks-Union Sign Pact

FOUR network-AFM contracts for radio and television, reflecting the settlement reached by the networks and AFM, were signed in New York last month [broadcasting • telecasting, March 19], were signed March 30, it was announced last week.

The agreements are those for national radio, national television, television film labor, and a trust agreement. Text will appear in the April 30 issue.

CBS SALES POST

Horton To West Coast

KINGSLEY F. HORTON, CBS assistant general sales manager in New York, has been appointed radio and television sales manager for the West Coast, a newly-created position.

Mr. Horton joined a CBS affiliate, WFBK Syracuse, N. Y., in 1931, and went to CBS Radio Sales, New York, in 1938 to 1945, he was with WEEI Boston, network-owned station, and in 1945, he transferred to CBS-TV New York sales staff.

CHURCH PROGRAMS

Sterling Lauds WCHS, Others

"I AM glad to say the Commission has always looked with favor upon religious broadcasting," said Dr. Sterling at DTS. He has now the privilege of telling the story of radio operators such as Dr.Sterling, and those of us who were associated with him.

Sterling spoke in part April 15 on the 60th anniversary of WCHS in Chestnut Ridge. The First Church Parish Church of America. He also said he believed American radio "can claim much of the credit!" for the current "religious broadcasting" in New York.

Noting it was the work of former Sen. Wallace H. White (R-Me.) that stations are legally obligated to operate in the "public interest," the Chairman complimented WCHS and the Pastoral board of Western States. He further recognized that radio has added a new dimension to the ministry.

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Best Milwaukee buy—and here's why:

1. **High Hoopers**—Now 4th Highest Hooperated Independent in the Nation between 6:00 and 10:00 P.M. In Milwaukee consistently No. 3 Morning and Evening, now No. 2 in the afternoon! No. 1 on individual program ratings competitive to National Network Shows.

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

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

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

*Based on 1950 May-September Hooperatings and 1950 November-December Index

WEMP 24 Hours of Music, News and Sports

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

Hugh Boice, Gen'l Mgr.
One of the reasons we do not envy you agencies and advertisers is your necessity of keeping abreast of several hundred markets in this nation.

To help you in that big job, F&P offers you an extra radio department of acknowledged specialists who know all the markets at the right as you know your own hometown. Their knowledge can obviously help you find opportunities your competition is missing, avoid pitfalls of inadequate "intelligence", and get more value for your radio dollars. That's the basis on which we first earned our place in this industry, and the basis on which we will continue to grow with you.

Free & Peters, Inc.
Pioneer Radio and Television Station Representatives
Since 1932

New York     Chicago
Atlanta      Detroit     Ft. Worth      Hollywood     San Francisco
## EAST, SOUTHEAST

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## MOUNTAIN AND WEST

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**MEDIA WAGES**

**‘Unions Will Not Permit Cut’**

EVEN if radio rates are cut and a station's income goes down because of television competition, unions will not permit a wage cut at this point because the national economy as a whole is inflated rather than deflated. This was the prediction of A. Frank Reel, executive secretary of the American Federation of Radio Artists, who was a key speaker at the Labor-Management Relations Panel at the NARTB convention Tuesday afternoon.

If the economic shrinkage were general, as during the depression years, the situation would be different and labor would more readily take wage cuts, Mr. Reel said. With inflation “typical of almost every industry except one, however—radio and television—such a move would not be practical, he added. He warned station men they would lose personnel if wages were cut, even with union permission, because with the manpower shortage and flush job opportunities workers could easily get jobs elsewhere. He attributed deflation of radio to technical operations.

Mr. Reel, with Lawton Wimberly, assistant to the president of the International Brotherhood of Electrical Workers, represented labor. They appeared in the forum with Phil Lasky, vice president of KSFO, San Francisco, and Ernest de la Ossa, director of personnel for NBC. Harold Essex, vice president, WJZ, Wilmington-Salem, N. C., was chairman. NARTB board members serving as monitors were Kenyon Brown, president, KWFT, Wichita Falls, Tex., and George D. Coleman, WGBI, Scranton, Pa.

**Floor Discussion**

The most enthusiastic discussion and questioning from the floor concerned possible solution to what was termed by all speakers as the inevitable position of many radio stations which will suffer rate reductions and decline in revenue and still have contracts providing for sustained wages for union workers. The labor leaders agreed that specific solutions could be found only in discussions with each individual station confronted with such problems. They said also that combination jobs, with announcers doubling as newswriters or engineers doing some announcing, could be worked out in necessary instances. They recommended, however, that such combination employees be given wage increases because of their heavier work load.

An overflow crowd of broadcasters heard the management and labor sides of these questions: What factors and conditions contribute to harmonious management relations?; what are some of the legitimate methods which management may use when a union attempts to organize employees at a station?; legitimate methods for a union to use?; what should be the yardstick on which equitable compensation is made?

The groups agreed that harmonious negotiations can be carried out if these elements are present: Mutual acceptance of the existence of the other side, a positive attitude of discussion for mutual benefit, confidence and respect, acceptence of responsibility, patience, omission of third party interventionists as much as possible, and frankness and sincerity. Mr. Reel said he seeks from management an understanding that even a small portion of a large union represents an organized thing called the “American labor movement,” and that business “depends on the ability of the public to buy the products you advertise.”

“Regardless of your personal views and prejudices about labor, nothing has so contributed to the mass buying power as the labor movement,” Mr. Reel asserted. Mr. Lasky reminded the labor representatives that labor relations “are not a one-year thing, when the contract comes up for discussion,” but should be a 12-month a year job.

Management can legitimately give employees the facts of business life of the station when a union attempts to organize the shop, and can also refer the matter to the National Labor Relations Board. The speakers were in accord that agreements should be made with organizing unions so there is no disruption of business. Mr. Lasky suggested that stations retain a capable labor attorney on the local level.

AFRA, according to Mr. Reel, has been "forced" to call strikes for recognition for the first time in its history. It prefers to use (Continued on page 64)

---

**LATEST HOOPER REPORT SHOWS:**

**WBNS, Columbus, has the HIGHEST NUMBER OF LISTENERS in Every Rated Period Except One**

*and we’re gaining there, too.*

The Fall-Winter report shows more Central Ohioans listening to WBNS than any other station. Here’s twenty good reasons why: WBNS carries the 10 top-rated daytime shows as well as the 10 top-rated night-time shows! What an opportunity for spots and participation! Call your John Blair man or write us.

---

**CENTRAL OHIO’S ONLY CBS OUTLET**

**WBNS, PLUS WELD-FM**

**Ask John Blair**

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

---

**Broadcasting • Telecasting**
For twenty-eight years KFH has covered the big Wichita market. Its superior leadership (better than 2-to-1) is substantiated by every measuring device. Extensive local programming combined with the nation's best in CBS assures every advertiser of more people per dollar. KFH is Wichita's best radio buy by more than 2-to-1!
BROADCAST MUSIC Inc. pitched its plan for annual program clinics and diversified program schedules to 29 state broadcasting associations at the first luncheon of its kind last Monday in Chicago. BMI President Carl Haverlin, welcoming the group of broadcasters who were attending the NARTB convention, asked for further cooperation in BMI's sponsorship of program clinics throughout the country.

Broadcasters elected Emmett Brooks of WEBJ Breton, Ala., permanent chairman of a four-man steering committee to study the problem of future clinics and where they will be conducted. Working with Mr. Brooks are Mahlon R. Aldridge, KFRE Columbia, Mo.; William J. Newens, KOIL Omaha, and Earl J. Gluck, WSOC Charlotte, N. C.

Reviews Clinics
Mr. Haverlin traced development of the program clinics, which started as discussions for librarians in 1948 and attracted only seven persons at the first meeting. At the time of the last series in January, by which time emphasis had been switched from libraries to wider aspects of programming and sales, there were 107 persons from 26 states and Canada, 65 of whom were station owners or general managers. Field clinics in one four-week period reportedly attracted 622 persons, including 184 managers, 365 program managers and 73 librarians.

Four concluding clinics will be sponsored this spring in Illinois, Wisconsin, Michigan and Indiana from March 15-21. Mr. Haverlin, after explaining purposes of the clinic, sought support from state broadcasting associations in helping to organize geographical areas of three or four states for future clinics and in aiding development of additional state associations. He said broadcasters in 13 states have no state group.

Projected BMI broadcasting aids would help the broadcaster "start program concepts in the front office, rather than in that of the program manager," Mr. Haverlin said. "Good programming requires more thought, not more dollars. Imagination, the most valuable element in programming, can be dispensed with less easily than intelligence or techniques."

Overall, the radio industry is "woefully weak in imagination," he charged, defining the major problem as a lack of "program diversification. Most of us are pretty well sloated in our thinking, and I'm not sure we know what the public wants."

To encourage youthful composers of serious music, Mr. Haverlin outlined a tentative proposal of BMI which would be carried out with cooperation of state broadcasting groups nationally. Winners of area contests would have their music published by BMI and perhaps recorded by a major company. Broadcasters would conduct local and area competitions.

Offers Exhibit
Mr. Haverlin offered to send an exhibit of original compositions and data concerning classic authors shown at the convention, to each broadcaster's clinic. Station promotion of the exhibit would help to attract non-radio civic leaders to the clinics, such as parent-teacher association and club officials.

Special guests at the luncheon were FCC Chairman Wayne Coy, NARTB Retiring President Justin Miller, J. Leonard Reinsch of the James M. Cox stations; Leonard Kapner, WCAE Pittsburgh; Herb Hollister, KBOL Boulder, Colo.; William Hedges, NBC vice president; J. Harold Ryan, vice president and treasurer, Peot Industry Co.; Paul Morency, WTIC Hartford; Joseph McDonald, vice president of ABC, and Malcolm Neill, chairman of the Canadian Assn. of Broadcasters.

State broadcasting association presidents attending were:

Sets New York Meet
All 14 members of the BMI board attended a private dinner at the Stevens Sunday night, and scheduled the next regular board meeting for June 15 in New York. The company was host group at an annual dinner for past and present officers and board members of BMI and NAB (NARTB) Monday evening at the Ambassador East Hotel.

More than 1,500,000 listeners come within the WOKY power saturation area. 1000 watts on 920 blankets Wisconsin's richest markets.

Milwaukee's biggest advertisers are moving to WOKY with programs ... Miller Beer, Boston Store, Roundy-Peckham & Dexter, National Food Stores, The Borden Company, Schuster's, North Western-Hanna, The Speed Queen Corporation ... the largest volume of local business.

Milwoky personalities have captivated the audience ... slow-speaking, heart-warming Josh Adams, The Women's Home Companion ... and Lucky Logan—one of Milwaukee's top salesmen—spinning records with solid, persuasive salesmanship. And Big John Reddy ... ace sportscaster for America's largest advertisers ... can sell your products.

Successful programs that do a selling job for advertisers ... Boston Blackie ... Meet the Menjou's ... Alan Ladd in Box 13 ... Jerry Bartell's PlayTime for Children ... to mention a few of the many prestige programs.

Represented by WEED & CO.
February '51 Baltimore Business Barometer
(Corresponding Month of Preceding Year—100)

New Passenger Car Sales, Baltimore City and County 111.1
Building Contracts, Baltimore City and County (Dollars) 149.3
Industrial Employment (Maryland) 115.1
Department Store Sales (Dollars) 115.3
Freight Car Loadings 131.1
Total Sales of Gas (Cu. Ft.) 147.0

*Released April, 1951 by the Baltimore Association of Commerce

Sales SOAR in BALTIMORE when you use

WCAO
"The Voice of Baltimore"

Every program and announcement on WCAO is duplicated on WCAO-FM (20,000 watts) at no additional cost to the advertiser!

Ask About Availabilities!

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER
Thank You
for our
30th
Birthday
WSPD AM TV
Since 1921
The Voice of Toledo

On April 15, 1921, WTAL (soon to be WSPD) began broadcasting with 50 watts to the Toledo market. The baseball games broadcast that year were described by announcers who wore tuxedos in an effort to give this new-fangled miracle a touch of class, and folks at home took turns listening on the headphones.

This month, with 5,000 watts, we are celebrating 30 consecutive years of constructive, progressive AM broadcasting. In July we will be celebrating 3 years of telecasting from WSPD-TV, Toledo's only television station. Both stations have earned their place in the hearts of the people of Northern Ohio by ceaselessly working and broadcasting in the public interest.

Thank you. We sincerely thank our large and loyal family of listeners and the multitude of national and local advertisers who have made this 30th birthday possible.
Low Blood Pressure

EDITOR:

Why all the furore about P.I. deals? ... P.I. deals are like sin. Everyone disapproves, but enough indulge to keep it a going business. The fellows who pitch the P.I. deals at us know that some stations will accept and many more will not. So a few stations always fail for the gag, and a lot more waste a great deal of time thinking up letters of refusal that are real masterpieces—letters that run the gamut from soul-satisfying sarcasm to profound treatises on radio's merits as an advertising medium. In the aggregate, this amounts to quite a lot of time.

... And when I think of all the time I used to waste answering those pitches, I do a slow burn at my own stupidity. Here's a way that P.I. inquiries might be put to good use. Suppose every station manager who ordinarily replies to them with a rate card and the old "radio is a medium that can stand on its own feet" routine should keep on his desk a list of legitimate national advertisers who are logical prospects for his own station. ... Then when we get a letter from a P.I. genius, instead of spending good time and thought composing a reply that is a literary gem, about putting the same time and thought into a hell of a good personal sales letter to one of the people on the "legitimate prospect" list?

We're not going to sell the P.I. artist on a legitimate basis, and we're not going to put an end to his efforts by waving our arms and getting red in the face. If we put the same effort into additional selling to honest advertisers who should be using more radio, we shall advance radio some small distance further toward its rightful place in the sun.

Walter E. Wagstaff
General Manager
KIDO Boise, Id.

* * *

Needs Attention

EDITOR: "Voice or Babel?" in the Feb. 25 issue of Broadcasting • Telecasting is indeed interesting. A subject, that in our opinion, should be given careful attention by all who are interested in the perpetuation of our free radio systems. Not the system advocated by professional bureaucrats.

E. C. Titus
Advertising Manager
The Perfec Mfg. Co.
Shenandoah, Iowa

[EDITOR’S NOTE: Editorial referred to was in support of Sen. William Benton’s (D-Conn.) proposal to investigate alleged activities of America and like propaganda efforts being efficiently implemented.]

* * *

'An Unpleasant Fact'

EDITOR: It seems to be an unpleasant fact that the only persons left who realize that radio is still the best buy in advertising are the broadcasters themselves.

Sponsor after sponsor is being bombarded with a rather dubious array of ‘facts and figures’ on both a local and national level by a multitude of organizations whose irrational statements usually precede a cooperative pitch on TV.

The following excerpt from a letter sent to New York State savings banks from their state association serves to illustrate the point:

Radio has suffered progressively in the face of television competition during the course of the afternoon and practically approaches elimination during the evening hours. A study made by one research organization indicates that the situation is gradually reaching a point where radio will have a marginal audience—the people driving cars, the housewives in their kitchens, etc.

This letter was accompanied by a questionnaire concerning the association’s continued use or cancelling of their radio program.

It is hard for even the happiest of radio sponsors to stand up under such barrages as these when they come from their own associates. It amounts to everyone is ready to carry the banner for the neophyte, but no one for its big brother, except broadcasters themselves.

It’s about time to start waving!

Keith W. Horton
Commercial Manager
WKRT Cortland, N. Y.

* * *

EDITOR:

ZIMMER KELLER NOT BLOW IS AGENCY FOR BORN ALUMINUM AND THEIR AMERICAN FORUM TELEVISION SHOW. PLEASE CORRECT STATEMENT PAGE 15 THIS WEEK’S [April 9] ISSUE.

CLYDE D. VORTMAN
ZIMMER KELLER INC.
DETROIT

* * *

Early Kefauver

EDITOR:

We have followed your fine editorial and news articles on radio-TV’s coverage of the Kefauver Senate crime probes with much interest.

(Continued on page 69)
THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE ... in the OREGON MARKET

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

No other Portland radio station, regardless of power, reaches as many radio families or provides a greater coverage area. KGW's efficient 620 frequency is beamed to cover Oregon's Willamette Valley and Southwestern Washington. BMB surveys prove KGW is doing just that!

TOTAL BMB FAMILIES (From 1949 BMB Survey)

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

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

Albany, in the heart of the rich Willamette Valley, is one of the important markets delivered to KGW advertisers by KGW's COMPREHENSIVE COVERAGE. On a recent Tour Test to Albany, conducted in cooperation with the Oregon State Motor Association, Albert M. Epperley, Secretary-Salesmanager of R. Veal & Son, shows Miss KGW how birch, Oregon alder and maple are made into fine Early American and Modern furniture by his firm. A large zirconium plant is a recent addition to Albany's fast-growing industry.

PORTLAND, OREGON ON THE EFFICIENT 620 FREQUENCY

Represented nationally by Edward Petry & Co.

April 23, 1951 • Page 53
GOLF TOURNAMENT winners were (1 to 7) William Are, KSTL St. Louis; Lew Green, Green Assoc., Chicago, and Robert Stoddard, KATO Reno. Mr. Green's low gross was 78. Medalist: Are and Stoddard tied for low net with 70 each.

GOLF TOURNAMENT

AN INTREPID band of 56 convention golfers defied the 36 degree weather in April 15 and shot remarkably good scores in the 17th annual BROADCASTING • TELECASTING NARTB tournament with Lew Green of Green Assoc., Chicago, winning low honors. The tournament was at the Northwestern U. Golf Club, Wilmette, where the golf sessions were held.

Ladies' Winner

Miss Evelyn Vanderploeg, Schwimmer & Scott, Chicago, won low gross honors among the ladies. Louis Smith, WOR New York's Chicago office, former winner, and George Frey, NBC Television, New York, tied for low gross runnerup honors with 81's. Hugh Feltis, KING Seattle, Robert Lambe, WVAR Norfolk, Maurice McMurray, CBS-TV Chicago, and Dee Crooch of KDZA Pueblo, all shared second place in the low net department with 71's.

TUBE OUTPUT

THE ENTIRE electronics industry will suffer serious hardships if sufficient receiving tubes are not manufactured to support a "reasonable level" of radio-TV set production, government officials were told last week.

This warning was issued by industry representatives in a conference • electronic component, end equipment and receiving tube fields, told H. B. McCoy, NPA assistant administrator, and other authorities that cutbacks below minimum requirements for nickel would "jeopardize" the industry and weaken its ability to meet defense orders. The group asked a sliding scale to provide 250,000 pounds in May, 225,000 pounds in June and 200,000 pounds in July.

These points were underscored, in turn by NPA officials:

• The supply of nickel (used in permanent magnet loudspeakers and gun assembly of cathode ray tubes) probably will fall below the minimum 200,000 pounds recommended by the committee.

• There should be some "safe-guards" to assure the flow of new tubes into replacement parts rather than new sets.

• The industry must further curtail use of cobalt (also used in magnet speakers) in the future, although 30,000 pounds of the metal was made available in April and the present rate may continue through May and June.

• The electronic industry was praised for its conservation program for cobalt and other raw materials, and asked to "stretch available supplies." The program had been launched on the initiative of Radio-Television Mfrs. Assn. Set manufacturers were urged by NPA to make some copper available for use by speaker makers.

The committee also reported estimates on 1951 set production, predicting output of between 5 and 6 million TV units and between 10 and 15 million radio sets. The estimates are hedged with the provision that critical materials are made available.

FILE OBJECTION

While government allocation officials reported on nickel, cobalt and tungsten (also critically short), RTMA President Glen McDaniel was preparing to file an industry objection to NPA steel and iron orders, which manufacturers feel will seriously limit radio-TV receiver production.

The RTMA board of directors authorized Mr. McDaniel to submit objections to NPA Administrator Manly Fleischmann when it met with Radio Mfrs. Canada less than a fortnight ago [BROADCASTING • TELECASTING, April 16]. Basis of the protest is the claim (Continued on page 57)
Oil Puts Record 178 Million Horsepower To Work On U. S. Farms

The American farmer's all-out food production drive this year is sparked by the world's greatest power plant—178 million horsepower* in mechanical energy—twice that of 1940.

This enormous energy, powered by oil, is more than that used in all America's factories combined. It is the big reason why the U. S., with far fewer farm workers, now produces 40% more food than ten years ago.

Meeting the farmer's sharply increased needs for fuels and lubricants is just part of the oilman's service to the farmer. Chemical magic, born of constant petroleum research, provides insecticides, weed killers, fertilizers, tires and rust preventives to further boost the yield per acre.

The oil industry's contribution on the food front is typical of its service to the nation.

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

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

*Latest estimate of U. S. Department of Agriculture.

Oil Industry Information Committee,
AMERICAN PETROLEUM INSTITUTE, 50 West 50th St., New York 20, N. Y.
NEARLY 90% of the product classifications promoted throughout the Carolinas are manufactured by firms which are consistent radio advertisers.

That was the No. 1 conclusion drawn by the Jefferson Standard Broadcasting Co. (WBT-AM-FM WBTV (TV) Charlotte, N. C.) following completion of its Carolina Brands Preference Survey. The study, begun last November and compiled in February was conducted by mail and represented 852 returned questionnaires. It covered 50 counties in North and South Carolina showing relative popularity of about 2,400 brand products in 80 categories.

So significant are the findings, according to the station, that WBT salesmen—both national and local—are making intensive use of the survey to increase schedules and obtain new billings.

Some of radio's most noteworthy gains were reflected in these categories: Toilet soap and soap for dishes; hot roll mixes; rice; soda crackers; salt; general tonic; head-ache remedy; gasoline.

Take soap, for instance. The top eight brands, headed by Lux, accumulated 90.8% of all mentions. All are consistent radio timebuyers, especially Lux whose 33% reflects the benefits reaped from continual radio programming through the years. (Others were Palmolive, Ivory, Camay, Sweetheart, Dial, Cashmere Bouquet, Lifebuoy.) Other findings:

Tide Success
Soap for dishes—Tide's amazing rise to leadership (it topped the Carolina brands survey with 24.5%) was aided by "immediate and saturating use of radio," the Charlotte station observes. The next six leaders—Ivory, Rinso, (Continued on page 71)

strictly business

Mr. TOOTHILL

AN UNDERSTANDING of the distribution and merchandising problems of district and division sales managers from when he represented newspapers still paves the way to successful radio sales for John Alexander Toothill, a radio representative for 14 years.

Mr. Toothill is principal owner of the Burn-Smith Co., which head-quarters in Chicago. There are also branch offices in New York and Los Angeles. He took over the major controlling interest in 1952, when Burn-Smith was formed to handle the radio business acquired from the Devine-Tenney Corp., newspaper representative. One of the company's first stations, WMFD Wilmington, N. C., is still on its list. Addition of several TV stations is planned.

John Toothill had scheduled a newspaper career for himself during his early schooling in Brooklyn, where he was born, and in Hackensack, where he attended high school. His first newspaper and advertising job was combined in work as a retail display salesman for the Brooklyn Weekly News, 20,000 circulation. Sold on selling, he turned his back on reportorial ambitions and concentrated on salesmanship.

He was the first advertising man in the family, and broke Toothill tradition to become one. His father, a white sheet metal worker in Brooklyn, learned the craft from his father, an Englishman who designed and molded silver plate and ware.

The wayward salesman took basic training in newspaper representation at Devine-Tenney in New York, and was subsequently transferred to Chicago. When the firm acquired a lineup of seven dailies in Iowa, he was sent to Des Moines to develop additional new business. There he was grounded by personal contact with district and division sales managers in the ways and means of merchandising the advertising campaign to distributors and retailers.

Principles established in these (Continued on page 65)
that a 20% cutback regulation would discourage steel conservatism by radio-TV manufacturers. Instead RTMA proposed that the 80% limitation be applied to steel, iron tonnage rather than on a unit basis.

As a result of the continuing metals scarcity problem, NPA also announced last Tuesday that action on allocation of critical materials is now under study. NPA's controlled materials plan, issued April 13, touched only partly on consumer needs and is designed to evaluate and control military requirements for products utilizing steel, copper and aluminum. Civilian use of these materials, plus nickel and cobalt, already has been substantially curtailed.


The shortage of critical materials and civilian cutbacks has been reflected, directly or indirectly, all down the line in industry, with the result that several TV set-makers have cut production from 15 to 50%, according to some dealers. They claim that manufacturers are decreasing output to avoid further price reductions.

Cite Layoffs

Manufacturers claim they have been forced to lay off personnel because of consumer cutbacks (metal shortages and credit restrictions) and the fact that defense orders have flowed at a mere trickle, despite obligation of contracts. RCA Victor Div., RCA, reportedly laid off 1,300 employees in one plant to shift to war production. Philco Corp. let go 2,000 because of "production adjustments." Others were contemplating similar action. Fulltime defense production is not expected before fall.

Earlier, recommendations aimed at assuring fulfillment of defense needs and keeping a maximum number of radio, television and other electronic devices operating with a minimum demand upon critical materials were filed with NPA officials.

An Electronics Parts Distributors Industry Advisory Committee urged:

1. Thorough study of a program for salvaging obsolete radio sets;
2. Component parts producers manufacture and offer for sale to recognized distributors at least 150% of the number of units sold for replacement purposes;
3. Extension of the base period for certain critical materials orders to a full year (1950) because of the "phenomenal" increase in civilian production;
4. Priority grant for wholesale component distributors;
5. All manufacturers of parts equipment to make available to customers products in excess of defense-rated orders;
6. Simplification of every line used in maintenance and repair of electronics equipment.

TV Expansion

The advisory group pointed out the base period may be "too low because the vast expansion of the television field has made it difficult to establish a realistic base period." Additionally, industry members noted, standard radio, FM radio and related production remained high last year despite metal cutbacks. The group also recommended special consideration of cases involving amateur radio operators, test equipment and problems of the TV set installer.

KRON-TV San Francisco, off the air for past month while new transmitter was installed alongside KRON-TV facilities atop San Bruno Mountain, returned to air April 2.

United Press group at NARTB included (1 to 2): Front row, Mims Thomas-son, Chicago; Bert Masterson, Chicago; LeRoy Keller, New York; Dan Boiverman, San Francisco; back row, Jerry Rock, Pittsburgh; Al Harrison, Washington; Ed Brant, Minneapolis; Dave Jodah, Detroit.

Get Facts Now on the WFLN Audience Profile Survey

Survey families earn $5,000 to $10,000
Survey families earn more than $10,000
52% in survey families are college graduates
90% of survey house dwellers are home owners.

Pinpoint Your Quality Audience

Pinpoint your select market advertising in Philadelphia to the power-packed audience covered by Philadelphia's FIRST STATION for fine music and news. WFLN audience now estimated at 130,000. Program Guide subscriptions reflect a 66% audience increase since July 1950. Survey respondents report 22.5 hrs. average weekly listening time. Survey audience facts now available on Banking, Insurance, Automotive, Vacation, Travel, Retail Buying, etc.
Mr. Charles Topmiller
Radio Station WCKY
Cincinnati, Ohio

Dear Top:
As per your letter of February 6, 1951, regarding D-Con insertion in the Farm & Ranch, I would like to pass the following information on to you.

This 100-line ad was inserted in the Farm and Ranch Magazine, initially on November 19, 1950. The cost was $6.75 per line, or $675.00 for the insertion. Our first order was received November 19 for this December issue, and we received, from this one insertion, a total of 1093 orders from November 19 thru February 2, at a cost 51c per order.

During this same period, WCKY pulled a total of 8,381 orders, for a total volume sales of $26,143.00 as compared to a volume of sales in the same period for Farm and Ranch of $3279—which in effect indicates that a participation on WCKY is worth 8 100-line ads in Farm and Ranch.

INVEST YOUR AD DOLLAR WCKY’S-LY
Perhaps you would also be interested in knowing that D-Con has used almost every top CBS, NBC and ABC station in the United States plus every 50,000 watt independent. Our campaign has been on over 475 stations at one time or another. It would take the four best mail pulling stations of these to make one WCKY—and it would also be of interest to know that although right now we are on over 275 stations, including such stations as WLW, WBBM, WLS, KMOX, WPTF, WRVA, KOAM, KSL, WCCO, WBT, WOR, WGN, WOW, WOWO, etc., yet WCKY alone continually accounts for almost 15% of our total volume, week in and week out.

I would certainly and honestly confirm your claim that WCKY has more listeners than any of the 22 top radio stations in the United States, but believe you should add the word "combined".

Sincerely yours,

Al

Alvin Eicoff
Vice President

Call Collect: Tom Welstead
Eastern Sales Manager
53 E. 51st St.,
New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281
Radio's Toughest Task

THE TOUGHEST JOB in radio, to stem the tide of all-out rate war, was handed last week to a valiant warrior in the radio cause.

Paul W. (Frits) Morency, WTIC Hartford, was drafted unanimously by a collaboration of several hundred network affiliated stations to head an Affiliates Committee. Its first effort will be to convince CBS that it should declare a moratorium on its scheduled 10% across-the-board rate cut effective for July 1. And it may well get from other networks the commitment that they won't move until the committee counsels with them on a project yet to be evolved to get back on the rate card and sell radio for all that it's worth.

The committee moved developed spontaneously—in the wake of CBS'S stunning announcement. The leadership that always seems to be there when the integrity and stability of the industry are threatened, worked swiftly. The result was that CBS should not have moved so fast and that, despite contractual prerogative to adjust rates without the consent of a majority of its affiliates, it first could have consulted them.

It is naturally to be hoped that CBS will agree to delay. This isn't easy.

The contention is made that the cut is now a fait accompli. Affiliates, however, feel that the sheer weight of CBS imagination will convince not only the networks, but recalcitrant accounts and agencies that the line should be held pending a sane, prudent solution.

The Morency committee may well find that radio's history is littered with attempts to develop a network that full-scale revamping of affiliate-network contracts is involved. Certainly it will collide with arguments that radio network operations no longer are profitable. It may be contended that the networks must be sold like magazines at a blanket rate for the "circulation," and with no fixed rate per affiliate.

For 31 years radio has never taken a backward step; the CBS suggestion, as one board- caster aptly put it, is to take one step backward, stabilize, then try two steps forward.

The advertisers have been attacking at the soft under-belly. They insist they're getting less for their money because of TV's penetration. In some instances they have resorted to "sealed bids" from the networks—a device that would destroy any semblance of rate stability—and eventually would even make advertisers suspicious, lest their competitors get a better "deal."

If radio is a result-getting medium, advertisers will buy it.

The man who pays the bill isn't going to ignore a medium that sells at the lowest cost simply because of spleen or emotion. He may lay off a while to strike a better bargain. But he'll come back when sales drop.

There are two jobs to be done. Frits Morency recognizes that his committee must act "quickly, vigorously and smart. His radio record of a quarter-century gives assurance that he can do it, if it can be done.

The second job belongs to Broadcast Advertising Bureau. It must, with greatest possible dispatch, develop a semblable research and hard, lean and hungry selling.

Inspired people built and sold radio in the 20's. Inspired people—many of them still on the firing line—can sell it again.

Strange Interlude

AT A convention which was otherwise preoccupied with the critical problem of saving radio from economic collapse, the appearance of Sen. LeBlanc was no more appropriate than the intrusion of a Minsky comedian, equipped with rubber bladder and nagging pants, in a cast performing "Hamlet."

In 29 years of radio conventions, we cannot recall another appearance of any radio customer making a direct appeal for acceptance of his product. The question of whether the Senator's Hadacol is a good or bad advertising account is one that individual broadcasters must settle for themselves. Their decisions cannot have been made any easier by the unusual presentation of a platform for his special pleading.

Last week was among the most fateful in radio's history. In arranging an audience for Sen. LeBlanc, the NATB not only squandered precious time on a sideline but also intrapped itself in a particularly untimely association.

More orthodox advertisers than Sen. LeBlanc must be wondering if radio has been driven to embrace him as a last resort. Else why should he have been singled out for an appearance.

Benton Bumbles On

ONE OF THE enigmas of this age is William B. Benton, U. S. Senator from Connecticut, former embattled Assistant Secretary of State, erstwhile vice president of the liberal U. of Chicago, and a tycoon who got his start selling everything from snake oil to steamships.

With his former partner, Chester Bowles, he made his first million before he was 40, and has since become a public service and politics. Benton & Bowles is still a top agency, but under different ownership.

Bill Benton now picks up the cudiels in de- nunciation today. He wants a big in- vestigation of television programming, to as- certain how much time is being devoted to pure, undeployed education.

Actually, Sen. Benton has fallen for the Comr. Frieda B. Hennock campaign to allocate fixed percentages of TV facilities for educa- tional institutions. Miss Hennock is stalling for time. Sen. Benton's proposal for a Con- gressional investigation would do just that.

The TV freeze has been on since 1948. The urgent need is to get more stations on the air, so that more people may be served as required by the statute. We do not think that such seasoned campaigner as Chairman Ed. Johnson of the Senate Interstate Commerce Committee, or Majority Leader Ernest W. McFarland, will be taken in on these hinder and delay tactics.

For better or worse, the Congress created the Federal Communications Commission to handle alloca- tions and licensing, because Congress itself did not have the know-how, nor the time. Now, Mr. Benton wants usurp that authority in the field of TV allocations.

If Congress isn't satisfied with the present Commission it can always abolish it and start another. But this is no time—at the threshold of the thaw of the great freeze—for Congress to intrude. We doubt whether it will.

ALFRED HENRY KIRCHHOFER

SPEEDING to the scene of a big story in their comfortable taxis, Alfred Henry Kirchhofer's journalistic competitors must have been amused by the plodding, disconsolate young reporter they passed on the way. A storm had struck the Niagara River and torn loose a boat in the night. Reporters from all Buffalo papers were rushing to the docks. Young Kirchhofer was picked by his city editor to cover the story. "Here's carfare," the editor told him, forgetting that the carines ended some miles from the river.

By the time he arrived at the river, his rivals had obtained their stories and departed. He got the information and prepared to head back with his late story. Then a shout went up from the docks. The boat was loose again—this time with the crew aboard! He got his story and a scoop, giving his paper the only full pre- sentation of the accident.

And today, still in Buffalo, Mr. Kirchhofer is well equipped to give a full presentation of any news event anywhere. He is vice president and director of WBEN Inc., licensee of WBEN-AM-FM-TV (the latter two being the only FM and TV stations in the city). He is also managing editor and director of the Buffalo Even- ting News, under the same ownership as WBEN Inc. and the largest daily in New York outside Manhattan.

Born in Buffalo on May 25, 1892, his interest in all phases of journalism—audible, visual and typographical—stems from his early days in Buffalo's School 31 and Central High when he was fired with the desire to be a reporter. After graduation, he worked by day as a mes- senger for the old Bank of Buffalo, attending the YMCA Institute at night, preparing him- self for a journalistic career.

His big chance came in 1910 when he landed a cub reporter's niche on Buffalo's most aristocratic paper—the old Buffalo Commercial. Reason for the Commercial's blue blood stand- ing: It sold for two cents while all the others cost a penny. The eighteen-year-old Kirch- hofer soon acquired a reputation for night and day production of voluminous copy and in 1911 moved over to the Buffalo Times (discontinued in 1939).

In 1913, he took two years off from the Buffalo paper and fulfilled a dream common to all newspapermen—edited and published a paper of his own in Lancaster, N. Y., about six miles from Buffalo. The Western New York Post billed itself as "The Finest Paper in America." The weekly got a friendly recep- tion from readers but failed to arouse the in- (Continued on page 87)
3,163,033 Different People Listen to WOV at least once a week!

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

YOU CAN BUY:

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

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

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

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

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

National Representative: John E. Pearson Co.
Budget Bureau Studies Executive Order

Defense Rally

(Continued from page 28)

SIGNAL CONTROL

AN EXECUTIVE order giving the President authority to invoke Sec. 606 (c) of the Federal Communications Act—to authorize "the use or control of any such station" by any government agency he chooses—correctly is before the U. S. Bureau of the Budget. It was learned last week.

The order, if approved by the bureau and put into action, would serve notice that the Chief Executive is empowered to invoke authority over stations under his national emergency proclamation of last December.

The directive has been in the White House-Pentagon mill since last month when a Defense Dept. official first acknowledged its existence at FCC's emergency broadcast session in Washington [BROADCASTING & TELECASTING, April 2, March 26].

Existence of the order within the Budget Bureau was disclosed last week by a highly-qualified military officer who simultaneously leaked reports that the Defense Dept. is seeking excessive control over broadcast stations and other devices capable of serving as national emergency aids.

The source also disclosed that the department has completed its comments on proposed amendments to the Communications Act by the Senate Interstate Commerce Committee as part of its consideration of the radiations control bill.

Defense Stand

The Defense Dept., acting for the Air Force and other military branches on proposed legislation now pending on Capitol Hill, actually will go on record favoring less authority than that suggested by Chairman Ed C. Johnson (D-Col.) of the Senate Commerce Committee, according to the military authority.

During hearings earlier this year [BROADCASTING & TELECASTING, Feb. 26] on the military-backed legislation to control all radiation devices, the committee proposed amendment C-30 that would include devices other than broadcast stations. It asked NARTB, Radio-Television Mfrs. Assn., FCC and others to file comments.

The Defense Dept. authority said last week that military comments, not yet received by the committee, will favor (1) only those devices capable of serving essential military users and (2) those instruments which radiate in excessive of five miles. Actually, the committee staff has entertained such a plan to be incorporated in the suggested amendment on the basis of recommendations by RTMA.

Thus, the department actually is in accord with the proposals as an "alternative" to new legislation, the source indicated. He said the military feels, however, the problem goes far beyond the communications question and shows a need for a broaderRTMA action. On the bill (S 347) has been stymied pending the department's reply.

Page 62  April 23, 1951

HITCH YOUR PRODUCT TO A K-NUZ RADIO RANCH STAR

Tommy Cutrer
"K-NUZ Corral," 11:00 am to 1:00 pm

NATIONAL AND REGIONAL COMPANY YOU KEEP ON K-NUZ CORRAL:

Alaga Syrup
Arrow Drugs
B. C. Headache Powder
Blue Ribbon Rice
Dentyne
Griffin Shoe Polish
Ipana
Ivy Snow
Kam Dog Food
Kools
Ladies Home Journal
Life Magazine
Nabisco
O. J. Beauty Lotion
Pepsi-Cola
Pepto-Bismol
Robert Hall Clothes
Shampoo-Curls
Plus a choice list of local advertisers

For Information call FORSOE
National Representative or DAVE MORRIS
General Manager of Keystone 2581

"RADIO RANCH" P. O. Box 2135
TWX NO 414
Union Oil 1950 profits 8% of total sales

1. In 1950 Union Oil Company took in $217,4 million from the sale of its products. $68,4 million went right back out in payment for raw materials.

2. $55,7 million went to our 7,826 employees in wages, salaries and benefits. (Salaries of company officers constituted about 1/4% of this.)

3. $37 million went for supplies, rent, tools, utility bills and other costs of doing business. $17 million went for transportation.

4. $27 million went for depletion and depreciation—to find new oil to replace the crude used during the year and to replace worn-out and obsolete equipment.

5. Federal, state and municipal taxes took $12,1 million. (This does not include gasoline taxes.) Interest on borrowed money amounted to $2,4 million.

6. This left a net profit of $17,4 million (8%). $11,4 million of this profit was paid out in dividends to our 88,055 preferred and common stockholders. Payments averaged $20 per common stockholder.

7. The remaining $6,4 million of profit was set aside to replace and expand our oil fields and facilities in 1951.

But here's the rub: In order to meet the requirements of the present national emergency, we estimate that we should spend $20 million drilling during 1951. We should spend $20 million on new refining facilities. We need $5 million for a new tanker. And we need about $3 million for pipe lines, storage facilities, etc. This totals $43 million.

Our estimated 1951 reserve for depletion and depreciation will amount to $70 million. This, plus our $54 million plowed back from 1950 profits, totals only $654 million. Therefore, we're going to have to earn and retain about $174 million more this year than we did in 1950—assuming there is no increase in dividend requirements. That's why tax policies that don't permit corporations to retain earnings earmarked for needed expansion can have such far-reaching effects on the productivity and economic growth of the nation.

Manufacturers of Royal Triton, the amazing purple motor oil.
Media Wages
(Continued from page 48)
two methods of organization, getting voluntary recognition from station management or having a secret election under NLRB auspices. He charged broadcasters, however, with practicing various "delaying actions" in attempting to block union organization.

Spokesmen on both sides concurred in the point that the way in which most wages are determined is "what the traffic will bear." Mr. Leasky said rates should be based on this factor, as well as wattage, frequency, power, affiliation and an equal-work-for-equal-pay formula. Mr. de la Osa attempted to isolate the worth of the job itself.

Mr. Wimberly, when asked what labor is doing about pending jurisdictional disputes in radio and television, answered that there "weren't many." "Radio is singularly free of this problem, and television only has a slight overlap." He anticipates an increase in jurisdictional disputes, however, with the entry of the CIO into the broadcast field for the first time. (NABET, an independent engineering union, became a CIO affiliate three weeks ago.) Problems can be "ironed out promptly" if only AFL unions are involved, he said. Mr. Reel said television problems had been simplified with establishment of the Television Authority.

NBC Spot Sales Party

NBC's annual Spot Sales party was given by the network Monday evening in the Crystal Ballroom of the Blackstone Hotel in conjunction with NARTB convention activities. James V. McConnell, director of national Spot Sales, was host to more than 100 clients, agency men, station executives and spot sales personnel.

THE BIGGEST OF ALL ON BUFFALO'S DIALS

WGR's 550 channel gives WGR the biggest pattern, the strongest audience coverage in western New York. With top-rated Columbia and local programs, WGR delivers a big PLUS—a bigger dollar's worth than any other station in upstate New York.

TO BE RADIO'S BIGGEST CUSTOMER

Hadacol's Sen. LeBlanc Tells Broadcasters

THE SIDESHOW of the NARTB convention was provided by Sen. Dudley J. LeBlanc, proprietor of Hadacol.

The Senator arrived Sunday afternoon at the Stevens Hotel, accompanied by a New Orleans jazz band, two tap dancers and some 80 broadcasters—a party that he had flown to Chicago in a special plane.

After a parade through the lobby, to the music of "When the Saints Come Marching In" played by the band, the Hadacol troupe retired to a 25th floor suite where an open house was held. It was during this interval that the Senator announced he had offered General MacArthur a job as executive vice president of Hadacol at a salary of $150,000 a year. At the time this story went to press, the general's reaction was not reported.

After the Monday afternoon opening session of the convention, Eugene Thomas, 1951 convention committee chairman who was presiding, said that the chair had been asked by a committee of broadcasters to recognize James E. Gordon, president and general manager of WNOE New Orleans. Mr. Gordon said he was about to introduce a "gentleman who discovered a magic formula...a statement with a great political future...who is now bidding for even greater fame: My friend and your friend, Mr. Hadacol, the Hon. Sen. Dudley J. LeBlanc."

The honorable Senator, an orator of persuasive talent, began by saying that if it had not been for radio, Hadacol would not have attained its present success, and he closed by saying: "Let's you and I get together."

In between he told his life story from birth ("I was bo'n of poor and humble parents") to the events that led to his discovery of Hadacol, a remedy that he developed after he had been cured by Vitamin B-1 injection of a discomforting illness ("Mah big toe hurt so one mawnin' I couldn't get out of the bed").

He also advised broadcasters that they ought to intensify merchandising efforts to supplement the impact of on-the-air commercials. "You got to go out and promote the item," he said. "You can't get by just spinnin' a wheel."

The Senator told the broadcasters that he was now spending a "quarter of a million dollars a month" on radio and that he intended to spend more. "I'll give you about six million this year, if you don't tell the newspapers about it," he said. "If Ain't the biggest radio customer in the country, I'm sure going to be."
KEFAUVER LAUDS Cites Radio-TV Role In Arousing Public

THERE IS NO iron curtain thick enough to separate the people of America so long as 107 television and 2,800 radio stations operate in free enterprise, Sen. Estes Kefauver (D-Tenn.), famed senatorial crime investigator, told the 10th annual dinner of Radio Pioneers. The dinner was held Tuesday at the Stevens Hotel, Chicago, during the NARTB convention.

When the people know the full facts through radio and TV, Sen. Kefauver said, “Americans will truly lead the way” to world peace. Sen. Kefauver is chairman of the special committee investigating crime. The radio-TV pickups of hearings brought the proceedings to the eyes and ears of Americans everywhere.

The Pioneers elected a new slate of officers, with Carl Haverlin, BMI, as president; Jack G. Poppele, WOR New York, was elected first vice president. Other vice presidents: Paul W. Morency, WING Hartford; Arthur B. Church, KMBC Kansas City; Raymond Guy, NBC; O. H. Caldwell, Tele-Tech. Sydney Kayne, BMI vice president and general counsel, was elected secretary and Herbert Akerberg, CBS, treasurer.

A citation honoring the memory of Guglielmo Marconi, named to the Pioneers’ Radio Hall of Fame, was presented to Orin Dunlap, RCA vice president, who recalled the early days of Mr. Marconi’s experiments. Brig. Gen. David Sarnoff, RCA chairman, was unable to accept the citation because of illness.

Coy Speaks

The Pioneers’ program included greetings from FCC Chairman Wayne Coy and Chicago Mayor Martin Kennelly. H. V. Kaltenborn, commentator, founder of the Pioneers, was toastmaster with Frank E. Mullen, consultant, presiding at the dinner. William S. Hoeger was chairman of arrangements.

In recalling the hearings of his committee, Sen. Kefauver said, “never before had people been given such a intimate sense of participation in the affairs of their government.”

Sen. Kefauver said national interest in the committee hearings began to develop as testimony was broadcast around the circuit, with local stations cancelling commercial programs. These broadcasts showed the “sordidness of some local situations” and interest of the public increased, he said.


“For three weeks you took us into the living rooms of 30 million Americans. They were, first, interested; then, startled; next, indignant; and finally—determined to do something about it.”

Sen. Kefauver warned Congress it must correct its own procedures. “If more functions of government are subjected to television, we shall enjoy better government,” he said.

Television presents the most nearly perfect facsimile of an actual event yet developed. This unseen means of discipline cannot help but improve our efficiency. The public to some extent correct improper conduct of hearings. We get calls and telegrams quickly.”

ASSOCIATED PRESS executives present at a cocktail party for NARTB convention guests included (1 to r): Front row, Al Stine, Kansas City; Oliver Gramling, assistant general manager for radio; Tom Cunningham, Boston; back row, Jerry Swisher, Columbus; Red Mason, Montgomery; Bob Shipley, New Orleans; Wayne Oliver, New York, and Paul Breining, Harrisburg, Pa.

He suggested “the television industry needs a code” in its coverage of hearings. Conceding radio and TV “had ripped the artificial cloak of respectability” from a notorious gambler, he said it is important the public know the whole story.

Public hearings are the alternative to Star-Chamber procedures, he declared.

He suggested sponsorship of hearings should consist of institutional advertising. “Government proceedings are not a fit subject to aid the sale of a commercial product,” he advised. “I urge upon you careful attention in deciding what sponsorship you allow in this type of hearing.”

Strictly Business

(Continued from page 56) activities served as a blueprint for his work in radio, which he then considered (and still does) to be newspaper’s greatest competitor. He returned to the Chicago office as manager in 1934, and a year later married Kathryn Hartman. They have two children, Harriet, 9, and Jack, 7.

The Toothills live in west suburban Glen Ellyn, where he is a charter member and secretary of the Lutheran Church.

In addition to a list of Chicago agencies, he handles all selling for the company in Detroit, Minneapolis, Cincinnati and St. Louis.

Sales problems he solved years ago as a newspaper representative are battles still being fought in radio today. We do not represent the most powerful or leading network stations in most of our markets, but we represent stations that can’t be best when it comes to getting low cost results for the money spent,” Mr. Toothill claims.

FOR THE LATEST WCKY SUCCESS STORY  
→ See Centerspread This Issue ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

BROADCASTING • Telecasting

April 23, 1951 • Page 65
KENNETH W. CHURCH, general manager WIBC Indianapolis, will become sales manager of WKRC AM-FM-TV Cincinnati July 1 according to HULBERT TAFT, vice president of Cincinnati stations. Mr. Church was with WKRC as national sales manager in 1941 and when Mr. Taft joined the Air Corps in 1942 became general manager of station. In 1945 he went to WCKY Cincinnati and later joined WIBC.

WILLIAM DOUGHERTY, account executive WNAO Raleigh, N. C., to WWDC-AM-FM Washington in same capacity.

SHAUN F. MURPHY, WOL Washington, appointed general manager WATS Sayre, Pa.

THOMAS M. BLOCH elected president Tri-City Broadcasting Co. (WTRF-AM-FM Bellaire, Ohio), succeeding his father, JESSE A. BLOCH. Other officers elected were: A. V. DIX, vice president; GORDON C. DIX, secretary-treasurer; ROBERT W. FERGUSON, executive vice president and general manager of WTRF-AM-FM.

HUGH K. TOLLISON appointed vice president and general manager WGGI Brunswick, Ga. JOHN F. LENZ, WBQB Augusta, Ga., named commercial manager WGGI.

HOYT ANDRES, administrative assistant WKY-AM-TV Oklahoma City, appointed assistant station manager. EUGENE B. DODSON, promotion manager, will succeed Mr. Andres as administrative assistant.

MORRIS T. LONGO, sales manager WXGI Richmond, Va., appointed station manager. ED MULLEN, WINA Charlottesville, Va., to sales staff WXGI.

PAUL R. PORTER, deputy administrator of ECA, and MARY ANDERSON, retired director of Children's Bureau of the Dept. of Labor, elected secretary and second vice president respectively of the Cooperative Broadcasting Assn. (WCPM (FM) Washington). Re-elected to board of directors for one-year terms were: WALLACE J. CAMPBELL, president; C. EDWARD BEHRE, vice president, and SIMON M. NEWMAN, treasurer.

CLAY MORGAN, former assistant to president NBC, named director of public relations on executive staff Henri J. Lesieur, general manager of North American & Caribbean Div. Air France. Mr. Morgan was assistant to NBC president for more than 13 years beginning in 1936.

LEE F. O'CONNELL Co., L. A. and S. F., has taken over station representation list of Western Radio Sales of Los Angeles.

BOB THOMAS, assistant commercial manager WGAI Elisabeth City, N. C., appointed commercial manager.


HIL F. BEST, Detroit, appointed national representative for KSBC Liberal, Kan.

EINAR O. PETERSEN Jr., space sales New York Daily Mirror, to WOR-TV New York as account executive. Earlier, Mr. Petersen was with Young & Rubicam and Kelly Nason Inc., both N. Y.

NATIONAL TIMES SALES, N. Y., appointed national representative for WPCF Panama City, Fla.

JOHN PAUL JONES Jr., Admasters Advertising Inc., Washington, to KGO San Francisco in sales department.

CARL BAKER, LBS, to sales staff WCFL Chicago. He also worked at WISH Indianapolis.

JOHN SHELTON, EDWARD F. MCALEE and J. STEADMAN MILLER appointed account executives WTVJ(TV) Miami. Mr. Miller and Mr. McAllee will handle Ft. Lauderdale accounts and Mr. Shelton will service Miami.

HOWARD DROZDA, new to radio, to sales staff KXOK St. Louis.

MALCOLM KENNEDY announces opening of The Kennedy Co., station representative, with offices located in the Packard Bldg., Phila. Company will represent Pennsylvania, New Jersey, Maryland and Delaware stations as well as Philadelphia area. He was with WIP and WDAS Philadelphia in sales capacity.

E. D. JOHNSTON and MORTON R. GALANE join Washington radio law firm of Roberts & McLinnis, following resignation of THAD H. BROWN Jr. to become general counsel of TV branch of NARTB [Broadcasting Telecasting, March 5] Mr. Johnston, who has specialized in practice before FCC, formerly was with Kirkland, Fleming, Green, Martin & Ellis and Dow, Lohnes & Albertson. Mr. Galane has been member of examining corps of U. S. Patent Office, specializing in electronic and TV arts.

GEORGE F. FIRESTONE, sales office NBC Chicago, to WOR New York in sales department as account executive.

LEE CAVANAGH, staff announcer KMOX St. Louis, appointed to local sales department of station.

G. EMERSON MARKHAM, former manager of WGY Schenectady and later head of NAB television activities, now proprietor of Hibiscus Room at Eola Plaza Hotel, Orlando, Fla.

PERSONS...

ROGER CLIPP, general manager WFIL-TV Philadelphia, awarded citation by Philadelphia City Business Club in recognition of station's coverage of Kefauver committee hearings. ... BRIG. GEN. DAVID SARNOFF, chairman of board RCA, received annual award of Men's Club of Keneseth Israel, in Philadelphia, as year's outstanding citizen of Jewish faith. Gen. Sarnoff was cited for his chairmanship of 1951 Red Cross fund drive and "his many efforts in behalf of humanity."

J. LEONARD REINSCH, managing director Cox radio and television operations (WSB-AM-FM-TV Atlanta, WIOD-AM-FM Miami, WHIO-AM-FM-TV Dayton), addressed annual convention of Fourth District, Advertising Federation of America April 13 in Orlando, Fla. His subject was "Television-America's New Horizon."
Respects

(Continued from page 60)
terest of advertisers.

Before giving up his paper, how-

ever, Mr. Kirchhofer managed to
make a big change in its masthead.
Beneath his name as editor and
vice president there appeared the
name of Miss Emma M. Schugarth,
secretary. And after they left the
paper, on Jan. 27, 1914, to be exact,
the secretary had become Mrs.
Alfred Kirchhofer.

Returning to Buffalo, he worked
a while for the Buffalo Courier as
telegraph editor where, one of his
coworkers recalls, "He didn't feel
like the rest of us did." It was
with the Courier that he scored his
notable double-accident scoop.

Joining the Buffalo Evening News
in 1916, Mr. Kirchhofer's first job
at the paper he now edits was church reporter. He later
graduated to city and county hall
coverage, and was chosen for
publicity duties in the important
war bond drives of World War I. In
regard to his work on the fund
raising campaigns, the local Lib-
erty Loan publicity chief said,
"No one had a better understand-
ing of the public mind than Alfred
Kirchhofer."

An insatiable desire to learn was
another characteristic of his
eyearly newspaper associations.
They cast quixotic glances at his
eagerness to cover Advertising
Club luncheons. But he gives
credit to these luncheon lectures for
Teaching him advertising funda-
mentals. He also surprised his
collective-advertising merchants by
often volunteering to give up his
evenings after a 12 hour working
day to review a legitimate play or new
vaudeville act. This grounding in
the entertainment field has proved of
value in his radio-TV work.

When the News' Albany corre-
spondent was appointed secretary
to a mayor-elect, Mr. Kirchhofer
was picked to take his place in
January 1916. His outstanding
coverage from the state capital,
together with his successful work
as publicity director for Buffalo
U.'s $5 million endowment fund
campaign in 1920, made him a
natural choice for Washington cor-
respondent when the News opened
an office there in 1921.

A familiar figure at President
Harding's press conferences, Mr.
Kirchhofer's associations with Cal-
vin Coolidge and Herbert Hoover
led to his selection as associate
publicity chief for the Hoover cam-
paign and publicity director for the
Landon campaign in 1936. A
member of Washington Press Club,
he was a leader in bringing about
construction of the $10 million
National Press Bldg. He was
president of the National Press
Club in 1939.

In 1943, after a year working
for the War Office, he also
became managing editor of the
Buffalo Evening News.

The new managing editor was
interested in radio from the begin-
ning and soon had a regular series
of newscasts on the air. In his
paper he printed radio program
logs and radio news of interest to
listeners. One feature of his news-
casts, that he later prepared by
men specially assigned to do a
radio job—not by newspaper re-
porters in their spare time.

WBEN went on the air Sept. 3,
1936, affiliating with the NBC Red
Network. On Nov. 15 that year,
Mr. Kirchhofer organized a bureau
which gathered the news for radio
listeners. With Edward H. Butler,
editor and publisher of the News
and president of WBEN, he be-
lieved that radio news would not
hurt newspapers and that, in any
case, the public was entitled to the
best, most rapid news service avail-
able.

WBEN Expansion

His faith in all phases of broad-
casting persists. WBEN-FM is
now constructing a new transmitter
with a 1,000 foot tower near East
Aurora, 15 miles from Buffalo. And
when WBEN-TV ventured into a market where se-
veral other applicants had
withdrawn at the last minute, it found
itself the only TV station in Buffalo
and was rewarded by a continually
growing demand for receivers, now
totaling approximately 200,000.

A basic NBC-TV outlet, WBEN-
TV takes what it calls "the cream
of the four networks." Mr. Kir-
chhofer's views on television were
summarized in a critique of the
new medium in the News:
Television has made great strides,
but it still has much to learn. Some
of the conditions . . . are a result of
overly-rapid development. The
time is coming when the industry
must do something about shows that
hurt TV more than help it.

If broadcasters don't get rid of
the burlesque-theatre antics of some
comedy and other TV shows, the
people of the nation who do not frequent
the New York night-club circuit will
do so in ways they won't like.

Mr. Kirchhofer feels WBEN's
standing with the Buffalo public
in all three media—AM, FM and
TV—is due to the splendid team-

CLUB MEMBERSHIPS

He is a member of Sigma Delta
Chi, national journalism fraternity.
He is on the Advisory Board of
the American Press Institute of
Columbia U. He belongs to the
Buffalo Club and Buffalo Country
Club. As a longtime member and
secretary of the Board of Visitors
for Roswell Park Memorial Institute
and as a director of the Millard
Fillmore Hospital, he has worked to
focus public attention on pro-
gress in medical research.

Mr. Kirchhofer and his wife have
one son, Robert Alfred Kirchhofer.
They make their home in Buffalo.

FOLLOW THE LEADERS

SELL THE LONG BEACH-
LOS ANGELES MARKET WITH

KBG 5000 WATTS
LEADING INDEPENDENT
IN SO. CALIFORNIA
FOR 25 YEARS

For Availables, Contact:
GALEN O. GILBERT
KBG, LONG BEACH
The Station of the American Home

BROADCASTING • Telecasting
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AD TAX LEVY

PROPOSAL to levy a 20-25% excise tax on advertising expenditures is getting scant attention on Capitol Hill.

Some Congressmen on the House Ways & Means Committee, the tax-writing unit in the lower chamber, were not even familiar with the recommendation of the staff of the Joint Congressional Committee on the Economic Report [Broadcasting • Telecasting, April 9].

However, Rep. Daniel A. Reed (R-N.J.), ranking minority member on the committee, was ranked. He said it was his position that the government did not need more than $3 billion in additional taxes. And he reflected that administration proposals for new taxes—such as levies on "household utensils"—were merely attempts to gain revenue to finance its "socialist and New Deal programs." He said that in order to finance its programs, the administration would "tax anything."

Echoing his sentiment was another minority member of the committee, Rep. Noah M. Mason (R-Ill.), who said flatly that he was against all proposals to increase present taxes except new taxes. He said, "I will vote that way in committee."

The Ways & Means group is mired in current consideration of President Truman's request for $10 billion. A fortnight ago the President scaled down his long-range program for an additional $6.5 billion, but is standing now on his original demand for $10 billion.

Over in the Senate opinion was more expressive. Sen. Joseph C. O'Mahoney (D-Wyo.), chairman of the joint committee, said, in such ideas as the advertising tax would be "very useful to careful scrutiny by the appropriate committee." This viewpoint was shared by Rep. Jere O'Bannon (D-Tenn.), second-ranking majority member of the House tax group.

Promotes Production

Sen. O'Mahoney was quoted as saying: "Advertising is an instrument for promoting production and selling a time when we need production. I can see that such a tax would involve great danger."

Sen. William Benton (D-Conn.), former advertising executive (Benton & Bowles, New York), thought the idea "very unsound." In his appraisal, the tax would require producers to shift from "taxed advertising to samples and demonstrations." Sen. Benton is a member of the joint committee.

Sen. John W. Bricker (R-Ohio) was quoted: "If we were to start taxing advertising, the first thing we should know was someone would be proposing that we tax news items."

Another Ohioan and member of the joint House-Senate committee that released the report, Sen. Robert Taft (R-Ohio), entered a dissent in the report, itself. It was contained in that section presenting the staff conclusions, one of which was the advertising tax.

Sen. Taft said that he did not approve of many of the conclusions reached by the committee staff. Sen. O'Mahoney had said the committee members were in no way "committed" to the staff's views.

There was a report that Sen. O'Mahoney would possibly tighten the committee's procedure on the release of the staff's economic views. The staff had also recommended that a federal excise tax be placed on meat, which was called a "luxury food," in order to decrease consumption and to gain revenue.

SUMMER DRIVE

KSL Announces Plans

AN intensive sales and audience promotion campaign, based on retail business and a large tourist trade in "Intermountain America," is being initiated by KSL Salt Lake City, latest station to announce its summer plans.

The station points out that the tourist trade in Utah is "the fifth largest industry in the state," contributing $73 million last year. Additionally, retail sales for June-August 1950 totaled about 23% of the year's total sales for the region.

KSL claims that last summer it registered 41% more listeners than the second station during the daytime hours—38% more at night. It will launch its summer drive with heavy promotion in new programming, spot advertising, movie trailers, billboards, mailing pieces and other displays. The drive will be directed at thousands of home listeners as well as visitors and tourists in the area.

Business is great, thank you, at... RADIO WOW

FOR the first time in the history of the Long Beach Advertising and Sales Club, Long Beach, Calif., a radio man has been elected president. Exchanging congratulations are (1 to r) C. C. Harrod, retiring president and the city's largest local radio advertiser; Dick Walsh, account executive and sportscaster, KGER Long Beach, who was elected president; and Perry Griffith, publicity man, who was runner-up in the election.

DEFENSE LIST

Radio-TV Omission Scored

OMISSION of radio-television broadcasting from a revised list of "essential activities," published by the Dept. of Commerce a fortnight ago, will draw strong protest from the industry, NARTB members have been informed through their newsletter service.

Richard Doherty, director, NARTB, employee-employer relations, has indicated that he will request a special hearing before the Commerce Dept. for the purpose of seeking to restore broadcasting to the essential list.

The revised classifications list communications equipment production and services but omits the broadcasting, motion picture and newspaper industries which originally had been included in that category [Broadcasting • Telecasting, Aug. 7, 1950; April 16]. Facsimile and AM-FM-TV segments were spelled out.

Mr. Doherty, who told NARTB members at the Chicago convention that an acute manpower shortage is expected this fall (see story page 28), is expected to present evidence tending to disprove the Commerce Dept.'s position that radio-TV are not at present "inadequate to meet defense and minimum civilian requirements," and to point out that a manpower shortage is strongly indicated, if not actually current now.

At present, broadcasting personnel must apply for occupational deferment by showing his local draft board, which will be guided by the new listing, that his work is "essential" to the national or local interest.

Maj. Gen. Lewis B. Hershey, selective service director, has informed local boards that the new list is a general guide and that "there may be occupations in your area which are most necessary, and warrant deferments not on the list."
On All Accounts
(Continued from page 10)

Black and white television use as in the last six months." She says old accounts are increasing their use and new accounts never before in the field are now buying the media. Despite the great fascination advertising holds for her, outside interests do not suffer.

She is interested in music and plays the piano herself. She is a regular attendant at concerts and the theatre; she likes to travel and manages to take at least one trip, short or long, each year. She also likes to, and finds time to, sew, knit, cook and read extensively.

Since last July, when she married Frank G. Austin Jr. and took on the duties of housewife, her home life holds top interest over her professional life. And she finds her husband's work almost as fascinating as her own: He is a Justice Dept. classification and parole officer at the federal government's prison on Alcatraz Island in San Francisco Bay.

CHARLES MICHELSON Inc., N.Y., announces new transcribed series Horatio Alger's Stories. Series written and directed by Ruth and Gilbert Braus. Interview at end of each story with outstanding personality will be featured.

VINCENT L. HERMAN, appointed vice president in charge of TV operations Jan Hamy Organization, Detroit. Mr. Herman's executive staff will include WILLIAM USKALI, production executive, and FRANK SEAVER, account executive. VICTOR RADCLIFFE, Detroit sales and contract staff transferred to N.Y. office of firm.

WINCHESTER RECORDS Div., SOUND-CHICAGO, Chicago, releases recording of Clifton Fadiman, noted radio personality, reading Declaration of Independence. Records are available to radio stations.

Equipment...

ALFRED C. HAEMER Jr., member of National Research and Development Board, will head General Precision Lab's field engineering department. Department which Mr. Haemer will supervise includes both mechanical and electronic engineers who install G.P.L. equipment and maintain its technical servicing.

JOSEPH H. GILLIES named vice president of operations newly created government and industrial division of Philco Corp., Phila. He will continue to serve as vice president of operations of company's television and radio division. WILLIAM F. PETZ, member of Philco executive staff in charge of tube production, appointed manager of operations of new division. ROBERT F. HERR, vice president Philco, named to president's staff to direct all government and industrial sales and contract negotiations. JAMES D. McLEAN appointed general sales manager of government and industrial division.

HARRY L. NIEDERAUER, assistant advertising manager Lamp Div, Westinghouse Electric, Phila, appointed advertising and sales promotion manager for division. He succeeds HERBERT E. PLISHEK, new manager of division.

MAURICE A. OWENS, sales promotion and advertising department Westinghouse Electric Corp.'s appliance division, named sales promotion manager for consumer products branch offices in Philadelphia and Wilmington.

CANNON ELECTRIC Co., L. A. has opened new plant in East Haven district of New Haven, Conn. C. E. QUACKENBUSH, electrical engineer, will head engineering department of newly created Eastern Div.
APRIL 1 marked completion of 15 years of continuous news broadcasting by Elmer Curtis over the same station (WIBW Topeka, Kan.) at the same time (noon) for the same sponsor (Lee Foods, Kansas City, Mo.). Both WIBW and Lee Foods honored Mr. Curtis with a half-hour program entitled His First Nine Million. The program described highlights during his years of delivering an estimated nine million spoken words on his regular newscast, Lee Noon News, six days weekly. Working out last minute details are (1 to r) E. V. McGroth, general sales manager, Dealer Div., Lee Foods; Arthur Holbrook and Hilton Hodges of WIBW, Mr. Curtis, William Brewer, radio and TV director of R. J. Potts-Calkins & Holden Adv. agency, Kansas City, Mo., and Ben Ludy, WIBW general manager.

Un-American Group Queries Writer

AN ATTEMPT to obtain information on possible Communist infiltration of the radio industry, particularly in the writing field, proved abortive last Tuesday as the House Un-American Activities Committee resumed hearings on Capitol Hill.

The committee, which is conducting a probe of subversive influences in Hollywood and other entertainment capitals, heard testimony from Sam Moore, a former president of the Radio Writers Guild.

At the conclusion of hearings, which were recessed to today (Monday), the committee charged nine Hollywood witnesses with "deliberately avoiding the service of committee subpanels, and served notice it may ask the House to issue warrants for their arrest.

Mr. Moore, who now resides in New York, refused to tell committee members, headed by Rep. John S. Wood (D-Ga.), whether he had been a Communist in 1945 or is at present, and also declined to answer other questions on grounds of possible self-incrimination.

Among the queries he refused to answer was whether he had attempted to obtain FCC approval for construction of a radio station for the Hollywood Community Radio Group in 1945. Mr. Moore based his refusal on the premise that this organization had been cited as subversive.

The organization applied for separate AM and FM grants in 1946 for the Los Angeles area. FCC dismissed the AM petition "without prejudice" on Dec. 10, 1948. The group at that time also filed a petition to dismiss its request for FM facilities. The grants had been strongly opposed by the Executive Committee of California Dept. of the American Legion on the Communist issue.

Most of the questioning last Tuesday revolved around the wartime Hollywood Writers' Mobilization group, which was sponsored by the Screen Directors Guild. Mr. Moore also declined to discuss whether RGW contributed to that organization, or expressed interest in disseminating atomic data to the public. Screen Writer Richard Collins had testified earlier that Communists had attempted to use the mobilization group to spread "fear information" through radio programs.

Mr. Moore did tell the committee that he started writing for radio 20 years ago and in 1934 moved to Hollywood where he worked most of the time until last summer. Prior to 1947, he wrote the network program, The Great Gildersleeve.

The witness said he had served as RGW national president for 1945-46. He was named West Coast regional vice president for one year in November 1948. In the mid-'40's Mr. Moore also was active on both the eastern and western regional councils, and later was elected chairman of the Council of Radio Arts and Crafts. He said he returned to New York from the West Coast briefly in 1947 and again in 1949, helping to write the play, "Texas Li'L Darling."

Among the nine listed by the committee as unchallengeable was Georgia Backus Alexander, Van Nuys, Calif., described as a radio writer. Chairman Wood said his committee would take up the question of warrants at a closed meeting.

Among future witnesses slated to appear before the House group is Abe Burrows, radio-TV personality.

LIBERTY SIGNS

**General Mills Series**

GENERAL MILLS will sponsor a five-minute, post-game sports resume on Liberty network during the baseball season, Liberty chairman, Barton McLeod, announced Wednesday at Chicago during the NARTB convention. About 170 stations are connected for National and American League Liberty Game of the Day, covering all sections but the northeast.

General Mills roundups will follow live play-by-play pickups by Gordon McLeod, Liberty president, Fairstaff Brewing Co. sponsors play-by-play in 20 states, with local sponsorship elsewhere. Chairman McLeod said Liberty is now the second largest network, and is heading toward first place in number of stations.

"Liberty has not cut rates and has no intention of doing so," he said. "Our growth is fantastic. Liberty seems to meet a responsive chord among independents radio operators. Our plan of operation, they feel, enables them to make more money than was possible under any other affiliation."

He announced Jim Ameche and Danny O'Neill will start a live breakfast show 7:30-10 a.m. across the board. Three new affiliates were announced—WCHI Chicago Heights; WLDY Ladysmith, Wis.; WBIS Bristol, Conn.

**HOOPER BRANCH**

**Firm Closes L. A. Office**

C. E. HOOPER Inc. is closing its Los Angeles branch office and substituting West Coast coverage from New York headquarters. C. E. Hooper, research firm president, announced the move last week, following his return from a Pacific Coast trip.

Mr. Hooper also announced that Los Angeles TV reports now will be issued monthly covering one month each, not a two-month moving average as heretofore. He reported dollar volume of Hooper audience reports to Coast stations at an all-time high and "excellent" reception to new Hooper brand ratings.

**WDRC**

HARTFORD 4 CONNECTICUT

WDRC-FM

3 R's 1st

The 3 R's: Ratings, Rates, Results... made easy. Make any choice in the WDRC's choice in the Hartford Market. Write Hartford Market, WDRC, Hartford, Conn.

Mgr. for availability. Represented by Raymer.
Feature of Week
(Continued from page 56)
Duz, Dref, Super Suds, Lux—also are heavy and frequent radio users. Together they accounted for 83.1%.

Hot roll mix—Two leaders, both radio advertisers, have a total of 82.9% of all women's attention. Duf's position as a close second to Pillsbury (38% compared to 43.9%) indicates power of local spot radio, since the firm places two programs on WBT featuring the station's popular personality, Grady Cole.

Rice—Comet brand walked off with brand preference, notching 75.2% of total. Firm has advertised on radio in the Carolinas consistently for over 10 years.

Soda crackers—Three leaders have 87.5% of mentions, using 15-minute programs in the Carolinas. National Biscuit Co. is buttressed by CBS' Arthur Godfrey, while Streitmann and Southern biscuit companies utilize local personalites on WBT.

Morton Leader
Sale—Though far and away the leader in Carolinabrand preferences with 92.7%, Morton continues with intensive radio advertising.

General Tonic—Hadacol captured 59.1% of all mentions. Radio spots and programs have, of course, played a primary role in its advertising.

Headache remedy—Regular radio advertising is used by the five top runners, Bayer Aspirin, B. F. Anacin, Stanback and St. Joseph's, which garnered 83.4%.

Gasoline—Esso, which has sponsored the Esso Reporter in the Carolinas for 15 years and elsewhere for varying periods of time, commands the top bracket with 42.6%.

Products in the survey were broken down into home appliances, automotive products, food, soap and cleaning products, medical supplies, cosmetics and toilet articles, tobacco, beer and soft drinks and miscellaneous categories, and then sub-divided by products. Copies of the survey will be furnished readers on request, WBT reported.

| JACK MEYERS, program operations manager, ABC Western Division, appointed production manager, succeeding M.E. MEYERS, who resigned to join John I. Edwards & Assoc. [BROADCASTING • TELECASTING, April 18]. DOROTHY ROE, spot supervisor KOA Hollywood, replaces Mr. Meyers. |
| JOHN FITZPATRICK, studio manager WENV-AM-TV, Chicago, named director of the program department after the resignation of WENB (WGN, Chicago) studio manager replacing Mr. Fitzpatrick. |
| RAY SCALES, promotion department WKY-AM-TV Oklahoma City, appointed public relations manager. ROBERT OLSON, TV program supervisor, named program manager. ROBERT SWYGOOD, WKY-TV director, appointed assistant program manager. ROBERT DOWTY, WKY-TV director, named production supervisor. |
| DON STOTTER, floor operations staff WHIO-TV Dayton, named producer-engineer. |
| EDWARD W. WOOD Jr., general sales manager Housewives Protective League, CBS, named general manager ABC Western Division. |
| ROBERT ENGLE, disc jockey KVUE Santa Ana, Calif., to KGER Long Beach, replacing ROGER CARROLL, who hosts ABC Hollywood as announcer. |
| DIRK COURTENAY released from active duty as Air Force Office handling radio and TV programs in New York. He has returned to Chicago, where he will handle radio-TV announcing and acting. |
| ELINORE DOLNICK, ABC Los Angeles, to KCBS San Francisco in staff department. |
| CREATION of new film department within WCBS-TV New York program department to handle feature picture and news. Has appointed RICHARD DOAN, program director. DAVID SAVAGE, assisted by SIDNEY HANSCH and ADILE SABIN, will head new department, responsible for producing and editing of all films. |
| KARY MARTIN, news editor and reporter WTMJ Charleston, S. C., appointed director of newly-created promotion and merchandising department. BOB WEST, staff announcer and continuity director WWGP Sanford, N. C., to WGA1 Elizabeth City, N. C., in same capacity. |
| HERBERT R. LAFFERTY Jr., appointed program director WQMA Moline, Ill. He was with WDTO Toledo. BILL BRITTAIN, WATL Atlanta, Ga., to announcing staff WSB-TV Atlanta. DAVE BEHKKE, Chamber of Commerce, Tulsa, appointed publicity director KRMG Tulsa, replacing MARGARET TEAGUE, resigned. |
| OMAR WILLIAMS, sports director WSBW Terre Haute, Ind., to WLWD (TV) Dayton as announcer. GABOR RONA, Gene Lester, L. A. (photography firm), to CBS Hollywood, as darkroom man and photographer, replacing J. WINSTON FENNOC, appointed photographer. GORDON ALDERMAN, program director WAGE Syracuse, presented honorary associated membership in Sigma Tau Rho, Syracuse speech-arts, for excellence in field of speech, theatre, radio and TV. |
| STUART NOVINS, director of public affairs Columbia Pacific Network, CBS, named to KTHK-TV division of discussion for CBS, effective May 1. Mr. Novins' new position was held in 1945 by LYMAN BRYSON, CBS educator and program director. |
| RODGER GUSTAFSON, sales staff WXRA Kenmore, N. Y., to WKBW Buffalo as disc jockey. RANDY LARSON, WEBS-TV Columbus, Ohio, to KHTK-TV San Francisco as TV director. CLARENCE CASSELL, announcer KCBS San Francisco, to CBS Hollywood as Pacific Network announcer. RICHARD BLANCHARD, KLAS Las Vegas, replaces Mr. Cassell at KCBS. GEORGE RUGGE, disc jockey KYA San Francisco, appointed program director. DAVID GILMORE, disc jockey, Seattle, replaces Mr. Rugge on early morning record program over KYA. |

BOB COURTLEIGH, WPTZ Philadelphia, named commentator on Miss Susan network show originating there. DON HINKLEY, KECC Pittsburgh, Calif., to KCBS San Francisco as writer on Bill Weaver Show.

News . . .
GORDON SHAW, news staff WQAM-AM-MF Miami, appointed news editor, replacing JOHN T. BILLS who is new real estate editor for Miami Herald. DICK WRIGHT, announcing staff, transferred to news department, handling early morning newscasts. ED SAUER, ABC correspondent in Trades, to KGQ San Francisco news room. He replaces RENWICK SMEDBURG who has returned to active duty with Air Force.

FRANK (Red Cross) CROWTHER, commercial manager WMAZ Macon; HELEN FARMER POPEJOY, personality WMAZ; BEN CHATFIELD, news director, WMAZ, and president of NARN; GEORGE THERINGEN, news and sports director WBRL Columbus, Ga., and JAMES BRIDGES, director of news WSB-TV Atlanta, have been initiated into Di Gamma Kappa, honorary radio fraternity of U. of Georgia. Mr. Crowther served as general chairman of latest Georgia Radio Institute.

LOUIS J. TUCKER, sports director WPTV Dayton, called to active duty with Air Force.

JIM RANDALL, KVOO Tulsa, appointed news director KFSB Joplin, Mo. DISCONTINUATION will handle night news desk at KFSB.

TOM O'HEARN, United Press, to WXYZ Detroit as news director.

CHUCK WILEY, public relations WSBM Chicago, named director of spot coverage and special events.

RENEWED SMEDBURG, news and special events department KGO-AM-TV San Francisco, called to active duty as captain in Air Force.

BILL DOWNS, CBS war correspondent, named writer and newscenter on CBS Columbia Pacific Network The Morning Show, Tuesday, 5:30-8:45 p.m. (PST) May 18. replaces DAVE WETTING BANCROFT. Program features on rotating basis outstanding CBS news analysts, each to take over programs from approximately six to eight weeks. Future programs will include HARRY HAGEDORN as Tucker, ERIC SEVAREID, LARRY LESSEUR, WINSTON BURDET, WALTER CRONKITE, WILLIAM SHADY, DOUGLAS EDWARDS, DON HOLLERBROCK.

OUR IDEA OF SUCCESSFUL PROGRAMMING IS TO TUNE IN THE LISTENERS! instead of wondering if they're tuning us in WE KNOW THIS MARKET!

LISTENERS HAVE TO TUNE "PG" SOME TIME EVERY DAY SOON! ADDITIONAL NIGHT HOURS ADDITIONAL AVAILABILITIES! ASK DEVNEY, N. Y. For wire as for information about "The Ideal Test Market"

GREEN BAY, WIS.:

BROADCASTING • TELECASTING
April 23, 1951 • Page 71
COMMON CARRIERS
Coy Defines for Kefauver

FCC CHAIRMAN Wayne Coy, in a letter to Senate Crime Investiga-
tion Committee Chairman Easton Kefauver (D-Tenn.), last week reaffirmed the Commission’s position that Continental Press, national race news service, cannot be considered a “common carrier” under the provisions of the Communications Act. It therefore does not come under FCC authority, he indicated.

Chairman Coy had pressed this view in his testimony before the Kefauver group in late March, the Senate committee indicating it felt FCC should be the enforce-
ment agency for a proposed ban on interstate transmission of gambling information [BROADCASTING • TELECASTING, April 2].

During his testimony, in which he explained Continental Press is a news agency the same as United Press or Associated Press, Chairman Coy presented an alternate proposal to curb transmission of gambling data which would be similar to the lottery laws. He would make it a federal crime to trans-
mit data in interstate commerce by radio, TV or press “basic gambling information”—bets, odds and prices paid—about any sporting event.

The FCC Chairman called to Stem Kefauver’s attention certain parts of the legislative history of the Communications Act of 1934, which I believe indicate Congress’ intent that organizations such as Continental Press would not be considered as common carriers.”

He quoted portions of preliminary reports which showed it was Congress’ intent that news services be protected from any definition respecting common carriers in the communications fields of wire and radio.

FOR “impressive and enlightened” coverage of the Kefauver hearings, WMGM New York was presented a citation from the Kings County Coun-
cil of Jewish War Veterans. Taking part were (1 to r) George Hamilton Combs, WMGM commentator; Ray-
mond Katz, WMGM program director, and Ted Brooks, Council commander. WMGM cleared its commercial sche-
dule from March 12 to March 21 to carry the eight days and one night of the New York proceedings.

STRIKE ENDED
WINS, Union Settle Issue

SETTLEMENT of a year-old strike by WINS New York and Local 802 of American Federation of Musicians, with the rehiring of eight staff musicians dismissed March 31, 1950, when the strike began, was announced jointly by the station and the union last week.

The new agreement, signed by Wilmot H. Losee, WINS manager, and Charles R. Iucci, secretary, and Joseph Lindwurm, executive board member, of AFM, runs un-
til March 31, 1953. It includes a 3% parity raise for the musicians which will be turned over to a welfare fund the local is establish-
ing with independent radio sta-
tions in New York.

The station has been picketed continuously since it declined to renew the AFM contract a year ago, dismissed the musicians and refused to record music exclu-
sively.

LABOR FORCE
Gains 13% in Decade

THE U. S. labor force jumped from 82,793,499 in 1940 to an esti-
mated 99,684,000 in 1950—an increase of 13%—with the most substantial boosts taking place in the western segment of the country.

At the same time, the number of professional, technical and kind-
red workers in the U. S. recorded an increase from 3,554,016 to 4,-
944,000 over the past decade. The totals include both men and women.

These are a few of the figures reported by the Bureau of the Cen-
sus, Dept. of Commerce, and based on a preliminary sample of 1950 census returns. The report, an-
nounced April 11 by Roy V. Peal, census director, covers “Employ-
ment and Income in the United States by Regions.”

The report notes that the labor force in the West increased by almost 40%—a rate more than three times that recorded in any of the other regions of the country. Changes in the Northeast, North Central and South— the three most populous sections—were more moderate, ranging from 6% in the Northeast to about 12% for the other regions.

Industry Increases

Significant increases in employ-
ment for manufacturing industries and the wholesale and retail trades also were recorded. Over a 10-
year period, employment rose from 17.5 million to 25.3 million, with more than half of the increase in durable goods manufacturing (ra-
dio-TV sets, refrigerators, etc). Ad-
ditionally, regional distribution of manufacturing showed “some shift away from the established centers of production,” according to the Census Bureau. Employment rose in the North Central states and fell in the Northeast.

The bureau also noted that in occupational trends, “the last dec-
ade was marked by particularly large increases in the numbers of employed clerical workers, skilled craftsmen, and semi-skilled oper-
aives.” This is significant inasmuch as these skills are essential for defense production, the report pointed out.

The Census Bureau, on the basis of early sampling, also reported a marked increase in farm earning for the country as a whole, with figures for the Northeast ($3,362), West ($3,485) and North Central (3,257) regions topping the South ($2,248) by about 50%.

Generally high employment was reflected in family income figures, which compared the $3,068 for 1950 to $3,599 during 1949. Ap-
pair income and the total number of family incomes of $5,000 or more, whereas 39% had incomes under $2,000.

ABOVE-KNODEL, Inc., Nat’l Rep. 5000 watts* Power makes a big difference in penetration and WILK gives advertisers 5000 Watts of Selling POWER in the Wilkes-Barre Market—Pennsylvania’s Third Largest!
IN THIS ISSUE:

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NBC-TV Unveils Its 'Straw Hat Plan' Page 75

Congress Slow To 'Adopt' TV Page 77

Latest Set Count By Markets Page 82

PIED PIPERS TELEVISION

The CHILDREN'S HOUR — and a half on the DuMont Television Network

CAPTAIN VIDEO 7:00 pm

MAGIC COTTAGE 6:30 pm

SMALL FRY 6:00 pm

Three prime kid shows that have built great audiences in every market where they are telecast. For complete information about television's most successful program block, write

DU MONT Television Network

Stations Relations Department
515 Madison Avenue, New York 22
OPTICIANS' PROGRAM DRAWS MORE THAN

15,000 REPLIES ON

WBZ-TV

The Boston TV area is now one of the top five in the nation... and WBZ-TV's success stories are the biggest thing in Boston television! Both local and network sponsors are getting terrific results. Take Community Opticians, for example. According to the agency, one Sunday afternoon program in March drew more than 15,000 pieces of mail!

Although availabilities are limited, the man from WBZ-TV or NBC Spot Sales may have exactly what you want!

WBZ-TV BOSTON • Channel 4
Represented by NBC Spot Sales

WESTINGHOUSE RADIO STATIONS Inc
KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV
Sales Representatives for the radio stations, Free & Peters
TELECASTING

A Service of Broadcasting Newsweekly

APRIL 23, 1951

BROADCASTING & Telecasting
61 annually, 52c weekly

CONSTRUCTION MATERIALS DOUBTFUL—WILSON

Expansion of the TV industry, should FCC's freeze permit new station construction, faces little chance of getting material priorities from defense authorities, Charles E. Wilson, director, Office of Defense Mobilization, told the NARTV convention at Chicago Thursday.

In effect, this gloomy prediction was indicated as a sign that TV receivers have a better chance of getting materials than the transmitters and materials needed for station construction.

Mr. Wilson addressed the Thursday luncheon meeting by closed circuit television, with delegates watching him and hearing his words by means of a dozen DuMont 19-inch console receivers scattered around the Stevens Hotel Ballroom.

The Thursday morning TV business meeting took a number of important steps as the video segment of the association went into formal action for the first time.

These included:

- Agreement on a TV program standards conference to be held in May or June.
- Stand against the Benton resolution calling for a Senate TV investigation.
- Review of tax and ASCAP negotiations.
- Awards to several stations for low-cost salable TV programs.
- Demand that college football telecasting be subject to freedom of negotiation.

Pledge of cooperation to FCC in working out thawing of TV freeze.

No TV Priority

Mr. Wilson's prediction came at the very end of his address as he answered three prepared questions. Asked about priority for materials needed for expansion of the TV industry, he said he did not believe defense authorities could give priority to such requirements. TV stations must take their place with other civilian activities despite the obvious desirability of an expanded television industry, he said.

Looking into the future, Mr. Wilson said defense officials did not expect the impact of the mobilization to be felt seriously for a year, with the chance removal of controls could start within two years. Defense officials are trying to superimpose military production on the bulging civilian economy, with civilian goods cut as little as possible. He hoped high production of TV sets could be maintained. He devoted most of the talk to dangers of inflation and emphasized the important place of broadcasting and telecasting in informing the public about the need for cooperation in the mobilization.

The system of working out TV program standards was explained to the morning meeting by Robert D. Swezey, WDST-TV New Orleans, chairman of a special committee studying the subject. The committee plans to start its study of programming before it gets out of hand, he said, recalling the wrangling over broadcast codes.

FCC last January issued a warning that it would take up a program inquiry after the TV unfreezing process is over. Mr. Swezey said the committee plans to hold a May or June industry conference on the subject, analyzing the problem before someone does it for us.

After referring to the Benton resolution, he said the industry itself can do an affirmative job on program standards and avoid criticism such as "TV neckline" and similar references.

Members of the committee are George B. Storer, Fort Industry Co. stations; Clair R. McCollough, WICAL-TV Lancaster, Pa.; Chris Witting, DuMont network; Frank M. Russell, NBC.

Eugene S. Thomas, WOR-TV New York, TV board chairman, presided at the meeting. John A. Kennedy, WSAZ-TV Huntington, W. Va., reviewed background of the tax system. He heads a committee on the subject. The committee is trying to work out a formula with tax officials so TV is not penalized because it operated a loss during the tax base period.

ASCAP Review

Dwight Martin, WLWT (TV) Cincinnati, spoke for the industry ASCAP Per Program Committee. He described last-ditch efforts to avoid a long court battle with ASCAP, whose blanket and per piece formulas he described as entirely unacceptable and violative of the consent decree. He said a fund of $88,000 had been committed by stations to support litigation.

He reported a majority of the committee feels ASCAP will soften and stay out of court.

Mr. Storer, speaking for the TV Board Finance Committee, said as of April 12, 44 stations had paid their April dues, a total of $6,182. Ten more had written they intended to join, indicating another $2,104, and four others are expected to come in, a total of 58 members of 91 stations, with indicated income of $9,804 per month.

TV directors started a membership drive at the meeting. Dues are half the highest quarter-hour, or the five-minute rate, whichever is higher.

W. D. Rogers Jr., KEYL (TV) San Antonio, presided over the resolutions session as chairman of the committee. Other members were B. J. Rowan, General Electric Co., and Mr. Russell.

A series of resolutions adopted by the board (Continued on page 87)

SUMMER TV

EMPHASIZING the effectiveness and potential of summer TV sponsorship, NBC-TV last week unveiled its "Straw Hat Plan No. 2" and predicted at least 75% of its sponsors in Class A time will stay on during the summer, with chances good that the remaining 25% of the time will be sold.

A comparably optimistic forecast was issued by ABC-TV officials as that network announced that filmed TV programs of "proved educational value," plus public health telecasts, will be an integral part of ABC-TV summer program plans, now being developed.

CBS also has indicated it expects most of its Class A time sponsors to remain while DuMont TV Network has reported all its top advertisers will continue through the summer [BROADCASTING • TELECASTING, April 9].

NBC-TV's Straw Hat Plan No. 2 emphasizes that "television will be the favorite summer advertising medium," and that they "will watch television during the coming summer months just as much as in other seasons" and "will buy just about as much retail goods then as during the fall, winter and spring seasons."

Reviewing the statistics behind these arguments and outlining summer program plans, Edward D. Madden, NBC vice president in charge of sales and operations, said present sponsors are definitely committed to some 12 hours of Class A time this summer, as against only two hours known definitely to be given up. The two hours being vacated, he said, are Texas Co.'s Teaneck Star Theatre, on Tuesday from 8-9 p.m.; Froster & Gamble's Fireside Theatre, on Tuesday from 9-9:30 p.m., and Spiegel's What's My Name, on Monday 8-8:30 p.m.

Sponsors Continue

Among advertisers in the 7:30-10:30 Class A time period who either are continuing their present shows or will sponsor summer replacements, Mr. Madden said, are Hollywood Candy, General Foods, Regent Cigarettes, Firestone Tire & Rubber Co., Tintair, P. Lorillard Co., Kraft Foods, Bristol-Myers, Armour, De Soto, Borden Co., Ford Dealers, Miles Labs, Gulf Oil, American Tobacco Co., Gillette, and Chesbrough.

Mr. Madden also reported that Lever Bros., which sponsors the Monday-Wednesday-Friday portion of Hawkins Falls (6-6:15 p.m.), is now adding a fourth day.

The new Straw Hat Plan has scheduled Dorothy Kilgallen and Dick Sullivan in a variety-type program as summer replacement for the Kate Smith Show Monday through Friday, 4-5 p.m. The cost is $1,576 per 15-minute segment, but the network said that for the present it will accept only tentative orders.

Nor are firm orders being accepted yet on the scheduled replacements for 8:10-9:30 Saturday Night Revue. These are Freddy Martin's Band of Tomorrow, 8-9 p.m., being offered at a net cost of $8,800; Ben Blue's Barn Theatre, (Continued on page 87)

NBC Sets 'Straw Hat Plan'

T что бы не было ошибок при переводе, я рекомендую следующий подход: 1) прочитайте текст на английском языке, 2) переведите его на русский язык, 3) проверьте русский текст на предмет грамматической и лексической точности. Как результат, у вас получится точный и чистый перевод.
Radio-TV Field Day

coverage by geographic areas:

West Coast

West Coast television went "all- or-nothing," with cooperative coverage of Gen. MacArthur's arrival and stay in San Francisco, as all 11 California television stations pooled their resources to telecast complete on-the-spot arrival to departure proceedings.

Richfield Oil Co. sponsored the complete telecast shown on all California stations, paying $35,000 for the package. ABC, Mutual, WGN & Jorgensen Inc., Los Angeles. Richfield used no commercials, as such, on the telecast but inserted its identification from time to time during the proceedings.

Master control for the production was located at ABC's San Francisco TV Center, with its KGO-TV transmitter sending the telecast to the microwave link.

What resulted in one of television's finest cooperative enterprises on behalf of public service to date was preceded by a bitter two-day controversy between the network and independent stations in Los Angeles over the previous week-end (April 14, 15).

Following announcement of Gen. MacArthur's return to the United States, expected at first to be Monday or Tuesday, the three network stations - KNBC (NBC) KTSF (CBS) KECA-TV (ABC) - bought up portions of the microwave relay for those days, giving those stations exclusive control over the relay for those periods. It was learned that the General would not arrive until Tuesday at a time that would fall (Continued on page 79)

‘Money Rather Than Audiences Sought’


Successful salesmanship was defined by Mr. Outler.

Clair McCollough, president, WGAL-AM-TV Lancaster, and vice president, WDEL-AM-TV Wilmington, Del., was chairman of the operating costs panel, featuring Bob Lemon, program director, WTTV (TV) Indianapolis, Ind., and Lee B. Walles, vice president in charge of operations, Fort Industry Co. stations.

The NCAAs stand on television was outlined by Walter Byers, executive assistant in the Chicago office, who was introduced by Harold Hough, director, WBAP-AM-TV Fort Worth.

FCC Discussion Panel

The upcoming FCC television hearings were discussed by panels introduced by E. K. Jett, vice president and director of WMAR-TV Baltimore. Speakers were Dr. T. T. Goldsmith, research director, Alen B. DuMont Labs; Raymond F. Guy, manager, radio and allocations engineering, NBC, and Glen McDaniel, president, Radio-Television Mfrs. Assn.

B. W. G. Garfield's film was outlined by George Shupert, vice president, Paramount Television Productions, chairman, and Charles B. Brown, director of TV sales, Bing Crosby Enterprises, and Jim Mitchell, director of television, United Artists Corp., and Sy Weintraub, executive (Continued on page 88)

Mac's Homecoming

The EyEs and ears of Americans were attuned to their receivers last week as Gen. Douglas MacArthur came home.

And millions of listeners and viewers watched an all-time record total paid homage as the broadcasting industry bridged the geographical gap from coast to coast and in many cases brought him into the living rooms of an enthusiastic public. TV's impact and radio's thoroughness combined to keep America informed on a play-by-play basis.

Televiewers to the four-day festivities were estimated at roughly 44 million. It is probable that every radio set owner caught at least one of the many pickups afforded by stations.

Congressional Speech

Highlight of the MacArthur ceremonies, aside from his arrivals in San Francisco, Washington and New York, was the General's dramatic address before Congress Thursday.

The festivities also afforded desirable vehicles for sponsorship to national advertisers—all except his joint Congressional speech. Heavy schedules before and after the address also were reported by local radio-TV outlets.

Motorola-TV sponsored the Washington proceedings over NBC-TV from 11:30 a.m. to 2:30 p.m. (except the address to Congress), and also presented a 15-minute newsmagazine the evening of the Wednesday, showing the General's arrival in San Francisco. The contract was placed through Ruthrauff & Ryan. American Oil Co. aired the New York ceremonies through Joseph Katz, Baltimore.

Longines-Wittnauer Buy

Longines-Wittnauer Watch Co. sponsored the CBS-TV coverage of the ceremony Thursday; the arrival in Honolulu, landing in San Francisco, and the New York parade and reception on Friday. Other MacArthur activities were slated for sponsorship by Longines. Newsweek magazine presented a special film of Gen. MacArthur's speech to Congress in a CBS-TV program Thursday night. Victor Bennett is the agency for Longines-Wittnauer: Lenn & Mitchell for Newsweek.

Mutual's coverage included on-the-scene descriptions of the General's take-off from Tokyo, arrival in Honolulu, landing in San Francisco, in addition to his reception in Washington, speech to Congress and ceremonies at the Washington Monument. WOR, Mutual's New York affiliate also presented Gen. MacArthur's arrival in New York and the official reception and tour on Friday. WMMG, New York independent, carried the General's speech to Congress.

ABC covered the San Francisco proceedings Tuesday night and Wednesday, and kept its network open in the East past the usual midnight closing time to report the arrival in Washington. Earlier, ABC carried a shortwave eye witness account of his Tokyo departure and Honolulu landing.

DuMont TV Network claims a first on telecasting pictures of Gen. MacArthur's arrival in San Francisco to viewers in the East and Midwest, crediting WGN-TV Chicago with a sensationally fast processing and editing job to make the best possible. Leaving San Francisco on the last commercial plane Tuesday night, the unprocessed negatives reached WGN-TV at 8 Wednesday morning and were developed, processed edited and ready for broadcast at 11 a.m. Within five minutes DuMont had cleared a network of five stations—WNHC-TV New Haven, WABD(TV) New York, WFLI-TV Philadelphia, WDTV (TV) Pittsburgh and WGN-TV—with some of them revising their schedules in a matter of seconds. Films were rebroadcast at DuMont at 11:38 a.m. on a special news program.

Following is a play-by-play of TELEVISION in jeopardy because station men are "rushing headlong" to make money; because they are selling frequencies, channels and call letters rather than audiences, and because they are "too willing" to let someone else evolve their "heritage and economic welfare." This was the opinion of John M. Outler Jr., general manager of WSB-AM-TV Atlanta, a key speaker at the television session Thursday afternoon at the NARTB convention in Chicago.

Mr. Outler, speaking as a "freshman in TV doing post-graduate work in radio," ripped station managers for making the same mistakes they did in radio, which is its own "greatest fear" today. He explored the "blond assumption that the public will stand hitched for anything in the way of programs, the same ignorance or indifference which radio had." His recommendation to stations: Tie-in with a local audience with live local shows "because the interest of your audience in network shows is an impersonal matter."

Session Agenda


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CONGRESS AND TV

By DAVE BERLYN

CONGRESS is in no hurry to act on legislation involving television and its legislative season is only one week away. This is indicated by the following action:

The Senate Rules Committee has informed the following line to the Senate Commerce Committee:


Mr. Klein (D-Col.) told Broadcasting • Telecasting, April 16, that it was his intention to bring up Sen. Harry Truman (D-Mo.) for a supplementary hearing to the upper chamber against Morris Kleinman and Louis Rothkopfe, who used TV as one of their sources of income.

Mr. Klein asserted the Rules Committee's right to continue the hearing as long as needed.

Both Reps. Klein and Javits indicated that their battle to get TV cameras into Congress chambers on the same footing as the press would now have to be carried on. The New York newspapers have suspended their activities until a ruling is made on the Rules Committee's right to continue the hearing.

Sen. Edward M. Kennedy (D-Mass.) told Broadcasting • Telecasting, April 16, that he would introduce legislation providing for the televising of Senate sessions.

Justice Dept. Studies Nature and Scope

Justice Dept. Studies Nature and Scope

SPECCULATION that the Dept. of Justice may itself in an advisory capacity on the nature and scope of Congressional telecasts was held out last week.

This conjecture was raised amid deep unrest in the broadcasting industry. The Dept. of Justice has prepared an advisory memorandum on the matter.

(1) The right of Congressional committees to adopt their own code covering telecasts of public hearings.

(2) Conviction of certain witnesses to answer committee questions because of the presence of TV cameras.

(3) The constitutional question evolving around the question of "due process of law."

Text of the memorandum was not disclosed.

HILL TELECASTS

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The memorandum was understood to reflect these initial advisory informal legal beliefs:

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Text of the memorandum was not disclosed. It was learned that the opinion will be used as a basis by the Justice Dept. in the Congressional TV issue, should it be called upon to render advisory comment.

The memorandum was understood to reflect these initial advisory informal legal beliefs:

The question of Congressional committees adopting their own code for TV coverage in the United States may have little legal precedent supporting their charges, other than that provided by the process of law.

Television only makes public hearings more public.

It was also reported last week that the Justice Dept. is preparing to prosecute current contempt citations, which the Senate recently approved, involving Morris Klippman and Louis Rothkopf.

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At week's end a BROADCASTING spot check that none had been requeued that at Cong quarter felt such an advis ion would be helpful g press.

April 23, 1951
NCAA PLAN

NCAA Television Committee last week submitted to the Dept. of Justice a three-point plan for telecasting college grid games this fall.

Justice would issue only the formalized comment that it has taken the plan "under advisement." Some action, however, is expected this week.

Under the proposed plan:
- Only one game would be telecast in any one area on any given Saturday.
- No team would be seen more than twice, once at home and once when it plays away from home.
- Or at least one Saturday a blackout may be imposed and no games may be telecast in a particular area.

Before the 12-man committee which met in Washington last Wednesday and Thursday was Tom Hamilton, athletic director of the U. of Marylnd.

No Live TV Ban

Mr. Hamilton reiterated NCAA's position that it is not banning live telecasts, it has merely imposed a three-point plan for telecasting college grid games this fall.

The plan—which limits only live telecasts—is expected to greatly increase use of theatre, radio, phonevision, kioskron and post gameanalysts.

Mr. Hamilton pointed out, "some 72% of college athletic directors, including intra-murals, prefer football receivers. We added that if athletics are of any value they must be in all colleges and "not restricted to the eight or ten colleges" which could sell games to TV sponsors.

High Willett, of Southern Callelbesia, said, "We approach this problem from the conviction that our athletes are worth preservation. We believe they would be preserved if we can live with television."

MODERN SCHOOL

Creekston Lists Facilities

CREIGHTON, U., Omaha, with complete television production equipment on the campus, reports it now is offering up-to-the-minute courses in TV, radio, advertising and press communications. In addition, a campus radio station, KOCU, is operated by Creighton students.

Listed among many opportunities offered by the university is the annual WOW-TV Omaha training scholarships for outstanding students in the fields of radio and television.

ATLANA SALE

WSB-TV's Ch. 8 Plant Gets $525,000

FORMAL application was filed with the FCC last week for consent to assign of license of WSB-TV Atlanta's Channel 8 facilities from Atlanta Newspapers Inc. to prominent Atlanta citizens, for a total consideration of $525,000.

The transaction is subject to FCC approval of the assignment, as well as approval of issuance of license to the applicant for operation of Channel 8. The new license would be assigned to the applicant for operation of Channel 8, with construction permit for the applicant to be held as a Senator and a Representative in the House of Representatives. It is believed that the Senate, which is the final authority on such matters, would approve the transfer on the condition that the license be operated by a public service corporation.

WSB-TV's Ch. 8 Plant Gets $525,000

WSB, Inc. in the past has offered to sell its Ch. 8 plant to a number of prospective buyers, including the Atlanta Journal Constitution. The price asked has been $525,000, which includes the purchase of a 10% interest in the station. This price is considerably below the current market price for such a station, which is estimated to be around $1 million. The sale is expected to be completed within the next few weeks, and the new owners plan to operate the station as a public service corporation.

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**Mac's Homecoming**

(Continued from page 76)

exclusively into KNBH's time slot. In the meantime KTTV and KTAL had registered objection with the local FCC office at the exclusivity of the telecast. No FCC action was taken, however, according to Joseph Brenner, regional FCC attorney.

On Saturday, however, the storm was dissolved when the three network stations met and KNBH decided to relinquish its time and open up the relay to a seven-station pool.

KWKW, 1 kw independent Pasadena, Calif., station, turned up with its own exclusive the night of the MacArthur firing announcement. Following the first news of the event, William J. Beaton, general manager of the station, made try after try unsuccessfully to get through by phone to Gen. MacArthur or other ranking officers in Tokyo for a statement. Finally, giving up the attempt after midnight, Mr. Beaton decided to give his faithful listeners an exclusive, anyway.

An exclusive interview with the Tokyo telephone operator.

Another local station, KLAC-TV, also used its ingenuity in trying to get through, but with not as much success. A station newsman, attempting to put a call through to Clete Roberts, another KLAC-newsman, currently in Tokyo, was told by the operator that there only military calls were being respected. Undaunted, the zealous newsman in Los Angeles informed the operator that the call was being made by General Klac.

He was put through to Tokyo. Unfortunately, however, he was unable to reach Mr. Roberts.

**Washington Area**

The General's triumph in the nation's capital also received thorough coverage, with telecasts on a pooled basis as elsewhere. Participating were WBNB (TV)-NBC, WMAL-TV-ABC, WTTG (TV)-DuMont and WTOP-TV-CBS. All five radio networks—ABC, CBS, NBC, MBS and LBS—and independent stations picked up the various ceremonies.

WOL, Liberty outlet in Washington, fed the joint session address to the network as well as other programs during the MacArthur week.

The TV pool comprised 18 cameras and crews, five mobile units and a staff of 100 technicians and as many program personnel. Technical details were handled by WBNB and the program was coordinated by ABC and NBC.

Activities were monitored at the WBNB studios in the Wardman Park Hotel.

TV ran afoot of the law when it attempted to cover Gen. MacArthur in the Statler Hotel lobby. NBC had arranged with the management for its use, but not only to be thwarted by the police, headed by Police Chief Robert Barrett, who ordered them removed.

**Testing** future audience of a United Television Programs film, The Chimps, in audition for Arthur Mayerhoff agency are (standing Bruce Bryant and Mrs. Carol Perel Colby, agency's timekeeper, who prepare to note young-ester DuMont, NBC, and WNBC-ABC, all of New York, proprietors. The film, produced by Bing Crosby Enterprises, features chimpanzees in western and whodunit dramas. Thirteen 15-minute reels have been filmed. This showing was set up by Milton M. Blink, vice president, Standard Radio Transmission Services, who supervises Midwest operations for United.

Protest by the network to the Commission's office, hinting at a possible suit against the District government, brought reverse of the orders. NBC Commentator Earl Godwin later told listeners of the "Gestapo-thinking" action, and pointed out "radio and television . . . are exactly as much in the public interest as police arrangements." He noted that private property was involved.

WBAL-TV Baltimore claims it flashed MacArthur's San Fransisco landing on its screen first, beating the network announcement by some five minutes. Station presented a film repair prepared by its special events department, and reported film coverage of landing on an early news program. In Washington WJTLV recorded a special tape interview at National Airport with the plane's radio operator. Later he appeared in WBAL-TV's studios for a live TV interview.

**New York**

The Friday TV pool started at 11:45 a.m., picking up the general at the Battery, where a parade of an estimated 10,000 veterans, servants, police and firemen got under way. The cameras followed the parade to City Hall for a 45-minute ceremony there before it continued on to Police Headquarters and thence to the Washington Arch.

Coordination of the Friday pool telecasts was handled by DuMont from the Empire State Bldg., under the supervision of Harry Coyle, DuMont director of remote operations.

In New York the NBC-TV cameras accompanied the General from the Waldorf-Astoria along the Broadway tiosketape parade route to City Hall and thence up Fifth Ave. from noon to 2:30 p.m. American Oil Co., Baltimore, sponsored this ½ hour NBC telecast, through Joseph Katz Co., Baltimore.

Reports continued to pour into Broadcasting * Telecasting on coverage of the MacArthur dismissal. Among those received:

An informal public opinion poll was presented by WGH Newport News, Va. Station Manager Bill Van Buren and Announcer Ambert Dall recorded downtown interviews while Promotion Director Bob McBride and Producer Bill Phyne checked reactions of passersby. Comments on the story, which found 48% of Hampton Roads citizens opposed and 13% favoring the firing of the General, were broadcast at 12:45 p.m. and at 4:45 p.m.

Newsroom of WCOP, Boston's ABC outlet, gave the MacArthur dismissal the "works in radio coverage. Swaying into action early Wednesday morning, Program Manager Gene King and News Editor Jack Chase cleared the entire evening schedule from 9 to 11 even before it was known the President would pre-empt the 10:30-11 p.m. segment.

**Panel of Experts**

By mid-morning WCOP had lined up a panel of experts for a live forum at 9 a.m. Program was followed by People's Reaction, a half-hour of recorded telephone conversations with Mr. Chase and Hub listeners were invited to call in and give their opinions. Although only 20 calls were used, approximately 500 were received during the day, station reported.

WTIC Hartford claimed to be first in the Connecticut area with the startling news. Station stayed on the air with NBC reports at 1:15 a.m., the newsroom following up with man-on-the-street excerpts early in the morning. Announcer Bob Steele, equipped with a tape recorder, canvassed the public reaction. WTIC received its initial tip from the wire services.

WCCO, Los Angeles, a daytime independent, had a later bulletin when it took the air and also urged listeners to write or wire their Congressman "today" about where they stood on the controversial issue.

KOA Denver reported eliciting not only the views of the man-on-the-street but also top editorial comments from leading newspapers and local-national spokesman. Comments were used on station's Date-line Denver at 6:15 p.m. April 11.

KBCO-TV Los Angeles, reporting at 6:15 a.m. on wire services, also issued bulletin on the air from the bulletin at 10:08 p.m. (1:08 a.m. EST) until 5:30 a.m. Public reaction was so phenomenal it not only jammed trunk lines but also shut several telegraph offices out of action. A repair force was hustled to ABC Television Center.

**TV EXPANSION**

**UHF Can Extend Service**

MAJOR expansion of telecasting is possible and practical at UHF, Dr. C. E. Jolliffe, executive vice president in charge of RCA Labs, told engineering students at Princeton U. last week.

"Our engineers have determined that practical UHF television receivers can be built and that present television sets can be readily adapted to receive filaments on ultra high frequencies," he disclosed.

"This means," explained Dr. Jolliffe, "that sets now in use and those being manufactured will not be made obsolete. The future development of television service without this expansion in UHF, and existing service at very high frequencies also can be extended.

Dr. Jolliffe said that this information was gleaned from more than a year of RCA-NBC tests at the experimental station, KCCXAR Bridgeport, Conn.

**Aids Newspapers**

TELEVISION is a "stimulating interest" in newspapers by sharpening the public appetite for interpretive reporting, Basil L. Walters, executive editor, John S. Knight newspapers, told the Hoosier State Press Assn. April 6. Video will become a boom to newspapers and not dampen interest in reading, he stated at the HSPA 17th annual meet. Knight newspapers own WQAM-AM-FM Miami, and hold part interest in WIND Chicago and WAKR-AM-FM Akron.

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**April 23, 1951 • Page 79**
RADIO, VIDEO POLL

VGAR, WEWS (TV) Win Cleveland Press Contest

TOP honors in the sixth annual Cleveland Press radio and television popularity poll went to VGAR and WEWS (TV) Cleveland.

On a point system, the tallies at counting time stood like this: VGAR, 384; WEWS, 33; WHK, 153; AMW and WXEL (TV), 13; WERE, 114; WNBK (TV), 8; WJW, 34; and WDOK, 1.

Highest individual laurels went to VGAR’s Esther Mullin (9), and WHK’s Bill Gordon (10). Ad agencies credited for the best commercials were Ohio Adv., McCann-Erickson; D’Arcy, and Gerst, Sylvester & Walsh.

Chosen as the best commercials were those of the Old Dutch Beer area.

Comparisons were drawn with other UHF stations.

The wax mysteries of TV were explained by Dr. M. E. Strieby, staff executive, Long Lines Dept., AT&T, New York. He covered the necessity of coaxial cable and relays for transmission inside a large city. Microwaves and light respond much the same in means of transmission, conduction and concentration.

A four-way antenna having a power gain of 20 was the subject of Lloyd O. Krause, of GE commercial equipment division. Most of the experimental work was done on models with vertically stacked bays, the length of the bay being five wave lengths. The mast serves as the outer conductor of the traveling-wave on a helical antenna of simple construction produces excitation by single feed.

At the meeting a select engineer of Federal Telecommunication Labs, told the conference that it is not necessary to use a high priced orthicon or iconoscope camera for transmission of slides when a cheaper flying spot scanner will serve just as well and with much greater speed. Because it is possible to obtain an excellent signal-to-noise ratio with a flying spot scanner it gives an excellent TV picture as long as the action is slow. The future possibilities for motion picture transmission are uncertain.

Much of the lack of appreciation of FM by prospective customers is due to the average listener’s inability to properly evaluate. John V. L. Hogan, project engineer, Hogan Labs, said that FM set owners tune their sets to the spot of the lowest noise as measured by their AM radio; not knowing that the best signal on FM cannot be found that way.

Special services include the FM broadcaster additional features. They include music with advertising slants aimed at shoppers in stores, riders on public transportation, and "background" music for factories, offices, restaurants, etc. FM will be a valuable aid in national propaganda system for national defense, Mr. Hogan said.

James L. Hollis, project engineer, Collins Radio Co., spoke on a mobile 85 kw shortwave broadcast transmitter, covering subjects of their design and construction and discussed the necessity on the construction of a general purpose transmitter which delivers 50 kw for cw operation or 35 kw amplitude-modulated and covers a range of 4 to 26 mc.

N. E. ENGINEERS

Meet in Boston

NEW ENGLAND radio engineers were scheduled to gather Saturday at the Copley Plaza Hotel in Boston. The meeting was sponsored by the North Atlantic Region of the Institute of Radio Engineers and attendance was expected to be high, judging from early reports.

The following authorities were scheduled to address the gathering on their specialized subjects:


Lee Estate Taxes

CHECK FOR $1,047,559.55 has been turned over to the Collector of Internal Revenue by Ben H. Broadwell in connection with an automobile deal he made with a large auto distributor fortune. Although other taxes are to be cleared yet on the $14 million estate, Mr. Brown saw no litigation in spite of the large sum and the complications between experts for the estate and government. Young Lee died Jan. 13, 1950, in a fall from a Los Angeles hotel window. The estate is being contested (BROADCASTING • TELECASTING, March 26).
FIRST IN THE FORT WORTH-DALLAS AREA WITH AFTERNOON PROGRAMMING!
IN THE FORT WORTH-DALLAS AREA IN AFTERNOON AUDIENCE!

ON THE RECORD stars zany Bobby Peters, the people's choice—is typical of high-caliber local production on WBAP-TV. (12:00-12:30 p.m. Monday thru Friday.)

KATE SMITH SHOW is one of top-rated network features for daytime viewing—another reason why WBAP-TV ranks first. (3:00-4:00 p.m. Monday thru Friday.)

GABBY HAYES SHOW helps keep Fort Worth-Dallas kids tuned to Channel 5, where the kids' favorites appear every afternoon. (6:15-6:30 p.m. Mon., Wed. and Fri.)

SEE-SAW ZOO with Dean Raymond is more proof of WBAP-TV's ability to score high with local studio programming—puppets with Texas personality. (3:45-6:00 p.m. Mon. thru Fri.)

PLAYTIME WITH MARY PARKER rates tops with the young set and their parents—another WBAP-TV-originated show with high Hooper ability. (5:00-5:30 p.m. Mon. thru Fri.)

To paraphrase an old saying, "The proof of the programming is in the rating." One look at Mr. Hooper's latest analysis of afternoon TV in the Fort Worth-Dallas market shows why WBAP-TV and Channel 5 are first choice with local and national TV advertisers:

Monday thru Friday          WBAP-TV     Sta. B     Sta. C
12 noon—6:00 PM        66.2          18.4      15.4*

(Weekdays—on the air 12 noon to midnight)

Better, stronger programming—local and network—like the shows featured on this page—are the reason for WBAP-TV's almost 3-to-1 dominance of this great market—first market of the South.

Want the full story...now? It's yours from us or from your Free & Peters man.

WBAP-TV
CHANNEL 5

MARGRET MCDONALD talks the home-maker's language—and shows the way to better meal-planning and kitchen management. Another "first" for WBAP-TV, now moving into the third full year of afternoon programming on Channel 5 (1:00-1:45 p.m. Monday thru Friday.)

STAR-TELEGRAM STATION • FREE & PETERS INC.
FORT WORTH, TEXAS

AMON CARTER, President    GEORGE CRANSTON, Manager
HAROLD HOUGH, Director     ROY BACUS, Commercial Mgr.

April 23, 1951 • Page 81
**Mystery Programs Covered By Advertiser Survey**

(Report 160)

**Movies Top S. F. Fare in Tele-Que Survey**

FEATURE movies were the most popular television fare in San Francisco last month, according to a survey by Que, West Coast research firm.

Three movie programs placed in the top 15 programs. Groucho Marx's "You Bet Your Life" led the variety shows, with the national favorite, Milton Berle's "Texaco Star Theatre," placing only ninth in the San Francisco survey.

Only two local programs made the top 15—KGO-TV's "Armament" (Continued on page 88)

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**Weekly Television Summary—April 23, 1951**

**Telecasting**

**Combined Population DALLAS AND TARRANT COUNTIES...**

**NOW there are 109,264**

**Television Homes in KRLD-TV's Effective Coverage Area**

The CBS Stations for DALLAS and FORT WORTH is this why KRLD AM-FM-TV Channel 4 is your best buy the TIMES HERALD National Representative The BRANHAM COMPANY

---

**Advertest Research, New Brunswick, N.J., made television mystery programs the subject of its March report on "The Television Audience of Today."**

The investigative organization cast its trained eye on the New York City area only where it reported that as of March 1, 20 different mystery programs were being presented.

During the period March 6-13, Advertest interviewers contacted 769 TV homes in the metropolitan area.

Results show that two programs presented over WNBT (TV), Lights Out (Admiral) and Martin Kane (U.S. Tobacco), were most viewed. Placing third, fourth, and fifth, were three shows telecast over WCBS-TV: Suspense (Auto-lite), The Web (Embassy) and Big Town (Lever Bros.).

In order of sponsor identification, the top five were: Martin Kane, 42.5%; Danger (Amc - i - dent), 21.8%; Big Story (Pall Mall), 20.3%; Black Cat (Ford), 20.2%, and Man Against Crime (Camels), 19.9%.

Favorites, chosen on a point system, were listed in order as Suspense, Martin Kane, Lights Out, Man Against Crime and The Web.

---

**Video Therapy Aids Veterans' Recovery**

TELEVISION affords therapy as well as entertainment to veterans at the Great Lakes Naval Hospital near Chicago. Sixteen sets are spotted throughout the wards, which house 1,700 patients. Dr. F. H. Ocko, chief of neuropsychiatric services, said television entertainment "very definitely has therapeutic value, especially in the closed section of the psychiatic wards."

"Here, where it is important for patients not to have too much time on their hands, the baseball and football games, and the light entertainment of the variety shows, help supplement the regular recreational program. From the psychiatric standpoint, the men derive a tremendous amount of benefit from it."

TV helps men pass recuperating time, especially in the orthopedic and surgical wards, the doctor said.

---

**City** | **Outlets On Air** | **Sets In Area**
---|---|---
Albuquerque | KOB-TV | 7,400
Anchorage | KTVF | 30,590
Atlanta | WAGA-TV, WWSV, WTBS | 115,000
Baltimore | WJZ-TV, WMAR-TV, WJLA | 292,000
Bloomington | WBT-FM | 36,230
Birmingham | WBMA-WBRC, WAPI | 37,771
Bloomington | WVTM | 14,890
Boston | WSB, WMBR | 392,078
Buffalo | WKBW | 197,992
Charlotte | WBTV | 57,140
Chicago | WBKB, WBBM-WGN-TN, WISNR, WCBS, WBBK-TV, WBNW, WBBM-WBBK | 411,834
Cincinnati | WCPO-TV, WKCX-TV, WDTX, WTVS | 39,700
Cleveland | WEWS, WVEA, WEWS, WJAL | 453,575
Colorado Springs | WTVW, WTVX, WTVN | 176,540
Dallas | KRLD-TV, KWBAP, WFAA-TV | 109,264
Davenport | WOC-TV | 53,855
Quan Cities include Davenport, Moline, Rock Island, E. Moline | 88,713
Dayton | WJRT-TV, WLWD | 119,000
Detroit | WJBK-TV, WWJ, WXYZ-TV | 445,679
El Paso | KJDO, KOPR | 52,355
Fort Worth | KDFW | 53,855
Dallas | KABP-TV, KRLD-TV, WFAA-TV | 109,264
Grand Rapids | WMAX, KMAX | 119,000
Greenbush | WJBF | 73,710
Houston | KPRC-TV | 74,800
Huntington | WSAZ-TV | 31,200
Indianapolis | WIBC | 38,000
Jacksonville, Ill. | WJAM-TV | 20,000
Jacksonville, Fla. | WJAX | 50,000
Kalamazoo | WWMT | 71,200
Kalamazoo | WWMT-2 | 100,000
Kansas City | WDAF-TV | 114,600
Lancaster | WALM, WJRX | 130,000
Los Angeles | KTLA, KTBV | 88,337
Kobe | WJUM, KTVF | 66,000
Los Angeles | KCAL-TV, KFYB, WLAC, KCMC | 877,421
Total Markets on Air 63

**City** | **Outlets On Air** | **Sets In Area**
---|---|---
Louisville | WAVE-TV, WHAS-TV | 86,711
Memphis | WMBL | 83,018
Miami | WTVJ | 60,000
Milwaukee | WTMJ | 233,280
Minneapolis | KSTP-TV, WCCO-TV | 351,100
Minneapolis | KMSP | 436,900
New Haven | WNHC, WNRD | 149,700
New Orleans | WDSU | 42,100
New York | WOR-TV, WPIX | 2,000,000
Norfolk | WTVT | 65,300
Oklahoma City | WKY-TV | 79,490
Omaha | KVNO, WTV | 78,737
Philadelphia | WCAU, WFLI, WIPZ | 820,000
Phoenix | KPHO-TV | 37,400
Pittsburgh | WTVF | 240,000
Providence | WJAR, WBZ | 165,855
Pueblo | KRBD | 68,750
Richmond | WAVY | 79,310
Rock Island | WMBT-TV | 53,855
San Diego | KFMB, KSW | 107,000
San Antonio | KTV | 68,800
San Antonio | KABB-TV | 61,300
San Francisco | KBMO-TN | 11,000
San Francisco | KGO-TV, KPJK, KRON-TV | 168,315
Seattle | WGRB | 147,000
Seattle | KING-TV | 80,900
St. Louis | KMOV | 90,600
Symmes | WHEN, WSYR, WGRB | 112,700
Tulsa | KOTV | 100,000
Tulsa | KOCL | 71,325
Washington | WASH-TV, WSPB, WTOP-TV, WITG | 30,700
Washington | WITG | 252,740
Wilmingtom | WLDE | 59,901

Estimated Sets in Use 11,818,000

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially double counted. Sources of set estimates are based on data supplied by advertisers, network, local stations, various surveys, home newspapers and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.
Through the facilities of WSB-TV universities and colleges of Georgia now are conducting an experiment in culture.

Half-hour programs on subjects of adult interest are televised daily, Monday through Friday. In the current series each institution is conducting eight programs.

Educators of this region have welcomed this opportunity to learn more of television and how best to develop its educational possibilities.

The unique series becomes another bond between the people of the Atlanta market and WSB-TV—the only station which gives them a complete television service. WSB-TV is represented by Edw. Petry & Co., Inc.
Coy Hits NARBA Critics
(Continued from page 8)
Mr. Coy, "is a situation where, if we were to consider breaking the clear channels down, we would be faced with a severe loss of service in the United States—as under the old treaty—rather than a higher degree of protection—as under the new treaty."

"They are afraid that this provision protecting the interest of the United States makes their coveted clear channels more vulnerable to a new national policy."

Mr. Coy said it would be "glib" to suggest that the answer to these problems is "to engage in a power war."

"If I think it can be stated as a fact which cannot be contradicted," he said, "that in the present state of the world, the United States government is not going to tolerate its broadcasters engaging in such a war with other countries in the North American region."

Turning to the Commission's proposal to lift the television freeze, Mr. Coy said that principal criticism of the plan seems to be directed toward the opening of UHF "wells." Those who would like to see only VHF channels in use look down their noses at UHF and belittle its potential as a competitor to VHF, he said. It was true, he added, that there were problems with UHF, such as power limitations and the possible effect of rough terrain of UHF covering. But he felt that UHF stations in the future will be able to cover almost any metropolitan area and a very large part of the country with adequate television service.

Mr. Coy said that "to me the strong probability of early assignments in the UHF looks a bit more attractive than the fragmented and costly litigation in various cities of this country for the few VHF channels available."

He predicted that by the time UHF allocations are put on the air "there will be a substantial flow of receivers equipped to receive both UHF and VHF signals ready to go on the market." He thought also that most manufacturers will have converters available to adapt present sets to receive both VHF and UHF.

On the subject of color television, Mr. Coy said he was "confident that the decision of the Supreme Court will be to sustain the decision of the three-judge statutory court which ruled for the FCC in Chicago, and not approve RCA."

"And that when they do, there will be an end to the litigation in this field."

"Looks for Color"

He said he was "looking forward to the beginning of color telecasts. . ." and was "exciting and most effective communications medium ever devised."

"I think it can be of greater service to the American public than any other television system," he said. "And other than that, it can become the most profitable medium to those broadcasters who will serve the public interests." He recalled criticisms made of the FCC color decision last year. I particularly refer to those who cried that the Commission's decision was an interference with the market to be materials to build color sets anyhow," he said.

"These same prophets of gloom probably are making such a terrific cutback of the television receiving set business that it would prevent manufacturers from retooling their plants to build sets that would receive both color and black and white in both the UHF and VHF."

Mr. Coy then cited figures showing that first-quarter production was bigger than that of the first quarter of 1950—2,200,000 sets this year, 1,600,000 last—and that total production for 1951 seems destined to equal that of 1950.

"It is my view," he said, "that so long as television sets can be made, color in television need not be denied the public. On the contrary, I think it important that all television receivers should have provisions for receiving both a UHF and VHF television signal."

"I think it would be most unfortunate if the American people were sold something less than what they were entitled to have."

Mr. Coy closed his address with a reference to the national defense emergency which he said broadcast people were facing up to realistically.

"In this hour of danger you are once again readjusting your normal peacetime operations and adding to your normal tax load, and I am sure you will be in the forefront of a study of such knotty problems as security measures during air raids with perhaps the dropping of atomic bombs, the protection of your property, to control anyone who might seek to use it to aid the enemy, materials shortages, manpower shortages and other disruptions, he said."

VIDE SALES

Admiral Eyes Bank Loans

BANK LOANS to finance large inventories of TV sets which have backlogged at distribution and retail outlets may be sought by the Admiral Corp., Chicago, President Ross D. Siragusa told stockholders at the annual meeting. He said the cash necessary to sell in the sales pipeline is primarily attributable to federal credit restrictions provided for in Regulation W.

"Regulation W has killed television sales on a price level, and we're attempting to get Washington to relax the regulation. If it is, we'll be selling sets again to the average wage earner," Mr. Siragusa said. He reported the drop in TV sales may affect the company's overall 1951 profit.

Contributing to the drop in TV sales, the president's opinion, were the controversy over color television, the 10% excise tax on receivers and shortages of materials. He reported that Admiral can sell all the low-priced table model units it can produce, but is limited in its production by a shortage of plastic from which the cabinet is made. The supply of steel and some materials in TV sets and appliances has dropped 25%.

He charged the government has given total support to "non-electronic and old electronic manufacturers. People like ourselves have very small amounts of government business compared with our civilian business. We can't expect defense work to take up the slack caused by loss of television sales until the end of this year."

Admiral's 1951 net earnings were $18,767,554, or $9.73 per common share. Company reported net income of the first quarters of 1951 dropped to $2,405,344, or $1.25 per share from $4,158,449, or $2.16 a share, the year before. Earnings before taxes were $8,469,482 in the first quarter of 1950, compared with $6,761,892 a year ago. Sales went from $46,291,409 in 1950 to $70,821,548 this year. Mr. Siragusa said the company set aside reserves for taxes this year amounting to $3.16 per share, compared with $1.35 for the same quarter last year.

Business Session

(Continued from page 28)

hazard of similar restriction of free speech in this country.

Suggested FM stations and set manufacturers' claim might be merged and translated into a campaign based on broadcast of transcriptions in which leading personalities endorse FM.

But the proposed NARBA resolution set off the fireworks at the business meeting. All preceding resolutions had been adopted unanimously.

Mr. Sholls took the rostrum to protest. He said the record should show the meeting was sparsely attended, and asked that a ballot be taken. He would not vote in favor of the resolution unless he want actual record vote noted so I can say that to the Senate," he said. Reviewing his friendship with Chairman Coy, he said the Chairman was "turning to be an aggressive, subtle, self-serving campaign against NARBA."

That morning, he explained, CCBS members had voted funds for active campaign in support of the NARBA treaty. "There's nothing subtle about our position," he claimed. "We've been honest and straightforward. Clear channels exist, and we want to keep them. If rural listeners knew how they had been raped during AMS growth, we would still have 40 clear channels."

"WHAS has long been a member of NAB. We believe in a trade association. We pay AM and TV dues. We believe this resolution is loaded. You have a treaty that doesn't exist. This pact won't preserve orderly broadcasting. The State Dept. gave five Mexican clear channels to Cuba. I protest. There's a Cuban on our channel. What will Mexico say to us when this resolution gives the impression NAB wants NARBA ratified? I don't think we can get away with it.

Mr. Sholls moved the motion be tabled, on a quorum call only 121 were counted, with 130 needed. The meeting was adjourned.

Text of the proposed Clear Channel resolution, as submitted by the resolutions committee follows:

Whereas the development and use of the radio spectrum of electromagnetic waves is of such vital importance that it point that serious degradation of service may result, if proper coordination of assignments of frequencies among the several nations of the Americas is not achieved on a continental; and

Whereas many months of international conferences afforded an opportunity for all segments of the broadcasting industry to present their conclusions toward effecting an international agreement, and

Whereas it is highly desirable that an agreement and treaty be reached based on the provisions of the NARBA, and promptly express their individual views to the members of the United States Senate.

NOW, THEREFORE, be it resolved that all NAB members support the NARBA resolution set off the fireworks at the business meeting. All preceding resolutions had been adopted unanimously.

Page 84 • April 23, 1951
WHY You Can Operate Zenith TV from Your Easy Chair

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

You sit anywhere in the room... blissfully relaxed... with Zenith's wonderful "Lazy Bones" Remote Control in your palm. You press lightly with your thumb, and change programs one after another! No jumping up, not one knob to touch or re-tune! This operation of the tuner by remote control is possible because Zenith's Turret Tuner is truly a miracle of automatic precision and stability!

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

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

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

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

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

Zenith Radio Corporation, Chicago 39, Illinois • Over 30 Years of "Know-How" in Radios exclusively • Also Makers of Fine Hearing Aids
TV Peril
(Continued from page 78)
tive vice president, Flamengo Radio.

Charging that this is the time to take steps to avoid radio's mistakes, Mr. outlier said video sta-
tion operators should "take out in-
surance now by protecting what we
have for sale—programs produced
by and under control of the station
and which tie into a local audi-
ence.

Because of TV's rapid growth, a "mighty few of us have had to go out and peddle TV advertising on a basis of merit. Stations and programs have yet to face the problem of navigating between the rocks and shoals of the audience's privilege to pick and choose."

Telecasters should now build a foundation for future security, to tie the audience to a present fre-
quency, to local implus to set sales and increase circulation "which will justify the ever-in-
creasing costs of program produc-
tion," he said.

He charged too many stations are "content to be reporter sta-
tions for networks," and are there-
in "for rough sledding when some lean, keen competitor starts to appeal to the intelligence and the business." Although he is not against networking, and sees a need for "a backlog of network shows and some top-rated programs for window dressing, it is program loyalty which carries a show" and live local shows build this.

"TV is its own best sales agent. Tomorrow we may not have the wish or the power to alter the thralldom and TV can become just another advertising medium rather than the tremendous force we know it to be," he concluded.

Five Basics Given
Mr. Walles recommended five basics for new TV station men: (1) Remember that you do not lend your original investment in studios and equipment; (2) keep the staff low in number, high in versatility, energy and enthusiasm; (3) make a continuous study of programming costs and substitu-
tions without cutting quality or in-
come of shows; (4) establish a fair and aggressive rate policy, and (5) avoid impulsive or ill-considered expansion of operating hours.

He noted prices have gone up 25% on coaxial cable, 15% on studio equipment, double on the projection of towers, recommending that sta-
tion managers operate within their means. The staff "should have a high degree of flexibility, and if you have to, hire for another person, don't hire him." One or two-man shows are prac-
tical because of no rehearsal and low budgets. The speaker suggested hiring a well-qualified, experi-
enced person to buy films, which are "tremendously important."

UHF transmitters will not be delivered by manufacturers for be-
tween 12 and 24 months, Mr. Mc-
Daniel reported. He said a 1 kw.
set will cost $75,000, with another esti-
mated $20,000 for an antenna. Larger
transmitters of 5 and 10 kw are ex-
erable between $150,000 and $160,000, with later delivery be-
cause "we've still not licked the tube problem."

Manufacturers are "delighted" about the prospect of a TV thaw, and almost all have provided for UHF in sets in some way, he said. He estimated cost of conversion and installation from VHF at from $150,000 to $500,000. He predicted manufac-
turers will have UHF sets or convertible ones in the stores "long before UHF stations go on the air."

Mr. Byers of NCAA, commenting on the group's official plan of exper-
imental live televising which was
awarded $3,000,000 on Wednesday (see story page 78), was introduced by Mr. Hough, who said the public will make the final decision as to which sports it wants on TV. Mr. Byers charged the stand of the NCAA in its ban against live, simultaneous telecasting, has been "grossly mis-
interpreted and misused." He explained that surveys have shown "conclusively" that live TV hurts gate receipts, and thus lowers opera-
tional value for college athletic departments.

"No one in collegiate athletics opposes television as such, and broadcasters have rendered us a great service," Mr. Byers said. He feels that TV and colleges "will and must adjust to each other."

Jett Viewpoint
Mr. Jett, chairman of the discus-
sion on "The Big Thaw," is "not too concerned about the relative value of UHF and VHF, as there is no other way to expand television on a national, competitive basis. The sooner we use UHF, the better it will be for everyone," he said.

Speaking on the same subject, Mr. Guy of NBC said the FCC's new proposals "show the Commission has listened to and weighed the evidence carefully and has come to support it." He termed it "inconceivable that the Commission could cover that much ground and still satisfy everyone." He said the rules were sensible and the planning sound. Although he would like to see changes made, "they are not so important as to dis-
cuss further in the light of getting on with the job."

Mr. Goldsmith submitted sketches of a counter plan which he presented. Under DuMont, it provides for 31 of the first 50 markets (rather than seven) having more than four stations; for closer and "more efficient" spacing of sta-
tions, and elimination of more than 31 stations into other VHF channels, and permission for edu-
cational stations to accept com-
mercial sponsors. He sees "serious political gains in the Commission's thinking."

Mr. Latham of WKEC-TV Cin-
nati and Mr. Murphy of Croley and WLTV-TV Cincinnati con-
WAAM BOARD
Local Advisers Named
COMMUNITY leaders will have a say in the future activities of WAAM (TV) Baltimore. This was announced last Wednesday by Gen-
eral Manager Ben Carter who heads the WAAM Advisory Board, made up of prominent mem-
ers of religious, educational, civic and cultural groups.

The board will counsel the station on its activities "in the public interest, convenience, and neces-
sity." It will function individually or as a group.

Mr. Balderston, director of Johns Hopkins U., is chairman. A meeting of the board members will be held at an early date, it was announced. Members of the board, in addition to Dr. Bronk, are as follows:

EDUCATIONAL: Milson C. Raver, executive secretary, Maryland State Teachers College; Rev. Willis R. Ford, execu-

RELIGIOUS: Dr. Leon Sachs, execu-
tive director, Baltimore Jewish Council; Rev. Willis R. Ford, execu-

MR. Lemon's station, WTVW (TV) Bloomington, was discussed as a small city operation. He rec-
nommended that NARTB compile histories of smaller stations in booklet form for the use of new or
planned stations, as "the vast majority of video stations will be in relatively small communities."

Another recommendation made to the NARTB by Mr. Brown of Bing Crosby Enterprises who would like to see a standard of TV film prac-
tices and procedures far more fre-
quently complained of reels being returned weeks after they are run, film cut and the cut portion not returned, wrong reels are sent back, film is never checked for insertion of a commercial. He also cited a need for a glossary of terms "so we can all understand each other.

Mr. Shupert, who intro-
duced the speakers, spoke of the increasing value of film on TV, but commended networking also. He noted that Gen. MacArthur's speech before Congress was tele-
cast in movie houses in Chicago, New York, Detroit and Minne-
apolis.

Mr. Weintraub suggested that stations buy films, and that film producers bypass agencies and clients. In this way, stations can control their programming. Mr. Weintraub of the American Teleradio-
artists Corp., told of "fantastically high film production prices" which have to be geared to the rising time costs. He predicts national advertising will stay with live network shows, but films will be used more and more by national spot, regional and local clients.

Baltimore (also in religious cate-
cories), chief of radio-TV, Office of Education, Wash-
ington, D. C.

CIVIC: George L. Radcliffe, presi-
dent, Maryland Audubon Society (former S. Senator); Gerald S. Wise, Baltimore, general manager, Sears Roebuck & Co.; and member, Baltimore Park Board; Henry V. Johnson, president, Baltimore Federal Savings & Loan Assn., member, Governor's Committee and the Organ-
ization of the State Government; William G. Ewald, executive vice president, Retail Merchants Credit Bureau; John J. Dickman, director, Middle Atlantic Region, The National Conference of Christians and Jews Inc.

OHIO LINK Set For May 14
MICROWAVE TV link between Cincinnati and Dayton is being in-
 stalled by the American Telephone & Telegraph Co., according to Philco Corp.'s William Balderston, president. The system will supplement existing TV channels in the section with starting date for the new channel set at May 14.

Similar short-haul links report-
edly have been supplied to AT&T by Philco for TV network service between Cherry Valley and Bingham-
ton, N. Y., and between Rich-
mond and Norfolk, Va. The New York system has been carrying TV broadcasts since March; the Virginia system for more than a year, Mr. Balderston said.

Philco also announced that a voice system, for which it will fur-
nish equipment to AT&T, is sched-
uled for installation between San Antonio and Austin, Tex., within the next few months.

WLTV Names MCA
SEEKING to enter the national network picture with several orig-
inations from the Queen City, WLTV (TV) Cincinnati has an-
nounced the appointment of Music Corp. of America as its representa-
tive. John T. Murphy, director of television operations for Crosley Broadcrrnt Corp., said the move is designed to put WLTV in the same position as that enjoyed by WLW-TV in the early days of its operation and that four of its telecasts are being considered by MCA and the station for sale as network orig-
inations. WLTV is a member of the Radio Corporation of America, which work also includes WLWD (TV) Dayton and WLWC (TV) Columbus.
CONSOLIDATED TELEVISION Productions, Sunset Blvd. and Van Ness Ave., Hollywood announces that its release of "Jump the Limp of Holiday House" to national markets has been coupled with a complete associated and premium package which is designed to make it possible, within reasonable community interest in the show and encourage point-of-purchase interest... CCTV also announces that Cyclone Malone is available to agencies, sponsors and stations for presentation at local costs. According to firm, both of the children's series have been approved by PTA and other child-interest organizations.

NATIONAL ASSN. of Manufacturers has lined up TV stations in 55 markets to carry its weekly "Industry on Parade," now in its third 13-week cycle of production, according to G. W. Johnstone, radio and TV chairman of the Manufacturers Committee and one of the children's series have been approved by PTA and other child-interest organizations.

SNADER TELESCRIPTS Corp., Beverly Hills, has completed 20 TV film shorts—five featuring Theresa Brewer, singer; five with Anna Leonardi and All Girl Orchestra; five with Burt Yale and five with Les Brown and orchestra.

UNITED TELEVISION Programs will handle sales distribution of the 60-minute, 30-episode adventure film series being produced by Telemount Pictures Inc.

TVA STRIKE May Agree With KFI

EARLY settlement of the TV strike against KFI-TV Los Angeles [Broadcasting • Telecasting, April 9] became a possibility last week when Earle C. Anthony, KFI chairman, announced he would recognize the union as bargaining agent for the majority of the station's performers and discuss contract terms with the union.

Reversal of Mr. Anthony's stand— he had previously refused to recognize the union on grounds it did not represent a majority of performers—came as a result of a quarter-hour telecast put on KFI-TV by TVA April 14 in which more than a majority of KFI-TV performers announced affiliation with the union. This evidence Mr. Anthony accepted as satisfactory. He had earlier insisted upon certification by NLRB election.

Unions and production representa- tives met last week to study contract- tors. TVA insists the station accept the same contract terms as those recently signed for by six other stations. In the meantime, pickets still remained in front of KFI-TV studios, and will continue their march until a contract agreement is reached, according to a TVA spokesman.

The TV board was ratified by the membership.

SUMMER TV (Continued from page 75)

10-9 p.m. at $17,000, and Doodles Weaver Show, 10:10-10 p.m. at $20,000.

General summer shows lined up by NBC for modest budgets and warm-weather viewing include: "Yesterday Wonderland," a half-hour talent show, offered at $1,015 net; "Country Store," $1,500 net for one half-hour or $3,500 for five quarter-hour presentations; "Carnival Calls," a half-hour, one week for one half-hour or $1,200 a week for five quarter-hours; "Bill Stern's Sport Show," $2,015 per half-hour; "Parade," the Pan-American Clark Kimnaird of King Features Syndicate as master of ceremonies, offered at $2,500 per half-hour; "What Happens Now," a series of live dramatic sketches, at $5,400 per half-hour; "Comics Theatre," $3,025 per half-hour; "Name It and Claim It," $4,055 per half-hour; "Quick as a Flash," $7,000 per half-hour; "NBC Summer Theatre," $7,750 per half-hour; "Midwest Masque," $7,500 per half-hour, and other shows above $1,000 per half-hour; Stadium Concerts, featuring the Lewisham Stadium Orchestra, at $8,875 per half-hour; "Nineteen Hundred and Eighty," half-hour; "Wendy Clock," half-hour at $9,095 in Hudson Theatre or $8,000 in Studio 3-B; "Stars in Your Eyes," half-hour special, "Theatre Magic," offered at $3,575 per half-hour; "Flashback," half-hour at $3,850 per half-hour; featuring John Daly in "interviews" with great personalities of history, at $4,950. ABC has also outlined some of the filmed programs which will be among its summer features. Many of them are being produced for the network by outside companies.

In addition to the public health telecasts will be produced by such organizations as the American Cancer Society, it was pointed out.

Industries for America, a 13-week series of half-hour films, will touch on virtually all principal areas of American life in depicting the wartime and peace-time potentials of such industries as railroads, shipping, public utilities and farming, commercial fishing, etc., the network said.

Natural Beauty

A 13-week series, America in View, will stress the national wealth and beauty of various states and regions, while Democracy's Might, also a 13-week series, will employ films offered by the armed services to explain how the U. S. is prepared to face any threat.

ABC-TV also is planning a film series on America's Health, which will appear at intervals throughout the year. The National Foundation for Infantile Paralysis, and similar groups.

Scouting in Action, also to run for 13 weeks, will show the work and program of the Boy Scouts.

Other public service presenta-tions will include films obtained from the major airlines, three unions, the Columbia Broadcasting System, the National Railway Memorial Association, the U. S. Chamber of Commerce, and the U. S. Weather Bureau, ABC said. A new Marshall Plan in Action series also is scheduled.

ESTABLISHING performance and safety regulation standards for large-screen television will be among the topics of technical papers presented at the society of Motion Picture and Television Engineers 46th Annual Convention, April 30-May 4, in New York.

Fourteen additional papers devoted to television production, recording and reproduction were scheduled for May 1 presentation.

"Random Noise Requirements for Theatre Television" by Pierre Mercier, CBS, of the Telephone Lab will evaluate permissible random noise and suggest a limit "comparable to graininess effects in motion pictures, but slightly more severe than published performance on TV camera tubes," it was announced.

Safety measures for theatre television installation and operation will be outlined by W. T. Kemp of the board of examiners of the City of Chicago.

Projection room and studio safety requirements also will be covered.

W. D. Kemp of the British Broadcasting Co. will report on TV recording in England, and SMPTA-SMPTE's Committee on TV Films and the joint RTMA-SMPTE Committee on TV Film Equipment also will make reports.

NEW YORK UNIVERSITY
16th year
SUMMER RADIO-TELEVISION WORKSHOP
TV Studios: Station WPXJ Broadcasting and Communications Studies at Washington Square
Professional radio and TV training in the world communications capital.
June 1-5 weeks—July 3 to Aug. 10, 1951
ROBERT J. LANDRY, Director
FACULTY: John McClay, Director of Station Operation, WPXJ; Russell Gammon, Director, The First Hundred Years; Claude Roberts, formerly producer-director of CBS-TV; Andy Ayers, Associate Director, CBS Studios; Joe Tannenbaum, Director, Wallace House, free-lance radio and television executive; John B. Hor- sley, Executive Producer, Televising Ventures, Inc.; W. W. Angier, Executive Producer, Kennedy Associates.
Questionnaire from the radio and television.
Full-time program with or without University credit. Veterans who wish to continue their studies will be excused before July 25, 1951. Registration Limited. Tuition: $155.
For full information, send for Bulletin CT.

NEW YORK UNIVERSITY
Division of General Education
One Washington Square
New York 3, N. Y.
Spring "51-52, Ext. 786

April 23, 1951 • Page 87
Upcoming

April 24: McFarland Bill (S 656) hearings remain at 10 a.m., Senate Rules Committee, Office Bldg., 10 a.m., Washington, D.C.


April 30-May 4: Society of Motion Picture and Television Engineers 40th Annual Convention, Hotel Statler, New York.

May 2-3: Ohio Assn. of Broadcasters Annual Meeting, Deshler-Wallack, Columbus.

May 2-4: Assn. of Canadian Advertisers 36th Annual Meeting, Royal York Hotel, Toronto.

May 6-15: MGM Clinic, Springfield, Ill.

May 15: BCI Clinic, Springfield, Ill.

May 16: BCI Clinic, Milwaukee, Wis.

May 17-19: ABB Great Lakes District Meeting, Madison, Wis.

May 18: BCI Clinic, Indianapolis.

May 31-June 2: National Sales Executive's Convention, Hyatt Regency Hotel, New York.

June 1: Advertising Federation of America, Annual Convention and Exhibit, Hotel Chase and Park Plaza, St. Louis.

June 10-12: APA Council on Women's Advertising and Commerce, choosing Advertising Woman of the Year, St. Louis.

FILM INDUSTRY

Applicants 'Not Prejudiced'

FCC emphasized to Sen. Alexander Wiley (R-Wis.) that its March 28 report setting up a uniform procedure in considering certain applications did not mean the agency was "prejudging" applicants. The point was stressed in an April 13 answer to the Wisconsin Congressman. Wiley April 15 by letter to the FCC saying the Commission "in effect indicated" the motion picture industry "broadcasting, in its general policies, is not prejudging applications prior to the time that the Commission has determined.

The FCC noted that the report was 'set forth "basic principles" in handling applications involving the broadcast of news or other than the Communications Act, and declared:

As you will note, we were very careful in the report to make clear that we were not prejudging any application and most assuredly there was no intention to 'indict any party involved in the proceeding. We were careful to state that each case must be determined on its individual merits and as was pointed out in Paragraph 3, we do not believe that the outcome of such a determination should be prejudged by the application of a general rule or bidding any grant in all cases where any particular type of license is sought.' 

The Commission also said that it "thought it "only fair to apprise motion picture industry interests of the FCC's conclusions and the questions which have been raised."

FCC denied any violation of the Administrative Procedure Act as pointed to rights it had under the Attorney General Manual on the Act. Further, the Commission advised that required publication was given in the Federal Register.

IF YOUR AM-FM-TV STATION, OR NEWSPAPER NEEDS

promotional ideas sold to produce cash revenue of from $200 to $500 per week,

We, write, call, or wire

Eugene L. Bill
Merle V. Watson
National Sales Manager

Janet Millant, Sales Manager

Peoria, Illinois

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We can produce more sales records and letters of recommendation that members of our Organization have received while working for over 300 AM, FM, & TV Stations and Newspapers from coast to coast, than any similar company.

Congress and TV

(Continued from page 77)

were passed between key members of the Rules Committee when Rep. veggies made an attempt to the effect that "they are trying to make a circus out of Congress."

In an impassioned approach, Sen. Johnson's opinion sums up what is perhaps the general feeling among key lawmakers. He compared the question of telecasting hearings to the Gallup Poll which samples opinion. He believed that to sample our "fourth estate" through the legislatively processes by highlighting the colorful or more stimulating hearings while dimming the average, perhaps dull, hearings, would give a disservice to the public. Greatest danger, he thought, was in selectivity of hearings. In other words, which of four or five hearings might one network or station decide to pick up? Thus, the desired over-all perspective is lost.

In the case of the Refauver committee telecasts, Sen. Johnson commented that "no one" is interested in the crime and corruption while pointing out the existence of "crooked politicians." Sen. Johnson said he realized there are two sides to the question that there is an issue wherein radio and the press are not barred as a rule from public hearings.

Questions, Procedure Code

He doubted the wisdom of setting up any sort of "code of procedure" as requested by Sen. Wiley. He said it was improbable that the televiewer's interest could be sustained over any period of time in instances where the unusually committee proceedings actually display the mechanics of government inquiry.

Meanwhile, the Senate Crime Investigating Committee, due to expire April 30, may get a new lease on life. Sen. Wiley has introduced a resolution (S Res 129) to extend the committee into January of next year. Rep. Johnson (D-Tenn.), it is understood, may ask Congress this week to establish a standing group or "commission" as a subcommittee to this joint Congressional committee would act as a watchdog on crime according to the Senator's thinking.
FOR THE RECORD
WBOW Terre Haute, Ind., distributing 7½-inch records aimed at children listeners to promote show sponsored by Johnny Hays Ford Corner. Recorded voice tells children to listen to station and urge Mom and Pop to listen also; to remember safety rules in crossing streets, etc.; and to obey parents. End of each recorded side tells child to “turn the record over.” Reverse side of record presents singing commercial for Johnny Hays Ford Corner (Ford dealer).

SCHOOL QUIZ SHOW
KTVT (TV) Los Angeles, Alert for News 10:15-10:45 p.m. Sponsored by Thrifty-Mart, Fitzsimmons & Roberts, L.A. Agency: McElroy Adv., L.A. News quiz program featuring Newcastler Knox Manning as moderator of panel of four students chosen from Los Angeles high schools. Students, picked on basis of scholastic records and participation in extracurricular activities, will be quizzed on current news of day. Points will be given according to success of answers offered, with students gaining most points being awarded war bonds. Kenneth Langley produces program. Jack Caldwell directs.

TEACHERS TOUR
WNHC-TV New Haven was host to 26 Connecticut teachers desiring close-up of TV station operation on April 12, “Business-Industry-Education Day” in Connecticut. Jim Milne, manager, and Caro Ray, vice president and engineer, led group in tour of station facilities and played host at luncheon. Patrick J. Goode, station president, and Aldo DeDominicis, secretary-treasurer, continued tour in afternoon.

SHOW BOOKLET
ASSN. of American Railroads, Washington, distributing booklet about its Railroa Hour on NBC. Piece has pictures and background on singers that appear, directors, conductor, writers, announcers and others who put show on the air. Also included is list of musical shows presented on program since 1948, and list of stations carrying program.

DRINK, DRINK, DRINK
WLYN Lynn, Mass., Breakfast Show emcee, Dave Mann, is running a successful contest among listeners who are asked to count the number of times the word, “drink,” appears in Mitch Miller’s Columbia recording of “Cider Night.” During the first three days more than three bags of mail were received. (Incidentally, drink is mentioned 35 times.)

SPRING FESTIVAL
KWK St. Louis, in conjunction with the St. Louis Globe-Democrat, is sponsoring a musical “Spring Festival” May 6 at the Kiel Auditorium Opera House. More than 1,000 talented teenagers representing 27 St. Louis area high schools are expected to participate. “Spring Festival” is the culmination of a series of weekly high school broadcasts known as the High School Revue, aired over KWK.

HOME SHOW
WMAY Springfield, Ill., claims it had the largest exhibit at the Home, Sports and Travel Show, held there April 1-8, which covered the air for listeners. Station’s staff supplied entertainment throughout show, including several on-the-spot interviews. In addition to local live programs, WMAY also broadcast election returns of Chicago mayoralty and other contests.

INFORMATION SERIES
WCKB Dunn, N. C., has begun a series of information programs entitled, Freedom Is Everybody’s Business. For the opening session, April 5, a State Dept. representative, Richard Friedman, information specialist of the Div. of Public Liaison, flew from Washington to speak. Civic officials and local newspapers have singled out Jim McMillen, WCKB news director, for the lion’s share of credit.

SPECIAL RADIO SECTION
KMCO Conroe, Tex., was feature of four full-page special radio section of Conroe Courier April 12. Section reported service station radio coverage in community, containing pictures of station personnel and featured full week schedule of programs heard on station.

WHAT’S COOKIN’
WBT Charlotte, N. C., sending brochure to trade and advertisers headed “What’s Cookin’ in the Carolinas?” Piece features Master of Ceremonies, Kurt Webster, with pictorial review of different functions he has presided over along with pictures and testimonials from listeners. Among others featured is Mr. Webster wearing chef’s hat and stirring boiling pot with microphone, standing on outline of state.

THE BIG SWITCH
WCOL Columbus, Ohio, has switched the O! Doc Lemon show and Kimball’s Korners show starring Emerson Kimball and Leon Shakes, to agreement that both would like to change times. Mr. Lemon had always been early morning man until he came to WCOL, and now he will be heard Mon.-Fri., 6:15 to 9 a.m. and at 4 to 6 p.m. He also handles late show at night, five days weekly. Kimball’s Korners will switch from early morning time to 1:30-2:30 p.m. segment.

FULL OF FACTS
KFTO Lubbock, Tex., sending trade loose leaf notebook full of facts on station advertisers and coverage. Piece has pictures, charts, drawings and letters from advertisers. Cover is done in maroon with call letters in black and gray.

INDUCTION ON TV
WNEK (TV) Cleveland telecast induction of 50 young men into armed forces. Program was shown to bring attention to city’s “Cigges for Sammy” campaign. Program urged cigarette buyers to purchase two packs, one for themselves and one for inductees, to be dropped into special boxes.

SINGING CONTEST
KGO-TV San Francisco, Hoffman Hayride, Wed. 8 p.m., Hoffman Radio Corp. Cowboy Star Dude Martin starts “Sing-Down” contest to select new singer for Hoffman Hayride band. Two contestants will appear on each weekly

LLOTS OF PROMOTION
KDKA Pittsburgh using new program, "P. O. T. of-Purchase," promotion campaign with three-sided bill board ads, transit ads tying in with newspaper ads, direct mail and radio announcements. Bill boards are concentrated in residential area, aimed at women shoppers, and men coming home from work. Network as well and local shows are being pushed.

CIVIL DEFENSE
Two aluminum producing plants of Reynolds Metals Co. have become heavy users of radio in Pacific Northwest. Longview, Wash., and Troutdale, Ore., plants are jointly sponsoring Northwest Alert, civil defense documentary on 10 stations of Viking Network. Half-hour series was created by Viking Network specifically for Reynolds. Viking affiliates carry program are WKKJ and KFFM Portland, KOCO Salem, KRUL Corvallis, KASH Eugene, KTIL Tillamook, KNPT New port, KCMC McMinnville, KRCO Prineville, and KELS Kelso.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

SIGHT SAVERS IMPRINTED
Are An IDEAL, LOW COST
Sales Promotion For Radiomen

An Ideal Advertising Medium
Window-back Sight Savers associate your message with convenience and efficiency. Useful, unique and popular everywhere, they are simple. Corning silicone-treated eye glass tissues have a high quality appeal for everyone with glasses—and that’s over 70% of all your prospects, clients and customers! Cost is surprisingly low. Distribution is easy; no special packaging required. Write today!

DOW CORNING CORPORATION
Dept. AL, Midland, Michigan.

Please send free samples and full information about "window-back" Sight Savers.

Name

Company

Address

City

DATE: April 23, 1951
Paul Morency: A Radio Veteran

ONE OF the youngest executives in the broadcasting field, way back in 1929, when the nation plunged over an economic precipice, finds himself vested today with the enviable task of seeking to stabilize an economically troubled industry.

Election of Paul W. (Fritz) Morency, retiring NABRT District 1 director, as chairman of the new Affiliates Committee means this chore will not fall on inexperienced shoulders.

Mr. Morency, who now is a radio veteran of long-standing battles on many fronts, is heading up a committee whose urgent purpose is to convince CBS of the wisdom of effecting a moratorium on its proposed rate cuts and to urge ABC, NBC and MBS to withdraw reductions. His group will attempt to re-evaluate the whole network rate structure.

In his long association with WTIC Hartford, Conn., which began in December 1929 as general manager and bridges the present manager and president, Mr. Morency has grappled with a complex variety of problems.

Early NAB Worker

Through the years he has participated in discussions involving industry-AFM labor relations, programming, the revitalized NABRT (NAB) Code of Standards of Practice and a host of other problems.

Observers might well speculate that anyone who has attempted to deal face-to-face with AFM President James C. Pettrillo, as Mr. Morency did in 1946 and later, should take his latest assignment in stride. It's another crisis, to be sure, but he has been through them before.

His many friends are confident that, if a quarter-century experiment in radio broadcasting is any barometer, radio will not be sold short.

The WTIC executive's service to the industry included several terms on the NAB board and chairmanship of the NBC Stations Planning and Advisory Committee and NAB Radio Committee—chairmanships he held within the last five years.

Mr. Morency was named to head the NBC group in 1948 after a year's service.

Mr. Morency also has compiled an enviable record while at WTIC, originating the Farm Youth Program and other noteworthy features which have captured the popular local interest.

A recent fitting tribute to his service in the radio industry is also attested by the fact that Mr. Morency was one of the key choices of the NABRT selection committee for presidency of the group.

Mr. Morency's wealth of experience dates back to the early days of both broadcasting and NAB itself. When he became general manager of WTIC in 1929, he was only 30 and at that time, one of the youngest executives in any major broadcasting station.

In the first three years of his management, WTIC developed into an outstanding New England radio station, and was a frequent originating point for NBC network programs. Mr. Morency was a prime mover in organizing NBC's radio arm in the region.

He served as director, and in 1931-32 as vice president of NAB. Mr. Morency was chairman of itscopyright committee which engaged in negotiations with ASCAP. As far back as 1927, after arranging for a broadcast series relating to educational subjects for KYW Chicago, Mr. Morency was invited by L. S. Baker, then managing director of NAB, to become its traveling representative as field service manager.

During World War I, he served with the famous Rainbow Division, spending 18 months overseas. He was called away from the U. of Chicago with a Ph. D. in 1923. Before going into radio he was associated with the Chicago Evening American's advertising department where he was placed in charge of educational advertising for the paper.

Affiliates Unite on Rates

(Continued from page 15)

program service in which they will sell schedules of upon their affiliates.

Network adventures in spot broadcasting, already undertaken on a limited scale, were bitterly protested last week by Edward Petry, vice president of Edward Petry & Co. station representative firm (see story page 18).

BROADCASTING • TELECASTING's informant stated he could not guess what shape future network patterns would take, but he emphasized that one thing was sure: Networks will not let themselves be bullied into an arbitrary command by which they suffer substantial losses on their network operations. They will go out of the network business before that day comes, he said.

One element in the under-the-table, cut-rate deals that networks have been offering advertisers in the madcap struggle for business is the not uncommon practice of selling programs at less than the actual talent cost. This subject was not treated specifically by the network executives, but it received considerable attention during the Wednesday meeting of the affiliates.

The vice president of an NBC affiliate pointed out that in some cases networks absorb as much as half the talent cost in order to sell the show to an advertiser.

In the case of a show with a talent budget of $10,000 a week, that means the network has cut the cost to the advertiser by $5,000. It seemed wishful thinking to this section of the broadcast field to cut time charges of the magnitude of CBS' would be a swaying inducement to an advertiser already accustomed to be given 50% reductions in talent prices.

High-Priced Talent

Another leading broadcaster (an NBC affiliate) pointed his finger on WPTW, Chicago, as one of the most obvious sources of economic distress confronting the networks. He said networks have moved on this station because of its high-priced talent that no longer can command on the open market anything like the salaries the networks have obligated themselves to pay.

He reported that the situation had deteriorated so badly that in some cases big advertisers were asking competing networks to submit sealed bids, with the account to go to the lowest bidder.

(BROADCASTING • TELECASTING (learned that such a sealed bid request recently came from the networks from Lever Bros., whose media director, George Duram, was chairman of the Assn. of National Advertisers Radio-TV Committee that a month previously had proposed for drastic radio rate reductions in TV markets.)

This broadcaster introduced a resolution putting the meeting on record recommending all networks that now is not the time for rate cuts of the most powerful medium in the country; that radio still is delivering more audience per dollar than any other medium, and that no rate cut should be contemplated now or in the foreseeable future. The resolution was unanimously passed.

The meeting of the affiliates brought expressions of opinions from some of the most distinguished veterans of broadcasting, some of whom occasionally have differed in views on industry policies. All, however, rallied to protest summary rate cuts and call for a research study into radio prices.

Along with them in addition to Mr. Morency were Arthur B. Church, president of KMBC Kansas City (CBS affiliate); Stanley E. Hubbard, president and general manager, WOR-AM-NBC (NBC); Walter J. Damm, vice president and general manager, WTMJ-AM-TV Milwaukee (NBC), and George B. Storer, president of Port Industry Co. stations (CBS and NBC).

Other Speakers

Others who spoke at the meeting included Jack Harris, general manager of KFRC-AM-FM-TV Houston (NBC); Edgar Kobak, president, WEAF, New York; Leonard Reinsch, director, NBC affiliates; Leonard Reiner, president, J. P. Morgan & Co., of New York; chairman of the board of BAB; Frank Webb, general manager, KPH, Seattle, Wash.; Ben Ludy, general manager, WMBR, Cedar Rapids, Iowa; chairman of the board of the CBS Affiliates Advisory Board; Glenn Marshall Jr., secretary-treasurer, WMRR Jacksonvile, Fla. and chairman of the CBS Affiliates Advisory Board; J. Leonard Reinsch, managing director of radio and television of the Cox Stations (CBS and NBC); Ben Ludy, general manager, WIBW Topeka, Kan. (CBS); Harold Jones, vice president and managing director, WJJS Winston-Salem, N. C. (NBC); G. Richard Shaffer, vice president and general manager, WIBW Topeka, Kan. (CBS); James W. Wilson, vice president, WGR, Buffalo, N. Y. (CBS); and of WSPA Spartanburg, S. C. (CBS); Kenyon Brown, president, KRON San Francisco, Calif. (CBS); Robert E. Nimmo, general manager, WJZX Jackson, Miss. (NBC); B. J. Fugue, president and general manager, WIBF, Fort Wayne, Ind. (NBC); Don S. Elias, president, WNW Asheville, N. C. (CBS).

The Affiliates Committee appointed by Chairman Morency is composed of 13 broadcasters including...
MUTUAL Broadcasting System will not rush precipitately into any dramatic action on rates but will wait until all the facts can be collected and analyzed, President Frank White told some 250 MBS affiliates at a Sunday afternoon meeting during the NARTB convention in Chicago.

The network has a much better story to tell advertisers than it had a year ago, Mr. White told the affiliates. He cited five points to bear in mind: (1) Ratings are up; (2) share of audience is up; (3) billings are up; (4) hours are up; (5) values (cost per thousand listeners) are up.

The main problem, he explained, is that this period during this transition period how the network can act for the benefit of advertisers, affiliates and the network itself.

Mr. White said MBS has been weaving with the punches and will get the facts before acting. He explained how a network rate cut affects every network as well as all network affiliates and non-affiliates.

Mutual will not be pioneers in selling radio short, he said.

The MBS affiliates meeting opened with a showing of the Queen for a Day movie, which had its premiere a few days ago at Waycross, Ga. The Queen program is on tour and the film will follow it around the country. Starting in

or stimulate the fundamental research task of reevaluating the entire situation.

Upon his election, Mr. Morency pointed out that the assignment promised to be a "long, tough job."

He said the committee would need funds at once to begin operations. He suggested, without opposition, that each of the affiliated station have $100 set aside on a time-quarter-hour rate at the outset. Mr. Storer was appointed treasurer, and Mr. Morency asked that affiliates make out their checks to Storer Broadcasting Company, Inc., in payment.

The Affiliates Committee will set up a headquarters at the BAB offices, 270 Park Ave., New York, and contributions should be sent to the committee at that address, Mr. Morency said.

The possibility was seen that the Affiliates Committee rate reevaluation project might be undertaken in conjunction with BAB, whose officers had discussed research plans somewhat along the same lines at an NARTB convention the day before (see story page 19).

An illustration of the reasoning that prompted the suggestion for an NARTB study of rate re-evaluation was given to Broadcasting & Telecasting by Harry Bannister, general manager of WJW-AM-FM-TV Detroit, who a fortnight ago announced an immediate reduction of his prime evening time rates by 20% [Broadcasting & Telecasting, April 16].

Mr. Bannister, who did not speak at the affiliates meeting, told this

MBS Rates Analysis Will Precede Action, White Tells Affiliates

are up beyond the recent CBS network's reduction of 17%.

Mr. Plus was created when President White was searching for a method of telling the MBS sales story. The device consists of a body shaped like a plus sign, with microphone head. Now MBS can use him most, Mr. Schmid said, in citing the recent CBS network rate cut and a 17% increase in network sales during March. Mr. Plus carries the legend, "The difference is Mutual."

Among MBS executives introduced to the meeting were Adolph N. Hult, vice president in charge of sales; James E. Wallen, treasurer; Elisa Goldfarb, counsel; Carroll Martin, midwestern sales manager; E. M. Johnson, vice president in charge of station relations and engineering, and Charles Godwin, director of station relations.

The Wednesday meeting of the affiliated stations occurred outside the aegis of the NARTB.

Some members of the NARTB board, the day before, had urged that the rate question be considered by the trade association, but the majority decision was to refrain from bringing the question under the NARTB wing.

Acting without formal organization, a group of broadcasters arranged a meeting place and spread the word that the assembly would be held at 9 a.m. Wednesday. The meeting lasted through the morning.

At the time the Affiliates Committee was formed to forestall further rate cuts, CBS was still the only network that had announced such plans.

ABC, which a week before had said it would "meet the competition" of the CBS reduction—an announcement meant to imply that ABC would pare its rates too—had the matter under reconsideration.

Like ABC, Mutual and NBC were withholding action until the situation clarified. Executives of all networks were in almost constant conference with affiliates throughout the day, sounding out the stations on their views.

Although two of them, ABC and CBS, are not NARTB members, officials of both were on hand, conferring with their numerous affiliates who are NARTB members and were attending the convention.

Speculation as to why CBS chose this particular time to announce its rate reduction and whether the network chose to apply its cuts nationally rather than in TV markets only was a prime conversational subject among broadcasters at Chicago.

Timing Considered The majority view as to the timing of the announcement went along with the official CBS explanation—that the network felt the cut necessary to keep in the shop a number of accounts that were up for renewal. Others felt, however, that the network may have timed its announcement immediately before the NARTB convention as a means of obtaining a quick reaction from the industry, a majority of whose leaders were all in one place.

As to the reasons for the nationwide application of the reduction, with all stations equally sharing an across-the-board 10% cut in network revenue—opinion was more varied.

One broadcaster pointed out that (Continued on page 92)
such a move served two major purposes. On the one hand, it enabled CBS to invoke an immediate reduction in recognition of its affiliation contracts which provide (with about 30 exceptions) that the network can raise or lower rates for a majority of its stations without consulting them. On the other, this broadcaster guessed, it gave a certain measure of protection to the CBS owned and operated radio stations.

Its six O & O outlets are situated in markets with heavy TV concentrations, this broadcasters pointed out, and the evening rate cuts demanded for those stations by the ANA ranged from 25 to 60%. In the ANA report, reductions for those stations were as follows: WCBS New York, 50%; WEWI Boston, 60%; WCCO Minneapolis, 25%; KMOX St. Louis, 30%; WBBM Chicago, 35%, and KNX Los Angeles, 55%.

By spreading the reduction throughout the country and keeping it to 10%, in the view of this broadcaster, CBS insured itself against appreciable losses of revenue on its O & O stations.

Advertisers and advertising agencies last week were still uncertain as to the specific reallocation of the money that would be returned to them from the CBS radio rate reduction, but there was no uncertainty as to the fact that all concerned were very pleased with the rate cut.

In most cases advertisers did acknowledge that the money re-arranging would be put back into radio and television. Coca-Cola Co., New York, for example, it was reported, will definitely re-plant the funds into radio and TV.

One advertising agency executive explained that his agency was deciding to recommend television to those accounts that were now using only radio and to the client that was currently using both radio and television, magazines were being recommended. In other words, each client's advertising plans were being realigned.

Smith Lauds CBS Cut

W. B. Smith, director of advertising for Lipton Tea Co., New York, and chairman of the ANA Radio and Television Committee, last July when the committee first came out with its recommendation for a radio reduction, told Broadcasting: "We're concerned that there was no mention of CBS or radio and television. It will ultimately be a wise thing for the good of CBS and its stations, the advertisers and the industry as a whole."

Patrick H. Gorman, advertising manager of Philip Morris & Co., New York, said, "I was glad to hear it."

NARBA Convention

multiple broadcast convention arranging. The programming of these meetings drew universal praise from delegates, aside from a few disappointing intervals. The fact that the meetings were so well attended was deemed a tribute to convention planners in view of the rate holocaust that descended on the proceedings two days before they got under way.

Glittering persons of world stature dotted the agenda, sandwiched between workshop sessions designed to help broadcasters run their business. Such names as Sen. Estes Kefauver, Senate crime investigator, and Gen. Omar Bradley appeared in person. Defense Mobilizer Charles E. Wilson appeared by closed circuit television. And finally the Thursday TV agenda was juggled to bring Gen. Douglas MacArthur's address to Congress right into the convention rooms via 16-foot TV screen and numerous direct-view sets.

Other Developments

Number of important steps looking toward the protection and development of radio and TV under the American plan were taken during the week. The NARBA membership:

- Took a firm stand to guard the right to contract for professional and collegiate sports events.
- Launched Broadcast Advertising Bureau's expansion program.
- Attacked TV program criticism by naming a committee to study standards.
- Welcomed Harold E. Fellows, president-elect, to the association.
- Heard Judge Justin Miller proclaim he was not singing a swan song as he entered a new role as board chairman and general counsel.
- Watched the autonomous TV unit 'swinging into action under temporary direction of Thad H. Brown Jr.'

Much of the convention procedure was quiet and orderly despite the fears of disgruntled network affiliates and irritated independents.

A threat of rebellion developed Wednesday afternoon when a group of clear channel stations dropped hints they might secede if what was generally considered a mild NARBA resolution were adopted. The squabble developed into a quorum call and the usually perfunctory process of adopting resolutions came to a sudden end when 10% of the membership was not present. This sour note in the proceedings was quickly forgotten however, by most delegates.

NARBA Hot Issue

The NARBA question was a hot one Wednesday. FCC Chairman Wayne C. O'Connor started the fireworks during his luncheon speech, calling for ratification of the NARBA treaty and chanting descriptively of insidious interests that oppose the newest effort to regulate the North American spectrum.

That drew a fast reply from Clear Channel Broadcasting Service, which contends it got roughed up a bit in the treaty-drafting process. And then it inspired the fireworks when the NARBA resolution was submitted to a sparsely filed auditorium.

The festive side of convention week took a new twist when Radio Pioneers held its tenth annual dinner Tuesday night under NARBT auspices, with Sen. Kefauver as star attraction. Despite the pioneer's more dramatic programming the dinner failed to cut into attendance at the annual banquet and it may become an annual feature.

BAB's pitch for members and money surprised delegates who had anticipated a high-pressure appeal. Instead they heard a calm appraisal of the radio rate and sales problem. Agency-advertiser members of the BAB panel had little chance to perform but they supplied some of the inspirational sort-in-the-amount that had been expected from BAB itself.

One of the more restful sessions of the week took place Tuesday afternoon when spokesmen for organized baseball joined with broadcasters in seeking a solution of their problems. At points the club representatives used what
some resentful broadcasters deemed a mailed-fist approach, but in the end considerable goodwill had developed.

Station executives reminded the baseball interests they were being presented with what will amount to many millions of dollars in free promotion during the season. A few scabs were knocked off during the discussion, but both sides agreed they needed each other and should use every opportunity to dissolve differences.

Highest praise from highest places came to radio and television for their public service performances: From Gen. Bradley, chairman of the Joint Chiefs of Staff, for "particularly outstanding" service; Andrew J. LeBlanc, for leadership in rallying the public behind the defense program, and from military and civil defense officials for unselfish and effective education of the public about the nation's needs and steps to solve them.

LeBlanc's Appearance

Then, too, the convention had its carnival aspect when Sen. Dudley J. LeBlanc, Haddacol's inspired purveyor, broke the dignity of the Monday inaugural ceremonies with an enthusiastic autobiography and a line of poolroom stories adapted to the therapeutic claims for his product.

Top off this change of pace was a Haddacol jazz band that stole the equipment show from the helpless exhibitors during the Exposition Hall reception. Some disgruntled delegates started calling it the "Haddacol convention."

That Monday inaugural presented Judge Miller with his chin out as he proclaimed, "I'm not singing a swan song." Instead he can now undertake the top-level job he was hired to do in 1945, he said. Mellowing considerably, he prescribed for his NABT presidential successor, Harold Fellow, a formula designed to insulate him against the rigors of trade association tenure.

An ovation greeted Mr. Fellow as he was presented to the association by Judge Miller. In responding the president-elect reminded that he had lived at the operating level for two decades.

When the whole package was wrapped up and the convention achievements reviewed, there still remained a dominant issue—rates. Some delegates were delighted that progress was made in attacking the problem without losing any form of civil war. They were glad to see a unified trade association tackle its problems without blanching.

Outspoken Comments

Of course the corridors trembled at times with such epithets as "stagger the blow at radio's rate structure"; "sold down the river by the networks;" "we're getting the old double cross"; "we can make more money by going independent!" "let's turn industry control back to the licensees, who are responsible to the FCC and the nation"; "what happened to that network's research?"

Here and there a voice was raised in defense of rate-cutting, but most of the comments were bitter. Judge Miller touched the problem in his Monday afternoon speech with a shot at "the rate-cutting boycott recently engineered by a combination of national advertisers."

That's the sort of convention it was, Sunday through Thursday. Some of those who sat through the four-day assembly and took part in the conferences and huddles acquired a new appreciation of the value of broadcasting conventions. Television delegates too, appeared satisfied with their one-day convention.

A week.

BAC Adds Two

TWO NEW members — Harry Maislish, president-general manager of KFWB Hollywood, and A. J. Mosby, who holds the same position at KGVO Missoula, Mont.—have been appointed to the industry-wide Broadcast Advisory Council, Chairman Justin Miller has announced. The two appointees bring the council's total membership to 28.

Challenge To Press

(Continued from page 36)

CIVIL NEEDS

Dual Demand Can Be Met

AMERICAN industry, with a 80% greater production capacity than in 1940, can supply both civilian and military needs, Frank M. Folsom, RCA president, told a legal forum of the U. of Virginia last week.

Mr. Folsom cautioned, that the dual goal of ample defense and civilian production could be reached only if America's great industries were left free to do the job. He warned that attacks on big business, either from government or private sources, would play into the hands of the Communists.

"Regardless of your attitude on big business, you can't hide the fact: Communism wants to see big business destroyed. Communists are delighted by our attacks on our great corporate enterprise."

Voices Warning

The RCA executive warned also that while building up a safeguard against totalitarian aggression, America must guard against adoption of totalitarian methods.

"It would certainly be ironical if, in our efforts to defend ourselves we adopted the very system that the enemies of our way of life would like to force us to adopt," Mr. Folsom declared.

Extra Know-How Better Results
last year. He called on the industry to divert agencies and advertisers of the idea that radio and TV are related media.

Entering his plea for membership support of BAB, he recalled that less than two decades ago newspapers and magazines were in a similar predicament as radio's growth started. They recovered by setting up promotional agencies that grew into million-dollar projects.

BAB's plans for the future, approved at an April 16 board meeting, were outlined by Mr. Ryan. After explaining that money has not been available recently and that he said upcoming projects include a national sales promotion division in New York, adequately manned to promote to national advertisers and agencies of the CHICAGO's competent organization is planned for local advertising, selling radio rather than network or spot. A retail organization is planned as well as a research library.

Field representatives are to operate in the East, Mid-West, Pacific-West, and South, if funds are available. They will present radio's case wherever buyers gather; with work with broadcasters, and contact advertisers and agencies.

Plans Pilot Study

A pilot study on research is contemplated, he said, if a $500,000 or $600,000 budget is available. BAB will fight aggressively and competitively, he said.

He promised BAB will set up for the first time an accurate and complete source of information on radio values, funding information broadcasters need and want in planning for the future. BAB, he added, promotes advertisers. "Advertisers will know what radio has and broadcasters will know what they have to sell," he said.

Paul W. Kesten, consultant to CBS and the BAB board, sent a letter suggesting the job BAB now faces "can't be done for peanuts." He urged the group to try for at least six months to get started.

"Don't expect to beat this crisis quickly," he said.

Mr. Kobak explained the BAB board has set one-half the high set hourly rate as monthly station dues for non-NARTB members. He added there are 1,200 non-NARTB member prospects to be solicited. NARTB members have 30% of their dues allocated to BAB, with the privilege of obtaining a discount if they don't join the promotional agency.

Robert Gray, director of advertising and promotion, Esso Standard Oil Co., prodded by Mr. Kobak, gently chided broadcasters because they had made little effort to recover Esso Reporter business in cases where the spot placement was dropped in areas of highest TV impact. "By large and we did not get a proper, intelligent solicitation from stations to keep the account on the air." What Agencies Want

Jerry N. Stolzoff of Foote, Cone & Belding, Chicago, provided the main inspirational talk of the morning in answering a question about what agencies want most from BAB. "We would like to get a sound, positive attitude on the part of stations and networks," he said.

"We want radio to show us how to use the medium. Of course there will be some cancellations to TV but radio stations should not be on the defensive in holding the line against TV.

"I'm very optimistic about where you are headed. The most important thing you can do is sell the hell out of radio. Agencies and advertisers who use your medium do this and believe in the medium. I hope broadcasters believe in it.

Maurice B. Mitchell, president of Associated Program Services, said stations should have all possible information to help them sell at the local level.

Mitchell Rate Comment

Referring to the rate situation, he suggested slippage: "Maybe radio rates aren't really cut. Maybe stations will now sell at card rates."

"We must learn more about our product, how our advertising works," he said, adding, "This is not a funeral."

Arthur C. Nielsen, head of A. C. Nielsen Co., listed favorable facts about radio. These included:

1. Decline in average hours of listening is not as great as comparable extent by continuing increase in number of radio homes. Hourly hours per day listening are currently 150 million compared to 185 million in 1946, 192 million in 1949 and 129 million in 1943.

2. Network radio audiences still exceed network TV audiences by several million. Based on January Nielsen Radio-TV Index.

3. Radio reaches more homes per dollar, average network radio program reaching 189 homes per dollar compared with 119 for average network TV program.

4. Radio is unique in ability to reach small-town and rural markets-99% of population.

5. Radio is still making great records as a producer of sales.

Mr. Nielsen listed a 10-point program he termed research keys to radio success. It included: Count all listening; measure all hours; count all listeners; measure entire area; sell audiences, not percentages; talk homes per dollar; take credit for market coverage, including cumulative listening data; make more extensive use of data; use analytical research; emphasize marketing.

Taking part in the BAB discussion, in addition to those mentioned, were Frank E. Pellegrin, H-R Representatives Inc., and Lewis Avery, president of Avery-Knodel. Mr. Pellegrin said every station should examine its own market and its own rate structure carefully in commenting on the CBS rate cut. "Radio shouldn't act like a dog that is kept following a ram," he said. The network has an obligation to its affiliates. The industry has been hit in the face — cold. It was drastic action. Affiliates should be convinced of the wisdom of this sort. They should not be forced on the industry until general agreement has been reached after a thorough study. A permanent rate reduction should be accepted by broadcasters without a fight."

Answering a question by Bob Dean, KOTA Rapid City, S. D., Mr. Kobak said BAB, by getting Mr. Mitchell's services, "free," referring to the former BAB director's cooperative role in the project. Earl H. Smith, WLCB Baton Rouge, La., asked continued service from BAB on the local level.

Mr. Gray, responding to a query by Chet Thomas, KXOK St. Louis, said BAB was in touch with its 53 stations. "We are anxious to see evidence of promotion and cooperation by stations," he said. "The president of the company sees much of that material."

AUSTIN TALK

At Sales Executive Meet

WARREN R. AUSTIN, chief U. S. delegate to the R.A.N.-N., will speak on "A Sales Executive's Approach to Permanent Peace" at the 16th annual convention of National Sales Executives, slated May 31-June 2 in New York. Mr. Austin will speak June 2 at the evening banquet.

Attendance of approximately 2,000 delegates is expected, Charles E. Lipscomb Jr., Lever Brothers vice president, and sales chairman of the attendance committee chairman, announced. More than 16,000 sales executives belong to the nation-wide group.

Fifty exhibitors, occupying 72 booths, will display the latest tools and services that the modern sales executive needs in his job.

CBA OFFICERS

Col. Group Elects Howell

REX HOWELL, KFXJ Grand Junction and KGLN Glenwood Springs, has been elected president of the Colorado Broadcasters Assn. Approximately 100 broadcasters voted at the two-day CBA annual convention in Colorado Springs.

Bob Ellis, KGHF Pueblo, was reelected vice president; W. Meyer, KMYR Denver, was returned to office as secretary-treasurer. The convention adopted resolutions calling for Senate ratification of the international agreement regarding frequency allocations; recommended passage of the McFarland Bill, and established committee work with the state office of civilian defense.
Plan FM Petition

(Continued from page 85)

letters "were the best double-talk I've ever read." Describing the lack of sets as an "organized conspiracy," the speaker suggested that (1) the concept of building FM sets in Germany is not far-fetched, and (2) that the FCC should be taken, with broadcasters setting aside an "FM Promotion Month" and to "stop kidding ourselves and take an intensive to- ergressive investigation unless we get a fair shake.”

Mr. Lane, director of broadcasting for Field Enterprises, dis- cussed reaction to the FCC opinion of a fortnight ago which threatens continued broadcasting of FM sta- tions which sell a music service with or without satel- tification beeped-out. Mr. Lane, whose company owns WMFM (FM) Chicago and Functional Music Inc., said "we will attempt to meet requirements of the FCC men as possible." He has "some feeling of frustration," however, inasmuch as the FCC is "attempting to fit FM into the AM mold, which ham- pers the individual development of FM."

Functional music in Chicago is taking no business from the wired music services. "Our customers are from the segment which found wired music service too expensive because of line charges," he said. Ince customers are more than 15 miles away in most cases, he explained.

Await SCOTUS Ruling

Transit Radio is not being "pushed" at the moment, Mr. Taft said, because of a case pending before the U. S. Supreme Court as to the legality of commercial FM in public transportation vehicles. The decision is expected in three weeks, he said. Mr. Taft, tracing history of the plan, said his company's reported business has grown to $150,000 yearly in that city alone, and is expected to reach the half- million point "shortly" on a na- tional basis. "Our goal," he pointed out, "is the point in the field which AM radio couldn't touch—the downtown reta- il outlets." In addition, Transit Radio is almost completely TV-proof, he asserted. Within the next few years, TR will be "a very accep- table method of advertising, with a lot of money in it."

Mr. Joesloff, before outlining Storecast objectives, commended the techniques of functional music and Transit Radio and cited the need for specialized FM services. "Storecast, as the grandpop of all FM specialties," can expand radio and itself, he termed it a "work- able medium with announcements in hundreds of super- markets throughout seven states."

From the sales angle, Mr. Green said too many salesmen pitch their arguments of the defensive to begin with. "The very phase, 'How to sell FM,' is an epithet on the tombstone." He charged that FM cannot be sold today, "because the cards are stacked against it," but that a change in approach will change the sales figures. He suggested that non-AM men be hired as FM salesmen, that mention of FM be eliminated from the sales promotion and that the AM man sell its real product, listeners. With these sales techniques, plus merchandising and promotion, WFL tripled sales in six months.

Two of the medium's most seri- ous problems are (1) the inability to get a national representation because "reps won't fool with a new medium," and (2) the lack of education at major agen- cies, "which employ slide-rule time-buyers." He suggested FM men "fight for greater coverage with the AM men and tell you already have and get out of the FM business and into radio."

Mr. Horne, whose FM outlet has a CBS affiliation, traced the success of his operation. A former newspaperman and farmer, he said "the results I've obtained most easily were in radio. I never get a set free from FM. FM and AM and you'll see a huge growth in it. Many of you fellows had it too easy with AM. You just latched onto a station and a network and went on from there."

"Develop FM, which gives people the best in aural broadcasting, or get out and let someone else have a chance. Let's stop fighting in our ranks and get FM out in the world, whether it's AM, FM or TV," Mr. Horne advised.

The Rural Radio Network pro- grams farm service shows in the area and is a regular part of the AM de Neuf. He reported a set saturation of 30%, with a 70% potential audience. "The success of programs shows FM is limited only by your imagination," he as- serted, adding it is necessary and easy to program shows of a service nature which people need and want to have.

KOTA is owned by 42 of the leading businessmen in the Black Hills, Mr. Dean explained, "because we believed there'd be a very good return on every investment in the business." The station prac- tice "followcasting," selling AM sponsors on buying the same show for FM but at another time of broadcast. The station grossed $9,000 the first year and $19,000 in 1950. Through KOTA's promo- tional efforts, FM stations in the total 22,000 contrasted with 33,000 AM sets. Programs include sports, CBS sustainers and "good music," Mr. Dean said.

FM broadcasters also passed a resolution thanking Ed Sellers, head of the FM department of NARTB, for his work in their be- half.

Equal Time

Both NBC and CBS offered their facilities April 13 to Rep. Joseph W. Martin Jr. (R-Mass.) to speak on the question of the Arthur for the conduct of U. S. foreign and mili- tary policy. Rep. Martin accepted equal time, 10:30-11 p.m., to reply to the President's April 11 address on Far Eastern policy.

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NLGBR ORDERS

Five Stations, Movie Film Covered in Decisions

Radio and television broadcasting film producer figured prominently in final and preliminary decisions and direction of elections handed down by the National Labor Relations Board in the past fortnight.

In separate actions the board:
(1) Dismissed a petition by Screen Directors Guild of America that television directors at KECA- TV Los Angeles be included in a bargaining unit and that the employees are supervisors.
(2) Ruled that WLEX Lexing- ton, Ky., had violated the Labor Management Relations Act by interrogating certain IBEW em- ployees on their union activities and discharging four others.
(3) Announced initial findings charging that WEAM Arlington, Va., had refused to bargain with IBEW Local 1215 and requesting that the station reinstate an engi- neering employee.
(4) Ordered elections among program department employees at WFAS White Plains, N. Y., and at Jerry Fairbanks Productions, Hol- lywood.

At the hearing in the IBEW case, Mr. Hinlein, operator of KDRO, to bar- gain with the union, cease inter- rogation of union members on their union activities and reinstate two discharged employees.

In the KECA-TV case, NLGBR held that TV directors direct employees and exercise authority for hiring others and, as supervisors, are in- appropriate for a special unit. The ruling sustained the position taken by KECA-TV (ABC Inc.).

With respect to WLEX, the board held that "unlawful con- duct" of the station licensee, Central Kentucky Broadcasting Co. Inc., disclosed a "fixed purpose to defeat self-organization and its objectives." The examiner had recommended a limited cease-and- desist order on grounds that the station is "too new." An uniaction complaint filed last No- vember against WEAM by Radio
and that there would be no spot. ABC had offered P&G one-minute participations in *Stop The Music* on Sunday and in the 25-minute show, *The Sheriff*, on Friday and certain evening five-minute news periods in sustaining network shows. These Procter & Gamble bought.

To this, you can add one further move on the part of ABC, which only happened last Friday, and which also involved P&G. The ABC network offered to Ivory Bar a five-minute show, from 11:35 to 12 noon, Monday through Friday—and scheduled to start today, April 16. These P&G bought.

**Dick Haymes Show**

The program features Dick Haymes. Our understanding is that Haymes reminisces about some singer and this is recorded on tape. Then a phonograph record of that singer's voice is also taped. The P&G one-minute announcement is integrated into the program. This show is very inexpensive, probably costing no more, and maybe less, than a live news show. It also gets away from the objections which many stations have about accepting five-minute news broadcasts wherever there is available network time and for indefinite short runs.

*CBS* did not put themselves in the right position of sale of spot announcements on the network. However, they set up a series of five-minute newscasts—all of which lopped five minutes of existing sustainers—to serve as vehicles for minute announcements. These Procter & Gamble also bought. The result, in simplest terms, was $345,000 lost to *CBS* and $107,000 lost to the markets represented here in this room.

And, though certain ABC and CBS stations stood to salvage some of this money, they could only hope to get back a small fraction of what they would have had with the spot campaign P&G had set up before the networks entered the market.

The P&G story is based on night-time programming. But I think you can count on it that the spread to daylight time will not be long in coming.

Now here's a & G note to the P&G story. So stations turned down the plan. As a result, P&G has bought spot & G. All out what the network couldn't deliver. The plan and the market lists both drastically reduced from what they would have been. But, the important thing is that once some of the stations turned the network down, the opposite proposition: P&G money was returned to national spot.

**Logical Outgrowth**

It seems rather obvious that this new departure on the part of ABC and CBS is a logical outgrowth of the proposed partial spin-off, established by NBC's so-called "Tandem Plan." The Tandem Plan included spot in a network package limited in size. The ABC and CBS plans let down the bars a little further, though their present method disguises the true facts. The next logical step, which we believe will happen very rapidly, is that they will be frankly peddling undiscerned one-minute spots over their respective networks. They'll do it whenever and where ever they can put them.

I don't suppose for one minute that anyone in this room fails to see how serious a matter this is. It is a direct threat to the pocketbook of each individual station. And stations are not going to get any help from advertisers and agencies.

The advertiser will find it to his liking, with his advantage to cancel existing national spot and place it on the networks, where he will be able to buy more stations for less money than if he buys them individually.

This is obviously true because most stations have network rates as low or lower than national spot rates and network accounts run over 40%. Most agencies, as well, will be delighted at this development, because it greatly reduces the cost and effort of handling spot and spot campaigns will not have to maintain large staffs of radio buyers, checkers and clerks. They will not be involved in all the affidavit checking and other burdensome and time-consuming details of any sizeable spot campaign. An agency knows that it takes about 10 times as many man hours to maintain a spot campaign on in-

**BROADCASTING**

**William & Gansevoort**

**Mr. Beaver**

Headed WHHM since its founding in 1946. Mr. McDonald, a director of *ABC*, has resigned. His plan. Mr. Wray will assume the WHHM general management.

Mr. Beaver succeeded Pat McDonald, who has headed WHHM since its founding in 1946. Mr. McDonald, a director of *ABC*, has resigned. Mr. Wray will assume the WHHM general management.

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POWER INCREASE

WWNR to 1 kw Fulltime

WWNR Beckley W. Va., has dedicated new facilities which shifts the station from 1450 kc to 230 w to 620 kc with 1 kw fulltime. Officiating at the ceremonies was N. Joe Rahall, president.

The voice of Sen. Harley M. Kilgore (D-W. Va.) was heard in the principal address. Sen. Kilgore could not attend the dedication because of a previous commitment but sent a recorded congratulatory message to Beckley for the event.

The U. S. Senator pointed to the function of radio in bringing the government close to the people and added: "The best job radio does, the healthier and stronger we will be as a nation."

Mr. Rahall previously had announced that in late April another Rahall station, WAKAP Allentown, Pa., would shift from 1580 kc to 1 kw daytime to 1320 kc with 1 kw fulltime. Third Rahall station is WNAR Morristown, Pa. WWNR is an MBS affiliate.

An easy lead to that. If you, as heads of stations, are willing to settle for a scant half of your former national spot dollar, you may easily be losing the profit margin which has enabled you to do such outstanding local programing, which has built your public service to your communities, which has given you the expert personnel and fine facilities you now enjoy.

Without those things, your value to the network declines. And so, of course, does the network's own strength and value. Thus, while it seems that opposition to the network plan for using their chains to carry national spot is against the interest of the networks, in reality it is helping network in maintaining the value of each and every individual station.

And certainly it is strong radio stations, whether linked by wire lines or operating individually, which have made radio so attractive to advertisers all these years.

I realize that any decisions you come to will be arrived at individually not here collectively. However, we feel it is our duty to advise you of any situation which, in our opinion, endangers your business. It is my further thought that a general discussion of the problem, here, may help you in arriving at your own solutions.

This being now I would like to throw this meeting open for such discussion.

Station men attending the luncheon were:

Worth Kramer, vice president and general manager, WJR Detroit; John P. Patt, president of the G. A. Richards Co., and general manager, WGBS Chicago; Frank V. general manager, WGAR Cleveland; Victor A. Sholis, vice president and director of sales, WHA Milwaukee; Norman P. Dibell, president, WHAS Louisville; Irvine Waugh, commercial manager, and Jack Stapp, program director, Bay B. Hubbard, president and general manager, and Miller G. Robertson, vice president in charge of sales, KSTP Minneapolis.

Walter J. Damm, vice president and general manager, WMJ Milwaukee; (ampel) Arnoux, president and general manager, and Bob Lamte, WTR Norfolk; John M. Butler Jr., general manager, WSB Atlanta; George W. Hubbard jr., president, WGMP Los Angeles; H. Quentin Cox, general manager, KGW Portland, Ore.; Marvin E. Bell, general manager, WPAA Dallas; Jack Harris, general manager, KFRC Houston; Hugh A. L. Halit, president and treasurer, and managing general manager, WOAI San Antonio.

Gustav K. Brandborg, commercial manager, KVOO Tulsa; Frank Webb, general manager, KFI Wichita; Tom Brooks, vice president of Hearst Radio; John C. Molina, president, general manager, KPHO Phoenix; H. Wheelahan, general manager, WSBM New Orleans; S. H. McGovern, general manager, and Carl E. Whitney and M. W. brush, president and general manager, KOSO Des Moines; Dean R. Upson, national sales manager, and Newton E. Lawyer, managing director, WBBM Chicago; Bill Rine, general manager, WBBM Chicago; J. H. Outler Jr., president of KFI, and Gordon Gray, president of WHAS Louisville; Irving L. Gilmer Jr., president and general manager, and Gordon Gray, vice president, WBBM Chicago; T. E. Reinsch, Cox Radio & TV operations; Frank W. Kelly, sales manager, WBEN BUFFALO; Tom Harker; Fort Industry Collins; Bill Rine, vice president and commercial manager, WWVA Wheeling, W. Va.

Petty represented included, in addition to Mr. Petty, Edward E. Vyoow, Chicago manager; Bill Cartwright, Detroit manager; Joe Olivares, promotion manager; Hanque Blingold, New York manager, and John Ashenhurst of the Chicago office.

IN BIG AGGIE LAND

'tain't visible!

This 267 BMM county area—with $2.9-billion in retail sales—can be sold by WNAX alone.

LANG-WORTH

Asks Court Stay Order

PETITION for permanent stay of arbitration of an AFRA-Lang-Worth Feature Program dispute over singers' fees on The Fred Waring Show on NBC, May-July 1949, was filed by Lang-Worth in New York Federal Court April 9 against the American Arbitration Assn. Knox Manning and Janet Baumann as AFRA president and treasurer respectively, and twenty-four singers individually.

Demand for arbitration was made in August 1949 by AFRA, which alleged that the singers, whose performances were used by transcription almost entirely, were entitled to "live" rates under provisions of the 1946-48 transcription code. First hearing had been set for April 10 by the American Arbitration Assn.

Code Violation Charged

In its petition, Lang-Worth charged that the 1946-48 code violated anti-trust statutes and hence was illegal and unenforceable. It also alleged that no arborate controversy existed, because the performers in question had been employed by Fred Waring Enterprises after it had contracted with Lang-Worth to provide the program, and hence were not Lang-Worth employees.

KIWW REALIGNS

Leal Resigns Top Post

REORGANIZATION of officer and director personnel at KIWW San Antonio, Tex., has been announced by the Good Neighbor Broadcasting Co. following the resignation of Mantel D. Leal as vice president and general manager.

Leal's resignation hinges on FCC approval of a purchase of Mr. Leal's stock by Joe Olivares and L. E. Richards, who seek control of the corporation. Mr. Olivares would serve as president and general manager, succeeding Mr. Leal, while Mr. Richards would become station manager, secretary and treasurer in addition to his present duties as chief engineer.
AM, FM Income
(Continued from page 19)
aural services in non-TV markets registered a 10.1% gain.
Other highpoints of the Commission's preliminary analysis:
- Prewar stations continued to account for the bulk of station revenue and income—768 such stations, which is 36% of the total aural stations, aggregated 69.4% (before expenses and federal taxes) of station revenues and 86.4% of the station incomes (before federal taxes).
- About 20% of the over 2,100 AM and AM-FM stations reported losses from 1950 operations. This was the smallest proportion of losers since 1945. Of the 492 losing stations in 1950, 131 were in operation two years or more.
- Of the 1,714 stations in operation two years or more, 789 (46.9%) reported profits in 1950. Of these 283 reported increases of 100% or more in income before federal taxes.
- As in past years, almost all of the FM-only stations reported unprofitable operations (see Table III).

APPROXIMATELY 35% of farmers in New York State who are listeners to Rural Radio Network own FM sets. Figure came out of a spot check taken throughout state. Of total of 456 persons covered, 100% owned AM sets; 29.4% (146) have FM, and 21% (101) have TV.

WEAW PROTESTS
Telephone Co. Policy
WEAW (FM) Evanston, III., has filed a complaint with FCC against the interconnection policy of the Illinois Bell Telephone System on relying of U. of Wisconsin basketball games from stations in Wisconsin. FCC has requested detailed results from Illinois Bell on the matter.

WEAW told FCC it was required to buy a line to WHA Madison for a game early in 1950 when it wanted to buy a line only to WHAD Delafield, Wis., WHAD obtaining off-air pickup of WHA. Not being able to afford the line to Madison for a season, WEAW explained that for the current season it picked up WHAD off-the-air at the home of WEAW President Edward A. Wheeler in Wilmette and bought a phone line from his home to the station. But the line was later removed, WEAW said, when Illinois Bell learned of its use in "violation of" regulations.

Maynard Named
APPOINTMENT of Lt. Gordon Maynard (USMC), formerly motion picture director with Warner Bros., as television director and film editor in the Defense Dept.'s Radio-TV Branch, was announced last Tuesday by Charles Dillon, branch chief. Lt. Maynard worked on Technicolor and other assignments while with the Hollywood motion picture producing firm.

TABLE II
Comparative Revenue Data for AM and AM-FM Broadcast Stations in TV and Non-TV Communities
(Including stations in operation during 1949 and 1950)

<table>
<thead>
<tr>
<th></th>
<th>1950</th>
<th>1949</th>
<th>Percent Increase in 1950 (%)</th>
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<tbody>
<tr>
<td></td>
<td>(Millions of dollars)</td>
<td>Broadcast Revenues</td>
<td></td>
</tr>
<tr>
<td>431 AM and AM-FM Stations located in TV markets</td>
<td>$1703.4</td>
<td>$594.9</td>
<td>6.8</td>
</tr>
<tr>
<td>1,351 AM and AM-FM Stations located in Non-TV markets</td>
<td>$166.8</td>
<td>$146.1</td>
<td>10.1</td>
</tr>
<tr>
<td>1,772 Total Stations</td>
<td>$331.1</td>
<td>$305.6</td>
<td>8.3</td>
</tr>
</tbody>
</table>

TABLE III
Estimated 1950 FM Broadcast Revenues, Expenses and Income

<table>
<thead>
<tr>
<th></th>
<th>1950</th>
<th>1949</th>
<th>Percent Increase in 1950 (%)</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Number of Stations Amount (M)</td>
<td>Number of Stations Amount (M)</td>
<td></td>
</tr>
<tr>
<td>FM Stations Operated by:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AM Licenses</td>
<td>Reporting No FM Revenues (See Note 1)</td>
<td>141</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td>Reporting FM Revenues</td>
<td>$1.7</td>
<td>$1.2</td>
</tr>
<tr>
<td>Non-AM Licenses</td>
<td></td>
<td>$1.4</td>
<td>$1.4</td>
</tr>
<tr>
<td>Total FM Stations</td>
<td>624</td>
<td>31</td>
<td>233</td>
</tr>
<tr>
<td>FM Stations Operated by:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AM Licenses</td>
<td>Non-AM Licenses</td>
<td>Industry Total</td>
<td>See Note 1</td>
</tr>
<tr>
<td>Reporting No FM Revenues (See Note 1)</td>
<td>104</td>
<td>60</td>
<td>60</td>
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<tr>
<td>Reporting FM Revenues</td>
<td>$3.5</td>
<td>$3.5</td>
<td>$3.5</td>
</tr>
<tr>
<td>Industry Total</td>
<td>See Note 1</td>
<td>See Note 1</td>
<td>See Note 1</td>
</tr>
</tbody>
</table>

NOTE 1: In view of the difficulty in a joint AM-FM operation in allotting FM station expenses, income and licenses of such stations were not required to report FM station expenses in 1950. As a result, FM industry totals for expense and income are not available. AM-FM licenses, however, were required to report separately the revenues, if any, attributable to FM station operation if such data were readily available. In only a few instances did AM-FM licensees state they were unable to segregate the FM revenues.

CBS ELECTION
Guild Loses Close Vote
CBS WHITE-COLLAR employees in New York, in an NLRB election April 18, voted 308 to 250 against being represented by Local 3, Newspaper Guild of New York, CIO, for bargaining purposes. In the absence of a majority vote for the guild, the employees will go unrepresented.

The election followed an earlier one held March 7 which was inconclusive, the two highest votes being against having any union and for the guild [BROADCASTING, TELECASTING, March 12].

With the result of last week's election known, Thomas J. Murphy, guild executive vice president, announced charges of unfair labor practices and intimidation would be filed against CBS by the guild with NLRB. Charges would have been filed before the election, he said, but the effect would have been to postpone holding it indefinitely. The union will press for a new election soon, he said.

Citing a 10% cost-of-living wage increase announced by CBS before the election as "most flagrant practice," he said the network's management would be charged with violating NLRB rules by electioneering during the election as well.

CUTBACK LAYOFFS
RCA, Philco Adjust Output
SOME 6,300 radio and television workers of RCA and Philco reportedly are to be laid off temporarily before the end of April in Camden and Philadelphia.

Harry Block, IUE vice president, said some Philadelphia Philco plants would be shut down for two weeks beginning April 23, resulting in a layoff of about 5,000 workers. Anthony P. Perry, president, Union's local 105, said that 1,500 employees of RCA-Camden would be laid off April 13.

C. M. Odorizzi, operating vice president of RCA-Victor Div., explained the layoff's were re instituted by conversion to defense production plus seasonal factors and material restrictions. A Philco spokesman stated that the cutback was due to the "lapse of production schedules in line with the requirements of government regulations and the spring sales demand."

WCKY Cincinnati awarded bronze plaque from Hamilton County Community Chest for best program during 1951 Community Chest Drive.
**Open Mike**

(Continued from page 58)

interest. However, we are disappointed that **Broadcasting & Telecasting** in all its columns of type devoted to this subject has completely ignored the excellent job WNOE did in its coverage of the Kefauver hearings in New Orleans.

When the Kefauver committee opened hearings in New Orleans on Thursday, Jan. 23, 1951 (well in advance of the New York hearings), WNOE was the only radio or TV station to cover the hearings in their entirety live and direct. WNOE cancelled the bulk of its commercial commitments at a cost of $3,000 to get the hearings to the public.

James E. Gordon
Pres. & Gen. Mgr.
WNOE New Orleans

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**RCA Victor Studios**, Royal York Hotel, Toronto, has increased telephone facilities to its studios and offices. New phone number is Empire 3-8448.

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**HOME OF . . .**

233,012* People

Rock Island Arsenal

Over 300 Industrial Firms

*1950 U. S. Census Preliminary Report

Quad-Cities’ giant manufacturing concerns are turning out a vast array of materials for national defense as well as the vital products for peace-time civilian life. Industrial employment numbers over 50,000. The population trend is UP . . . manufacturing payrolls are UP . . . consumer buying is UP. **WHBE** is in the station with the coverage and impact to deliver sales at a profit in this big, unified market.

Delivering More Listeners at a lower cost . . .

---

**NATIONAL NIELSEN-RATINGS**

**TOP RADIO PROGRAMS**

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

**REGULAR WEEK MARCH 4-10, 1951**

<table>
<thead>
<tr>
<th>Programs</th>
<th>Current Week</th>
<th>Previous Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lucy Radio Theatre (CBS)</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Charlie McCarthy Show (CBS)</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Amos ’n Andy (CBS)</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Red Skelton (CBS)</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>Godfrey’s Talent Scouts (CBS)</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>My Friend Irma (CBS)</td>
<td>10</td>
<td>9</td>
</tr>
</tbody>
</table>

**EVENING, MONDAY -WEEKLY (Averages for All Programs)**

<table>
<thead>
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<td>Lucy Radio Theatre (CBS)</td>
<td>6</td>
<td>5</td>
</tr>
</tbody>
</table>

**WAAF Drops Permit**

WAAF Chicago, 1 kw daytimer on 950 kc, has been granted cancellation of its construction permit for change in operation to fulltime with 5 kw power, directional. Founded in 1922, WAAF told FCC it was reluctantly giving up the CP because it was unable to obtain title to, and soning approval of, its proposed new antenna site. WAAF also said it has spent considerable money in new studios in the LaSalle-Wacker Bldg, as well as in construction of WAAF-FM, Class B outlet.

**WNLK Officers**

Named by New Owners

NEW officers and directors for WNLK Norwalk, Conn., have been elected. David W. Jefferies is president and general manager, succeeding Dr. Benjamin Ginzburg, who secured FCC approval for sale of his interests last month.

Two new directors were elected—Currier Lang, president, Norwalk Hospital Assoc, and Marshall Gans, president, Norwalk Realty Co. Other officers are Miles Pennybacker and John H. Woodward, vice presidents; Joseph V. Lentini, secretary; Charles Hilton, assistant secretary; Michael J. Cuneen Jr., treasurer, and Russell Frost III, assistant treasurer.

Dr. Ginsburg is severing all connection with the station he founded. Together with his brother and sister and Solomon Petchers of New York, Dr. Ginsburg sold 450 shares of stock, majority interest, to Mr. Jefferies, Mr. Cuneen and Mr. Lentini for $20,000.

Dr. Ginsburg received a great deal of publicity several years ago when he cut Henry Wallace off the air while the latter was speaking during a church program regularly scheduled on WNLK.

Mr. Jefferies was, until recently, chief engineer at WESS Bradford, Pa. Mr. Cuneen was once promotion manager for WESS and Mr. Lentini was program director.
April 10 Applications

Modification of CP
KJCC Festus, Mo.—Mod. CP new AM '54
KWLR Knoxville, Tenn.—Mod. CP authorizing change in frequency, power, etc. to change type of trans.

KOLR Springfield, Mo.—Mod. CP new TV station for extension of complete date to 5-10-51.

Authorization to Transmit
Requested authority to transmit programs to CPM Ottawa, Can.: Syracuse Beet, CMA, Indianer, W., and Monroe Best, Co., Inc., Rochester, N. Y.-AM 1290 kc
KSEE San Diego, Calif.—Mod. license to increase power from 100 w to 250 w. FM—165.9 mc

FPOW (FM) Madison, Wis.—CP to change from class C to class B, frequency from 98.9 mc to 98.9 mc, ERP from 93 kw to 98 kw and antenna from 100 ft to 85 ft.

License for CP
KQDB-FM Manhattan, Kan.—License for CP new non-commercial FM sta.
WLCI (TV) Columbus, Ohio.—License for CP new TV station idolizing studio and transmitter.
WHRM-FM Aniston, Ala.—License for CP new FM station.

License Renewal

Following stations requested renewal of license: WCHL Scottsboro, Ala.; KMA Des Moines, Iowa; WISO, Rio Piedras, P.R.; KRTN Sherman, Tex.; WVHE Huntington, W. Va.; WPED Stevens Point, Wis.; WEED-FM Rocky Mount, N.C.

Modification of CP

Following stations requested mod. CP for extension of complete date: KFAC-FM Los Angeles; WRGA-FM Rome, Ga.

CP to Replace CP

WGNC-AM Winston, N. C.—CP to replace expired CP new FM station.

April 11 Applications

APPROVED FOR FILING
AM—1309 kc
WXNN Jackson, Miss.—CP to change

FCC actions

January 10 TO April 19

CP-construction permit
DA-directional antenna
ERF-electrostatic radiation power source
FCC—facilities modification
SAP—synchron. amp.-synchronous amplifier
STA—special temporary authorization

Grants authorizing new stations, changes, approvals from all the major companies of 1951 and transfers according to the new stations and transfers applications.

from 1450 kc 250 w unil. to 1350 kc 5 kw-D 1 kw, new install. and change trans. change.

AM—1312 kc
WISE Asheville, N. C.—CP to change from 1310 kc 250 w unil. to 600 kc 1 kw unil. DA-DA/AMC2 AMENDED to change from 590 kc to 1310 kc 5 kw 1 kw unil. antenna, new trans. and change trans. location.

License for CP
WELP-FM Nashua, N. H.—License for CP new AM station.

Filing for Renewal


APPLICATIONS REJECTED

Amended Application

WIBC-FM Indianapolis, Ind.—RETURNED application for CP to change from 1400 kc 500 w to 1400 kc 500 w AMENDED to change from 1150 kc to 500 w.

Assignment of License

WIRR Enterprise, Ala.—RETURNED amended application of license to Robert E. James and Ralph M. Stanford d/b/a The Wiregrass Broadcast Co.

KPRS Olathe, Kan.—RETURNED application for CP to change from 1560 kc to 1550 kc.

April 12 Decision

BY THE COMMISSION BANC

Designated for Hearing

The Johns-Embury Co., Portage, Wisc. and Portage Best, Co., Portage, Wisc. —Designated for hearing in connection with an application proceeding with FCC of the John P. Co., Inc., Beaverton, Ore., for an application of Johns-Embury for a new station from 1400 kc 500 w to 1400 kc 500 w, a frequency and hours of operation.

April 12 Decision

BY THE COMMISSION BANC

Designated for Hearing

Uvdale Broadcasters, Laredo, Tex. and Northern Lassetter, Co., Laredo, Tex.—Designated for consolidated hearing in Washington, D.C. on June 1 re application of Uvdale and Lassetter, both requesting new stations on 1450 kc 250 w.

Scranton Radio Corp., Scranton, Pa.—Designated for hearing in Washington on June 1 re application for a new station on 1450 kc 250 w to be made WEST Easton, Pa. party to proceeding.

73070 STL, Mo.—Designated for hearing in Washington on June 1 re application to change facilities from 1450 kc 250 w to 970 kc 1 kw D.

Authority Granted

WKRM McComb, Miss.—Granted authority to transmit main silent for a 30-day period from April 6 pending financial arrangements.

Granted authority to stations WHYN Hamilton, Ohio; WNYC New York; WBNY Syracuse, N. Y.; WYFF Greenville, S. C.; WTVH Baltimore, Md.; and WKIB Buffalo, N. Y., to remain silent for the period of April 30

April 12 Applications

ACCEPTED FOR FILING

License for CP
KOKX Des Moines, Iowa.—License for CP new station for increase in power in 1 kw, install new trans. and DA-DA-NN license.


AM—1312 kc
WWGD-LP Jacksonville, Fla.—CP to increase power from 1 kw unil. to 5 kw-D 1 kw DA-DA and install new trans. AMENDED to complete date.

Modification of CP
KJFU-FM Clayton, N. Y.—Mod. CP new FM station for extension of complete date.

April 13 Decisions

BY THE COMMISSION BANC

condo Best, Co., San Juan, P. R.—Designated for consolidated hearing in Washington on June 13 re applications for assignment of license.

WWBN St. Petersburg, Fla.—Mod. CP authorizing change in frequency, power, install new trans. and DA-DA and change location for extension of complete date.

WWJR-Caguas, P. R.—Mod. CP new FM station for extension of complete date.

WKYM Areche, P. R.—Mod. CP authorizing change in frequency, increase power in 1 kw, install new trans. and DA-DA and extension of complete date.

KWQW-Castro, P. R.—Lic. for CP new FM station for extension of complete date.

KWID-FM Miami, Fla.—Mod. CP new FM station to change to 1560 kc 15 kw from 1560 kc 15 kw to 15.6 kw, from 315 feet to 385 feet.

WORX Madison, Ind.—Mod. CP new FM station for extension of complete date.

KUGN-FM Eugene, Ore.—Mod. CP new FM station for extension of complete date.

KFMY (FM) Greensboro, N. C.—Mod. CP authorizing change in FM station to change ERP from 52 kw to 34 kw.

License for CP
KREL-Gilwein, Iowa.—License for CP new FM new transmission site.
KREW-Fannysville, Wash.—License for CP new FM station for extension of complete date.

April 16 Decisions

ACTION TAKEN ON APPLICATIONS

By Comr. Freda R. Hennoch

KCBQ San Diego, Calif.—Granted permission to transmit without prejudice of application for radio license.

American Telephone and Telegraph Co.—Granted permission for extension of time to May 9 for filing reply briefs and permissible argument for oral argument in matter of Western

SERVICE DIRECTORY

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11 years TV Eng. Experience
Construction & Operation
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9918 E. Camino Real, DO 7-6335
ARCADIA, CALIF.
(A Los Angeles suburb)

Union Telegraph Co. and American Tel. & Tel. Co., etc. with respect to intercity video transmission service.

By Examiner J. D. Cunningham
Central Ohio Bstg. Co., Galion, Ohio
Granted petition in part as it requests leave to amend application to specify maximum expected operating values of radiation of proposed station in certain directions during nighttime hours, and with reference to day and night power output requested; denied in all other respects.

City Broadcasting Corp., Nashua, N. H.
Granted motion for continuance of hearing in proceeding upon application for renewal of license for new to operate simultaneously with KWSW.

By Examiner Leo Rennick
PFCC General Counsel and WINS New York—Denied joint petition for continuance of hearing in proceeding upon application of WINS for extension of complete date from Apr. 30 to Jul. 30 in Washington.

By Examiner Basil P. Cooper
WLAC Bstg. Service, Nashville, Tenn.
Granted motion for continuance of hearing in proceeding upon application of Radio Reading, Reading, Pa., from Apr. 16 to May 2, in Washington.

By Examiner Elizabeth C. Smith
KEEL Farmington, Mo.—Granted motion for indefinite continuance of hearing in proceeding upon application, hearing presently scheduled for April 26.

April 16 Applications... ACCEPTED FOR FILING AM—400 kc
KFQD Anchorage, Ala.—Mod. CP authorizing change in antenna and ground system from 780 kc to 600 kc and install new trans.

License for CP
WYET Rochester, N. Y.—License for CP to install auxiliary trans. at site of main trans.

SSA
KFW Seattle—Application for SSA to operate simultaneously with KWSW.
Pullman, Wash. from 7:00 p.m. to 8:30 p.m. on Thurs. evenings during summer months.

Modification of CP
WJPG Green Bay, Wis.—Mod. CP authorizing change in frequency, hours operation etc. for extension of complete date.

License Renewal
KFWF Bellingham, Wash.—Requests renewal of license.
WISR-FM Butler, Pa.—Same.

APPLICATIONS RETURNED
WBBH Bulwark, Minn.—Returned application for renewal of license.
WILK Wilkes-Barre, Pa.—Returned application for CP authorizing change in frequency, increase in power, install new trans. and DA-DN etc.

April 17 Decisions... BY THE COMMISSION
Extension Granted
WINZ Hollywood, Fla.—Granted further extension of temporary authority for 60 days from April 18 to operate with reduced power of 500 w at night using temporary DA.

BY THE SECRETARY
WOR-TV New York—Granted license for new tv station and change designation of studio location. Ant. 65 ft.

WWBNB Beckley, W. Va.—Granted mod. CP to change type of trans.; conditions.

KFUG-FM Clayton, Mo.—Granted mod. CP for extension of completion date to 6-1-51.

WWJ-FM Detroit, Mich.—Granted license covering changes in existing FM station (97.1 mc 48 kw 865 ft.)
WKHR Cambridge, Mass.—Granted license for new FM station; 96 mc 3 kw 444.5 ft.

WBBF Beaver Dam, Wis.—Granted mod. CP covering change in type trans. and ground system; and specify new studio location.

WBG-A Fm. Rome, Ga.—Granted mod. CP for extension of completion date to 7-12-51.

(Continued on page 108)

April 23, 1951 • Page 101
Help Wanted

Manager

Manager. In 90 days, an independent in a two station 100,000 population mid-
western market. Must have sales experience and knowledge of independent operation. Salary and
overrides. State salary requirements and send full details in confidence, to Box 628, BROADCASTING.

Sailmen

Radio library sailmen or transcription sailmen. Material and audio weekly
income! Sell the radio program that is used as primary reference as
primary markets. No competition. Extremely good future. Please remit
for full details. Write in confidence to Box 183, BROADCASTING.

Two sailmen needed for a going 250 watt station who can do the selling, servicing and
writing. Will pay $600 month minimum and if you're fast and able to handle
work, you should go beyond $500 per month within a few months. If you are
and neat, you must be a solid and successful radio sales
background. It is important to have good selling and offering and operation and there
an opportunity for two men to make $600 per month each. Box 454, BROADCASTING.

Experienced announcer-disc jockey to learn sales. New 1 kw daytimer. East. Box 508J, BROADCASTING.

Transcribed news feature desires sailmen with
commission basis. Box 508J, BROADCASTING.

West Texas station needs sailman. Good conditions. Salary and commis-
sions. Box 513J, BROADCASTING.

Sailman: Former announcer-disc jockey
who wants to do both. New 1 kw
daytimer. Box 508J, BROADCASTING.

Immediately: Salesman, or sales-
 announcer, desiring to settle in
community and build his fortune, along
unusual lines. Details. Florida residents preferred but
not mandatory. WIPC, Lake Wales, Florida.

Announcers

Top notch announcers (2). No "has been" or "almost there." These men
must be good. News and DJ on hot eastern
inland. Box 383J, BROADCASTING.

Announcer, some experience, pleasant voice, is a "double" to sell over air.
Hot-shots or floaters. Graduating wage sb.
who wants to stay. New 1 kw daytimer.
Box, disc photo to Box 383J, BROADCASTING.

Experienced, announcer-n e m s m a n
who wants to stay. New 1 kw
daytimer. East. Box 508J, BROADCASTING.

Minnesota station needs combination announcer-engineer. Two for focus-
top man. Box 478J, BROADCASTING.

Announcer-sailman with exclusive in
branch studio, well established network
cooperation. Send full particulars. Box 464J, BROADCASTING.

Disc Jockey: Clever, mature voice. New 1 kw
daytimer. East. Box 508J, BROADCASTING.

Announcer-engineer wanted for Ala-

cama station. $75.00 per week. Box 507J, BROADCASTING.
General manager, 12 years experience, mature, sober, highly successful sales management experience in many fields. Desires larger market, particularly in the midwest or eastern location. Salary $75,000, plus benefits. Box 3462, BROADCASTING.

Manager, nationally recognized for promotion of business or responsible businessman whose past experience indicates successful management. Good salary and position. Box 4681, BROADCASTING.

Manager-sales manager, available May 1. Strong on sales and promotional ability. Desires position in a large market, preferably in the south or southwest. No objection to station now operating in red. Box 3411, BROADCASTING.

Experienced general manager, more than 11 years metropolitan and small market experience in all phases of broadcasting. Excellent organization, sales, promotion, production, and personnel management. Desirable market, high actor ranks. Successful. Best references. Excellent opportunity. Box 4685, BROADCASTING.

Manager-sales manager, capable of running large market, military experience. Desires a job to the "right" man. Not a cheap man. Box 3412, BROADCASTING.

Money making trouble in your station? Manager of $800 watt net station will take over your station for a profit and keep it running. Can guarantee nucleus of all personnel. May be interested. Write Box 3162, BROADCASTING.

15 years experience in management, selling, programming and announcing. Some men are born to the "right" job. Not a cheap man. Box 3413, BROADCASTING.

Salesmen
Salesman-engineer, 4 years. South or southeast, $75,000 minimum start. Box 4682, BROADCASTING.

Attention radio station owners! Will call on engineering agencies. May be interested in forming a long term profit sharing plan. Can guarantee a return of $100 per week from your station. Box 3163, BROADCASTING.

Announcers

Veteran producer, 30 years in the business, wants combination job west or southeast. Will work anywhere. All replies considered. Box 3453, BROADCASTING.

Announcer desiring good location, brand new sports program free with sweepstakes. Box 4683, BROADCASTING.

Announcer, age 24, veteran, married, one child. Nine years experience, capable of filling any staff position. Desire to settle in southwest. Box 3415, BROADCASTING.

You're a progressive, disc jockey minded station in or near metropolitan area. Are you interested in finding a disc jockey who considers radio more than a job? Popular individual performer specializing in midwest metropolitan market. Excellent personal and technical abilities. Write Box 3416, BROADCASTING.

Announcer, full time. No experience necessary. Aids, network programs, factory program. Box 4684, BROADCASTING.

Announcer, college grad. Sales back-up, attention. Limited experience. Disc. Box 4685, BROADCASTING.

Combination engineer-announcer, six months experience with independent station. Desires position southwest Pennsylvania. Box 4686, BROADCASTING.

Disc jockey, excellent professional high type show with world wide distribution. Excellent background and experience. Willing to work anywhere. Box 4223, BROADCASTING.

One of nation's outstanding disc jockeys, personalities seeking change of locale. Strong points: Knowledge of music, excellent sponsor contacts, top ad job inlocale. Disc and draft exempt. 7 years experience, $100 weekly minimum. All major markets considered. Box 3563, BROADCASTING.

Announcer, first class experience, Zl. With emphasize announcer, draft exempt. Box 3509, BROADCASTING.

Announcer, 60 days, single, June 1, draft exempt, single, four years experience, advertising, sales. Excellent background on news and disc shows. Prefer east or west. Programming and producing experience. Box 4687, BROADCASTING.

Excellent background for the past four years, in all phases including sales and present position. Ability to move to larger station with chance for advancement. Graduated college. Box 3512, BROADCASTING.


Announcer, young, draft exempt, single. Am no hot shot, looking for a career job. Has news and program round announcer, except sports. Have ten years experience in broadcasting and army as juvenile announcer. Wally Miller, 5308 S. 20th, Omaha, Neb. Phone 62, Tama-9874.

College trained sports man desires position with large network. National professional league and big radio market. All offers considered. Will send disc or tape. Married vet, 57, 20 years experience. Box 3513, BROADCASTING.


Versatile announcer, ambitious. Strong on commercials, news, sportscasting, TV. Box 3463, BROADCASTING.

Attention radio station owners! Sign up for our program. Some experience. Married, 34, 25 years broadcasting. 2044 Road, New Britain, Conn. 892.

Sports-staff announcer looking for play-by-play baseball. Am presently employed. My name is no baseball during season. Contact Mike Wynn, 1435 Litchfield St., Lowell, Va.

Technical
Phone first, permanent. Salary, hours guaranteed. Contact Box 3611, BROADCASTING.

Graduate electrical engineer with five years experience, desires position with major station. Seeking a responsible job. 22 years old. Box 4688, BROADCASTING.

Chief engineer for nine years, with considerable installation and development laboratory experience, desires position with greater potential. Married, draft exempt. Box 4689, BROADCASTING.

Combination man, first class license, desires location in New York, Texas, California or New England. Box 4691, BROADCASTING.

Disc jockey, experienced, excellent sponsor relations. Box 4692, BROADCASTING.

Announcer, college grad. Sales back-up, attention. Limited experience. Disc. Box 4685, BROADCASTING.

Announcer, college grad. Limited experience. Disc. Box 4685, BROADCASTING.

Combination engineer-announcer, six months experience with independent station. Desires position southwest Pennsylvania. Box 4690, BROADCASTING.

Disc jockey, excellent professional high type show with world wide distribution. Excellent background and experience. Willing to work anywhere. Box 4223, BROADCASTING.

Yet with its phone. No experience, but plenty of ambition. Married, willing to work anywhere. Box 3418, BROADCASTING.

Regional network metropolitan market, major station owner. Desires ambitious, strong broadcasting personality with great potential. All or part sale. Box 4681, BROADCASTING.

Equipment etc.
GE 3 kw amplifier and monitor. Box 1072, BROADCASTING.

Presto PT-900 tape recorder used approximately 200 hours. Box 4692, BROADCASTING.

Collins modified 309 AM 250 watt radio, 4691J, Box 4693, BROADCASTING.

For sale, Crouse-Hinds, 350W. 715A, 4000000. Box 3461, BROADCASTING.


Two RCA 32B professional recorders, suction pump, chuck collectors, 300 hours use. KFPG, Fargo, North Dakota.

Recently replaced water-cooled 8 kw Western Electric transmitter, one modified completely for AC rectifiers, 1st class license limited. Box 4695, BROADCASTING.

Used RCA 25-A BFF transmitter modified completely to handle all power type equipment. Four complete set of spare tubes in first class condition. Has excellent location in a large metropolitan city. Savannah, Georgia.

Very scarce, brand new 700 ft. Commercial, has all equipment. Both 72 ohm Seal-Off-Flange transmission cables. Willing to sell. F. O. Box WESC, Greenville, S. C. 29610.

For sale—Raytheon 12 kw transmitter, that 1200 foot antenna. Will ship within short near future. For details, write Manager, Box 4697, BROADCASTING.

For sale, Crouse-Hinds, 300/m beam amplifier. Make me an offer. WONO, Lakeland, Florida.

Wanted to Buy

Stations

Experienced manager, desires to purchase a radio station. Write Box 1843, BROADCASTING.

(Continued on next page)
**Heavy Displays**

*(Continued from page 23)*

and a bone fluted, carved from the shin bone of a deer.

The entire display was fronted by polished decorations of blonde oak, in which were planted white gladioli.

Federal Telecommunications Labs introduced a new television transmitter console, incorporating the selection and adjustment of a switch for audio and video. It provides for four different audio inputs so that a microphone, turntables and remote unit can be used in combination.

Other products of interest to telecasters were the flying spot scanners, designed to convert slide information to a video signal suitable for broadcasting. They are currently produce "composite pictures in accordance with RTMA standards from subject material on 2 by 2-inch slides." Also showed were a television pickup microphone, a synchronizing generator and sound channel equipment and a TV UHF radio link.

**General Electric**

General Electric Co. showed a 5 kw low-channel, air-cooled television transmitter, displayed under operating conditions on the convention floor, which channeled power into a dummy load which was not radiated. A 5 kw ultra-high frequency transmitter, offering more than 100 kw effective radiated power, was a portion of the development of two-way radio transmission. An advanced development of the company's its helical antenna provides more than a 20-to-1 effective power gain, company spokesmen said. The Klystron tube, used with this assembly, was displayed with a helical antenna, a four-bay unit.

**General Electric**

General Electric has re-designed its studio camera, incorporating a new portable, 12-inch television camera unit on any standard camera dolly. Special effects can be achieved in a new montage amplifier, which does vertical, horizontal and wipe effects, in a new camera or mountages on the TV screen. GE also introduced a new monochrome camera unit, which fixes the test signal pattern. The model was re-designed from the former unit.

Klei Bros., Universal Electric Stage Lighting Co., demonstrated a complete TV lighting unit, which enabled engineers to study various types of flood and spotlight lights, accessories, wiring systems and a dimmer control board. Lighting arrangements were checked by means of a complete camera chain.

The main feature of the Gates Radio Co. display was a single large model, No. BC-5B, described as "the world's outstanding 5 kw transmitter." The standard AM 10 kw broadcast transmitter was shown, featuring the new duty external power and modulation components with a "new type of sealed construction." Also exhibited was a matching cabinet of phasing equipment. The company circulated color brochures on remote amplifier equipment, speech input equipment, broadcast transmitters, accessories and parts and communications radio transmitters.

SESAC, with the theme "Hearing is believing; listen and judge for yourself," explained details of its library, which has 4,000 transcribed selections. Jazz classics by "The Great Malbby" were introduced, and SESAC representatives outlined the company’s radio service, which includes 1,200 bridges, moods and themes in more than 200 classifications. The program guide included program notes and classified and alphabetical indexes.

SESAC reported that 13 publishers have been added to the firm's roster during the first three months of 1951. The company's library the utility Television music, barber shop quartets, band selections, concert pieces, Hawaiian melodies, novelty tunes, religious recordings and South American rhythms. Scripts are provided with continuity schedules for variety shows, religious series, special day programs, concerts, novelties and children's shows.

Studio and field TV camera equipment was shown by General Precision Lab, and included these features: Remote control of the camera, with change, focusing, pan and tilt also available; a small, light camera weighing 80 pounds, and mechanical design permitting maintenance accessibility. A field telephone and microwave link was complete in a portable unit, mounted mounted in a standard relay rack for permanent installation if wanted. Brochures were distrib- General Precision, a portable unit, 16mm telecast projector, and the high film projector. In the processor, film is passed at a speed of 36 feet per minute, with a reprojection speed of 45 seconds from entrance to the developer to exit from the water. Developer, fix and wash water are automatic, an automatic dolly, which can be discharged into any sewer connection, company representatives report.

Literature on the entire Andrew Corp. line was distributed to conference attenders, with packages of accessories for TV cable, specifications for antennas and antenna parts, cable accessories, specifications for the four-bay multifunctional antenna, the 3/4 inch diameter coaxial cable and the phase monitor. Spokesmen also answered questions about tower lighting equipment, microwave radiators and RF inducers.

Allen B. DuMont Labs centered its exhibit on the theme, "Start Small—Grow Bigger." It claims "from transmitter to studio, DuMont offers a plan in which the broadcaster can make a limited investment to take the air now and as operations expand be able to expand his operation by adding extra facilities units."

Equipment displayed included an air-cooled 5 kw transmitter, high and low band; a master control switching unit and mixer-line amplifier and an image orthicon camera. For their part, tens of thousands in the company were the 5 kw air-cooled transmitter, the acorn air-cooled transmitter, the mobilmount dolly, universal console, line level equipment, followed by the entire studio synchronous signal generator, receiver-monitor and power control panel.

**New Walkie-Talkies**

Walkie-talkies developed by RCA were featured on a wall-board at the exhibit of the Signal Corps, which used the equipment not only in assembly as well as the various parts. The equipment, all newly-made and en route to Korea, included radio relay and facsimile devices. Vacuum tubes were shown in a thermionic section by Army men on duty. Military personnel from the Army, Navy and Air Force were on hand at the display of equipment plugged by broadcasting radio and television programs and methods. They also discussed personnel matters regarding enlistment or the drafting of industry workers.

**SCBA ELECTIONS**

Joselyn Renamed Pres.

AUSTIN E. JOSCELYN, CBS Hollywood director of operations, has been re-elected president of the Southern California Broadcasters Ass'n, commenting on June 1. Gene W. Lee, general manager, KFXM San Bernardino, is the new vice president, replacing Ernest L. Spencer, president and general manager of KNX Hollywood, while Ret. Lt. Col. Alan, who retires after four years in office, Cliff Gill, general manager, KFMS Hollywood and the Pacific Region, has been re-elected vice president.

Harry Maizlish, president and general manager, KFWB Hollywood, replaces William J. Beaton, vice president and general manager, KKKW San Diego, who retires after four years on the SCBA board of directors. Re-elected to the board were Robert O. Reynolds, vice president and general manager, KMPK Hollywood; Calvin J. Smith, president and general manager, KFAC Los Angeles, and Haan J. Tyler, manager, KFI-TV Los Angeles.

**Richards-Kirby Book**

FORTHCOMING book by Bob Richards, NARTB public affairs director, and Col. Ed Kirby, Army Radio-TV Chief, will be entitled *Heavy Things in the Air.* The book will trace in anecdotal form, the romance of radio and television—the Fifth Estate. Book will be slanted for popular consumption as well as the trade.
‘Light’ Exhibitors
(Continued from page 28)
and will be available for local re-
lease Oct. 1.
Films were projected on a large
screen in one of the three rooms.
A dark blue backdrop was high-
lighted by sparkling letters spell-
ing "The future of television pro-
gramming is on film." United's
Royal Playhouse, the new name for
Pireosda Theatre, has been sold in
94 markets since sales rights were
acquired from Bing Crosby Enter-
prises.
ASSOCIATED PROGRAM
SERVICE visitors were able to see
the complete library of 5,100 selec-
tions, in addition to all of the com-
pany’s merchandising and show
materials, program scripts and
sales bulletins. Maurice B. Mitchell,
vice president and general man-
ger, presents latest news of sales
and program developments in a
monthly newsletter, The Needle, and
transcribes a sales session for
subscribers each month. His re-
corded "sales meetings" with sta-
tion managers are outlines of sales
fundamentals, facts about retail
fields and selling techniques.
FREDERIC W. ZIV Co. repre-
sentatives centered their promotion
on Bold Venture, the new Hum-
phrey Bogart—Lauren Bacall series
which was spotted on 400 stations
in three months. Other top shows in
the Ziv lineup are The Menjou-
s, Guy Lombardo Show, Boston
Blue from and the Cisco Kid, all of
which are on more than 300 sta-
tions. Wall placards showed dis-
tribution of sponsor types on the
various Ziv shows. Shows are spon-
sored by 106 dairies in 146 markets,
89 brewers, on 468 stations, 214 de-
partment stores in 247 markets and
238 bakeries on 427 stations.
WORLD BROADCASTING SYS-
tem mounted a large replica of the
liberty bell for its floor display, bear-
ing the inscription "World Rings the Bell Again." One-inch
metal bells, which could be pinned
to lapels, were distributed to con-
ventionees. Both were promotions
for the main World feature, Free-
dom Is Our Business starring Rob-
er Montgomery. Each of the four
walls in the room was covered with
promotional displays, including lists
of stations which carry each of the
World releases. Among these are
gift occasion jingles, weather, time
and commercial jingles.
Open house was held in a
room suite by KEYSTONE
BROADCASTING SYSTEM during the
entire convention. Prominently
displayed maps of the U.S. showed
distribution of Keystone's 431 affili-
ates. Superimpositions of green
cellophane strips, denoting tele-
vision areas, and red for the net-
work stations illustrated graphi-
cally how the chain supplements
video coverage.
CAPITOL RECORDS suggested
that broadcasters "add zest to your
programming and sales with spark-
ing Capitol transcribed music," avail-
able in the custom library service.
Pointing up the
promotion was a gift to each visi-
tor, a small bottle of wine with a
tag introducing "wine, women and
song from California." Capitol's
major display was a series of cards
tracing organization of its custom
service. Under the plan, a broad-
caster selects 220 discs when he
subscribes, receives 30 more discs
each year and can exchange 30
yearly, and gets a transcription
room, cabinet, catalog service, numbered
jackets, new release information,
promotion and publicity. These
classifications have been set up in
the listings: Alphabetical, music,
program and artist. Moods, themes,
bridges and voice tracks are in-
cluded.
MUSICOLOR representatives ex-
hibited "the light that dances" on
five screens and sets. Color filters,
electrically operated, flash above
a series of irregularly-shaped mir-
rors, the moving pattern of which is
reflected on a screen. The de-
vice, used currently as ballroom
backdrops, can be used in black-
and-white or in color television
for station breaks, disc jockey shows,
commercials or short musical in-
terludes. A slide with a sponsor's
signature or trade mark can be
superimposed on the "dancing
light." Musicolor has developed a
chemically-treated vinyl screen
which it reports permits 40% more
of the light to pass through than
any other screen.
PRESIDENT RECORDING CORP
exhibiting a variety of equipment,
introduced a tape drive, mounted
on a table, with an auxiliary type
lathes used on 16-inch turntables
for playback. A new 10 1/2-inch
recorder and console has a differ-
ent mounting, with the con-
sole replacing the rack type. A
recorder, model RC20-24, plays
tape at the rate of one inch per
second, and is used for communica-
tion purposes. It has a fidelity of
from 300 to 3000 mg with telepho-
ne quality. A three-motor drive
portable recorder has two torque
motors, one more than is used in most,
in addition to a capstan motor.
With this piece goes an amplifier,
also new, which has a single mike
input and a 18 w audio output.
LANG-WORTH FEATURE
PROGRAMS introduced four new
shows, Rhythm Rendezvous with
Ray Anthony and Patti Page, a
half-hour three-a-week show; The
Bob Jones Show, aired half an
hour once weekly; the Sidney Torch
40-piece concert orchestra and 60-
voice girls' choir, half hour once-
a-week, and the Sunshine Show,
quartet of gospel singers, quarter-
hour across the board feature.
Other new Lang-Worth recorded
stars are Connie Haines, Juanita
Hall, Alan Dale, Eugenie Baird
and Russ Case.
AZRAN ADVERTISING AGENCY
told station men about its Lucky Social Security Number
and Vets' Bonus shows, both of
which offer $100 every hour to
persons whose social security numbers
and dog tag numbers, respectively,
(Continued on page 106)
‘Light’ Exhibitors
(Continued from page 105)
are broadcast. Broadcasters were issued a bonus card with a three series figure on it. If the number corresponded with that posted in the ARRL headquarters at any hour of the day, the card holder won $100 cash.

SNAPER TELESCRIPTIONS offered visiting conventioners a free picture with Songstress Peggy Lee, one of the company’s TV film stars. Guests posed with a life-size cardboard cut-out of Miss Lee. Films costumed by that posited in the ARRL headquarters with that posted in the ARRL headquarters at any hour of the day, the card holder won $100 cash.

Collins Radio Co. debuted its 250 w AM transmitter, Model 306L, which has simplified circuits, high-gain tetrode tubes, new crystal and oscillator design and low initial and maintenance costs, company reports. It also showed studio consoles, speech amplifiers, remote equipment and accessories.

BRUCE ELLS & ASSOC outlined features of its library of 4,000 quarter-hour shows. A wall-panel framed in red published each of more than 40 program series available on a pressing-plus-cost basis. Purpose of the exhibit was to sell stations the idea of a semi-permanent dramatic program library.

MAGNECOLD Inc. showed an extensive line of high-fidelity tape recorders. Three series were featured—PT 6, light-weight portable equipment; PT93, which adds three separate heads so that tape output can be monitored as it is made, and PT7, offering “unit construction and flexibility” as well as a timing device designed to eliminate program timing errors.

More than 2,500 spot announcements were part of the HARRY S. GOODMAN PRODUCTIONS display. Its new spot library will be sold exclusively to one station in each city on a yearly lease. The library includes weather, safety and musical announcements, as well as special items. Television spots for specialized firms, such as banks, breweries and fur sales concerns, were auditioned.

AUDIO AND VIDEO PRODUCTIONS and AMPLEX ELECTRIC Co. demonstrated Ampex tape recorders, Teleflex and Teleflex equipment for television production and associated Audio and Video products. Among these were loud-speakers, microphones, amplifiers.

Other fifth floor exhibitors were Federal Telephone and Radio Corp. and SESCAB (see exhibit story), and Standard Rate and Data.

Sports Session
(Continued from page 26)
testing that shows what has been done.”

Referring to a test study conducted for Atlantic Refining Co. he said it was found that localized spots promoting local minor league teams and players can make spot commercials 10% to 15% more effective in helping attendance.

Figures compiled by his son, Jerry Jordan, who has done extensive research work in the sports field, were quoted by Mr. Jordan to show that baseball games will be available to more than 90% of the population this year; average daytime ratings run between 10 and 15, about half the afternoon audience; some 5,000 local and national advertisers use the medium to help sell their products, with more than 3,000 having used Mutual’s Guide of the Day last year; for advertisers and agencies it is one of the most productive ready-made programs in the industry; for organized baseball it can mean added security and stability if the job is done well the clubs can be helped in building up gate receipts in the 50th anniversary year of minor league baseball.

The deal is the result of every local club to draw an attendance equal to the total population in its area, he declared.

Barton R. McLendon, chairman of Mutual’s National Baseball System, told the clinic the network has been bringing baseball to the nation three years. “We’ve had a difficult struggle, without too much help from the game itself,” he said. Baseball, the American game, belongs to the people. They’re entitled to hear the games.”

L. C. McEvoy, radio-TV director of the American League, recalled some of the clubs were violently opposed to broadcasts at one time but found they were taken. The same reaction has developed toward TV, he said, but predicted this opposition may be dispelled. “Radio is an immense help to baseball when properly conducted,” he added.

Frank Slocum of the National League, claiming the box office is the league’s thermometer, hoped radio would help baseball fill ball parks. He slipped in a tart reference to an unstable New York situation where one station carries home games of the local club and another carries major league games with the latter encouraging listeners to stay home. “These programs are wonderful,” he said. “We will know the answer in the fall.”

Helping Baseball
Dan Halpin of RCA, representing Radio-Television Mfrs. Assn., claimed manufacturers are helping baseball and themselves, as well as exciting the football situation, by cooperating. He said 54 million radios have been sold to the American public in the last five years. “Radio still has a big kick in it,” he added.

Mr. Halpin offered an exhibit in which the 30-point RTMA plan to aid baseball this season was illustrated. He disagreed with a statement by Mr. Jordan of NARTB that radio stations are competitors, saying, “We’re not competitors. We offer a photocopy of the original. We supplement baseball rather than compete with it.”

Matt Brescia, radio-TV coordinator of NABPL, said radio and TV have responded enthusiastically with full work and strong sales and a wide variety of promotional material built around National Baseball Week. He urged stations to go back home and promote minor league games.

Glenn Shaw, KXL Oakland, NARTB District 15 director, said charges for broadcast rights sometimes climb to unprecedented heights. This campaign will give radio stations a chance to show their worth to the public, he contended, adding that radio can follow newspapers in the editorial support given to the sport. “I hope we can show that radio advertising also can help,” he said.

NARND MEET
Convention Set Nov. 12-14
THE NATIONAL Assn. of Radio News Directors will hold its next convention in Chicago Nov. 12-14, at the Sherman tower hotel. It was announced last Monday by the board of directors at the conclusion of a two-day meeting.

Among members of the board was a approval of a committee on Freedom of Information and another committee on Newspaper Affiliates. Orrin Melton, KSOO Sioux Falls, S.D., was named to take the place of Bill Warrick, formerly with WJOB Hammond, Ind., and now with WCCO Minneapolis. Bill Raip, WMU Chicago, was named to the board to replace Ron Cochran, formerly with WCOP Boston, now with CBS in Washington.

Jim Bormann, WMF Cedar Rapids, NARND first vice president, was named program chairman for the convention. The convention agenda is expected to include a discussion of standards for radio news, a study of the crisis on world freedom of information and of the growth of television news coverage.

Next members of committees appointed included Jim Bridges, WSB-TV Atlanta, to the television committee, and Jack Shelly WHO Des Moines, named chairman of the committees on resolutions.

Chairman of the Newspaper Affiliate committee is John Eure, news director at WDBJ Roanoke, Va., who is also the Roanoke Times World Corp. liaison with the committee and the NARND board of directors is Bruce Barrington of KXKO St. Louis, owned by the St. Louis Star Times.

said.

Patt McDonald, WHHM Memphis, small station director, pointed out that no speaker had said “anything about cooperating with radio.” Baseball stations use a few more DiMaggios to help the gate, he suggested.

If any station broadcasts a game, all stations have the rights, according to Mr. Lindsay.

Robert K. Richards, NARTB public affairs director and baseball coordinator, reviewed cooperative steps taken by radio and baseball during a series of winter meetings, hoping fewer and fewer restrictions will develop. “We voiced the hope that charges for rights will be reduced,” he said.

In a question-answer session detailed radio-baseball situations were discussed. Frank U. Fletcher, WARL Arlington, Va. NARTB FM director, questioned the right of clubs to have rate differentials for broadcast of games in major league towns. Mr. McEvoy said each club makes its own deals. Bill Clark, WORB Indianapolis, and WOL Washington, and other broadcasters joined the discussion. Mr. Palmer said he hoped it would not be necessary for the government to step in.
High Advertising Level  

(Continued from page 17)

It's confidence and acceptance of advertising.

4. That there is something sinister and improper in institutional advertising.

5. That advertising people generally have failed to get their own professional messages across to vital policy makers.

Mr. Hardy said he had found that Congressional criticism of advertising as a "luxury and 'easy waste'" stems largely from legislators with un-business backgrounds. Further, he said, the drafting of Congressional reports and bills is done to a great extent by staff members "who are rarely, if ever, exposed to practical operations and still more infrequently to the point of view of you people who are active in advertising management."

Citing the Joint Committee on the Economic Report's recommen-
dations as a 20 to 25 per cent raise in advertising as an example, he noted that no member of the committee issued a dissent. "It looks like we need to repackage our Congressional arguments," Mr. Hardy said.

Must Take Initiative

He also recommended that advertising spokesmen take the initiative in explaining advertising's functions and strong points to legislators who were not involved. Further, he said, "a simple follow-through on public service projects and skilled selling campaigns to make sure that the mean-
ting of advertising and campaigns is fully understood by policymakers would pay rich dividends."

Fred B. Manchee, BBDO executive vice president, outlined the various TV rating services at Thursday's closed session. He also presented the recommendations of the Special Test Survey Committee, of which he was a member, and said that in polling 12 leading agencies he had found 6 in favor of the recommendations, 3 opposed, and 1 not in a position to answer.

He said he did not consider the report a panacea, but he regarded the recommendations as a means of adding "immeasurably to our enlightenment," and urged the AAAA membership to consider it with that in mind.

Mr. Manchee said that after consulting lawyers he feared that if advertisers, agencies, and the owners of media should agree to use just one audience rating service, they or the service selected might become involved in restraint-of-trade action.

In a Friday speech, William R. Baker Jr., of Benton & Bowles, reviewed the activities of the Advertising Council and its campaigns it is conducting via radio, TV, and other media on behalf of government and private agencies. Fifty national advertisers have joined the Television Allocation Plan since it was set up four months ago on the pattern of the radio plan, he reported, "and more are joining voluntarily every week."

Dr. Ernest Dichter, psychological consultant, emphasized in a Friday speech that consumers want to be treated as individuals rather than as a mass market, while Sydney H. Gillerup, of Marschall & Pratt, New York, presented success stories in the AAAA examinations for prospective advertising agency personnel in an address scheduled Saturday.

George C. Reeves, of "Inter-
change on Objectionable Adver-
tising," in another speech slated for Saturday, pointing out that 203 complaints about advertise-
ments had been received since last June and that these were sifted down to 79 cases which have been taken up with the agencies concerned. Mr. Reeves said 187 out of 478 AAAA member offices are participating in the interchange, in addition to 127 non-member offices.

In the convention windup speech, scheduled for delivery at the Sat-
urday luncheon, retiring chairman, Fairfax F. Cone, emphasized the advertising agencies' role in guiding public opinion "Cynicism is epidemic in the land," he said, "and we who are articulate must help to stamp it out."

Sen. Paul H. Douglas (D-III.) delivered an off-the-record address at the annual dinner Friday night.
**FCC Actions**

(Continued from page 101)

**Decisions Contd.**

Granted license for new TV pickup KA-7081, cont.

RLC in New York—Granted extension of authority to transmit programs to CBS and Canadian Broadcasting Corporation for period of June 2 and ending June 2, 1953.

WJM-TV Lansing, Mich.—Granted new license for new TV station; ERP 187 kw, VHF 5.

WFMY-TV Greensboro, N. C.—Granted license for new TV station; ERP 197 kw, VHF 6.

Philo Corp., Area, Philadelphia, Pa.—Granted license for new experimental station.

WLM Lewiston, Me.—Granted CP to install a new tran.

KXJX Salt Lake City, Utah—Granted CP for extension of station to 5-15-51.

WIZO-TV Kalamazoo, Mich.—Granted CP for extension of completion date to 10-31-51.

WMIM-FM St. Paul, Minn.—Granted CP for extension of completion date to 6-18-51; cond.

April 17 Applications...

**ACCEPTED FOR FILING**

WYCT Corbin, Ky.—Mod. CP authorized for extension of completion date.

AM—1430 kc.

Air Mart Golf, Ridge, Tenn.—CP for new AM station on 1450 kc 250 w.

WMMN-FM St. Paul, Minn.—Granted CP to install new trans.

Cancellation of CP

WAAF Chicago—Order authorizing change in hours of operation etc., CAN.

April 18 Applications...

**APPROVED**

CP to Replace CP

WNDI Montevallo, Ala.—CP to replace CP new AM station on 730 kc 250 w.

License for CP

KIDQ Boise, Idaho—License for CP changed.

KURC Montrose, Colo.—License for CP in order of change of frequency, power etc.

KRFM (FM) Freewater, Ore.—License for CP new FM station.

Amended

Wilkinson, Besty, Service, Wilmington, N. C.—Amended permit for 1400 kc 250 w on April 15.

AM—1450 kc.

KCUK Ft. Worth, Tex.—Mod. license.

**FCC Roundup**

New Grants, Transfers, Changes, Applications

**Box Score**

**Summary of Authorizations, Stations On the Air, Applications**

<table>
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**On the air.**

Call ASSIGNMENTS: KBSJ Sanger, Calif. changed from KGSM Radio Station Co., 500 kw, 1 kw day effective Mar. 25; KIVW Cheyenne, Wyo. (Great West Co.) assigned a new location from 310 kc, 500 kw, 1 day, VHF; WUFT Fulton, Ky. (Ken-Tenn Bestg. Corp., 1270 kc, 1 kw day); WLEX Fine Arts, N. Y. (Fine Arts Corp., 1250 kc, 1 kw day).

**Docket Actions.**

**FINAL DECISIONS**

KPET Lames, Tex.—Announced final decision adopting original decision of Mar. 16, granting application of Lames Bestg. Co. for modification of license of station KLTV effective Mar. 16, 1952, to unlimited, 250 w, day.

WJIK Detroit, Mich.—Initial decision adopted April 9, 1953, granting application for extension of new license of station WJIK from 1270 kc, 5 kw day, on 5-1-53.

WJAI Adrian, Mich.—Initial decision by Hearing Examiner Penney N. Litvyn granting application for extension of new license of station WJAI effective Apr. 1, 1953, from 250 kw day, 25 kw night, into new location.

**INITIAL DECISIONS**

Clovis, N. M.—Initial decision by Hearing Examiner Jack F. Blume looking toward grant of application of New Mexico Bestg. Corp., for new AM station at Clovis on 1500 kc, 10 kw, unlimited.

Washington, D.C.—Initial decision by Hearing Examiner Herman A. Spector granting application for new license of WYUM Radio Station Corp. to replace WGBX on 610 kc, 25 kw day, 25 kw night.

**OPINIONS AND ORDERS**

Third report on TV allocation—FCC ordered reconsideration of all cases of TV assignments pending on or before Mar. 15, 1953, giving 30 days for submission of comments.

**APPLICATIONS**

List of Applications for permit for new TV station at Bayard, N. Y. (Bayard Bestg. Corp., 2130 kc, 1 kw). Application for transfer of CP from Bayard Bestg. Corp. tohave same time and place.

**CONFERENCES**

Modification of license for KGLW-L, Los Angeles, Calif. Effective May 1, 1953.

**INFORMATIONAL NOTICES**

Notice of Authority to begin operations put in effect for new FM station at Lock Haven, Pa. (Lock Haven Bestg. Corp. of Pa., 91.7 mc).

**FOR THE LATEST WCKY SUCCESS STORY**

See Centrestrips This Issue ON THE AIR EVERYWHERE 24 HOURS A DAY

**L. B. Wilson**

**CINCINNATI**

**50,000 WATTS OF SELLING POWER**

FOR BASEBALL SOUND EFFECT RECORDS

5 D/F SPED-UP DISC COVERS ALL REQUIREMENTS 10c for 10 or 12c.

Order C.O.D. Today While Supplies Last

Charles Michelson, Inc.

15 WEST 47 ST., N. Y. 19 PL-7-0695

**FCC Correction**

Springfield, N. J.—Application for grant of WSCI in FCC Roundup, Apr. 18, School Committee of Springfield, Mass. should have been assigned Ch. 219 (917 mc.)

**Baseball Sound Effect Records**

5 D/F SPEED-UP DISC COVERS ALL REQUIREMENTS 10c for 10 or 12c.

Order C.O.D. Today While Supplies Last

Charles Michelson, Inc.

15 WEST 47 ST., N. Y. 19 PL-7-0695

**Broadcasting**

**Telecating**

**Page 108**

**April 23, 1953**
NEW Applications

WJBK GRANT
Power Increase Seen

WJBK Detroit, independent outlet licensed to The Fort Industry Co., would increase from its present WJBK's trans- mitter, changing its operation from 1490 kc to 5 kw night and 10 kw day on 1500 kc under a proposed decision announced last Thursday by

Simultaneously, the same initial decision proposed shifting WABJ Adrian, Mich., from its 250 w day-
time only operation on 1500 kc to 250 w fulltime on 1490 kc; and authorized WMRN Marion, Ohio, to put in a new vertical antenna, mount its FM antenna on its AM tower and install a new ground system, subject to engineering con- dition, so as to allow WMRN to provide a greater service in its area. No change is made in WMRN's present 1490 kc, 250 w unlimited time assignment.

FCC noted that at present WJBK's interference-free contours do not include 90% of the popula-
tion of the Peoria, Ill., area; and the proposed change would provide a minimum field intensity of 5 over a greater area.

WJBK is to survey possible reradiations of the FM broadcast transmission line in the vicinity of the proposed trans-
mitter. It is pointed out that WMRN would substantially increase its service, though in- creasing by a relatively minor percent-
age interference to three exist-
ing AM stations.

Sterling Talk

ROLE OF communications in the petroleum industry and the part FCC is playing in its fulfillment was the subject of a dinner discussion Thursday after-
noon by FCC Comr. George E. Sterling. He spoke at the annual conference of The Petroleum In-
dustry Electrical Assn., meeting at the Hotel Adolphus in Dallas, Tex.
at deadline

BITNER SR. AND HUDSON NAMED NPA CONSULTANTS


Mr. Bitner before retirement in 1946 had been active in newspaper field for 40 years and in cause of educational radio for last 15 years. He was with War Production Board's Printing & Publishing Div. in last war. Mr. Hudson has been active in associated radio, and reality fields, and served as vice president of AP.

BERLE TOPS LATEST TV HOOPER

FIRST 15 TV programs, ranked according to audience in TV homes only, for first two weeks of April, released Friday by C. E. Hooper Inc., were:

- Texaco Star Theatre (Berle) (NBC) 54.3
- Godfrey's Talent Scouts (CBS) 54.0
- Comedy Hour (Bob Hope) (NBC) 49.7
- Fireside Theatre (NBC) 46.1
- Jack Benny (CBS) 42.8
- Philco TV Playhouse (NBC) 39.9
- Godfrey & Friends (CBS) 36.1
- Comedy Hour (Edith Calcot) (CBS) 35.9
- Your Show of Shows (NBC) 35.0
- Man of Mystery (CBS) 35.0
- Cezar Jim (NBC) 34.7
- Martin Kane (NBC) 34.6
- Movie (CBS) 32.8
- Ind. Boxing Club (Williams-Pruden) (CBS) 32.3
- Lights Out (NBC) 32.6

STERLING SPEAKS IN DALLAS

FCC Comr. George E. Sterling spoke on electronics industry Friday at convention of Southwestern Institute of Radio Engineers, in Dallas. Comr. Sterling told engineers: "If we could devise a mechanism for taking a long range view of the radio spectrum . . . in an atmosphere which gave weight to the fact that a most intensive use of radio as it exists today in 1951 is based on only a half century of piecemeal development, I frankly feel confident that we could render a real service to those who will follow us in the next 100 years."

GF PROMOTIONS

H. N. STEVENS, sales and advertising manager for General Foods' 40-Fathom brand of seafoods, to product manager of all seafoods marketed by Birds Eye Division, and Harold Luther, 40-Fatham advertising manager, to advertising and promotion director for Birds Eye and 40-Fathom brands.

ETHRIDGE REJECTS POST

MARK ETHRIDGE, publisher of Courier-Journal and Louisville Times (WHAS-AM-FM-TV), last week turned down Presidential invitation to head up Psychological Strategy Board of State Dept. Mr. Ethridge formerly was on TV Commission on Information, resigning last year.

PARTS REPLACEMENT PLAN SUBMITTED BY RTMA AND BBB


Program approved by RTMA board of directors and bureaus after conference of RTMA Service Committee and representatives. Both groups also urged campaign to familiarize public with part purchasing and servicing factors, and that National Production Authority provide adequate materials for parts production and replacement and repair of tubes.

RETURNING DELEGATES HEXED

SOUTHERN broadcasters flew under jinx returning from NARTB Convention. Jack Younts, WEEB Southern Pines, N. C., reluctant to take plane home Friday morning, made railway reservations when four colleagues outbid him. They all left on American Airlines Friday morning. Thirty minutes out of Chicago plane lost one right wing engine; three minutes later they lost second engine on same wing; returned to Chicago; and group took Friday afternoon train. Other broadcasters were Harold Essex, WJSJ Winston-Salem; Frank Jarman, WDNC Durham; Jack Mason, WPPT Raleigh; Phil Horiick, WJSJ. Thursday evening Capitol flight, carrying broadcasters to Norfolk via Washington and Newport News, ran off runway and turned on nose while landing at Newport News. No one injured, but among those shaken up was Campbell Arnoux, WJAR Norfolk.

SPECIAL TVA MEETING

SPECIAL session to discuss establishment of television codes in mid-west areas not now organized called by George Heller, national executive secretary of Television Authority. Meeting will take place April 26-27 in Chicago at Sheraton Hotel. It will be headed by Ray Jones, who will act as host to group of 25 regional delegates from cities east of Cleveland, north and south from Gulf to Canada and west to Denver.

WWDC SET DRIVE

CAMPAIGN to sell portable radios to be launched by WWDC-AM-FM Washington May 30 and continue through July 4, Ben Strouse, general manager, is informing radio wholesalers and retailers. Drive to comprise spots on AM and FM (transit radio) at station breaks and during programs.

STANGE LEAVES WPIX (TV)

FREDRICK STANGE, WPIX (TV) New York, joins television section of Office of Naval Research, Special Devices Center, Port Washington, N. Y. He will co-produce and direct Navy's engineering approved TV show, on WOR-TV New York, Tuesday, 8-30 p.m.

Closed Circuit

(Continued from page 4)

hassle on proposed resolution to support pact (see story, page 28) general disinterest may be replaced by definite desire for healthy examination. Hearings before Senate Foreign Relations Committee, however, still by stymied by prolonged drought of west to India issue, and hopes that interest of more state associations will take definite stands before NARBAs sessions do get underway.

SEN. WILLIAM BENTON (D-Conn.) resolution (story, page 78) may not receive warm embrace from Senate Foreign & Interstate Commerce Committee he would desire. Underestimation Benton at last drafted resolution that would have called for Congressional commission to look at TV channels in light of educators' demands. Radio-wise legislators convinced him otherwise.

WILLIAM CHALMERS, former vice president in charge of radio and television, Kenyon & Eckhardt, New York, to Grey Adv., New York, in similar capacity.

NEW Democratic-Republican lineup if Demo- crat is appointed to Senate vacancy caused by death of Sen. Arthur Vandenberg (R-Mich.) may cause realignment of committee ratios. Such reshuffle possibly would mean loss of Sen. Johnson's floor acceptance on Senate Appropria tions Appropriations Committee where he has had opportunity to keep watch on funds to such State Dept. as Voice of America. Senate Commerce Committee's ratio in last Congress was 8-5, changed this year to 7-6 to give GOP more voice, may revert back to former.

HERE'S ANSWER to oft-asked NARTB convention question: What resolutions perished when parliamentary mix-up halted meeting in mid-air? Resolutions Committee planned to propose financial relief from defense authority for small stations if they are expected to install expensive equipment for air-raid alert transmission.

THERE'S 50-50 chance 1952 NARTB convention will be held in Chicago's Stevens Hotel. Board suggested New York but it's considered doubtful if any hotel, including Waldorf-Astoria, can hold equipment show. Convention planners fear show would be flop if held at separate site.

INDIANA MEETING

GEORGE C. JOHNSON, director of educational radio programs, Indiana U, announces annual Conference on Radio in Education will be held Aug. 2-3 on university campus in Bloomington. This year conference is designed as workshop and clinic for planning, writing and producing of radio programs for educational stations and school broadcasts for commercial stations.

GEDALECIA RESIGNS ABC

RESIGNATION of Ben Gedalecia as research manager of ABC, effective May 15, to Dept. of Commercial Information program, announced Friday. Former OWI policy officer in chief, Mr. Gedalecia asked to return to government service, Edward Barrett, assistant Secretary of State, said.

TV ANTENNA SITE

CITY of Montreal understood to be selling Canadian Broadcasting Corp. piece of land on Mount Royal for CBC television station at Montreal. Quebec provincial government recently sanctioned CBC using Mount Royal for its TV antenna and transmitter station.
Tradition matures slowly in Virginia.

But ask a Virginian about WTVR, THE SOUTH'S FIRST TELEVISION STATION and he'll quickly convince you that tradition needn't be 100 years old.

WTVR, by its third birthday, has captured the hearts and eyes of Virginians. In the Old Dominion State, they look to Havens & Martin stations to make history. The WMBG log is studded with "firsts."

WCOD was Richmond's pioneer FM outlet. Now after three years of operation, WTVR has over 70,000 set owners and the number continues to grow . . . over 140 individual accounts are currently using its facilities.

Linked to the whole world by NBC and NBC-TV, these are your First Stations of Virginia.
LOWATTS
50,000 watts daytime—10,000 watts nighttime—blanketing 197 Southern California communities and reaching more people—far more people—than any other independent radio station in the West.

PUBLIC SERVICE
...winning audience acceptance through public service far beyond the call of duty—official station for leading civic groups of Los Angeles—winner of more honor citations for Americanism than any other station in the nation—earning public confidence in its commercial messages through strict adherence to a high standard advertising code.

COST
...one station covering Southern California like a network—doing the work of a combination of many independent stations AT A COST OF A SINGLE STATION. See H-R Representatives, Inc. (San Francisco, Chicago or New York), or write direct for rates and availabilities TODAY.

POTENTIAL DAYTIME AUDIENCE* 5,472,411** (50,000 watts)
POTENTIAL NIGHTTIME AUDIENCE* 4,632,710** (10,000 watts)
*Half millivolt area **1950 Census

710 KC
KMPC
H-R REPRESENTATIVES, INC.
LIBERTY BROADCASTING SYSTEM
LOS ANGELES
RADIO—AMERICA'S GREATEST ADVERTISING MEDIUM