The Purpose of Advertising

is to get

RESULTS

...in the form desired
by the Advertiser

Program ratings — popularity of entertainers — readership or listenership — all are secondary to the main purpose... did the advertising produce.

The letter reproduced here tells what WLS did for one advertiser. It has done equally as well for others. Ask your John Blair man.
Daytime, nighttime, any-time... Louisville's favorite local programs are seen on WHAS-TV. This has been proved by the University of Louisville in the most intensive coincidental telephone survey ever conducted here. Over 13,400 calls were made in one week.

Ask your Petry man about the high-rated local shows produced especially for participating sponsors.

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Serving a market of 90,000 television homes

VICTOR A. SHOLIS, Director

Neil D. Cline, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
announces the appointment of

The O. L. Taylor Company

as exclusive national sales representatives

effective immediately

10,000 WATTS • 680 KC

JOHN ELMER - President

GEO. H. ROEDER - General Mgr.
BROADCASTING

Telecasting

Closed Circuit

SPECIAL Affiliate Committee's report on its rate talks with networks (story page 23) inspires serious question as to what organized promotion of radio may take in the future, and what the networks will play in it. Networks' apparent coolness to further research causing speculation that overall promotion may center primarily on local and spot radio. As yet there has been no agreement with either stations or station representative firms as to how contributions they will make to joint promotion of all radio through BAB.

ON STRENGTH of initial launching of Affiliate Committee drive to block radio rate cuts (story page 22), Committee late last week had received checks from upwards of hundred stations, with signatures of CBS affiliates reportedly outnumbering those of any other networks.

NRC reports on work with its Staffing Planning & Advisory Committee, probably this week, before making statement on radio rate cuts. When its own rate-reduction plan blew up late last year, NRC promised to confer with affiliates group before re-instituting it.

WILL FCC shut promptly UHF portion of TV freeze will depend upon nature of comments received May 7 on its Third Report on TV. It's regarded as likely that FCC will move toward UHF allocations, possibly before end of year. In VHF area, however, it's thought competition of applicants for limited assignments, as well as protests against proposed allocations, will preclude thawing except in isolated geographical areas where no trouble exists.

COMPOSITE story on what radio is doing in TV markets when measured at point of sale under methods initiated by Advertising Research Bureau Inc., shortly may be told. One story, yet unpublished, involves four TV stations in market with department store in city. Newspaper ad pulled 28 customers; radio, 56, with same amount of money spent on each. Only 25.2% of newspaper prospects bought, while 48.7% of radio prospects made purchases.

DESPITE strong support of Chairman Wayne Coy, doubt exists about promotion of Assistant General Counsel Harry Plotkin to coveted post of director of Broadcast Bureau, soon to be created under FCC's functional realignment. Substantial opposition has developed, it's learned, with prospect another selection may be made. Name heard frequently is James E. Barr, veteran engineer, now chief of Aural Broadcast Section. Post pays in $11,000-12,000 a year—same as general counsel or chief engineer.

TOP-LEVEL memorial dinner discussed in NARTB circles Friday, to raise funds for John J. (Johnny) Gillin Jr. Memorial Fund. Affair will be held during June board meeting and will include formal installation of Harold E. Fellows, WEJ Boston, as NARTB president and Judge Justin Miller as board chairman.

NETWORK affiliates reportedly up in arms (Continued on page 84)

Page 4 • April 30, 1951

BROADCASTING

Upcoming

April 30-May 4: Society of Motion Picture and Television Engineers 69th Semiannual Convention, Hotel Statler, New York.
May 2-3: Ohio Assn. of Broadcasters Annual Management Meeting, Deshler-Waltlick, Columbus.
May 3-6: Ohio State Institute for Education by Radio-Television, Deshler-Waltlick Hotel, Columbus.
(Complete list of Upcomings on page 38)

Bulleted

RADIO TV SPOTS • Quality Importers Inc., New York (Welch's wine), starting spot radio and TV campaign on varied dates from May 1 to July 1 in selected cities in nine states. Agency, Al Paul Lefton, New York.
VITAMIN EXTENSION • Rbutil Vitamin, Newark, to expand TV schedule now on WBBB (TV) Chicago (Cubs baseball) and KTSU (TV) Los Angeles (Stars). Agency, Harry R. Cohen Inc., Chicago.
ADMIRAL RENews • Admiral Corp., Chicago renews sponsorship of Thurs., 8-8:30 p.m. segment of Stop the Music on ABC-TV, effective May 3, for 52 weeks. Agency, Erwin, Wesson, Chicago (Ill.).
WINE TELECAST • Wine Corp. of America, Chicago (Mogen David wine), has bought half-hour period on CBS-TV starting next fall. Non-paperboy show being selected, to start Sept. 7 or 14, Fri., 9:30-10 p.m. (CT). Agency, Weiss & Sauers, Chicago.
RALEIGH DRIVE • Brown & Williamson Tobacco Co., Louisville (Raleigh cigarettes), starts national TV spot campaign in July. Firm plans to use minimum of 25 markets on schedule which will continue indefinitely. Agency, Russel M. Seeds, Chicago.
ELGIN SPECIAL • Elgin American Division, Illinois Watch Co., Elgin, Ill., will use heavy one-week concentration of Mother's Day TV spots in Chicago, New York and Los Angeles from its entire line of compacts, jewelry and cigarette cases, starting Friday. Agency, Russel M. Seeds, Chicago.

Business Briefly

GENERAL MILLS, LBS PLANS

GENERAL MILLS ready to buy three more shows on Liberty, and looking seriously at Liberty Jamborees, morning hour-long feature originating in Dallas; Breakfast With Danny O'Neil' and Jim (Ameche) originating in Oak Park, Chicago suburb, from WOPA, Liberty affiliate, and new Mickey Rooney Around the Sports World from Hollywood, quarter-hour on Saturday night. Firm also looking at new commentary by Joseph C. Harsh and William L. Shrir and Liberty Minstrels, morning strip.

WCBM NAMES TAYLOR

APPOINTMENT of the O. L. Taylor Co. as exclusive national representative was announced Friday by John Elmer, president and commercial manager. WCBM Baltimore. Station, founded in 1924, operates on 880 kc with 10 kw day and 5 kw night, and is affiliated with MBS.

FREDLEY JOINS NBC

VINTON FREDLEY Jr., account executive of BBDO, New York, to NBC as account executive in sales department on following accounts: United States Steel, DuPont, Desoto, Lucky Strike and Pall Mall Cigarettes, Trans-World Airlines and Hormel. Appointment is effective May 1.

IRONTON, OHIO, GRANT

INITIAL decision by FCC to grant AM station at Ironton, Ohio, on 1230 kc, 250 w unlimited to Glaucus G. Merrill.

BROADCASTING • Telecasting
5 of Dallas' Largest Banks

Buy....
KRLD-TV
Regularly

MORE THAN 110,000 TV RECEIVING SETS IN KRLD-TV PRIMARY COVERAGE AREA.

KRLD
50,000 WATTS
COVERING THE GREAT SOUTHWEST MARKET EMPIRE
THE TIMES HERALD STATION
EXCLUSIVE CBS OUTLETS FOR DALLAS-FORT WORTH

JOHN W. RUNYON, President
CLYDE W. REMBERT, General Manager
THE BRANHAM COMPANY, Exclusive Representative

The FIRST NATIONAL BANK
of DALLAS
The REPUBLIC NATIONAL BANK
of DALLAS
The DALLAS NATIONAL BANK
of DALLAS
The MERCANTILE NATIONAL BANK
of DALLAS
The TEXAS BANK AND TRUST CO.
of DALLAS

BANKERS KNOW INVESTMENT VALUES... Best

this is why
KRLD-TV
is your best buy

CHANNEL 4 DALLAS

The CBS Stations for DALLAS and FORT WORTH
For the first time in radio advertising history

5 STATIONS IN 1 MARKET
OFFER THEIR COMBINED AUDIENCE
(the second largest in the area)
as a unit buy at lowest cost per listener

This is the effective new way to buy Daytime Radio Coverage.

WASHINGTON, D. C.
METROPOLITAN NETWORK

WARL
780 KC, 1000 W.

WFAX
FM Falls Church, Va.
1220 KC, 250 W.

WPIK
FM Alexandria, Va.
730 KC, 1000 W.

WNBC
AM & FM, Bethesda, Md.
1120 KC, 250 W.

WGBY
Silver Spring, Md.
1500 KC, 1000 W.

For details, write or phone Jack Katze, Indie Sales, Inc. national reps., 60 E. 42nd St., NYC—Murray Hill 2-4813; or J. Douglas Freeman, commercial manager, Munsey Bldg., 1359 E St. N.W., Washington, D. C.—Sterling 1772.
In addition to general inflation all along the line, one reason why meat prices have advanced, like others, is that supplies have not increased as fast or as much as the amount of money millions of wage earners now have to spend. They all want more meat... much more.

The common-sense remedy for prices is stabilized consumer income and an expanded production of meat, which already is on the way. People should have all the meat they want at prices as low as production costs permit. But to get more meat, livestock production must be encouraged. This is not an overnight job. Nature requires time to grow meat animals to marketable size.

Then, too, farmers and ranchers say livestock production will be discouraged by continuance of man-made regulations designed to set aside the law of supply and demand. Nobody ever has been able successfully to repeal that law in a free country.

Government price and rationing controls, no matter how well meant or how efficiently administered, are no guarantee for the future in the fight against inflation. In fact, Washington stabilization officials have said controls must be temporary; that we should be rid of them as quickly as possible. Every control leads to more. OPA experience proves that the result is the chaos of black markets run by chiselers and hoodlums. That means less and less meat in legitimate channels of trade at a time when we may need it most for our armed forces and civilians as well.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U.S.
WOOPS!!

Just to catch your eye, Mr. Time-buyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC’s dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We’ve been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We’ll stand on that!

By RICHARD M. BAKER
PUBLIC RELATIONS, ANSUL CHEMICAL CO., MARINETTE, WIS.

FOR YEARS, Joseph D. Mackin, general manager of WMAM, local NBC affiliate in Marinette, Wis., has been trying to sign up our company as a regular local sponsor. We had always turned him down because we couldn’t see how a local radio program would help us. We were not trying to sell products to the local community, and we didn’t see what good a radio program would do.

Six months ago, Mr. Mackin brought us a novel idea. How about an institutional program, he asked, that would perform a public service and also build good will? Specifically, it would be a “social calendar” show—five minutes every day during the noon hour, the prime listening time in a small town rural community. The subject matter would consist entirely of meeting announcements. Mr. Mackin pointed out it should be daily, for continuity’s sake; it should be short and breezy, or else the subject matter would go flat; and it should have tight writing and friendly.

(Continued on page 88)

strictly business

By RICHARD M. BAKER
PUBLIC RELATIONS, ANSUL CHEMICAL CO., MARINETTE, WIS.

I DLY EXPLORING the possibilities of radio for a coffee account, Harold Lindley, Southern California manager, Headley-Reed Co. (radio & TV representa-
tive), then account executive with Buchanan-Thomas Adv. Co., Omaha, found himself piloting an outstanding radio success that spilled the coffee—then distributed in three states—over into seven mid-western states within four years.

Now in radio (and television) with both feet, the affable, soft-spoken account executive-turned-representative reports that within that time the already healthy advertising budget of Butter Nut Coffee had almost tripled. The radio appropriation alone was more than the previous total budget.

From a six-week schedule of programs and spot announcements on six stations in Nebraska, Iowa and South Dakota, the schedule had increased to 28 stations in Kansas, North Dakota, Montana, Minnesota, Wisconsin, parts of Missouri and Illinois, with accompanying distribution there. Since those exploratory days, the firm still main...

(Continued on page 80)
It’s impossible...

...as impossible as covering California’s

Bonanza Beeline with outside radio

Are you making a good impression in the Beeline? You should, because it’s a 3-billion-dollar market—California’s great central valleys plus nearby Reno—with more people than Los Angeles... higher retail sales than Philadelphia.

But don’t expect to do the job on outside stations—either Los Angeles or San Francisco stations. Because Reeliners are independent inlanders who prefer their own on-the-spot stations.

Make sure, then, that you’re on the five BEELINE stations. As a combination, they blanket the entire market. And individually, each covers a major Beeline trading area. For instance...

**KWG STOCKTON**

Serves 69,000 radio families in its 2-county radius. Has a BMB home-city total weekly audience of 69% daytime, 67% at night. (And Stockton, according to Sales Management’s recent survey, is the nation’s #1 test city in its population class!)

*Sales Management*. 1950 Copyrighted Survey

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**McClatchy Broadcasting Company**

**KFBK**
Sacramento (ABC) 50,000 watts 1530 kc.

**KOH**
Reno (NBC) 5000 watts, day; 1000 watts, night 680 kc.

**KERN**
Bakersfield (CBS) 1000 watts 1410 kc.

**KWG**
Stockton (ABC) 250 watts 1230 kc.

**KMJ**
Fresno (NBC) 5000 watts 580 kc.
"You give me a paean*," said the account executive
(for an a.e. he had a big vocabulary)

"This copy isn't first enough," the a.e. said "Make it claimier. You know—highest Hooperated CBS station in the nation—highest income in the you know what—all kinds of dough in the area—loyalest audience—you know . . . "

"The hell with that," said the copywriter.
For once a copywriter won an argument. The ad ran this way:

To a Madison Avenue Time Buyer
With Other Things on His Mind

975 miles west of you on U.S. 30 lies Iowa. Have you ever seen Iowa corn fields in late June? A New Engander, enjoying the experience for the first time, said they looked like "green corduroy." We, with a radio station to grind, prefer to think of them a short time later, when the green has turned into golden buying power. Iowa's corn yield is the highest of all states.

Have you ever heard the cry "suck-e-e-e" bring ham-on-the-hoof to feeding troughs? In Iowa hog-calling is a fine art, and its practitioners hang their masterpieces in ever-growing bank accounts. Iowa produces more pork than any other state.

Another sound that breaks the good clean air of Iowa is "here chick, chick, here chick." It means spending money to most Iowa housewives. Poultry sums aren't chicken feed, either. Iowa is the highest egg-producing state in the Union; the value of its poultry exceeds that of any other state.

But you haven't time for more rural symphonies. Besides, agricultural Iowa is only half the story. Industrial Iowa accounts for almost half of the state's $4 billion annual income of individuals. It's a market worth reaching—and in Eastern Iowa WMT reaches.

Please ask the Katz man for additional data.

WMT
5000 WATTS
CEDAR RAPIDS
DAY AND NIGHT

BASIC COLUMBIA NETWORK

*"What A.E.'s give me is spelled differently," says the copywriter.

ROBERT GILLHAM, vice president in charge of television and commercial film, J. Walter Thompson, N. Y., to Cunningham & Walsh Inc., N. Y., in executive capacity on agency's Liggett & Myers tobacco account and on general business activities.

WILLIAM K. ZIEGFELD vice president of Foote, Cone & Belding, Chicago, to Leo Burnett Co., same city, as vice president and member of plans board. He was vice president and copy director of Young & Rubicam, Chicago.

Mr. Gillham

H. ROSS POTTER, Dancer-Fitzgerald-Sample, N. Y., to William Esty Co., N. Y., as account executive.

WILLIAM A. CHALMER, Kenyon & Eckhardt, N. Y., vice president in charge of radio and TV, to Grey Adv. Agency, N. Y., in similar capacity [CLOSED CIRCUIT, April 20].

STUART H. RAE, vice president Le Vally Inc., Chicago, to Price, Robinson & Frank, Chicago, as creative director.

Ed Shapiro's outstanding knowledge of merchandising and his ideas for starting new programs are in part responsible for his success in the advertising field.

In September 1946 he opened the Ed Shapiro Adv. Agency Inc. in Philadelphia. His office, barely large enough to accommodate two people, consisted of himself and Lee Cohann, who is now production manager. The agency now has expanded to a staff of 14, with a beautiful suite of offices in the Wattman Bldg.

Mr. Shapiro was born in Baltimore 42 years ago. He graduated from Baltimore City College and studied advertising and journalism at Maryland Institute.

The first real opportunity he had to prove his ability came as assistant advertising director for Reliable Storage Corp., one of the largest furniture chains in the country. He promoted a number of new ideas for increasing sales. He claims to be the first to start newspaper contests for furniture stores in Philadelphia and originated the idea of sending a piece of silverware through the mail—inpecting customers to keep the silver, or buy the entire set.

Mr. Shapiro then became advertising and merchandising manager for Leibman Furniture Co. in Philadelphia. When he started with Leibman the firm had one store. Six years later when Mr. Shapiro left to join the Philadelphia Record advertising department, the Liebman Co. had a chain of eight stores.

He left the Record to open his own agency. The first year that he was in business he started The Big Ten. This is a group composed of 10 of the largest television and household appliance dealers serving the Philadelphia area. They are all located in different parts of the city. Mr. Shapiro directs their entire advertising program which is on a cooperative basis, under the title of The Big Ten. The success of this group is due in no small part to Mr. Shapiro's interest in helping them work out their merchandising problems. They all meet with him once a week to discuss new methods of increasing sales, service problems etc., as well as advertising. On the 24th of May (Continued on page 58)
BEAT


FRANK BARTON, FRANK HERMES and WILLIAM RECH named to board of directors Federal Adv., N. Y. Mr. Barton was with N. W. Ayer and CBS, before joining Federal Adv. in September 1946. He was elected director of radio in September 1949. Mr. Hermes joined Federal in October 1946 and was formerly with sales staff of Newsweek. He was elected vice president in charge of media in December 1948. Mr. Rech joined Federal from Vitamin Div., Vick Chemical Co., as Copy Supervisor in 1943. He was elected vice president in charge of copy in January 1951.

GEORGE ALLISON, media department Young & Rubicam Inc., Hollywood, appointed director of all media for firm’s Hollywood office. JULIE HERRELL, general staff, named Hollywood timebuyer succeeding RACHEL FURUSATHER who transferred to New York traffic department. ROBERT WELTY, general media staff, named media statistician. ROBERT B. OWENS Jr., account executive, transferred from New York to agency’s Hollywood staff.

EDNA HOEY, media director Carter Products Inc., N. Y., to media department Benton & Bowles, N. Y.

Mrs. LAURA K. OMAN, secretary-treasurer J. R. Pershall Co., Chicago, elected president of Women’s Advertising Club of Chicago. Other new officers for 1951-52 are JEAN SIMPSON, Leo Burnett, first vice president; JANE FINEGAN, J. R. Pershall Co., treasurer; MARILOU JONES, Dallas Jones Productions, program chairman; BETTY MORSE, Price, Robinson & Frank, publicity chairman, and ANNE GASPARD, J. Walter Thompson, vocational chairman.


JULIEN FIELD, William Esty & Co., N. Y., to Grey Adv., N. Y., as vice president and creative director.

FRED L. RYNER, Dancer-Fitzgerald-Sample, N. Y., named manager of research department.


TOM MAGSINO, LeVally Agency, Chicago, to copy staff at McCann-Erickson, Chicago.

EARLE LUDGIN, president of Chicago agency bearing his name, will discuss “Trends in Distribution” at second distribution and advertising forum sponsored by Chicago Tribune May 7-9 at WGN Chicago studios. Other speakers will include HENRY G. LITTLE, executive vice president Campbell-Ewald; A. E. AVYARD, executive vice president MacFarland-Aveyard; MARION HARPER Jr., president McCann-Erickson; RICHARD A. GRAVER, vice president Admiral Corp., and A. L. SCHAFF, merchandising manager, traffic appliances General Electric Co.

CHARLES O. PUFFER, BBDO, Chicago, to Casler, Hempstead & Hanford, Chicago, as vice president in charge of creative department.


BROADCASTING • Televensing

Participating shows that produce sales . . .

JIM GIBBONS’

Town Clock

Monday thru Saturday

6 to 9 A.M.

Jim Gibbons is consistently voted Washington’s most popular local personality!

Over the years hundreds of sponsors have reaped the harvest of PROFITS from the program that spends close to 73 hours every month dieting Washingtonians! The selling punch of The Town Clock is the direct result of the wide popularity of Jim Gibbons—the top name in Washington radio and the top name in Washington SALES.

Jim Gibbons knows how to sell! If you’d like to see some spontaneous testimonials from his sponsors, call ABC Spot Sales.

*Telleguide Magazine Poll winner for past three years!

Rudy Vallee

Monday thru Friday 1:15 to 2 P.M.

One of radio’s all-time favorites, Vallee was never better than in this delightful new series of programs with music, reminiscences and famous guests. His time is your time—for sales results!

Gloria Swanson

Monday thru Friday 5 to 5:30 P.M.

The most talked about woman in show business today brings WMAL listeners a program about fabulous places and people—for a program of simple charm and allure. It’s another WMAL sales winner!

Call or Wire ABC Spot Sales

WMAL

THE EVENING STAR STATIONS

WASHINGTON, D. C.

April 30, 1951 • Page 11
SPONSORS GET "PROMOTION PLUS"
ON
WDSU

* Announcements Scheduled
On A Regular Basis To
Promote Your Program

NEW BUSINESS

Agency Appointments & Spot ...

JENE SALES Corp., Chicago and New York, for its shampoo permanent wave, buying spots in 41 TV cities as part of mid-May launching of $1 million campaign. Radio will be used to supplement video markets, and schedules are expected to be expanded next fall. Agency: Sherrin Robert Rodgers & Assoc., Chicago. Clark Davis is account executive.

VAN CAMP SEA FOOD Inc., Terminal Island, Calif. (White Star & Chicken of the Sea tuna fish), using one-minute filmed commercials in 30 metropolitan areas. Agency: Brisacher, Wheeler & Staff, S. F.

JOHN T. STANLEY Co., N. Y. (Stanley's Castile lather shave and brushless shave cream), names Posner-Zabin Adv., same city, to direct extensive TV spot advertising, with radio to be used in areas where there is no TV coverage. Twenty-second animated film cartoon used during all seasonal major sports events on year-round basis. Campaign starts May 13. Present 15 markets to be expanded to 86.

LANGENDORF UNITED BAKERIES, S. F. (bread), sponsoring half-hour film, Range Rider, weekly on three more West Coast stations, and April 26 started film on KNBH(TV) Hollywood. Contract for 52 weeks. Other stations telecasting program are KING-TV Seattle; KFMB-TV San Diego; KPIX (TV) San Francisco. Agency: Biow Co. Inc., S. F.

SEALY MATTRESS Co., N. Y., appoints Getschal & Richards Inc., N. Y., to handle advertising. Radio and TV will be used.

WHITE ROCK BOTTLING Co., S. F., appoints Russell, Harris & Wood, S. F. Radio and television will be used. Walter Selover is account executive.


HARRIS, UPHAM & Co., N. Y., through Lewin, Williams & Saylor Inc., N. Y., will launch TV campaign with one-minute film on KRLD-TV Dallas May 6. Other markets will be used in near future.

THE SHELL Co. Ltd. (gasoline, lubricants and household products), Puerto Rico, appoints Publicidad Padiño Inc., San Juan, to handle advertising in Puerto Rico.

FRANK FEHR BREWING Co., Louisville, names McCann-Erickson, Chicago, to handle advertising. Radio and television have been used. Walter C. Krause, vice president, is account executive.

SIXTH ARMY RECRUITING, through West-Marquis Inc., S. F., launches intensive campaign early in May for enlistments in U. S. Army and U. S. Air Force. The Dink Templeton show on 45 Don Lee stations and approximately 150 other stations will be used.

Network .....

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes), signs new three-year non-exclusive contract with BOB HAWK, star of Mon. night Bob Hawk Show on CBS. Mr. Hawk had previous 10-year exclusive contract with Camels.

NATIONAL SAFETY COUNCIL's Green Cross Song Festival on NBC has been extended four more weeks, through June 16. Thirteen-week series has been broadcast Sun., 2:21:5 p.m. CST, originating in high schools throughout country.

Adpeople .....

ROBERT A. GILRUTH, account executive and copywriter LeVally Inc., Chicago, to Deepfreeze Appliance Div., Motor Products Corp., Chicago, as advertising and sales promotion manager.

EDMUND F. FITZMAURICE appointed manager, and FRED R. JONES, JOSEPH G. FAGRO and H. DOUGLAS FLOWERS named associates, of newly-created Development Planning Dept., General Foods Sales Div., PAUL E. MCGOWAN, general manager, announced last week. New department will perform research, analysis and planning for sales management and operation.

Mr. Gilruth
In Northern California

MORE PEOPLE LISTEN — more often — to KNBC than to any other radio station

It's a fact! In all the rich, fast growing markets of Northern California, MORE PEOPLE LISTEN — more often — to KNBC. Week after week, KNBC reaches 50% or more of the radio families in every county but one in Northern California.

And now, a lot more people—a lot more potential customers—live in Northern California. The San Francisco-Oakland Metropolitan Market, for example, is now the seventh largest market and the fastest-growing major market in America. In this big market, the biggest—and most loyal audience belongs to KNBC!

In addition, KNBC's 50,000 watt Non-Directional transmitter makes KNBC the only station that can deliver important PLUS-MARKETS like Sacramento, Ukiah-Mendocino, Napa-Santa Rosa, Santa Cruz-Monterey, the San Joaquin Valley, San Jose-Santa Clara, Eureka-Humboldt County—all in one big economical package!

PLUS-Market Case History

Napa-Santa Rosa

- Population — 149,147, an increase of 52.9% from 1940-1950
- Effective Buying Income — $186,552,000, up 108.9%
- Retail Sales — $170,519,000, up 191.6%
- KNBC Audience — Week after week, over 4/5 of the radio families listen regularly to KNBC

What's more KNBC gives you more for less. KNBC not only gives you the biggest audience in Northern California. At the same time, KNBC actually costs you less per person reached. KNBC sales reps will gladly show you how—

KNBC delivers MORE PEOPLE (in one package!) — at LESS COST per thousand — than any other advertising medium in Northern California.

KNBC

Northern California's NO. 1 Advertising Medium

50,000 Watts — 680 K.C. San Francisco

Represented by NBC Spot Sales
Two Misses . . .

EDITOR:

. . . Your recent news releases concerning sponsorship of the Boston Red Sox broadcasts and telecasts in 1951 have been rather misleading. Actually, the Narragansett Brewing Co., major league radio sponsor since 1947, will be sole sponsor of broadcasts of the Boston Red Sox home and away games in the states of Maine, New Hampshire and Vermont over a network of 15 stations, while Atlantic Refining Co. will share the broadcasts as co-sponsor in Rhode Island, Massachusetts and Connecticut over a hook-up of 18 stations. In addition, Narragansett holds the rights for three-quarters of the Red Sox home game telecasts to be carried by WBZ-TV and WNAC-TV Boston on an alternating basis, and WJAR-TV Providence will carry 59 Red Sox telecasts for Narragansett and 19 for Atlantic . . .

John W. Haley Advertising Manager Narragansett Brewing Co. Providence, R. I.

* * *

EDITOR:

I would like to call your attention to page 186, Broadcasting • Telecasting, April 16, concerning television spot advertisers.

Harold J. Siesel Advertising Agency is not the agency handling the Florida Fashions account . . . on TV.

The Danowitz Advertising Agency handled all production (live and film) and placed the spots . . .

Dan Rubin
Director of Television
Jack Danowitz Adv. Inc.
New York

[EDITOR'S NOTE: Spot figures to which Mr. Rubin refers were supplied by Broadcasting • Telecasting by Rorabaugh Reports. This publication regrets compounding the error.]

* * *

. . . And Two Hits

EDITOR:

Bless you for your editorial (April 16 issue, Page 139), entitled, "The Congress and TV." Your statement that "television would only report the offense—it would not commit it," is priceless.

I think you have rendered the industry, and perhaps the nation, a real service.

C. Robert Thompson
General Manager
WBEN-AM-FM-TV Buffalo

* * *

EDITOR:

I am sure you will be happy to know that Broadcasting • Telecasting is still tops with us. There are so many items we could comment favorably upon, but time and space do not permit at this time.

In the April 9 edition of this article "Radio Still Dwarf's TV" has been of inestimable value to us . . .

H. E. Fast
Manager
WKRC Cincinnati

* * *

More On NARBA

EDITOR:

In the closing moments of the NARBA Convention last week, all resolutions submitted by the Resolutions Committee were passed except for one [see story, Broadcasting • Telecasting, April 23].

This resolution failed of passage for lack of a quorum (a point that was not raised with respect to the other resolutions). This occurred after a violent and wholly unprovoked attack upon the resolution by Mr. Sholis of WHAS Louisville, who spoke as a representative of the Clear Channel Group of stations. Since there was pending a motion to table when roll call revealed the lack of a quorum, the Resolutions Committee had no opportunity to offer any discussion, neither did anyone else except Mr. Sholis.

I would appreciate the use of your column to say some of the things I had no opportunity to voice at the meeting:

THE PROPOSED RESOLUTION TAKES COGNIZANCE OF THE FACT THAT NARBA IS BEFORE THE SENATE FOR RATIFICATION SOON.

THE RESOLUTION MERELY URGES EACH INDIVIDUAL BROADCASTER TO MAKE KNOWN HIS VIEWS TO HIS SENATORIAL REPRESENTATIVE.

THE RESOLUTION DID NOT CONTAIN ANY RECOMMENDATIONS EITHER FOR OR AGAINST NARBA RATIFICATION.

The resolution was purposefully phrased in language that kept it non-controversial in an effort to placate the clear channel members. (They were shown a copy before the meeting, which probably accounts for the well prepared parliamentary maneuver!)

Mr. Sholis termed the resolution as "loaded" and renewed the usual threat that WHAS would walk out of the association if the resolution were passed. (The threat of a clear channel walkout seems to be the bargaining tool upon which this group relies to keep the association from taking any stand on NARBA.)

I personally feel that if the full membership were polled, not only would our innocuous little resolution be passed, but it would be a simple matter to get passage of a

FIRST in Georgia's third market...

Georgia's third market is a buying market. 1950 retail sales exceeded $110 million. 1951 will be greater because of the new $600 million AEC Hydrogen Bomb Facilities Plant, the Clark's Hill Dam and Camp Gordon operating at full capacity.

FIRST in selling power...

FIRST Hooper-Wise

According to the latest Hooper Survey (Dec. 58-Jan. ’51), WRDW is first in the morning with 36.9%; first in the afternoon with 36.3%; first at night with 37.2%. WRDW has a 35.5% in total rated periods.

FIRST (power) 5000 W

WRDW's powerful 5kw signal dominates the Augusta market, day and night. We have figures to prove it. Or ask Headley-Reed for complete information.

FIRST in the market

(oldest station)

CBS for Augusta, Ga.
great majority of the broadcasters of America favor a T R E A T Y a n d
against N O T R E A T Y . N A R B A is
far from perfect, but it's better than reverting to the law of
the jungle for radio allocations in the North American continent.

Think N A R T B ' s insistence upon ev e n a v o i d i n g discussion of the
N A R B A issue is becoming somewhat academic. P a r t i c u l a r l y since
numerous state associations have gone on record as f a v o r i n g passage of the
treaty. The emphasis given the subject by [F C C ] Chairman
C o y in his luncheon speech to the convention left no doubt of its
importance. W h a t e v e r differences we may hold on other matters, it is
equally evident the majority of broad-
casters are wholly sympathetic with Mr. C o y ' s views on N A R B A .

That the C l e a r C h a n n e l G r o u p c o n s i d e r s us i n c a p a c e f o r m a k i n g
decisions for ourselves is evidenced by their seeming desire to keep us
from even considering this i m p o r t a n t subject. I hope N A R T B will not
acquiesce in that view!

Rex Howell,
President KFXJ
Grand Junction, Col. and
Colorado Broadcasters Annu.

T w i l i g h t ' s L a s t G l e a n i n g
E D I T O R : We w o n d e r i f w e s t a n d a l o n e ? W e f a d e d t h e f i n a l a p p l a u s e f o l-
lowing the MacArthur speech be-
fore the joint [m e e t i n g of C o n-
gress] and played the "S t a r
Spangled Banner." I t seemed the
only fitting thing to do.

W e w o n d e r i f o t h e r s d i d l i-
ke, since words that could have
been said would have meant so
little in comparison.

Lee Hollingsworth,
President
WKBS Oyster Bay, N. Y.

H o w T o W o r m T a p e s
E D I T O R : A m e n t o E . J . J . o f C h i c a g o f o r
his comments regarding the loss of
audition discs to advertising sta-
tions [O p e n M i k e , A p r i l 1 8 ] . B u t
he has not gone far enough. W h a t
about tapes? W i t h materials be-
ginning to come in short supply, the
matter of tapes and their dis-
appearance is even more i m p o r-
tant. They can be used again;
simply erase them and use them
over. N i c e t i m e f o r a s t a t i o n
"n e e d i n g " an announcer to s t o c k
up on tapes if they don't feel like
buying them.

K e o k u k , I o w a

N u m b e r s R a c k e t
E D I T O R : N u m b e r s , n u m b e r s , n u m b e r s —
who's got the number? I s t h a t
what radio is coming to?

F i r s t i t ' s L u c k y S o c i a l S e c u r i t y
N u m b e r s . S o n e b o d y h a s t o
compete with that, so we have the

B R O A D C A S T I N G • T e l e c a s t i n g

"G. I. Bonus"—L u c k y A r m y S e r i a l
Numbers. T h e n a n o t h e r c o m p a n y
circularizes every station that it
has the O R I G I N A L A r m y S e r i a l
Number program, and the other
fellow is an imposter. N o w t h e
mail brings the "L u c k y D o l l a r
Man," and why didn't somebody
think of this before, the L u c k y
Number can be found in the num-
ber on a D O L L A R B I L L .

I t s e e m s t o u t h a t r a d io i s ' w a y
above this sort of thing. Y o u d o n ' t
have to entertain your listeners
more—just o f f e r more d o l l a r s
day f o r the lucky numbers.

R e a l l y , n o w , i s t h i s the way for
radio to guard its priceless heri-
tage of free enterprise broad-
casting?

Radio ought to put a stop to this
whole thing of its own accord be-
fore it goes too far.

Walter M. Windsor
General Manager
WGBA-AM-FM
Columbus, Ga.

B o n u s A r m y M a r c h e s O n
E D I T O R : W o u l d i n t i t b e a m a z i n g i f a l l
the b o n u s a f f i l i a t e s i n the country
kicked up the fuss that the r a t e
stations are making over the r e c e n t
rate slap? S i n c e w e h a v e n o r a t e worries
with the n e t s w e j u s t g o a b o u t
the business of S E L L I N G radio and
most of us are doing pretty good.

T. Doug Youngblood
General Manager
WFIF Sumter, S. C.
Chairman Bonus Affiliates
in South Carolina

E D I T O R ' S N O T E : I n c a s e a n y o n e
doesn't know, bonus stations take net-
work programs but receive no network
revenue; make their money selling spots
adjacent to the network shows. A B C has
don't stations; CBS, 22; M S S , 160; N B C , none.

B E N T O N G I F T
U N C G e t s A s s o c i a t e d

S E N . W I L L I A M B E N T O N ( D -
Conn.) has been warmly commen-
tated for his gift to the U. of North
Carolina of a complete Associated
Program Service library.

A letter, taking note of Sen.
Benton's generosity, which will I
think, make a great deal to
broadcasting in the state, as well
as to the U. of North Carolina,
"has been reprinted in Con-
gressional Record." The letter was
sent to Earl Gluck, president and
general manager, W S O C C h a r-
lotte, N. C., and Gordon Gray,
president of U N C and president of
W S J S Winston-Salem, N. C.
Mr. Gluck is head of the North
Carolina Assn. of Broadcasters.

Mr. Gray, former Secretary of
the Army and consultant to the
President, said, "I know that broad-
casters of the state will be aware
of the great value of this gift and,
along with the university, would
want to express their collective
gratitude to Sen. Benton." The
letter was inserted in the Rec-
ord by Sen. Willis Smith (D-N. C.).

"I t ' s C h e r r y , " h e a r d o n W M P S
more than 3500 times i n o n e m o n t h
as p a r t o f one of the greatest
treasur campaigns ever prepared f o r
a s i n g l e p e r s o n a l i t y , m a d e
"I t ' s C h e r r y , " t h e f a v o r i t e f l a v o r
of M i d-South radio listeners.

"I t ' s C h e r r y , " w h o i s o n e o f t h e n e t ' s
w o u n d e r f u l f o l k d i s c j o c k e y s , a c c o r d i n g
to B i l l b o a r d M a g a z i n e . A n d n o w n o d e r , f o r H u g h
Cherry got his folk music education in that
capital of folk music, Nashville.

"I t ' s C h e r r y , " w h o h a s l o n g-s t a n d i n g a s s o c i a t i o n
with recording artists and features them as guests on his
program. "I t ' s C h e r r y a t 2 W i t h M u s i c F o r Y o u , " a p p e a l s
to all the family, young and old, with children's f a v o r i-
tes, beloved hymns, as well as the most popular folk
recordings of the day.

"I t ' s C h e r r y , " f o r y o u , i f y o u w a n t t o
reach and influence M i d-South listeners.


W M P S
6 8 O N Y O U R R A D I O
M E M P H I S , T E N N E S S E E
A M E R I C A N B R O A D C A S T I N G C O M P A N Y
A p r i l 3 0 , 1 9 5 1 • P a g e 1 5
In The Public Interest

Schools Threatened
KOSE Osceola, Ark., reported that area schools in Mississippi County found themselves without sufficient funds to complete the current term. Calling in parents and public officials, KOSE conducted a round-table based on listeners' questions. It was necessary to allot an extra 30 minutes of air time, so great was the number of queries. Following the broadcast, school board officials began house-to-house solicitations and KOSE has been credited with a large measure of the success which the board members met.

* * *

Red Tape Unwound
KFRO Longview, Tex., in cooperation with the local Chamber of Commerce, has aided merchants to see clearly through the labyrinth of new government price, commodity and merchandising regulations. A question-and-answer program gave most of the essential information to Longview merchants and brought KFRO much favorable comment.

* * *

To Serve the Public
WJIL-AM-TV Philadelphia offered free air time to localizing civic organizations as a means of providing complete information on the proposed city charter which was put to a vote April 17. WJIL declined offers of interested groups to buy time and donated use of its facilities to all participating organizations.

* * *

Strange Sights, Strange Sounds
CJOR Vancouver, B.C., was host Easter weekend to 14 schoolchildren of tiny Whaletown, Cortez Island, B.C. Whaletown has only 462 inhabitants and only one of the children had ever seen a train before. The children, aged 9 to 15, were interviewed each evening while in Vancouver to reassure parents listening-in at home that they were enjoying themselves.

* * *

Blood Appeal
FACILITIES of a 31-station New England radio network and Boston-Providence TV outlets have been placed at the disposal of certain organizations by the Narragansett Brewing Co., Cranston, R. I., for the public blood donor drive. The appeals will be carried almost daily throughout the 1961 baseball season in the New England area, and are designed to stress the greater need for blood and plasma for soldiers overseas, VA hospitals, civilians and stockpile emergencies for civil defense. It is believed to be the most intensive far-reaching appeal yet undertaken in any region under such an arrangement, the brewery said. Listenership covers six New England states and borders New York State.

* * *

Wandering Boy
RALPH WILLEY, disc jockey, KWCR Cedar Rapids, asked listeners to help him locate a lost three-year-old boy. Less than two minutes after the announcement, a woman phoned to say that the child had been playing in her front yard.

* * *

Police Turn To Radio
THE police department of Darien, Conn., gave credit to WSTC-AM-FM Stamford for averting what might have been serious trouble. When some 500 dynamite caps and six sticks of the explosive were stolen from a local construction job, city officials asked the station to broadcast a warning. Within a few minutes after the announcement a "tip-off" was received by police that led to recovery of the missing dynamite and the arrest of two teenagers.

* * *

Adopt Boy
FINANCIAL "adoption" by WOR New York, under the Foster Parents' Plan for War Children, of an 8-year-old Italian boy, Bruno Doria, has been announced. Since its organization 14 years ago, the plan has cared for more than 60,000 children of 14 nationalities, regardless of race or creed. "Foster parents" agree to pay $15 monthly for a year toward support of a particular child.

How To Win Friends
NEW way to use radio and win friends has been demonstrated by John K. Colwell, candidate for city attorney of Santa Ana, Calif. He bought an hour on KVOE that city, then donated two minutes to each of 20 candidates for any office on the ballot, including his opponents. Besides word-of-mouth praise from voters and a laudatory local newspaper editorial for his generosity, Mr. Colwell was elected by a large margin.

He Has the Magic Touch which Turns Listeners into Customers
And he has plenty of listeners. His vast and loyal national audience gets "the top of the news from Washington" and his co-op advertisers get results.
As Mr. Glenn R. Whittle, distributor of Atlantic Beer & Ale, wrote to WIRA, both of Fort Pierce, Florida:
"This entire letter can be summed up to say that 'Fulton Lewis, Jr. can sell BEER.' Since we started sponsoring this fine program, (Dec. 1949) the response, saleswise, has been most gratifying. When people of this area think of Fulton Lewis they automatically think of Atlantic Beer. His topflight news comments command a large radio audience, and we know the well-delivered commercials, coupled with the Lewis audience, are responsible for our sales gain.
"We are proud of the Lewis sponsorship, and are entirely convinced that the program lends prestige to the product."
The Fulton Lewis, Jr. program, currently sponsored on 342 stations, offers local advertisers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
This is probably the commonest remark made in America. Millions of people say it every day. You yourself are always saying it without thinking. You heard it on the radio, so you act on it.

Actually the radio says no such thing. It simply reports what the Weather Man says.

We wish people would think more carefully about radio. But the fact is nobody really does. Any more than he thinks about which foot to put in front of the other, or how to blow his nose.

You can quote all the statistics you want about radio's amazing penetration and sales impact to prove what a great medium it is, how much better than any other medium. The statistics are true and available. But somehow they seem relatively pointless beside the essential fact that people believe what "the radio says."

This is the real secret of radio's power. This is why it is listened to more than any other voice in the land. This is why it is such an accepted* voice... such a useful** voice... such a friendly and familiar voice.

Radio doesn't know whether it's going to rain.

Radio is only a voice. It can be anyone's voice.

It could even be yours.

Columbia Broadcasting System

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*Most accepted: the voice of CBS, reaching 33% more people than that of any other network.

**Most used, too, by U.S. advertisers who invest 15% more on CBS than on any other network.
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<th>Time</th>
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<td>Charlie Wild</td>
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we do the leg work . . .

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

*In 368 mills producing 693,000,000 pairs of hose annually under such nationally known brand names as: "ALBA" "CAMEO" "CANNON" "FLATTERKNIT" "HUDSON" "LARKWOOD" "MOJUD" "NEBEL" "TOWNWEAR" "VISION" "WISTERIA"
Milestones

Attending ceremonies observing the 25th anniversary of First Radio Parish Church of America were (1 to r) FCC Comr. Sterling, the Rev. Hough and Dr. Sills.

* * *

- Federal, state and local tribute, from both laity and clergy, was paid to the First Radio Parish Church of America and its minister, the Rev. Howard O. Hough, on the April 15 observance of the program's 25th anniversary. Originating station is WCBS Portlad, Me. Among those attending the ceremonies were FCC Comr. George E. Sterling, William H. Rines, WCBS managing director; U. S. Sen. Owen Brewster (R-Me.), Gov. Frederick G. Payne and Dr. Kenneth C. M. Sills, president, Bowdoin College. The program is reportedly the oldest continuous religious radio program in Maine and, as far as WCBS knows, the oldest continuous religious radio service in the nation.

- To honor Kate Smith's 30th broadcasting anniversary on May 1, the City of Paris, celebrating its 2,000th anniversary, is sending her a special citation. Signed by the Mayor of Paris, the citation will stress Franco-American unity and cite Miss Smith's services to the American Red Cross at home and overseas, as well as her presentation of many French artists on the Kate Smith Hour, currently on NBC-TV, Monday-Friday, 4 p.m.

- KDYL-TV Salt Lake City presented an anniversary cake when its weekly program, Better Living Electrically, went before the TV cameras for the 100th consecutive time. The program is sponsored by the Utah Power & Light Co.

- Bradley Kincade, radio oldtimer, was featured guest on the WLS National Barn Dance over WLS Chicago on the 25th anniversary program April 14. Mr. Kincade helped popularize folk music as far back as 1926 over WLS. He is now president and partowner of WWSO Springfield, Ohion.

- WTTM Trenton, N. J., celebrated its ninth birthday April 9 with station breaks by a nineyear old girl saying "Hello everybody, this is Miss WTTM. What do you know, I'm nine years old today!" Station and youngster, Joanne Scarrantino, also had a birthday party which was broadcast from a Trenton hotel.

- NBC's One Man's Family today (April 30) celebrates its 19th consecutive year on the air. Six of the original cast members are still with the show.

- WHYN Holyoke, Mass., received a congratulatory message from Gov. Paul A. Dever in honor of the station's 10th anniversary March 23.

- WAGE Syracuse, ABC affiliate, planned to celebrate its 10th anniversary April 21 with a "family party" of present and former staff members at the Hotel Syracuse.

- One of the oldest religious programs on the air marked its 25th anniversary April 15 when the St. Paul's Cathedral Hour was broadcast by WWJ Detroit. This has been a continuous weekly feature of the station since April 15, 1922.

- Elmer Peterson, news analyst on the NBC western network and KNBC (TV) Hollywood, this month celebrates his 20th year as a news analyst.

- ABC This is Your FBI has celebrated its sixth year on the air. Presented as public service, program has been sponsored since inception by Equitable Life Assurance Society of United States. Jerry Devine produces and directs the program which bases its stories on official records of the FBI and is produced with its cooperation and approval.

- Philco Corp. has marked the 100th presentation of Philco Television Playhouse over NBC-TV network.

- Harvey Olson, program manager, WDRF Hartford, this month marks his 16th anniversary with the station.

From where I sit
by Joe Marsh

"One For The Book"

Miss Reynolds, our town librarian, really put one of those smart-aleck motorists in his place last week—happened right in center of town, corner of Main and Walnut.

Her car stalled, tying up traffic. Most drivers just waited quietly—realizing she couldn't help it—but one fellow kept blaring away on his horn.

So Miss Reynolds gets out of her car, walks over and says sweetly, "I'm afraid I can't start my engine. If you'd like to try I'll be glad to stay here and lean on that horn for you."

That stopped him!

From where I sit, a lot of us are sometimes a little overeager to "sound off" before we really understand what things are all about. Let's try to see the other fellow's side in whatever he does—how he votes, what he thinks, whether his preference is for a glass of beer or buttermilk—rather than simply blast out anyone who "gets in the way" of our ideas in these matters.

Joe Marsh

Copyright, 1951, United States Brewers Foundation
You get a lot for a little*

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

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY
PREVENT RADIO DEBACLE!

By RUFUS CRATER

REBUFFED in its attempts to stave off network radio rate cuts, the special Affiliates Committee late last week called upon all stations affiliated with networks to join a common effort to "prevent a debacle in the radio industry."

While no network had yet formally announced it would follow the lead taken by CBS two weeks ago in reducing network radio rates [Broadcasting Telecasting, April 16], the committee after 2 1/2 days of exploratory conferences and studies entertained "no doubt" that reductions would be "rapidly forthcoming."

"We feel that the radio industry and particularly the affiliates in it are faced with the greatest decision in the history of their operations," the 13-man committee declared after reporting that it had found "the situation is even more serious than it appeared before we had these consultations."

The seriousness of radio's economic position was further emphasized on another front last week.

As the Affiliates Committee focused its attention on network rate cuts in New York, an attack on spot radio rates was opened by Marschalk & Pratt, advertising agency handling the valuable Enso Reporter.

In a letter sent to stations carrying the program, Marschalk & Pratt announced its approval of the CBS network rate cut and its hope that other networks would follow suit. Then the letter added: "We feel very strongly too that in addition to network rates, spot rates should be reduced also."

The agency asked stations to notify it as to their plans for rate adjustments "so that we may have some idea of our costs for the Enso Reporter for the balance of this year and how it will affect our thinking for the 1952 budget."

So far as could be learned last Friday, none of the stations canvassed by Marschalk & Pratt had indicated an intention to reduce spot rates. Indeed some reported they had recently raised daytime rates and others said they were contemplating further spot rate increases.

One member of the Affiliates Committee was reported to have brought up the Marschalk & Pratt letter during the discussion with executives of one network last week. Network executives were understood to have opposed him and other affiliates to hold the present line on spot rates. They reportedly pointed out that the situation confronting networks was far different from the position of spot.

The network executives were said to have told the affiliates that, for one thing, the buyers' strike been against network radio had not materialized in any appreciable degree with regard to spot.

One network representative, at this meeting, was reported to have stated frankly that in some cases spot programs were more valuable than network programs, that they could be placed to avoid overlaps in station coverage that occur in many markets in network broadcasting.

In its report of its New York meetings, the Affiliates Committee made it plain that it expected little help from networks in future attempts to reinforce the rate structure of the industry.

"We believe further that if any real effort is going to be made to prevent a debacle in the radio industry, it must be made by the affiliates," the group said in its statement, which took the form of a report to each station affiliated with a national network.

In what was taken as another counter-punch at the networks, the committee concluded that "a study should be made of the contractual relations between networks and their affiliated stations to determine in what respect, if any, those relationships no longer realistically conform to present-day conditions."

This was construed to be aimed, at the very least, at requests for spot provisions which for the most part (Continued on page 84)

LIBEL DILEMMA

By DAVE BERLYN

WILL CONGRESS plunge into the political broadcast dilemma? The question was pertinent for the broadcaster last week as Sen. Ed C. Johnson (D-Col.) introduced a bill (S 1379) Tuesday designed to clarify Sec. 315 of the Communications Act which deals with the use of broadcast facilities by candidates for public office.

Significant change asked by Sen. Johnson would be the inclusion in the Act of "any person authorized" by the candidate to speak for and on his behalf.

The proposed amendment was an outgrowth of the U. S. Supreme Court's refusal to review a lower court ruling (in the Felix vs. Westinghouse case) that the Act does not prohibit stations from censoring talks by persons who are not candidates [Broadcasting Telecasting, April 23].

It was learned that the Senator, chairman of the radio-powerful Interstate & Foreign Commerce Committee in the upper chamber, had received numerous requests from broadcasters who Congress do something to solve the broadcaster's political dilemma that narrows down to this: If he carries a speech of one candidate he must offer equal time to the opposing candidate. But he can not bluepencil either speech for libelous content. But under some state laws on libel he could be held accountable.

Under the Supreme Court "inaction" in the past fortnight, he is now faced with the position of being responsible for the libelous matter which a supporter of a particular candidate utters on the air.

In FCC's Port Huron ruling, it was indicated that the policy of equal time and "no power of censorship" would apply as well to those who spoke on behalf of the candidates.

Not only does the Johnson proposal ask for this definition but it also requests that the FCC "shall make rules and regulations to carry this provision into effect."

The bill also states: "No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate, or persons authorized by him to speak for and on behalf of such candidate."

"Waited Court Action"

It was understood that Sen. Johnson, while apprised of the situation confronting the broadcaster, had awaited the court result before introducing his measure.

His bill, which was introduced by request, conformed in the most part to a suggestion made by Ed Crane, of the XL Stations, it was made known.

Early indications point to hearings on the bill only if interest among broadcasters is great enough to warrant the committee's opening the wide field of political broadcasts.

This was seen in the position of Sen. Johnson that he was not taking a stand on the bill at this time. It was generally held at the Capitol that such an amendment could take care of the situation created by the Felix vs. Westinghouse case which in the respect of persons speaking on behalf of a candidate conformed to FCC's Port Huron ruling.

The latter ruling, among other things, reaffirmed the Act which calls for equal opportunity for broadcast time afforded a candidate when his opponent has aired a statement.

But going further, the FCC said that the broadcaster must govern such broadcasts in order to give what it called a "fair and balanced" presentation of a political issue in the public interest.

As the situation now stands, because of the Supreme Court refusal to review the Felix case, it is believed stations will be liable for remarks made by non-candidates and therefore they must censor if they wish to prevent damage suits.

In view of this, proponents of the Johnson Bill feel that the measure, if enacted, would at least clear up this problem.

Another question that arises, according to informed quarters, is what the FCC approach will be if supporters of candidates complain to the Commission that the station is invoking censorship of their scripts.

This would perhaps require a new review of the entire situation by the Commission itself, possibly calling for a new decision of the Port Huron flavor, observers say.

With national elections ahead next year, these and other questions are sure to arise from time to time, it is stated.

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NOW that CBS has elected to stand by its rate cut, it is probably only a matter of time until competing networks will have to fall back at least to the line where CBS is now doing business.

The peril in this procedure lies in the chance that one or more of them may withdraw farther than CBS and that what now has the somewhat orderly appearance of a strategic retreat would become a disorganized rout. This danger exists, it seems to us, because the dynamic rate issue has been fought on mostly an emotional basis.

To begin with, the advertisers' attacks on radio rates have been motivated more by psychology than by arithmetic. In their personal lives, New York City advertisers and agencies (who place the bulk of network advertising) have become more and more attentive to television and less and less interested in radio.

The same can be said of their wives, families and friends. It takes a lot of arithmetic to overcome the belief that if the little lady says she saw it on television, everybody else everywhere must have seen it too.

Another charge made to these advertisers and agencies, is that it is hard to get. The TV system having been frozen at 107 stations in 63 markets, the clamor for prime time exceeds supply. What is hardest to get is a spot.

As is common with emotional spams of this kind, the victims have sought to justify their conditions by pretending that the trouble is not with them but with someone else. In this instance, the justification was attempted in the two rate studies of the ANA. Neither of them made very good sense to the untroubled thinker, but to the advertisers and agencies the studies were proof enough that they (and the little lady) were right and everybody who disagreed was wrong.

Now emotional behavior is contagious. (It takes a while for someone to hold his temper during a prolonged tantrum of a child.) For a long time the radio networks tried hard to reason with the advertisers and agencies. They repeatedly pointed out that no matter how you figured it, radio was still cheaper and bigger than any other medium, a point that nobody has successfully countered to date, but finally, in frustration, they gave up.

We say they gave up too soon, but we also recognize how discouraged they must have become in arguing sense and receiving nonsense in rebuttal. They succumbed in emotional exhaustion, although we cannot help but believe that if they had persisted patiently, they would eventually have brought their customers down to earth.

For practical purposes, retreat to the line established by CBS must be regarded as virtually accomplished. But there is no reason whatever to prevent an indefinite holding of this line. One has only to look at what has been happening in other media to realize that the advantages of broadcasting were great before the rate cut and are, by any sane standards of judgment, overwhelming now.

In recent years one of radio's principal competitors, the newspaper, has jacked up advertising rates repeatedly, in many instances doing so without increasing circulation guarantees and merely with the explanation that production costs had risen. Only last week the American Newspaper Publishers Assn. pointed out that costs were still rising. Although the ANPA did not say so, the next development is obvious. More increases in newspaper advertising rates.

During the same period, network radio rates did not budge an inch—until a fortnight ago when they suddenly dropped—although radio costs, like those of every industry, rose steadily.

If there has been any serious advertiser objection over the rise in newspaper rates, we have not heard it. Being businessmen, they seem to have a businessman's understanding that papers cost more to publish now than before.

We wonder what happens to their businessman's acumen when they think of radio costs.
THREE separate segments of NARTB last week embarked on expanded service projects and at the same time stepped up marketing for trade association dollars.

NARTB Radio, under board and membership mandates, is operating normally during the interim period before June 4 assumption of the presidency by Harold E. Fellows, WEEI Boston. Two station relations staff members are on the road signing up NARTB members.

NARTB Television, awaiting appointment of a top executive who is expected to be Mr. Fellows' opposite number, has 60 TV stations signed or promised. Board members will personally solicit the 47 stations not yet in the fold.

Broadcast Advertising Bureau Inc. is going after non-NARTB members, who can enjoy BAB services by paying a special rate. NARTB members contribute 30% of their dues to BAB unless they decide not to take the service. In that case their NARTB dues are cut 30%.

Symptoms of unrest among troubled FM stations have been developing in recent weeks, apparently based on the belief that NARTB should expand its FM department. This feeling was apparent at the Chicago convention but did not crystallize into demand for an autonomous organization similar to NARTB Television.

Action On TV

The TV organization moved into action last Monday under direction of its temporary general manager, Thad H. Brown Jr., TV general counsel, on a series of projects specified by the TV board and membership.

It became apparent at the NARTB Chicago convention that the TV membership is anxious to demand autonomy within NARTB.

While TV activities are conducted under the NARTB roof, the video staff is working independently in most cases. Mr. Brown is directing an examination of the football telecasting problem to determine if National Collegiate Athletic Assn.'s steering committee was within its rights in drawing up a skeleton coverage for the autumn and if the plan is legal. Dept. of Justice is reviewing the plan.

The TV organization followed up convention protest against the Benton resolution, calling for a Senate TV investigation, by officially notifying Capitol Hill and other official sources of the membership's opposition.

Preliminary work has started on the plan to draw up TV program standards, with likelihood that a summer conference will be called. A special program standards committee is headed by Robert D. Sweeney, WDSU-TV New Orleans. Another TV committee, soon to be in action, will study air-raid alert problems. Composed of technicilians, this committee is to study means of avoiding a TV shutdown in case of an alert. Other projects before the TV organization deal with the FCC's proposed reallocation of the VHF band and opening of the UHF band.

Judging by present signs, the top-level NARTB Television job, general manager or director, will not be filled until the selection committee holds its June 2 meeting at Williamsburg, Va., just prior to the NARTB June 4 meeting in Washington. Such names as Wayne Coy, FCC Chairman; Eugene S. Thomas, WOR-TV New York; Lee B. Walles, vice president in charge of operations of Port Industry Co., and Mr. Brown have been mentioned, it is understood. Chairman of the selection committee is George E. Storer, Fort Industry president.

A new NARTB television information service is to be started this week under Mr. Brown's direction. A bi-weekly member letter, along the general lines of the NARTB management letter, will be published. It will be supplied all TV members as well as applicants and others who are affiliated via the special service membership.

Proposal to collect FM promotion material and success stories for a general FM promotion campaign was made last week by Robert E. Williams, WFIL (FM) Washington, Ind. Mr. Williams sent his plan to 135 station operators, in said letter in that he was not advocating an autonomous FM association but rather to advance FM broadcasting.

However, he added, "it is becoming evident every day that an autonomous FM association "may be what we will need. I am going to try to do what an association could do with the FM Story. It is a big job and I am familiar with the early failure of the old FMA, but after all that was a long time ago in comparison with the story we have to tell now, that was not available even then due to FM being in its infancy."

FM Promotion Project

The NARTB FM Dept. has been collecting material for some time and is in the middle of a promotion project based on data supplied by FM outlets.

Mr. Williams, in pointing to a convention activity on behalf of FM by Josh Horne, WPMA (FM) Rocky Mount, N. C., observed: "To say that he advocated his successful FM station with CBS clearly indicates his initiative in the FM field. His desires to see FM advancements were evident through his efforts to bring FM broadcasters together. Even some of us who had dropped our NAB memberships were invited."

Judge Miller last week named a board committee to study the report of the Special Test Survey Committee, which has recommend that NARTB take the lead in underwriting an industry evaluation of audience measurement techniques. (BROADCASTING - TELECASTING, March 5). Chairman of the test group was Mr. Kenneth H. Baker, NARTB research director.

Named to the board group by Judge Miller were Mr. Fellows; Edgar Kobak, WTWA Thomson, Ga.; Leonard Kapner, WCAE Pittsburgh; H. Quentin Cog, KGW Portland, Ore.; Calvin J. Smith, KPAC Los Angeles; Chris Witting, DuMont network.

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HONORS for the best in radio and television during 1950 were announced last Thursday at the 11th annual presentation of the George Foster Peabody Awards. List included, among others, five stations and programs of all four networks. Awards were made by Edward Weeks, editor of the Atlantic Monthly and chairman of the Peabody advisory board, at the Radio Executives Club of New York luncheon in the Waldorf-Astoria Hotel.

Robert Saudek, ABC vice president and assistant to the president, presented, and Dean John E. Drewry, Henry W. Grady School of Journalism, U. of Georgia, made the introductions. Several hundred leading radio and TV figures attended along with mayors of New York and Louisville.

Radio, TV Coverage

The award presentation was broadcast and telecast on ABC and ABC-TV.

Annual awards are to perpetuate the memory of the late George Foster Peabody, native Georgian and successful New York banker. By legislative act, he became a life trustee of the U. of Georgia.

WBBM (CBS) Chicago was selected in the regional radio public service category for The Quiet Answer, which went into the “critical local problem” of tensions in race relations in Chicago. WBBM sought cooperation of 16 agencies and a panel of authorities for the interview-drama-music series which was scheduled at the season “usually characterized by racial violence.” High public acceptance and resultant improved local legislation were noted in the citation along with the series “careful preparation, the intensive publicity, the skilled presentation and the follow-through [that] may serve as a model for local public service.”

WPFL (FM) Louisville, non-commercial educational FM station of the Free Public Library, Louisville, was cited for programming since its inception Feb. 18, 1950, in which cultural resources of the library were extended to school and home alike.

In the reporting and interpretation of the news category, Elmer Davis of ABC was selected. Citation was given CBS’ Hear It Now. Mr. Davis, winner of a Peabody award for the third time, was lauded for his “reassuring and edifying” presentation of news during a year of “anxiety” in a manner that encompassed “sanity, horse sense and that dry Hoosier wit.”

Hear It Now was described as a “brilliant” application of tape-recording to the purposes of the news summary, by which “the listener is privileged to hear the news from the very individuals who made it.” Accolade was given network stations, CBS staff members and tape engineers for their effort toward the show’s success.

Drama Awards

The radio entertainment (drama) award was conferred on Halls of Ivy, NBC program, which was praised as a mixture of wit and charm “with liberal and enlightened social philosophy.” Mr. and Mrs. Ronald Coleman, principal actors, and Writers Don Quinn and Walter Brown Newman demonstrated that radio comedy can be successful “even at the risk of being intelligent,” it was stated.

Radio entertainment (music) honor went to Metropolitan Opera (ABC) sponsored by The Texas Co. The award not only praised the regular offerings of the opera.

(Continued on page 64)
FCC PROCEDURES

Hill Group Studies Staff Role

By FRED FITZGERALD

REP. Charles A. Wolverton (R-N.J.) and several members of the House Interstate & Foreign Commerce Committee last week leveled fire at the FCC over what they termed a conflict between Commissioners and staff members. As hearings on the McFarland Bill (S 658) resumed, Rep. Wolverton angrily interrogated Commission Chairman Wayne Coy as to the extent of these consultations.

One result was a warm exchange between the Chairman and Wolverton, who bluntly declared that the regulatory agencies have “different problems.”

Rep. Wolverton pointedly noted that the courts of the land hear cases, consider evidence and render judgments without relying on “some third party.”

The Chairman bluntly declared he could not accept that parallel, that regulatory agencies have “different problems.”

Rep. Wolverton (D-Tenn.) interjected in “clarification” of the Chairman’s views that the House Interstate & Foreign Commerce Committee operated in just that manner with procedure that allows consultation with staff members after holding open or closed hearings on proposed legislation.

Rep. Wolverton insisted that there is an “obligation” to let all pertinent facts be known to all parties in an FCC proceeding. He told Coy:

“There is nothing, in my judgment, in the law that contemplates the procedure you have indicated!”

This line of questioning was taken up by several of the other commissioners, particularly Reps. Leonard Hall (R-N.Y.), John W. Heselton (R-Mass.), James I. Doliver (R-Iowa) and Joseph P. O’Hara (R-Minn.).

Rep. Hall said “We have in our courts terrifically important cases—cases in which we have found to involve the public interest.”

Comr. Jones took the stand at the conclusion of Monday’s hearing to offer proposed changes in the McFarland Bill’s Sec. 5, covering reorganization of the Commission, and Sec. 17, which sets up procedure in rehearing before the Commission.

Wednesday morning Comr. Jones again testified on his proposals, which alter the last 10 lines of Sec. 5 (b) to read:

“the Commission shall establish a staff, directly responsible to it, and to the chairman, of one or more examiners, who shall have such legal, engineering and accounting personnel and such other powers as the Commission deems necessary, whose duty shall be to prepare such drafts of Commission decisions, orders and other memoranda as the Commission, in the exercise of its quasi-judicial duties, may from time to time direct; PROVIDED, that no member of such staff shall participate in a hearing before the Commission, a Board thereof or any one or more examiners provided for in Sec. 11 of the Act of June 31, 1934, (60 Stat. 436) as amended.”

Comr. Jones proposed revising Sec. 17 of the bill which would amend the Communications Act’s Sec. 17, as follows:

“(c) Notwithstanding the provisions of section 5 (c) of the Act of June 31, 1934 (60 Stat. 436), it shall be required for the disposition of EX PARTE matters authorized by law, no officer who presides at the reception of information from the parties (a) and (b) hereof shall consult any person or party on any fact or question of law in issue, unless upon notice and opportunity for all parties to participate; nor shall such officer or party consult any person or party on the issue of facts relating to the supervision or direction of any other person or party engaged in the performance of investigatory, prosecutory or other functions for the Commission or any other agency of the Government. No officer, employee or agent engaged in the performance of investigatory or prosecutory functions for the Commission, a Board thereof, or in any litigation before a court pursuant to the Communications Act of 1934, as amended, shall advise, consult or otherwise participate in the taking of any action required by (a) and (b) hereof, and no initial decision required herein shall be reviewed for the Commission, either before or after its publication, by any person other than Members of the Commission or personnel employed regularly and full time in the administrative divisions of the Commission. The foregoing provisions shall include members, staff or members of the Review Staff provided by subsection (b) from preparing, without recommendation, a sum-

GOVERNMENT BANDS

Would Give FCC Power

STAFFERS of both Standard Radio Transmission Services and United Television Programs were on hand at the Stevens Hotel during the NARTB convention. L to R: Jack Voglin, television film producer represented by UT; Gus Mogenoh, vice president of Standard who makes his headquarters in Chicago, and an unidentified station man.

FCC would be given authority to assign frequencies for governmental station use under a measure (S 1378) introduced last Tuesday by Sen. Edward Kennedy (D-Mass.).

Such a move on Capitol Hill had the Truman’s Temporary Communications Policy Board released its report on a study of station assignments [BROADCASTING • TELECASTING, April 2], this study in the problem of spectrum space.

According to the Johnson proposal, the procedure of allocating frequencies to government stations would follow this pattern:

- Continuance of the present provision within the Act for assignments to governmental installations in handling such cases.
- The Chairman emphatically stated that such discussions dealt only with Commission rules and regulations and procedures of law, precedents in other cases, and that at no time was new evidence injected. Mr. Coy firmly declared that the Commission had the basis of the case record alone.
- The Chairman and the New Jersey congressman became tart when the latter sought to place in a political instance of possible “influence.”

“We exercise our individual

judgment,” retorted the Chairman adding that Commissioners do their own thinking.

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(Continued on page 88)
A STUTE use of radio and television, combined with alert merchandising of its advertising gains, has catapulted Nic-L-Silver Battery Co. of Santa Ana, Calif., into a key position in the highly competitive West Coast automotive accessory field.

This is attested to by George Lippincott, president and owner, who credits both media for the phenomenal success story of his firm. From the day that he first decided to test radio in the West's highly competitive market of San Diego sales have skyrocketed.

"Our use of radio and television in the Pacific Coast market area has increased sales by nearly 300% in the four months we have relied on these media," Mr. Lippincott stated.

In that period, Nic-L-Silver increased production from 250 batteries a day to a peak of 4,700 per day, work charts show. During the months of December and January advertising-created demands were such that the plant was running nearly 40,000 orders behind. Neither the product nor the campaign were new, but success of both looms as a tribute to an up-and-coming western business.

Since the day when Robert F. Anderson, account executive of Anderson-McConnell Adv. Agency, Los Angeles, walked into Mr. Lippincott's office with an idea, on Oct. 4, 1960, the pair has made history in one of industry's most competitive fields.

Coming to the office with a presentation for the firm's account, Mr. Anderson was abruptly waved to silence by Mr. Lippincott. He had just one question to ask: "Have you ever sold batteries?" Mr. Anderson said he hadn't. Mr. Lippincott told him to sell some and then come back.

"Sell batteries," is exactly what Mr. Anderson did. When he came back to Mr. Lippincott's office a few days later, the agency account executive slapped a loaded order look down on the desk and said, "now about this presentation?"

Impressed by Mr. Anderson's attack on the problem, he was willing to look and listen. Mr. Lippincott engaged Anderson-McConnell Adv. Agency to handle Nic-L-Silver Battery advertising.

Mr. Anderson proposed to test in San Diego, and accordingly ordered a four-week spot announcement campaign on KCBQ KFMB KFSD KGB KSDD there.

Campaign Keynoted By Token, Slogan

Keynote of the campaign was a Nic-L-Silver token, good for a dollar toward purchase of the new battery. The slogan used was "when you buy a Nic-L-Silver battery, you drive a good bargain."

San Diego was chosen for the test because local radio stations have to compete with powerful stations located just across the border in Tijuana, Mexico. To succeed in a market as difficult on mail pull as San Diego practically guaranteed that the campaign would work.

It succeeded so well that on Nov. 12 Nic-L-Silver began to sponsor participations in Tom Harmon Show on KNX Hollywood. After six weeks with Mr. Harmon on a local basis, the firm introduced that

Nic-L-Silver's
Radio-TV Results

Mr. Lippincott (l) shows Mr. Anderson how battery sales have jumped since the firm started its radio-television advertising.

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sports figure to network audiences by sponsoring a 15-minute Sunday series, Silver Sports Review on 15 Columbia Pacific Network stations.

Using the token giveaway to stimulate consumer reaction, Nic-L-Silver soon had 300 distributors and more than 3,000 dealers on the West Coast and also in Texas. (Direct mail advertising only is used in Texas.) Nic-L-Silver is still adding dealers at the rate of nearly 100 per week. A goal of 5,000 is set as the top figure.

At present, in addition to Silver Sports Review and Sports Review with Harmon on KNX (which was also sponsored for about six weeks on KTTV (TV) Hollywood), Nic-L-Silver utilizes newscasts on KMPC and KFI Los Angeles, KFSD San Diego, KFRE Fresno, KOY Phoenix; transcribed Bold Venture on KTAAR Phoenix; disc programs on KSDO San Diego and KLAC Hollywood; farm news on KUBA Yuba City, Calif.

Most Sponsorship On Participating Basis

With the exception of Mr. Harmon's regional network program and Bold Venture, all Nic-L-Silver sponsorship is on a participation basis. Additionally, the company uses spot announcements following key sports events on KLAC-TV

(Continued on page 28)
NATIONAL ADVERTISERS spent $490,019,000 for newspaper space during 1950, largest amount ever spent by this group in any single advertising medium, Irwin Maier, publisher of the Milwaukee Journal (WTMJ-AM-TV) and board chairman of the Bureau of Advertising, American Newspaper Publishers Assn., announced Wednesday afternoon at the bureau's session of the 65th annual ANPA convention, held Tuesday through Thursday at the Waldorf-Astoria, New York.

Mounting costs of publishing and ways to meet them without losing readership and advertising in the face of increased competition from the radio and television broadcasters were the chief topics of discussion during the three-day meeting. Noting that newspaper wages are among the highest paid today and that materials needed to produce newspapers are becoming more expensive and in some cases hard to get at any price because of the demand, President Edwin S. Friendly, New York World-Telegram and Sun, told the small newspapers meeting Tuesday that "television has become another medium competing for the advertising dollar—and we must apply ourselves more than ever to continuing to get an ever-increasing portion of these dollars."

Newspaper circulation in the United States and Canada hit a new high daily average of 67,000,000 copies for the six months ending Sept. 30, 1950, a gain of more than one million copies a day, Mr. Friendly said at the opening of the general sessions Wednesday morning. At the same meeting, R. M. Powler, president, Newspaper Assn. of Canada, related fears of a marketing shortage, predicting that the 1951 supply will run "very close to 6 million tons," about 8,500,000 tons more than was received last year. Mr. Powler qualified his statement by saying it would be true only if all-out war does not develop and if emergency conditions do not curtail the supply of essential materials and manpower. No Adverse Effect

No adverse effects of television on newspaper circulation were reported and there seemed to be a feeling that video coverage of major news was actually whetting the appetite of viewers for the printed accounts in their newspaper. Richard Jackson, New Haven Register, an evening newspaper in a community with its own TV station and within the fringe area of a New York TV station, said that if TV did begin to cut in, he would go to larger type and a generally easier-to-read design to make his paper more inviting and also that he might publish at an earlier hour, so that people could read their papers before settling down for their evening television.

ANPA's Federal Laws Committee recommended that the McFarland Bill (S 658) to amend the Communications Act should include a provision to prohibit discrimination against newspaper applicants for radio or television station licenses. While the opinion has been expressed that this is not necessary because the Commission has stated that it cannot under the law refuse a license to a newspaper and "that it is a newspaper, the fact remains that on a comparative basis as between two applicants for stations, the Commission has been known to be biased against the newspaper applicant," the committee reported, adding its opinion that "Commission bias should be prohibited in the law itself."

ANPA membership now totals 774 newspapers, of which 419 have circulations between 10,000 and 50,000 (54%) and 334,000 have circulations of less than 10,000 (18%), it was reported.

Bureau of Advertising has a membership of 975, including all but 28 papers of more than 50,000 circulation, and an annual budget of about $1.25 million to spend in promoting newspapers as an advertising medium. Mr. Friendly stated at the opening of the Wednesday afternoon meeting.

Mr. Maier, in reporting the 1950 national convention theme in newspapers of just under the half-billion-dollar mark, pointed out that other media are conscious of newspapers' top position and that "in TV's first year, for one, is getting ready to challenge this lead, with other media not far behind."

Ad Expenditures

Whatever the competitive effect of broadcast media on newspaper advertising may be, during 1950 the manufacturers of radio and TV sets spent $16,507,000 for newspaper space—and that's at the national level only and does not include local advertising of radio and TV dealers—representing a gain of 98.9% over their 1949 expenditures for newspaper space. ANPA reported.

Broadcast stations spent $6,097,000 for newspaper space in 1950, a gain of 39.4% over 1949. Miscellaneous radio and television advertising in newspapers during 1950 totaled $156,000, up 88% from the year before. This all adds up to national newspaper revenue increases of 41.4% from the radio and television industry last year, a gain of 78.4% over 1949. Figures are compiled by the bureau's research department, headed by William G. Bell.

Main portion of the bureau program was a semi-dramatic presentation, with David Ogilvy, vice president, Hewitt, Ogilvy, Benson

(Continued on page 72)
Given 5 kw on 1460 kc; WHGB Switch Denied

PROGRAM ISSUES were cited by FCC Hearing Examiner Hugh B. Hutchison last Tuesday as the principal factor in his recommendations to grant WCMC Lemoyne, Pa., time on 960 kc to 5 kw fulltime on 1460 kc, directional.

The examiner’s initial decision would deny the competitive bid of WHGB Harrisburg, Pa., to change from 250 kw fulltime on 1460 kc to the 1460 kc assignment. The proposed grant to WCMC is limited by engineering conditions and provision that a construction permit will not be issued until WHP Harrisburg is licensed to operate on 580 kc with 5 kw fulltime. WHP, now licensed on 1460 kc with 5 kw day and 1 kw night, holds a CP for 580 kc and is preparing to operate on that channel under program test authority.

Equitable Distribution Issue
Since both Lemoyne and Harrisburg are part of the same metropolitan district and a regional frequency is involved, the examiner concluded that Sec. 307(b) of the Communications Act is not applicable and the comparison between the two applicant stations would have to be made upon past and proposed program performance. Sec. 307(b) requires that broadcast facilities be equally and fairly distributed. But FCC policy directs that Sec. 307(b) will apply to mutual applicants in different cities of the same metropolitan area only when a local channel is involved, the decision explained.

The hearing examiner concluded that in the past WCMC has presented a program service “which has been far more effectively geared to fulfill the diversified local needs than has Station WHGB. Moreover, a comparison of the program services proposed by these applicants indicates that the WCMC proposals are designed to serve the various local needs and interests of this entire metropolitan area on a much more comprehensive basis than those of its competitor.”

Citing data from the composite week of 1949, the examiner said WCMC devoted 26% of its total time to local live programs while WHGB devoted only 5.6%. According to future proposals, WCMC would devote 36% of its time to such shows while WHGB would devote 6.01%, he said.

The examiner also noted WCMC

DAMAGE SUIT
Filed Against WAGA
SECOND suit asking $300,000 damages has been filed against Fort Industry Co. and James Bailey, managing director of WAGA-AM-FM-TV Atlanta, in connection with a strike of NABET technicians. This suit was filed by Jim C. Brannon, technician. It is similar to a suit filed by Clifford Rogers [BROADCASTING • Telecasting, March 18].

Mr. Brannon charged WAGA filed a $10,000 damage suit against him, as well as two other technicians, for the purpose of “defaming, slandering and vilifying him by false, malicious charges and the giving of prominence and publication to said charges.” In its suit WAGA had charged technicians with sabotaging WAGA-TV equipment [BROADCASTING • Telecasting, Jan. 29, 22]. Mr. Brannon denied the WAGA charges.

CALL CHANGE
WBMS Becomes WHEE!
WBMS Boston yesterday (Sunday) changed its call letters to WHEE! Lambert B. Beeuwkes, vice president and general manager, announced at the same time that the station will offer segmented music shows, featuring jazz, Dixieland, and floor show music intermittently throughout the day.

The station, 1 kw on 1090 kc, is a member of the Friendly Group. Mr. Beeuwkes formerly was with WDAS Philadelphia, KYW Philadelphia, and WXYZ Detroit.

Some of those present at the 33d annual AAAA meeting [BROADCASTING • Telecasting, April 22] were: TOP PHOTO: (l to r) J. C. Cornelsen Jr., BBDO; Niles Trammell, NBC; Thayer Cumings, BBDO, and Fred B. Manchow, BBDO. CENTER PHOTO: Albert W. Sheer, McCann-Erickson; Fairfax M. Cone, Foote, Cone & Belding; Laurence L. Shenfield, Doberty, Clifford & Shenfield; Dr. Ernest Dichter, meeting speaker and Frederic R. Gamble, president, AAAA. BOTTOM PHOTO: Seated, Wilbur VanSant, VanSant, Dugdale & Co.; Louis N. Brackway, Young & Rubicam, and John P. Cunningham, Cunningham & Walsh, standing, Earl Ludgin, Earl Ludgin & Co.; Frederic Gamble, AAAA, and George Link Jr., AAAA legal counsel.

DPA HEAD
Harrison Resigns Post
WILLIAM H. HARRISON last week resigned as Defense Production Administrator to return to his post as president of the International Telephone & Telegraph Co. His resignation, accepted Thursday by President Truman, is effective tomorrow (Tuesday).

Gen. Harrison was named last September to head up the National Production Authority and later, in December, transferred to the Defense Production Administration, which supervises all allocation and procurement activities. In resigning he expressed belief that “the rearrangement program and related activities in the field of material supply and allocation are making sound progress, in the public interest.”

No successor has been announced late Thursday, although a number of candidates, among them John Small, Munitions Board chairman, had been mentioned for the top allocation post. Gen. Harrison was understood, however, to have recommended his own successor.

President Truman praised Gen. Harrison’s contribution to the mobilization effort, particularly “in getting construction started on new facilities to expand productive capacity in many industries, and in establishing workable methods for channeling the flow of scarce materials to their most important uses.”

The IT&A official said his resignation was in accordance with arrangements he had made eight months ago when he came to Washington. In 1940 he headed the construction division of the National Defense Advisory Committee and later the Office of Production Management.

WXGI SALE
Walker, Mackin To Buy
CARSON RADIO Inc., licensee of WXGI Fort Madison, Iowa, has sold the station to Col. William E. Walker and Joseph D. Mackin of WMAM Marinette, Wis., subject to FCC approval. Sale price was $40,000. Col. Walker is president and Mr. Mackin general manager of WMAM. Sale was made during the NARTB convention in Chicago by Blackburn-Hamilton.

Page 30 • April 30, 1951

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MOODY SERIES
Senator To Continue Program

NEWLY-APPOINTED U. S. Senator Moody (D-Mich.) plans to continue his described radio show Meet Your Congress, BROADCASTING • TELECASTING learned last Thursday. Sen. Moody also was Washington correspondent for the Detroit News.

His weekly program, which is carried by a contracted network of stations in the country, will be moderated by Sen. Moody except when it is deemed not "suitable" according to a spokesman. When that occurs, Charles T. Lucey, chief political writer of Scripps-Howard will preside.

Sen. Moody, a Democrat, was appointed to the seat last Monday to fill the vacancy caused by the death of Republican Sen. Arthur H. Vandenberg.

His radio shows, recorded in Washington, are carried regularly on a weekly basis by WWJ Detroit (Detroit News); WINX Washington; WHAT Boston; WSB New York; WPSY Cleveland; WNKY Cincinnati; WPTF Raleigh; WCBS New York; WBZ Boston; WIRE Indianapolis; WKRC Cincinnati; WTTF Hartford; WHK Cleveland, and KGW Portland, Ore. In addition, 20 stations in the West carry his show periodically. In 1949, Meet Your Congress was networked by NBC-TV.

Top News

Sen. Moody's latest radio show, aired a day before he became a national lawmaker, was pipped up in the Philadelphia stations. WINX and WIP became top news when three Senators (now his colleagues) got into a free-swinging scuffle following their broadcast debate on foreign policy. Participants were Sens. Homer E. Capehart (R-Ind.), Hubert Humphrey (D-Minn.) and Herbert H. Lehman (D-N.Y.). A Senator's vote-will-do-it on "cream-puff brawl." Sen. Robert A. Taft (R-Ohio), who also took part in the forum, had no part in the melee except to help separate the Senators.

Appointment of Sen. Moody now aligns the Senate as 50 to 46, compared to the 49 to 47 Democratic majority that has been in existence since the start of the session.

Philip Morris Realigns

PHILIP MORRIS Co., through its agency, Biow Co., New York, cur- rently is realigning its radio and television programs. Firm is un- derstanding that cleaning up the half-hour television show featuring Desi Arnaz and his wife, Lucille Ball, to start next fall as a replacement for the Desilu program of CBS-TV. Advertiser also bought The Bickersons, featuring Frances Langford as a summer replace- ment for Truth or Consequences on NBC in radio. TV version sum- mer replacement has not been de- cided upon.

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Robert Hudson

Killed in Korea

1ST LT. ROBERT W. HUDSON, formerly of FCC, on March 28 died in action in Korea while assisting a wounded comrade, it was learned last week. Commission April 25 adopted a resolution expressing its sorrow on Lt. Hudson's death.

Joining the FCC in 1943 as assistant to the late Commod, Ray Wake- field, he was one of ten hearing examiners named in the June 11, 1941 realignment of that division. In October 1947 he resigned that position to become an attorney ad- visor in the Commission. A veteran of World War II from August 1944 to October 1946, he returned to the Army in December 1948.

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APPEALS COURT

Hears WJZ, WIBK Protests

WJZ New York's protest against the 10-year "temporary" tenure of KBO to the clear channel, and the fight for surviving of WIBK Knoxville, Tenn. —both long-pending FCC disputes — were argued in oral argument Thursday before the U. S. Court of Appeals for the District of Columbia.

KBO had the court FCC has unreasonably extended the special service authorizations, which it claimed are illegal, for KBO's operation on WJZ's Class I-A frequency. WJZ, however, has suffered loss of secondary coverage to some 23, 000,000 persons, asked the court to require FCC to complete its 1945 hearing on KBO's bid for regular license on 770 kc and settle the dispute. WJZ noted KOB is regularly licensed to 1060 kc and could return to that facility.

FCC has argued over the difficulty of the situation but pointed out the delays caused by World War II, the clear channel and the condition of KBO. FCC pointed out that KBO had been removed from its regular 1180 kc operation as a result of the original 1941 NARBA, but didn't stop at that point as the 1030 kc channel due to an interfer- ence problem with WBJB Boston.

KOB told the court it wasn't happy about the situation either, and wanted it understood it was suffering from reduced coverage as well as WJZ. KOB charged WJZ has been the "chief architects of delay" in the case. KOB had the termination of the SSAs would put it off the air completely. Solution, KOB said, is for FCC to rule on its bid for regular license on 770 kc. WIBK told the court FCC improperly denied the station a license to cover its construction perm- it because it considered Rev. J. H. Bach, Inc. to be the station's percent owner, to be unqualified as a broadcast licensee. WIBK argued FCC made a dozen findings respecting Rev. Smith and charged many are wrong and illegal.

Since FCC made its ruling on the basis of all the findings con- sidered collectively, WIBK told the court it must point out what find- ings are improper and remind the case to FCC for a new policy consideration on remaining findings. FCC contended the findings— dealing with alleged misrepresentation of ownership, financial and other business interests as well as character qualifications — were properly arrived at and correct, and no free-speech issue is involved.

Radio-TV Guild Dinner


April 30, 1951 • Page 31
MacARTHUR

CHICAGO and Milwaukee lionize hero

Chicago, Milwaukee Lionize Hero

A TOTAL of 18.6 million persons and 6 million homes in the intercoastal Midwest fielded telegrams from Gen. MacArthur’s dramatic address to Congress April 19, according to estimates released by the American Research Bureau Inc., which conducted a special telephone coincidence survey.

At the same time a total of 4.1 million Californians viewed the telecasts of the General’s arrival, programmed by 11 West Coast stations April 17, according to Tele-Que, Los Angeles research firm.

The ARB survey showed 60% of all TV homes in Washington, D.C., 59% in Chicago and 44% in New York tuned to a TV channel, with an average number of 2.7 viewers per set. A special check of clubs, restaurants and other public places indicated an extra 15%, with an average of 67 persons per receiver. This level was applied to the entire interconnected TV network area.

According to Tele-Que, highest percentage peak of viewing, April 17, 8:30-9 p.m., totaled 90.5% in Los Angeles and San Francisco alone. On April 18 an estimated 1.5 million watched ceremonies (peak, 11:30-12 noon) on a reported 42.8% sets in use at that time. Tele-Que made spot checks in some 5,000 homes in those areas.

More than 1,000 visitors to the NARB Chicago convention watched Gen. Douglas MacArthur’s Congressional address on an RCA Victor 16-foot television screen in the Nomandy Lounge of the Hotel Stevens. Over four tons of the television equipment was transported to and installed overnight. Several TV cameras and special cameras engineers flew in to install the equipment overnight. A picture was flashed on the giant screen at 6 a.m., April 19, day of the address. Signs and banners were placed on every floor and in the lobby of the hotel. Company’s efforts were rewarded by a full-house attendance (see above).

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D.C. POLICE

Circling coast by coast, MacArthur Handling

RADIO Correspondents Assn. of Congress will take up the cudgels for sound broadcasting in its protests against police obstruction during media coverage of Gen. Douglas MacArthur’s Washington visit.

The correspondents’ group, headed by Bill Shadel, CBS Washington, appointed a three-man subcommittee to prepare statements and file formal recommendations with a Citizens Committee, which will hold hearings on the incident this Friday. The group was formed following an executive committee session of the correspondents last Wednesday.

Hollis Seavey, MBS, heads the subcommittee, which also comprises William McCandrew, NBC Washington correspondent, and John Edwards, ABC commentator.

The hearing and subsequent action by the Radio Correspondents Assn. stemmed from complaints by police blocking TV cameras and press coverage of Gen. MacArthur’s appearance in the Hotel Statler lobby, and had otherwise blocked newsmen at other points (see Telecasting, April 23).

The correspondents are prepared to recommend that a joint committee be set up comprising radio, TV, newspaper and newspaper representatives. This group, serving as an unofficial unit, would work with District commissioners to avert similar problems on future occasions. The correspondents’ executive committee still must approve the subcommittee proposal.

The radio group is expected to file a formal request to the police personnel of NBC-TV, which coordinated the coverage, who protested police called to bar them from private property of the Statler after the network paid $500 for future arrangements with the hotel management. Statements will be offered by Eugene Jaster and Ralph Burgin, program directors for WNBT (TV) and WNBW (TV), respectively; Frank Bourgholtzer, NBC White House correspondent; Sherman Hindeth, technical director; Joe Brown, WNBW director.

BROADCASTING • Telecasting
 uncertainties Hit Industry

A SHUTDOWN of television and some radio receiver production, entail- ing layoffs of thousands of electronic raw materials, swept across the industry last week in the wake of government restrictions on steel and other critical materials.

While most of the layoffs were believed to be only temporary, the shutdowns seemed to bear out earlier industry fears that the com- paratively slow trickle of military orders and materials cutbacks would threaten to disrupt industry schedules.

Adding to the concern of manufacturers, dealers and distributors was the fact that consumer demand for TV sets has dropped off mate- rially in recent weeks. This is at- tributed in part to credit restric-

KFMB CHANGES
Chernoff Named Manager

APPOINTMENT of Howard Chernoff, former managing direc- tor of the WSBZ Broadcasting Co., as general manager of KFMB-AM/ TV San Diego, was announced last Thursday by Capt. John A. Ken- nedy, coincident with the pro- valsy, of the property recently announcd to the Kennedy Broadcasting Co. [BROADCASTING • TELECASTING, Nov. 20, 1950].

Meanwhile, FCC last week also approved $342,000 sale of WSBZ Ponca City, Okla., to Ponca City Pub. Co. and $95,000 sale of KLUF- AM-FM Galveston, Tex., to Orrin Tucker, oil operator. For details, see KFMB-AM, page 99.

Capt. Kennedy, commander of the board of the new corporation, simul- taneously announced all executive and staff members of the stations have been invited to re- main. The transfer at a figure of $925,879 plus certain adjustments, was from the Jack Gross Broadcast- ing Co. to the Kennedy Broad- casting Co. Mr. Gross remains with the company in an advisory capacity. He shortly is expected to make a trip to Europe.

Mr. Chernoff has been identified with the Kennedy organization for more than a decade, both in West Virginia and in San Diego. He formerly was general manager of the San Diego Journal, Kennedy property recently sold to the Express Press. Mrs. Chernoff holds a minor interest in the Kennedy Broadcasting, Co. Capt. and Mrs. Kennedy are owners of WSAZ Inc., Huntington, W. Va., which combines AM and TV oper- ations.

Mr. Chernoff
Capt. Kennedy

BROADCASTING • TELECASTING

announced a complete shutdown of all TV receiver and some radio production for one week, but re- called 90% of its workers by Friday. About 5,837 employees were affected, covering television receiver plants at Camden, N. J., and Bloomington, Ind., and a Home Instrument Corp. plant in mass- apolis. Production of radio-phonograph combinations and record- changers, as well as TV receivers, was also involved.

GE Layoff

General Electric Co. laid off 400 employees at its TV-radio manufac- turing facilities for two days, with half slated to be recalled last Thursday (layoffs and decreased output) for a normal manufacturing delay.

Shromberg Carlson Co. attrib- uted layoffs of 200 employees to a “slowdown in sales throughout the country.” Some workers in TV sec- tions were shifted to other sound equipment departments, according to company officials.

Motorola Inc. cut its employees rolls a few hundred since mid- March, with TV production suffer- ing a cut ranging from 50% to 35%, although some employees were transferred to other jobs, Robert Galvin, vice president, reported.

Zenith Radio Corp. attributed a layoff of 5,000 last week to "im- pending shutdowns for the balance Friday. The company laid the shutdowns (layoffs and decreased output) to a normal manufacturing delay." The company also recalled some employees early this week. Overall working force is over 4,000.

Sylvania Electric Products an- nounced a 25% drop in TV re- ceiver output because of the mar- terials shortage and falling off of public demand.

Looking at their mounting in- ventories, retailers and distributors last week were turning their at- tention to promotional campaigns

DAVIS HONORED

ELMER DAVIS, ABC commen- tor, last Saturday was announced as winner of the 17th annual Na- tional Headliner Club award for “consistently outstanding news broadcasting” in the West Coast.

Tom Poprocki, Associated Press sports cartoonist and chairman of the board of judges, also revealed that for the first time in Headliner’s history a television newswaper was named a winner. The honor went to WFIL-TV Philadelphia for its “consistently outstanding news- paper” of its seven-day-a-week pro- gram.

The WFIL-TV series took national and local news and problems and projected their effect on the people of the tri-state area.

For Mr. Davis, it was the second such honor within three days. Mr. Davis Thursday was named for a George Foster Peabody award (see story page 20).

Eighteen Awards Given

The National Headliner Club made a total of 18 awards in radio, TV, newspaper reporting, feature writing, entertainment, and sports cartoons and newreels. Judges also voted a special Medal of Valor for Korean war corres-pondents killed in the line of duty. Awards will be presented June 1-2 by the Press Club of Atlantic City. Judges included Mr. Pop- rocki, Fred W. Stein, Binghamton (N.Y.) Press; Eli Collins, Jersey Journal; James J. Farrell, Atlantic City Press-Union; James Crayhon, Philadelphia Record; Charles Burroughs, Telenews; W. F. Montague, MGM Newsreel; Ed Hennigan, U.S. Camera; Fred Fitzgerald, Broadcast- ing • TELECASTING.

April 30, 1951 • Page 33
Ayem

Ayem is big-listening time in Birmingham, especially when Ray Bartlett’s “Time to Rise” is on WAPI (7:15-8 a.m.). This program wins a bigger average audience than any other disc show in town.

Prevent Radio Debacle

Prevent Radio Debacle

(Continued from page 38)
give the affiliate no control over network decisions to change rates.

The committee recommended—
but left the decision up to the networks that they believed should be an organization representing the viewpoint of the affiliates which can affirmatively and aggressively pursue the policies which will in-
sure to their general betterment.

The affiliates were asked to give their views by about mid-May, when the returns will be counted. In the meantime, a “Blue Ribbon” panel was set up to conduct a series of confidential interviews with the affiliates.

Endorsers were asked to contribute to a war chest to finance the expenses of a trip to New York by the affiliate representatives.

Audiences agree with Mayor Bartlett’s “Time to Rise” is more than just a program... it’s a Birmingham institution.” Its pop music, news, weather reports attract more than 30% of the listeners.

choose

Choose any major category of local programming, and you’ll find WAPI on top. “Time to Rise” leads all diskie shows, and WAPI also has the top-rated news, sports, farm, musical, serial and women’s programs.

Ray

Ray Bartlett is top man among disc jockeys in bustling Birmingham, described by Variety as “a disc jockey’s paradise.” (It’s also an advertiser’s paradise, with business and industry hitting new peaks.)

Bartlett

Bartlett is just the man to spin new sales records for your product. And “Time to Rise,” broadcast on WAPI for more than eleven straight years, is just the show. For rates and availability, call Radio Sales or...

WAPI

“Voice of Alabama”

CBS in Birmingham

Represented by Radio Sales

DAYLIGHT TIME

Networks Complete Plans

NETWORKS last week completed plans for operating on Daylight Saving Time, which went into effect yesterday (Sunday) and extends to Sept. 29.

Network TV stations remaining on Standard Time mostly will carry network telecasts whether live or kinescoped, an hour earlier locally, although there were some exceptions.

DuMont network announced that the time shift would involve no program changes, that DST telecasts be telecast on DST rather than EST.

Radio stations remaining on Standard Time, with some exceptions, will adjust to the delay with tape-recordings and transcriptions.

The networks have described their plans to affiliates and made previous reports to local stations.

BBS has divided its stations among “A” and “B” networks, with the “A” networks scheduled to receive live broadcasts and the “B” networks on Standard Time, to receive the “A” broadcasts by tape delayed one hour. “B” network stations also will receive baseball broadcasts seven after-
noon and one night per week, because they lie outside major league market restrictions. A few Standard Time stations in restricted markets have required special arrangements.

“Prepared by the committee to assist in any fact-finding project to be undertaken,” the committee has decided to call upon BAB to assist in any fact-finding project to be undertaken. The subject of research reported was broached to the networks but for the most part was understood to have been given a cold reception.

Without network participation, observers pointed out, an affiliates’ request for BAB help on research would present but a minor problem, and the “unfortunate” decision, since networks as well as affiliates are members of BAB and represented on its board.

Meanwhile it was inevitable that BAB’s own research plans, now in preparation, would be clearly affected by the extent to which the affiliates decide to undertake additional fact-finding for a clearer overall evalua-
tion of radio and its potentials.

The committee’s first move in its Tuesday through mid-Thursday sessions, held in New York, was to set up safeguards against possible anti-trust and other legal hazards by retaining White & Case, New York law firm, as counsel.

Finally, several implications, the networks rejected the committee’s invitation to meet with the full group. Instead, the sessions in each case involved the network officials and the committee men who represented affiliates of that network.

First conference, a two-hour session Tuesday afternoon, was with CBS President Frank Stanton, other top CBS officials and committee members who represent CBS affiliates. The affiliates, it was understood, pressed the network officials for the reason and held Columbia’s decision to reduce rates, and then canvassed the possibilities of a new approach to the question.

CBS held firm, however, and was reported to have described its move as a re- reaffirming of plans to put an end to special deals of the sort which, one official said, have grown prevalent throughout the industry. Without rate reductions, the affiliates were given to understand, the notches shows would leave network radio.

Stanton Statement

President Stanton was said to have reported that CBS had rejected its rates lowered 10% in hopes that greater reductions would not be ordered by other networks.

It was noted that most network advertisers are in New York, that they watch TV, and they listen to radio less avidly than in the past. Further, it was noted, the limited number of TV outlets makes rates considerably less—
and therefore less competitive in relation to network radio—than would be the case if TV networks more nearly the size of AM networks could be lined up.

The affiliates’ committee’s report pointed out that CBS had made clear that “(1) CBS had carefully considered and appraised all facets of the situation before arriving at its decision, and (2) that advertisers had been advised of the proposed reduced rates and that viewed from every angle it was an unprecedented action which has been announced, or even to defer its effective date.”

Next followed separate meetings of the respective affiliates with network presidents Joseph H. McConnell of NBC, Robert E. Pinter of ABC and Frank White of Mutual, along with other top officials of each network. The tone of those meetings was said to have followed that of the CBS session. Said the committee:

There is no doubt in our minds that it is the intention of the networks to adjust their rates downward to meet a competitive situation and that those adjustments

(Continued on page 39)
FALL,  
WINTER,  
SPRING,  
→ SUMMER,  

LISTENERS (NOT SEASONS)  
MAKE THE AUDIENCE!

By now, almost everyone agrees that Summertime radio provides as many (if not more) listeners than any other season.

This fact has been proven by many surveys and just plain common sense. Less than 7 percent of the nation's people are on vacation at any one time. And when they go, today's vacationers take their radios with them. Iowa Radio Audience Surveys show that even during the past two years there has been a tremendous increase in sets used during the summer. Families owning portable sets has increased by 66,019 — families owning radio-equipped autos has increased 145,462 since 1948.

In Summer, radios flock to the beaches, mountains and lakes; on family picnics; they take weekend trips and week-night drives, they're practically "standard equipment" in automobiles and summer cottages. (The 1949 Iowa Radio Audience Survey found that 80.5% of the men and 63% of the women listened to their auto radios when traveling more than 100 miles.) Radios are as much a part of the summertime American scene as bathing suits, picnics and "two-weeks-with-pay". Actually, people are more dependent on radio when vacationing than when at home.

If you want further facts, ask us or Free & Peters!

WHO  
†for Iowa PLUS†  
Des Moines . . . 50,000 Watts  
Col. B. J. Palmer, President  
P. A. Loyet, Resident Manager  

FREE & PETERS, INC.  
National Representatives
Procter & Gamble
(Continued from page 85)
spent for network time.
Sterling Drug ranked third among advertisers on the nation-
wide radio networks, General Mills fourth and Lever Brothers fifth. See Table I for top ten network clients and their gross time pur-
chases. Leading advertiser for each type of product advertised on
the networks is shown in Table II.
Food advertising accounted for the largest time purchases of any
class of network-advertised product during February, totaling $5,-
$481,164, more than a quarter of the aggregate time purchases of all
network advertisers. Tooties advertising ranked second for the
month, Drugs & Remedies third, Smoking Materials fourth and Soaps & Cleaners fifth. See Table III for product breakdowns for February and January-February, 1950 and 1951.

Prevent Radio Debacle
(Continued from page 84)
will be rapidly forthcoming.
Just how great those anticipated reductions would be remained a
matter of speculation early Friday. The networks all maintained
tight silence about their conferences with the affiliates and about their
respective plans.
It was generally expected, how-
ever—although no network would
concede it planned a reduction—that the cuts would be at least
equivalent to those announced by CBS. The latter, effective July 1,
volves reductions of 10% in the 1-8 p.m. period; 15% between 8-10
30 p.m.; 10% between 10:30 and 11 p.m., and 25% for Sunday after-
noon time.

NBC was expected to issue a
statement most momentarily.

ABC, which at the outset had
said it would "meet the competi-
tion" with reductions no less than
CBS's, but which subsequently
indicated it was re-considering,
was appraising the situation clos-
ely as the weekend neared.

The rate problem was deemed
sure to have received the attention
of the Mutual board, meeting
Thursday afternoon (see story
page 31). President White, how-
ever, would only reiterate his ear-
lier statement that MBS will re-
serve comment pending completion
of analyses now underway. They
are still in progress, he said.

In connection with its decision of
appearances, the Affiliate Com-
mittee said the action was de-
signed "to insure that all of its
discussions and procedures were
conducted with complete proprie-
ty," but that "there is, of course,
no intent on the part of this com-
mittee, or any member of it, to
awe or control any of the news-
works, and we are certain that our
activities have not done so do.
the long run.

The committee meetings were
held both at BAB headquarters
and in hotel rooms of the commit-
teem, frequently with evening
as well as luncheon-table sessions.

Even before they opened on
Tuesday, BAB President William
B. Ryan—who whose organization provided dis-
tribution of the commit-
teec report—called upon all seg-
ments of the industry, including
both affiliates and networks, to
unite behind BAB in support of
"the welfare and future prosperity
of their medium."

Urges Full Support
He said the networks-affiliates
split was "a superb but unfortu-
nate illustration of how badly
radio needs a strong and effective
BAB," and asserted that the de-
clusions reached in the affiliates-net-
works sessions—whatever they
might be—"should have the full
support of both sides in this
controversy."

"Otherwise," he said, "there is
great danger that we shall pro-
long indefinitely a situation that
can only hurt radio sales by cre-
ting confused impressions about
radio among advertisers. Some
in the fact-finding or re-examination
of the medium may be needed to help
resolve the present confusion.
Given the proper support and
wholehearted cooperation of all
concerned, BAB stands ready to
provide it."

BAB, he said, can provide "the
tactical solution to the present crisis,"
and that "all that remains is for
the industry to back the BAB to
the hilt, financially and morally,
and then to make full and proper
use of its facilities."

The Affiliate Committee, under
Chairman Kersten, recommended
George B. Storer of Fort Industry
Co., who has been named treasurer
of the group, KPRS, Ft. Wayne, WATT,
Wichita Falls, Tex.; Walter Damm,
WTMJ Milwaukee; R. M. Fairbanks,
WIBC Indianapolis; Leonard Kaper,
WABC, Pittsburgh; WTAW, San Anto-
nio, and also BAB board chairman but not participating in committee activities in that city;
Clair McCollough of the Smith-
son Stations; John Patt, WGBP
Cleveland and WJR Detroit; Robert
D. Swezey, WDSU New Orleans; Ben
Stroue, WWDC Washington; G.
Richard Shafco, WIS Columbia, S.,
and Hugh B. Terry, KLZ Denver. All
were present last week, except Mr.
Damm, who was reported ill.

**KERNS TO WMMN**
**Named Managing Director**

J. ROBERT KERNS, for four
years managing director of WLOK
Lima, Ohio, has been appointed to
the position of WMMN Fair-
mont, W. Va. The appointment,
announced by Lee M. Illsley, vice
president in charge of opera-
tions of the Fort Industry Co.,
is effective May 1.

Mr. Kerns succeeds
Allen Haid, who has
been transferred to WSAI
Cincinnati as managing director,
a property acquired earlier this
month by Fort Industry Co. [BROADCASTING & TELECASTING, April 9] coincident with the sale of
WLOK to the Pickle interests.

Mr. Kerns, a veteran of 12
years with the Fort Industry Co.,
began his radio career as a salesman at
WHIZ Zanesville, Ohio. In 1942,
he was made commercial manager of
WHIZ and managing director in 1947.

When WHIZ was sold in order
that the Fort Industry Co. might
acquire WJBK Detroit, Mr. Kerns
was transferred to WHIZ Lima,
in January 1949, and was elected
vice president of the parent com-
pany.

**TABLE III**

| Comparative Gross Network Time Sales by Product Groups for Feb. 1951, Jan-Feb. 1951, Jan-Feb. 1950 and Jan-Feb. 1949 |
|-----------------|-----------------|-----------------|-----------------|
| Agricultural & Forming | $29,204 | $11,013 | $9,421 | $185,135 | |
| Apparel, Footwear & Acces | 121,321 | 251,645 | 101,392 | 210,832 | |
| Automotive, Automotive Accessories & Equip. | 221,309 | 828,928 | 498,040 | 2,177,564 | |
| Bee, Wine & Liquor | 303,633 | 646,266 | 714,264 | 469,690 | |
| Bldgs. Materials, Equip. & Furniture | 87,599 | 210,652 | 97,425 | 199,238 | |
| Confectionary & Soft Drinks | 496,429 | 1,557,233 | 581,746 | 1,277,448 | |
| Consumer Services | 281,814 | 1,286,454 | 256,662 | 393,714 | |
| Drugs & Remedies | 2,013,188 | 4,130,959 | 2,032,841 | 4,240,714 | |
| Entertainment & Amusement Goods | |
| Food & Food Products 2,742,164 | 7,874,462 | 7,449,262 | 7,664,590 | |
| Gasoline Lubricants & Other Fuels | 519,426 | 1,092,843 | 404,528 | 811,949 | |
| Horticulture | 12,042 | 12,424 | 22,484 | 25,522 | |
| Household Equip. & Supplies | 71,733 | 371,115 | 244,135 | 517,822 | |

**WHIO-AM**

...of DAYTON, OHIO

Effective May 1, 1951

the BOLLING COMPANY, Inc.

New York · Chicago · Los Angeles

will represent

BROADCASTING · Telecasting
WNOX
An Outstanding CBS Station
announces
Rate Increases — effective July 1, 1951
because*

MORE LISTENERS THAN EVER †
(Knoxville sets-in-use at all time high—no television competition)

BETTER PROGRAMS THAN EVER †
(More for your money in every way)

HIGHER HOOPERS THAN EVER †
(Among the highest in the country)

BIGGER MARKET THAN EVER †
(Station WNOXVILLE area is booming)

MORE ADVERTISERS THAN EVER †
(With many waiting for vacancies)

WNOX is a better buy today than ever, and will be
even better than ever tomorrow (July 1).

WNOX
10,000 WATTS—KNOXVILLE, TENN.—990 KC

*The same reason applied when all rates were increased Nov. 1, 1950, and again when some rates were raised April 1, 1951.
†Ask a Branham man for the proof and all the facts about this great Scripps-Howard radio station.
Los Angeles. The firm contemplated adding to its television activities during the spring and summer. Plans are in the formative stage.

Mr. Lippincott, most of whose business career has been spent in the West, reports he has no desire to move his Nic-L-Silver line into national distribution.

However, the campaign, aimed at saturating the West Coast battery market, which shares in an annual retail figure of more than 23,192,000 batteries, has already acquired one-sixth of the battery replacement market on the Pacific Coast, according to latest sales charts. It attained that figure from less than one-one-hundredth of the market in October 1950.

Because batteries are not "emergency" items, but generally are purchased after due deliberation on the part of the consumer, Nic-L-Silver's radio and television is designed for the early morning and late afternoon hours. Messrs. Lippincott and Anderson both point to the fact that these are the hours when potential battery buyers are driving their cars to and from work. They conclude that the Nic-L-Silver sales message has a greater impact when the potential customer is already thinking in terms of automobiles. In television time buys, the firm, not being able to parallel its effective grasp on motorists in their cars, has concentrated on spot announcements near sports events which would attract a predominantly male audience.

Nic-L-Silver avoids "pitch" copy in its advertising. Whenever possible the firm buys personality shows, such as Mr. Harmon's, for the added effect gained from personal endorsement.

The effectiveness of the firm's radio use surprised even Messrs. Lippincott and Anderson as returns rolled in. In Chico, Calif., the harassed Nic-L-Silver distributor, Acme Auto Parts, telephoned the morning following Mr. Harmon's first network broadcast, calling for help to meet orders which had depleted his stock during the first two hours of business.

Because of the fiercely competitive battery market, Mr. Lippincott declined to reveal even in "round figures" the advertising budget of his firm. He did point out however, that the Nic-L-Silver radio and TV appropriation in now more than seven times as great as when the firm first started sponsoring Tom Harmon Sports Review on KNX. The two media absorb more than 70% of the firm's advertising budget.

"We are particularly interested in radio," said Mr. Lippincott, "because it is in rural areas which cannot be reached effectively by newspapers or publications." He added that direct mail, which had supported Nic-L-Silver's predecessor, the Sun Battery, could not do the whole job for the new battery.

"The key to our business, as it is to any, is volume," he explained, "and radio is the cheapest, most effective and most rapid method of developing that volume. I think six figures for the four months during which we have used a concentrated campaign prove our thinking on that point."

Future advertising plans will center around a wave pattern established by Mr. Anderson and the advertising agency he represents, the battery manufacturer said. In formative stage are new cooperative radio campaigns with Nic-L-Silver dealers in Chico, Sacramento and Ventura. Soon as they get under way, similar campaigns will be worked out in other West Coast communities.

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NEW OUTLET
Radio Free Europe To Open

Radio FREE Europe will open its second radio station in the American Zone of Western Germany May 1, it was announced in New York last week. Located in the village of Holzkirchen, 15 miles southeast of Munich, the station has been built with funds raised in the 1950 Freedom Crusade.

It will broadcast exclusively to Czechoslovakia, described as "presumably the most powerful medium of the formative stage," and is a single spot in the Soviet sphere, for 11½ hours every day.

A signal power of 135 kw, almost three times stronger than the largest U. S. stations, is further magnified by an unusual directional system, which requires four made-to-order, 540-foot antennas. The station thus attains an actual power of 700 kw, making it the most powerful medium-wave station in the world.

Because of its power, and because all Czech radios can receive medium-wave broadcasts, RFE programs are expected to "saturate essentially all towns and villages in the area throughout Czechoslovakia in direct competition to the Communist-controlled Radio Prague and Radio Bratislava."

RFE began broadcasting operations July 4, 1950, with a single station in Western Germany's Frankfurt area scheduling programs for Poland, Czechoslovakia, Hungary, Rumania and Bulgaria.

Radio Executives Club

Nominees for the offices of the Radio Executives Club for next year were announced last Thursday at a semi-monthly luncheon meeting.

They include: Norman Boggs, executive vice president of WMCA New York, for president; C. H. Cottington, executive director in charge of radio and television for Erwin Wasey & Co., for vice president; Claude Barrere, talent representative for secretary and Samuel R. Dean, treasurer of CBS, for treasurer. Nomination is usually tantamount to election.

ASCAP elections

Otto A. HARBACH was re-elected president of ASCAP for the coming year at a board meeting Thursday, first meeting of directors since the annual ASCAP membership meeting March 27. Paul Cunningham was elected secretary, succeeding George W. Meyer, only change in the executive officers. Re-elected, in addition to President Harbach, were: Saul H. Bourse, vice president; Oscar Hammarsten IV, vice president; Morris Bernstein, treasurer; Walter Kramer, assistant secretary; Frank H. Connor, assistant treasurer.
Royal V. Howard
AND STAFF
PROUDLY PRESENT

KiKi
Near Beautiful Wai-kiki
HONOLULU
A FULLTIME CLEAR CHANNEL
Independent

NEWS: AP & INS EXCLUSIVELY
MUSIC: EXCLUSIVELY

More People Listen
More People Buy

More Advertisers
Get Results

FOR YOUR SHARE, SEE:
JACK Q. HALL
Western Radio Sales
79 Post Street — YUcon 6-4112
San Francisco

TRACY MOORE
Tracy Moore & Associates
6381 Hollywood Blvd.
Hollywood 95408
Hollywood

860 KC

A new station already noted
for getting and keeping a
large share of the half million
prosperous listeners in the nation's
25th largest market, and as
a result—results for its many
sponsors with a program format
that sells Wi-Ki - Wi-Ki*

* QUICKLY—BUT GOOD
Both Radio, TV Will Grow, Abrahams Says

Retail Sales

Describing radio and television as "two impressive retail sales promotion tools" which will "continue," Howard F. Abrahams, sales promotion division manager for National Retail Dry Goods Assn., opening a radio-TV sales promotion discussion, said:

"Only a short year ago," Mr. Abrahams continued, "we heard many retailers insist that radio will be as dead as a door nail in a short time. They said that about the musical instrument business when the phonograph was born but we saw renewed interest in pianos, violins and other instruments. They said that about phonographs and records when radio was born but we've never seen so many records sold.

"Each tool, radio and TV has its own special use which the advertiser can discover," he went on. "Both media, it appears, will grow in retail use. New York City, unfortunately, is a very poor area in which to observe present radio use and to examine its future in retailing. High station costs, high talent costs, huge circulation, competition with the best network shows in the world give retailers extra problems in this area versus the rest of the country."

Radio hours per week used by the average store in the $1-2 million average store shows in petition with talent. They said it was undervalued.

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Radio hours per week used by the average store in the $1-2 million average store shows in petition with talent. They said it was undervalued.
HIT THE JACKPOT
With ONE OPERATION!

★ The BILLION-DOLLAR MARKET of
EASTERN OKLAHOMA'S MAGIC EMPIRE—
Plus THE RICH FORT SMITH TRADE AREA—
SHOPPING CENTER of WESTERN ARKANSAS.

The AUDIENCE ACTION TEAM
KTUL-KFPW
* Tulsa * Fort Smith

JOHN ESAU—Vice President, General Manager
AVERY-KNODEL, Inc., Nat'l Representative

AFFILIATED WITH KOMA, OKLAHOMA CITY
HIGHLIGHTS of the new network contracts with American Federation of Musicians for national radio, national television and national TV film labor, with a trust agreement beneficial to unemployed musicians [BROADCASTING • TELECASTING, April 28], include the following:

NATIONAL RADIO AGREEMENT (Effective Feb. 1, 1951, to Feb. 1, 1954)

Among the provisions:
1. FM-Interchangeability of Musicians: Musicians employed for simultaneous AM and FM broadcasting may be assigned to independent AM or FM programming.
2. Cooperative programs (network programs sponsored simultaneously by advertisers in various localities)—Pay scale same as for single sponsor.
3. Participating Programs (two or more-sponsors for network program no portion of which is allocated to particular sponsor)—Single-engage-ment musicians to receive single-engagement rate plus $5 for each half hour or less.
4. Segregated Programs (network program a specific portion of which is assigned to a sponsor)—Each segment to be treated as a separate engagement.
5. Composite Programs (segments allocated to one sponsor, or unassigned and ".. one or more periods of time in the course of which advertising credits are accorded to more than one sponsor without allocation of any specific portion .. . to any particular sponsor")—Single-engage-ment musicians to receive as follows: (1) Segments allocated to a sponsor or to be un-sponsored—single-engagement rate, (2) periods of time with more than one sponsor but unallo-cated—single-engagement rate plus $6 per half hour or less.
6. Technical Transcriptions: No change from old contract.

NATIONAL TV AGREEMENT (Effective Feb. 1, 1951, to Feb. 1, 1954)

Among the provisions:
1. "Local" and "Network" TV Programs: "Local" program is one broad-cast, whatever means used, over only one station; all others are "network."
2. Under Local Jurisdiction: Live local telecasts and live auditions for proposed programs which are not broadcast.
3. Live Network Telecast Scales: Basic minimum for single and weekly engagements same as applicable radio scale.
4. Audition Films: Musicians per-mitted in films made only to solicit live-show sponsors, providing: (1) scale established by the local is paid, (2) films are exhibited privately and for purpose made only, and (3) ownership and control of all prints and other reproductions, which are to be labeled with contract provisions in this regard, is retained by network.
5. Kinescopes: Kinescopes of live telecasts using musicians subject to (1) being produced only "at a time when the telecast is being regularly broadcast by an owned or affiliated station," (2) subsequent telecast only by station, the live telecast originated, (3) subsequent telecast only one time within 60 days of live telecast from whose station the live telecast originated, (4) ownership and control of all reproductions, etc., to be retained by network, and (5) be otherwise used or extracted from.
6. Remotes: Rates for remotes of any kind to be exclusively within jurisdiction of Federation, and not local.
7. Simulcasts: In addition to radio payment, musicians to get "applica-ble radio live repeat fee for each such commercial simulcast and $10 for each such sustaining simulcast."
8. Makeup and/or costing: Musi-cians employed for "newspage" programs (networks) not to be called earlier than 1 hour before the performance or rehearsal.
9. Participating Programs: Same as radio contract.
10. Participating Programs: Same as radio contract.
11. Composite Programs: Same as radio contract.

NATIONAL TV FILM LABOR AGREEMENT (Effective June 1, 1951—Jan. 31, 1954)

Among the provisions:
1. Appoints Samuel R. Rosenbaum to be trustee.
2. Concerns TV stations producing and expounding motion picture films and/or sound tracks.
3. Not applicable to film made under "audition" and "kinescope" provi-sions or National Television Agreem-ent.
4. Networks not to ask or influence any AFM to perform except within terms of agreement.
5. Pay scales open to individual arrangement providing agreed rates do not fall below Federation scale.
6. Without AFM permission, film not to be used or leased for any pur-pose except "exhibition on television broadcasts where no admission is charged for the privilege of attending such exhibition either before, dur-ing, or after transmission over tele-vision."
7. AFM to receive monthly report of films and sound tracks produced.
8. Written AFM permission re-quired to make, or permit facilities to be used to make, films embodying pictures of musicians or instrumental music for "any other person engaged in the production or exploitation of motion picture films and/or sound tracks."
9. Failure to live up to this con-tract, or upon its provisions becoming illegal, gives AFM option to ignore contract until such time as it becomes legal, or is lived up to.
10. AFM has right to audit records and accounts "concerning all trans-actions, the gross revenues from which are subject to percentage pay-ment pursuant to said trust agree-ment."

WHAT to do when you have 50 con-test winners and only three prizes?

That was the problem of WMT Cedar Rapids. Tait Cummins (center), WMT general manager, presented a grand prize contest on the Iowa boys state basket-ball tourney. In 10 days, 49,423 entries poured in. Prizes were all-expense vacation trips to Minnesota. Bill Querton (1), WMT general mana-ger, seems to be saying, "You've got to give us more prizes." Jerry Darry (2), who owns the resort winners will visit, appears to be saying, "Can't do a thing for you." Mr. Cummins seems willing to let them settle the prize issue. Final decision was determined by earliest postmark.

6 a.m. and 6 p.m. to be paid at the rate of straight time—per hour or fraction thereof: $5.68.
3. Consecutive work hours after 6 p.m.—time and a half—per hour or fraction thereof: $8.52.
4. When minimum of $28.13 is earned, excess is to be paid as follows: Before 6 p.m.—per hour or fraction thereof: $2.64.
5. Overtime after 6 p.m. up to 10 minutes—per hour or fraction thereof: $2.64.
6. Overtime after 6 p.m. in excess of 10 minutes—per hour or fraction thereof: $5.28.
7. All work hours must be consecu-tive (except that a one-hour meal period, deductible from work time, will be allowed in nine hours).
8. Motion Picture Recording Musi-cians—rates and conditions:

1. Single-session of three or less hours, in which (a) only five pictures of 30 minutes or less is made, (b) only five pictures of 35 minutes or less is made, (c) any spot announcements of one or less minutes is made, per man: $50.
2. Two sessions (completed within 12 hours of time called) may be divided into two periods at conven-ience of producer, with at least one hour between sessions.
3. Work between midnight and 8 a.m. to be paid time and a half.
3. Leader or contractor, double re-cording musician's rate.
4. Overtime before midnight, per man per 15 or less minutes: $4.18.
5. Overtime after midnight, per man per 15 or less minutes: $8.24.
6. Overtime must immediately fol-low a regular session. All hours not con-tinuous will be charged as addi-tional sessions.

C. Single Musician (non-recording)—

Daily Schedule:
1. Single sessions (three or less hours): $24.94.
2. Two sessions (six hours) com-pleted within 12 hours of time called and ending before midnight: $44.56.
3. Single sessions (completed within 12 hours of time called) may be performed in two con-secutive periods at producer's convenience, with at least an hour between sessions. (Continued on page 82)
KOIN by popular acclaim 
"Portland’s top station"

PORTLAND PEOPLE PREFER KOIN ...
among all stations by a wide margin. KOIN provides its listeners with the finest in news, music, drama, sports, and has for more than 25 years!

KOIN is Portland’s No. 1 station. Hooper City zone station-audience index for the 5-month period...October 1950 through February 1951, gives KOIN undisputed leadership!

For the TOP Job of Selling in the Portland Market, Use Portland’s TOP Station!

<table>
<thead>
<tr>
<th>TIME</th>
<th>RADIO SETS IN USE</th>
<th>KOIN (CBS)</th>
<th>B (NET)</th>
<th>C (NET)</th>
<th>D (NET)</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
<th>OTHER AM &amp; FM</th>
<th>HOMES CALLED</th>
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<tbody>
<tr>
<td>Monday thru Friday 8:00 A.M.-12:00 Noon</td>
<td>19.5</td>
<td>32.2</td>
<td>12.5</td>
<td>20.0</td>
<td>12.4</td>
<td>11.3</td>
<td>5.8</td>
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<td>1.4</td>
<td>1.6</td>
<td>1.6</td>
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<tr>
<td>Monday thru Friday 12:00 Noon-6:00 P.M.</td>
<td>23.1</td>
<td>31.4</td>
<td>20.9</td>
<td>17.7</td>
<td>10.5</td>
<td>7.4</td>
<td>6.9</td>
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<td>1.7</td>
<td>1.4</td>
<td>2.4</td>
<td>9,446</td>
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<td>Sunday thru Saturday Evening 6:00 P.M.-10:00 P.M.</td>
<td>35.9</td>
<td>35.6</td>
<td>28.3</td>
<td>16.5</td>
<td>11.9</td>
<td>...</td>
<td>3.8</td>
<td>1.8</td>
<td>...</td>
<td>...</td>
<td>2.0</td>
<td>18,238</td>
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<tr>
<td>Total Rated Time Periods</td>
<td>27.2</td>
<td>33.2</td>
<td>23.1</td>
<td>17.2</td>
<td>12.0</td>
<td>8.5</td>
<td>5.2</td>
<td>1.9</td>
<td>1.8</td>
<td>1.4</td>
<td>2.1</td>
<td>37,975</td>
</tr>
</tbody>
</table>

KOIN FM
PORTLAND, OREGON

avery-knodeL Inc., National Representatives • A Marshall Field Station

broadcasting • telecasting
SOME 800 delegates are expected to attend the radio-TV conference of the Ohio State U-sponsored Institute for Education by Radio-Television at the Deshler-Wallick Hotel in Columbus May 3-6.

Included among the delegates will be representatives from colleges and universities, broadcasters, civic leaders and interested persons from allied fields.

Affiliated organizations meeting at the same time will include the National Assn. of Educational Broadcasters, the Assn. for Education by Radio, Intercollegiate Broadcasting System, Alpha Epsilon Rho and Junior Town Meeting League.

For the first time in its 21-year history, the institute is incorporating in its title the word, television. This gesture is an indication of the whole theme to which the institute is keyed. This year, more than ever before, season is to be placed on TV.

**Ohio Institute**

Dr. I. Keith Tyler, head of radio education at Ohio State, is director of the institute. Kenneth Bartlett, director of the radio and television center at Syracuse U., again will serve as discussion leader at all general sessions.

TV allocations will be discussed by Brig. Gen. Telford Taylor, attorney who represented the Joint Committee on Educational Television at the Washington hearings. Among other principal speakers to attend the radio-TV conference are:

- A speakers panel including Hal Davis, Kenyon & Eckhardt, New York; Leon Goldstein, WMGM New York; Robert Rodgers, WGBH Educational Broadcasters; and Keith Nighbert, KUSB U. of South Dakota.
- A panel to D. Rishworth, director, Radio House at U. of Texas, and national chairman of committee on radio for the National Congress of Parents & Teachers, who will lead a discussion of children's radio and TV programs. Other speakers include: Dr. W. B. Lake, University of Illinois; Warren C. Snyder, U. of Chicago; John S. Sappington, Director Educational Broadcasting, Chicago Col.Es; Chicago Shore High School; Judith C. Walker, NBC; Gertrude G. Broderick, U. of Rochester; and Betty T. Girling, Minneapolis School of the Air.

A luncheon of the National Assn. of Educational Broadcasters.

The afternoon session will be devoted to special interest groups such as: "How to Tell the UN Story," discusssion led by Dorothy Lewis, coordinator of U. S. stations relations for United Nations Radio. Among those taking part in this discussion, and who will concentrate on techniques of presenting UN material in classrooms, are Dorothy Gordon, moderator, "New York Times" Youth Forum; Kathleen N. Larble, manager, WDTR Detroit; James F. MacAndrew, director of broadcasting, New York City Board of Education; Olive McHugh, Toledo radio consultant, and Burton Paul, director, radio, U. of Minnesota.

Discussion of effective promotional, publicity and production techniques for educational and public service programs will have Richard Pack, WNEW, New York, as chairman, and

**Ohio Institute**

**High Attendance Seen**

Ohio Institute, which represents the Ohio state and educational broadcasting community, is expecting a high attendance at its annual meeting in Columbus May 3-6. The meeting, which will be held at the Deshler-Wallick Hotel, is expected to attract hundreds of radio and television professionals from throughout the United States.

Among the highlights of the meeting will be a panel discussion on "The Status of Educational Broadcasting," moderated by Paul Bogen, director of radio, U. of Nebraska. Other topics to be discussed include "High School Radio and Television Workshops," "Broadcasting in the Schools," and "Broadcasting in the Classroom." Panelists will include educators, broadcasters, and other professionals from various fields.

A luncheon for the National Assn. of Educational Broadcasters will be held during the meeting.

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THIS IS THE SHAPE OF THINGS* IN THE MIDDLE WEST AT 1420 KC

*All things important to radio engineering—call letters, location, power, operating hours, directional patterns—for every AM broadcasting allocation on any given frequency.

STANDARD BROADCAST ALLOCATION MAP BOOK—1951 EDITION is now off the press. Shown above is a tiny excerpt from one of its 107 pages. Each page, measuring 17" x 22", reveals the basic facts about all the allocations on each channel from 540 kc to 1600 kc.

Originated in 1946 as a unique service to the industry, this atlas has now been thoroughly revised and expanded to cover all North American allocations—and, besides, NARBA-revised structures for the Bahamas, Cuba, the Dominican Republic, Haiti and Jamaica. This new edition thus makes clear the effect on the U.S. of all realigned facilities.

Pre-publication demand for the ALLOCATION MAP BOOK is already setting new records. To assure yourself the copies you will need in your business, simply fill in the order form below. Also available, as in the past, is the special monthly supplement service which readily keeps your atlas data up to date.

SIGN HERE...for matchless service benefits...MAIL TODAY

ED W. DAVIS, Chief Allocations Engineer,
MBS, 1440 Broadway, N.Y. 18, N.Y.

☐ Send me ______ copies of '51 ALLOCATION MAP BOOK @ $50.00
☐ Send me ______ copies of '51 ALLOCATION MAP BOOK—plus monthly supplement service to March, '52 @ $65.00

Check encl. ☐  Bill me ☐

NAME

FIRM

ADDRESS

Engineering Department,
MUTUAL
BROADCASTING SYSTEM
JOHN H. QUARLES
WRGA President, Dies

JOHN H. (Happy) QUARLES, president of WRGA Rome, Ga., died April 7 as a result of a heart condition from which he had suffered for some time. He had assumed the presidency of WRGA following the death of his father, John W. Quares, last Dec. 4.

WRGA had been controlled by the Quares family since 1933. The younger Quares was widely known in the industry and had been active in Georgia civic and public affairs.

VAB Agenda

AGENDA for the annual meeting of the Virginia Assn. of Broadcasters, to be held at the Home- stead, Hot Springs, Va. Thursday and Friday, has been sent to VAB members by President John W. Shultz, WMVA Martinsville, Va. Featured speakers will include Campbell Arnoux, WTAR-TV Norfolk, who will discuss TV operation in Virginia; Fred Dabney, time-buyer at Ketchum, MacLeod & Grove, Richmond, and Don White- head, AP foreign correspondent just returned from Korea. Other sessions will be devoted to appointment of committees, reports on resolutions, election of officers and directors. A luncheon, dinner and cocktail party also are scheduled.

SIGNING a $100,000 lease for new studios and office space in the Bankers Bldg., in downtown Milwaukee, is C. J. Lanphier, (seated), president, WFOX Milwaukee. Witnessing the process are (l to s) Charles A. LeForce, WFOX director of TV planning; Stanley Nostal, secretary, Wisconsin Broadcasting System Inc.; Arthur Binger, vice president, Bankers Bldg., and Jack Lippert, president, Bankers Bldg. WFOX expects to be in the new quarters soon.

CENSORSHIP

IN THE event of full-scale war, censorship operations should be administered on a voluntary basis under the direction of a qualified civilian from public media fields, the American Society of Newspaper Editors was told April 21 at the close of its 28th annual convention in Wash- ington.

The recommendation was devised by an ASNE committee, which also warned against "arrogant suppress-

ASNE Committee Urges Voluntary Control

it is "dangerous and unwise to let information . . . leak out in any unprocessed form."

The committee specifically cited the staffs of Defense and Commerce, Federal Security Agency, Internal Revenue Bureau and the RFC. Locally, it lashed out at the District of Columbia commissioners whose meetings behind closed doors are an "inspiring example of news control."

Another instance, though not specifically mentioned by the committee, lay in the explosive protests generated by the District of Columbia police department's action in attempting to remove television cameras from private property during Gen. Douglas MacArthur's Washington visit [Broadcasting • Telecasting, April 23]. The incident drew the fire of radio, television and newspapers alike (see separate story).

Elsewhere access to information is"being blocked off now by more camouflage, more barbed wire and red tape entanglements than any freedom ever encountered in the trenches . . . . Clever screens are being raised between the public and information . . . ." the group asserted.

Looking at the seizure of La Prensa, the committee resolved that the Peron government's action "erects another barrier between the Argentine people and the United States" Radio stations commemorated the death of La Prensa throughout the nation with spot announcements mourning its death, while many U. S. newspapers had flown their flags at half mast.

KWIK OFF AIR

Closed by FCC

UNDER an FCC decision handed down 90 days ago, KWIK Burbank, Calif., 250 w independent on 1490 kc, permanently ceased operation at 6 p.m. (PST) last Tuesday. Ruling followed a hearing in which FCC maintained the station's former owner, Burbank Broadcasters Inc., had made a stock transfer without notifying the commission.

Station went into bankruptcy more than two years ago and since then had been operated by Leslie S. Bowden, trustee in bankruptcy, with International Ladies Garment Workers Union guaranteeing the estate against loss.

KWIK was bought by the union two years ago at public sale for $40,000 contingent on FCC approval. Commission's ruling that the former owners gave no notification of the stock transfer and decision to permanently discontinue operation voided sale.

Floyd J. Jolley, former mayor of Burbank and now a city councilman, in association with Councilman Walter Mandfeld and others, has petitioned FCC for the station's frequency. They are also negotiating with the trustee in bankruptcy for purchase of the station's facilities. Station transmitter is located on Burbank city park property.
Top Ratings You Can Get Your Hands On!

That's what you're interested in... ratings you can buy! And in Worcester, Mass., independent WNEB has them!

IN LOCAL PROGRAMMING FROM 8 A.M. TO 6 P.M.
in time periods that are available to you...

WNEB LEADS IN ALL QUARTER-HOURS EXCEPT 3, IN COMPETITION WITH THE LOCAL PROGRAMS OF FOUR NETWORK STATIONS!*

What about the general picture? For the past year and more, from 8 A.M. to 6 P.M., competing with both local and NETWORK programs, the average ratings have shown that

INDEPENDENT WNEB HAS MORE LISTENERS THAN THREE OF THESE NETWORK STATIONS COMBINED†

WNEB's consistently high ratings, together with WNEB's low rates, makes WNEB consistently a better buy!

† Hooper Report Oct. 1949-Feb. 1951

WNEB WORCESTER MASSACHUSETTS

NEW ENGLAND'S LEADING INDEPENDENT IN NEW ENGLAND'S THIRD LARGEST MARKET

Represented by: The Bolling Company, Inc. and Kettell-Carter, Inc.
Public Service Perils

SEN. ED JOHNSON, at the request of a broadcaster, has introduced an amendment to the Communications Act that would do something, but not nearly enough, to simplify the hopelessly complex problem of political broadcasts.

The Johnson amendment, suggested by Ed Craney, Western stations owner, would make Sec. 315 of the Act applicable not only to political candidates themselves but also to their authorized spokesmen.

The section now reads: "If any licensee shall permit any person who is a legally qualified candidate for any public office, to use broad-casting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station. . . ."

The amendment would include, in addition to the candidates, non-candidates as are authorized to speak for them.

As now composed, the section also prohibits stations from censoring any material broadcast under provisions of the sections—except, of course, under the amendment, to apply to non-candidates. To this extent, the amendment would settle one question that has been fought as high as the U. S. Supreme Court. In the last year, the District Court in Philadelphia dismissed a libel suit against KYW, WCAU and WFTL, all Philadelphia, on the grounds that Sec. 315 forbade them to censor political broadcasts and that accordingly they were not responsible for any libel that crept into political speeches on their air.

Last December the U. S. Court of Appeals for the Third Circuit reversed the lower court, pointing out that the broadcasts in question were not made by a candidate. The Court of Appeals said that Congress had made it "perfectly clear" that Sec. 315 applied only to speeches by candidates and did not prohibit censorship of non-candidates.

Only a few days before the introduction of Sen. Johnson's amendment, the U. S. Supreme Court refused to review the Circuit Court ruling which had held the whole question has been reopened for further litigation. Such intricacies as this would be eliminated if the amendment were passed.

But other intricacies would remain, and, added to, bring about political furor.

Here is one dilemma: Sec. 315 specifically prohibits the broadcaster from censoring political broadcasts, but nowhere gives him any protection against local libel laws. If he uses Sec. 315 explicitly, he cannot stop a candidate from delivering a libelous speech.

Here is another: The section specifies that the broadcaster in under no obligation to permit any candidate to broadcast. In view of the welter of inconveniences he faces if he lets the first political aspirant use his station, a broadcaster might be tempted to keep away from politics altogether—except that the FCC, which administers the Communications Act, has made it plain that broadcasters who refuse to carry political talks are not living up to their public service responsibilities.

These are problems which have burdened the broadcasters long enough.

With the Johnson amendment as a starter, the Congress would do well to explore the whole, perplexing subject of politics on the air. Next year will bring broadcast politi-campan. We trust that by then broadcasters will be able to operate under more sensible regulation.

TV Political Grab

UNDER THE very noses of the nation's business and social leadership is being perpetrated an attempt at one of the biggest political grab-busts in history. Not much has been done about it because of the reluctance to attack a project that has taken on, mischievously, we think, the aura of education.

We refer to the bite of organized educators into the TV allocations. Already victor to the extent of reeling 10% of eight weekly supply of assignments, the now well-financed educators' lobby is whooping it up for 25%.

In unvarnished words, this is a crusade for publicized TV. In this case education should be reserved only for government, local, state and federal. Government is political. Thus, the issue is not whether a TV system should be devoted to education, but whether there should be a government-owned and controlled system alongside our private system.

David L. Lawrence, the Democratic boss of Pittsburgh, and chairman of the National Conference of Mayors, is plumping hard for the "educators' cut." He's urging his fellow mayors to move in. Why?

You can round up all of the trite talk about education, uplift, sweetness and light, and you collide with the inevitable: Mayors are elected politically and school boards are elected or appointed politically.

These channel grabbers are not educational leaders. Educators in the highest tradition do not compete with private enterprise. The earmarked allocations are not specified for colleges and universities, as appears to be common accepted. They cover all education.

The half-billion dollar Ford Foundation has been tapped for $90,000 by the Joint Committee on Educational Television. It is significant that the prime mover of JCEF is Dr. Robert M. Hutchins, who resigned from the University of Chicago to become a trustee of the Ford Foundation.

Already, numerous local school boards have gone to the Ford Foundation for funds to build TV stations, presumably through the good offices of Dr. Hutchins, first the organizer of JCEF and now at the paying teller's window of the Founda-

Aside from these sinister aspects, there are practical reasons why the FCC should not have capitulated. Limiting the use made of assignments, in turn limits the opportunity for competitive services and deprives the public of political and nonpolitical educational programs.

The quest of the JCEF lobby is a revival of the 1954 AM lobby for a fixed percentage of aural facilities. The U. S. Office of Education worked with Joy Elmer Morgan, of the National Education Assn. in that campaign. Money was procured from the Rockefeller and Carnegie foundations and the Federal Fund. The Wagner-Hatfield Bill, instructing the FCC to study the issue, was approved. The FCC reported that no case had been made.

Our school systems are in dire financial need. Teachers are under-paid. New construction is needed. The entire program lags. Then how can prudent government, whether local, state or Federal, espouse TV stations involving an initial investment of half a million? An entity plus annual operating overheads (deficits) to match?

There must be a reason. It is the just for power—political power and perpetuation of politicians in office. It is a move toward socialization of the latest and greatest instrumentality for winning the hearts and minds of men.

JOHN McLAUGHLIN

JOHN McLAUGHLIN, advertising and sales promotion manager of Kraft Foods Co., Chicago, remembers his initial sales venture as having all the essentials of a TV comedy routine.

As a door-to-door salesman for a vacuum cleaner concern 23 years ago, he made his first pitch to a housewife in Evanston, a Chicago suburb. For his convincing demonstration, he could go on for hours, but not nearly so smoothly toward the climax of his salesmanship—the feather flying. Clicking on the switch, Mr. McLaughlin heard a great whoosh and a puff, and found himself—along with the disgruntled housewife—enveloped in a fog of feathers. He didn't attach the bag to the machine properly. For the next two hours he proved the merits of the cleaner—to himself.

Although Mr. McLaughlin has passed sales tests more successfully since then, he has nevertheless been called upon to study and cherish the housewife's point-of-view. Several years later, as editor in chief of a five-color, eight-page tabloid publication, Your Friendly Neighbor, he worked as Mary Mack, needle-work expert; Phoebe Dune, cooking authority, and Tom Andre, Hollywood gossip columnist, all at the same time. The paper was distributed by neighborhood Pure Oil Co. stations to customers in their service area.

He worked in Chicago for the Pure Oil Co. and its subsidiaries for 15 years. During that time, he trained station managers in selling accessories and planned campaigns for tires, batteries and other accessories as assistant advertising manager. In this work, he helped develop the system of selling accessories through service stations by coordinating sales with service. He nurtured this through the experimental stage to a point where it made a profit for the company and increased customer satisfaction. It was then, he reports, he learned to "taste bag" the dependency of customers who went off the retail merchant on the higher echelon of advertising.

Before joining Pure Oil, Mr. McLaughlin spent a year as a student-worker in all departments of the state University of North-

(Continued on page 86)
First on radio... now on TV, these WFAA produced shows are attracting a loyal and receptive audience... an audience with buying power to ring up sales for the sponsor's products. Each of these experienced and familiar artists is seen on television throughout the Dallas-Fort Worth area. An established local following resulted in immediate commercial sponsorship for these WFAA favorites. If you have a sales problem take it to the station with 28 years' experience in writing, creating and producing shows... first on radio... now on TV.

WFAA-TV

CHANNEL EIGHT

27.1 KILOWATTS DALLAS

NBC, ABC, DuMONT

Represented Nationally by

EDWARD PETRY & CO., INC.

Martin B. Campbell, General Manager
front office

A. (Abe) SCHECHTER, since Nov. 1 on executive staff of Crowell-Collier Publishing Co. (Colliers, American, Woman’s Home Companion), last week was elected vice president in charge of public relations, which embraces publicity, advertising and promotion. He joined publishing firm after having been vice president of Mutual since 1945. Prior to war, in which he served as lieutenant colonel, he had directed NBC news and special events for a decade.

TOM PETERSON, who resigned two weeks ago as Chicago manager of O. L. Taylor Co. (Broadcasting • Telecasting, April 9), to John E. Pearson, station representative firm, as account executive in Chicago office. He is on vacation now and will report for work May 7. GEORGE W. CLARK, midwest sales manager, said addition of Mr. Peterson increases number of salesmen in Chicago to four.

NATIONAL TIME SALES, N. Y., radio station representative, appointed exclusive representative for WGSJ Washington.

M. LEONARD MATT, program director and news commentator WDAS Philadelphia, appointed assistant manager.

JACK GRANT, national sales representative KROW Oakland, appointed sales and service manager.


DOC POURNELLE, former manager WHBQ Memphis, has acquired an interest in WWSO Springfield, Ohio. His associate is BRADLEY KINCAID, WWSO president, and veteran radio performer.

Mr. Schechter

CARL E. LEE, director of engineering Fetzer Broadcasting Co. (WJEF Grand Rapids, and WKZO-AM-TV Kalamazoo), appointed assistant to President JOHN E. FETZER. Under supervision of president, Mr. Lee will be charged with execution of all company policies and will continue as director of engineering for stations.

PAUL H. RAYMER Co., Inc., N. Y., now mailing weekly newsletter reporting national spot activity to all radio and TV stations it represents. Weekly releases include latest information on proposed campaigns, product distribution, markets to be used, agency and advertising personnel realignment and changes, with occasional warning when questionable account appears in trade.

W. L. HURLEY and STEVE DOUGHERTY to sales staff WDCY Minneapolis. Mr. Hurley was with KSO Des Moines, and Mr. Dougherty worked at WMN St. Paul.

O. L. TAYLOR Co., N. Y., appointed national sales representative for WCBM Baltimore, Md.

IVAN W. WHITTEY to Toronto office National Broadcast Sales, station representative firm, and ERNIE TOWNSEND from Toronto office to Montreal office.

ALAN COURTNEY, station relations contact NBC Hollywood, named broadcast industry liaison on promotion committee L. A. Zoological Society.

FRED PEMBERTON, British Broadcasting Corp., London, appointed manager CKSF Cornwall. He succeeds HARRY FLINT, appointed general manager WOSC Fulton, N. Y.

GODFREY TUDOR, South African Broadcasting Corp., to sales staff H. N. Stovin & Co., Toronto, station representative.

R. J. GRASLEY appointed manager CJRW Summerside, P.E.I.

Personal . . .

VICTOR A. SHOLIS, vice president and director WHAS-AM-TV Louisville, presented 1961 medal of American Cancer Society, as layman contributing most to cancer control program in America . . .

A. HARRY BECKER, chief of administration branch, Litigation and Administration Div., FCC Law Bureau, father of daughter, Susan Joette, born April 20 . . . MARK WOODS, vice chairman of board of directors ABC, will be one of principal speakers at Mid-Century Convocation of Ithaca College, May 11 and 12. Mr. Woods will discuss role of radio in “Reaching the Minds and Hearts of Men Throughout the World to Promote International Understanding and World Peace.”

HOWARD STANLEY, general manager and commercial manager WBMAM Arlington, Va., father of boy, Jeff . . . JOSEPH L. TINNEY, vice president WCAU Philadelphia, promoted from lieutenant commander to captain in Naval Reserve. . . . WALTER H. GOAN, general manager WAYS Charlotte, N. C., appointed publicity director for annual city Police-Firemen’s Baseball game.

HARRY D. GOODWIN, general manager WNJR Newark, father of daughter, Claire Louise . . . FRANK E. SHAFFER, general manager WEIR Steubenville, Ohio, awarded Navy Unit Citation for service during World War II . . . ROBERT J. McANDREWS, managing director Southern California Broadcasters Assn., named commercial broadcasting representative on Communication Division, L. A. County and Cities Civil Defense Planning Board.

WAYNE MULLER, account executive KIEV Glendale, Calif., father of boy, Jonathan, April 11 . . . DICK WALSH, account executive KGKR Long Beach, Calif., elected president Long Beach Advertising & Sales Club. . . . CHARLES MALCOLM DACUS, salesman WTVJ (TV) Miami, and NANCY JANE KULP, former writer-actress at station, married April 1 . . . GEORGE MOSCOVICS, manager television department, KTSL (TV) Los Angeles, May 1 speaks on TV before Seattle (Wash.) Advertising Club. He will also conduct “clique” on TV commercials.

ROBERT A. SCHMID, MBS vice president for advertising promotions and public relations, to speak today (Monday) before New York U. Advertising and Marketing Club in New York, on “Care and Feeding of Trade Marks.” . . . EDWARD C. CANNON, general manager KIEV Glendale, Calif., elected to local board of education. . . . KEN COOPER, account executive WDRC Hartford, father of daughter. Deborah.

WOC 5,000 W 1420 Kc

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

Davenport, Iowa
AM-FM-TV
Exclusive National Representatives

Page 50 • April 30, 1951
Let's start back in 1939—at the beginning of World War II—with wholesale prices and the average revenue railroads get for hauling a ton of freight one mile*... standing even

And now look—in June, 1946, nearly a year after V-J Day—commodity prices had already gone up... to here

But railroad average ton-mile revenue was still right back where it had been before the war... like this

By July 1949, prices had moved way ahead... like this

While railroad revenue per ton per mile had gone up only... to here

Since then, prices have kept on going... and now they are way out there

But railroad ton-mile revenue has stayed about the same... like this

So it is—that railroad freight charges—which even before the war were but a small fraction of the cost of most articles you buy—are a still smaller fraction of today's prices.

Association of American Railroads
Transportation Building - Washington 6, D.C.
RTMA STEEL REQUEST Pends Before NPA

A REQUEST by Radio-Television modify its iron-steel restriction order which the industry claims would now tend to prevent it from fulfilling consumer demand for smaller radio-TV sets was pending before the National Production Authority last week.

The protest, filed by RTMA President Glen McDaniel with NPA Administrator Manly Fleischmann, was understood to have been referred to NPA's general counsel for reply.

Mr. McDaniel told the production agency that present language of the order—specifically sections which now place a ceiling on unit production—is "directly contrary" to NPA's materials conservation policy, which calls for redesign of equipment and substitution of metals in greater supply.

The regulation, Mr. McDaniel asserted, "would have the undesirable result of freezing our industry production to its pattern of 1930 when an unusually large number of expensive combination receivers was manufactured." In effect, it would serve to impose a unit cut-back on shelf manufacturers and eliminates flexibility in production of various types of receivers.

"Efficient Job"

Mr. McDaniel said it is industry's understanding that a "resourceful and efficient job" of conserving materials would enable it to "make as many of its products available to the public as possible within a tonnage limitation by reducing the amount of the controlled material in any single unit." The order divided the radio-TV industry into five production categories, and prohibits the shifting of steel allotments from one category to another.

The sections of Order M-47 to which RTMA takes exception provide that firms assembling parts made of steel and iron shall be limited to 50% of the total units assembled during last year's base period.

Cites Five Points

These points were raised by Mr. McDaniel:

1. The result . . . can only be to lessen the effectiveness of our conservation effort so far as steel is concerned. This blow comes at a time when our industry-wide program involving the free dissemination of information on conservation developments to all companies within the industry is gaining momentum. . . .

2. The radio-television industry is still in a period of growth and development. Its products continue to change and improve rapidly and are not stabilized as those, for example, in the automobile industry. The provisions cited tend to halt this development. They retard the process of evolving better products for less money. They discourage technological progress.

3. The radio-television manufacturing industry is highly competitive and is well known for the rapid, even speed with which the growth of small and new companies. The provisions of Sections 5 and 6 tend to freeze competitive positions at the status existing a year ago. This will mean a halt to the growth of some smaller and newer companies who have made enormous progress in the last year. It will enhance the advantages of the larger and wealthier companies who, according to RTMA, have pioneered in television's development and will penalize the smaller companies who have less financial strength.

4. To keep our industry in a healthy condition, we must constantly alter the nature of our products to meet changing public demands. Failure to change in public demand results from the imposition of a 10% excise tax on TV sets last November, the tightened credit restrictions of Regulation W, and increased labor and materials cost. These factors require manufacturers to make stringent efforts to reduce the cost of television and radio sets so that persons in low and medium income groups can afford them. At present the demand for smaller table model radio and television sets is stronger than the demand for large combination sets.

The provisions . . . tend to prevent the industry from meeting this public demand. The result can only be the waste of steel by the manufacture of a greater proportion of sets which consume a relatively larger quantity of steel.

5. If the provisions referred to are based in part on the idea that manufacturers should be prevented from shifting production to more profitable units, we believe this consideration is inapplicable to the radio-television manufacturing industry. Precise figures are not obtainable, but it is certainly clear that the industry's desire to make more sets in the lower price categories is not a search for higher profit margins. It is a desire to meet the popular market where steel profits can be expected only from the economies made possible by quality production techniques. We must add that we do not believe the purpose of M-47 is to control profits under the guise of limiting the use of steel.

NPA SURVEY

To Check Electronic Mfrs.

The compliance spot check wiil be far-reaching in scope, embracing, such facets as inventories, use of scarce raw materials, conservation techniques and compliance with defense-related orders. When deliberate violations are found, the cases will be referred to the Justice Dept. for "prompt and vigorous prosecution," NPA Administrator Manly Fleischmann asserted.

The survey will extend to all aluminum industry groups, covering about 25 businees concerns in each field and including large, medium and small enterprises on a geographical basis. As a result, electric, motor, manufacturer of end products and component parts, aluminum fabricators and producers of copper and copper base alloy products also will take part.

One such survey, covering more than 300 members of the aluminum industry, already has been completed by the Federal Trade Commission, which conducted similar studies for the War Production Board during World War II. Compliance examiners will endeavor to help firms avoid violations and to correct them when they occur, NPA stressed.

POPULATION

153,490,000 as of March 1

TOTAL population of the United States was estimated at 153,490,000 as of March 1, including armed forces overseas, according to V. Pecl, Census bureau director. This represents an increase of 2,357,000 or 1.6% over April 1, 1950. The bureau has issuing county-by-county agricultural reports for each of the nation's 3,000 counties. Based on 1950 census data, the reports show number of farms, acreage, average size of farm, production of livestock, operators, irrigation, electrical facilities (but not including radio or TV sets), along with livestock inventory, sales of principal crops and animals, and grain production. These farm figures are compared with data from the 1940 agricultural census. Radio engineers may request these reports for counties in their coverage areas if they will specify the counties. The reports may be obtained from Frank B. Wilson, information assistant to the director of the Census Bureau.
Magic carpet for summer sales in

Three and a half million of your best customers live within the pattern of this carpet. They are the inhabitants of WCAUSA—every one within reach of your message through the magic of WCAU radio.

And during the summer, 90% of them never leave WCAU’s coverage when they go on vacation. They simply move from one WCAU county into another. The only difference is they buy more goods and services in WCAUSA during the summer. Within the 8-county, greater Philadelphia area alone, people spent $366,644,000 during June, July and August in 1950—more than during any other season of the year. And these are only 8 out of WCAU’s total 53 BMB counties.

Small wonder 50 of the biggest national spot and local advertisers stayed with WCAU all year round in 1950. They know that the customers who make retail sales go up with the thermometer in WCAUSA are the same ones who keep WCAU daytime ratings just as high in the summer as during all the rest of the year.

And that’s why it’s true—with advertisers as well as audiences—

"AT HOME OR AWAY, THEY NEVER LEAVE WCAUSA"

---

WCAU

The Philadelphia Bulletin Stations
CBS affiliate
Represented by Radio Sales

*10-100% BMB coverage.
Other supporting facts available on request
SAFETY AWARDS

Networks, Stations Cited

THREE NETWORKS, 69 radio stations and 7 video outlets have received 1950 National Safety Council public interest awards for "exceptional service to safety." Winners of the non-competitive awards were announced Monday in Chicago.

Networks cited were NBC, Mutual and Don Lee, along with these video stations: KPIX (TV) San Francisco; WAAM (TV) Baltimore; WFTL-TV Philadelphia; WJZ-TV New York; WMAR-TV Baltimore; WNBW (TV) Washington and WWJ-TV Detroit.

Radio stations earning commendations were:

CHUM Toronto; CJBC Toronto; CKOC Hamilton, Ont.; KCOS Kansas City; KCVN Stockton, Calif.; KELO Sioux Falls, S. D.; KFEL Denver; KFJL Klamath Falls, Ore.; KLSA Little Rock, Ark.; KLZ Denver; KOIL Omaha; KOMI Portland; KOMO Seattle; KRED Los Angeles; KRNT Des Moines; KTFI Twin Falls, Idaho; KTVI Seattle; KGW Stockton, Calif.; KWKX Hutchinson, Kan.

KKLR North Little Rock, Ark.; WABJ Adrian, Mich.; WAND Canton, Ohio; WBCK Battle Creek, Mich.; WBST Brockton, Mass.; WCNE Pittsburgh; WCCQ Hartford; WCWO Minneapolis; WCWS Amsterdam, N. Y.; WDEL Wilmington; WDLB Marshfield, Wis.; WDSR Lake City, Fla.; WDY Decatur, Ill.; WFBC Greenville, S. C.; WPIL Philadelphia; WFLX Farmville, Va.; WGBR Cleveland;


WINN Louisville; WISC Madison; WISN Milwaukee; WJDX Jackson, Miss.; WJBL Detroit; WJB Detroit; WMAZ Macon, Ga.; WMOV Hamilton, Ohio; WNRR Norristown, Pa.; WNAX Yankton; WQFT Bristol, Tenn.; WOWO Ft. Wayne, Ind.; WPRO Providence; WRVA Richmond; WSB Atlanta; WTBW Norfolk; WTIC Hartford; WDU-FM Knoxville; WWDC Washington; WWJ Detroit; WNNR Beckley, W. Va.

Among the judges were Arthur F. Harre, general manager, WWJD Chicago; Wesley I. Nunn, advertising manager, Standard Oil of Indiana; Robert K. Richards, director of public affairs, NARTB; Arthur Stringer, NARTB; Judith Walker, director of public affairs and education, NBC Chicago.

"They're Off!"

CBS will broadcast exclusively the Kentucky Derby from Churchill Downs, May 5, 15:15-5:45 p.m., and a 15-minute film of the race will be telecast over CBS-TV late the same day, it was announced last week. Gillette Safety Razor Co. will sponsor coverage in both media. TV films of the race will be processed at WHAS-TV, CBS affiliate in Louisville, and then edited while in flight to Dayton, Ohio, to be telecast over another affiliate there, WHIO-TV, to the CBS-TV interconnected network.

WATO SHIFT

Carpenter Named Manager

MARSHALL H. PENGRA, president and general manager of WATO Oak Ridge, Tenn., has announced appointment of David H. Carpenter as vice president and general manager.

Mr. Carpenter was formerly with WCON-AM-TV Atlanta. He has been in Oak Ridge since February and assumed management of the station April 15.

In making the announcement, Mr. Pengra said he was considering several possibilities in the radio field but that he had made no final commitments as yet. He will retain his one-third interest in WATO.

Mr. Pengra formerly was director of radio for the Southern Oregon Publishing Co. and general manager of its KRNR Roseburg, Ore. He resigned that post to join Frank Pellelgin and Carlin S. French, vice presidents of H-R Representatives Inc., in the construction of WATO in 1948. Currently, he is serving on the NARTB radio operator's committee.

Mr. Carpenter has been in radio since 1939, with stations in the south, in New England, and in New York. Just prior to joining WATO he was with MCA Artists Ltd., New York.

PROGRAM RATINGS

ARB Surveys Feb. Week

NBC walked off with 12 of the top 20 radio network program ratings for the first week of February, according to a survey of programs audiances conducted by the American Research Bureau [CLOSED CIRCUIT, April 23]. CBS edged NBC in the top 10, however, by a 5-4 margin.

Top 20 programs and their ratings were: Jack Benny (CBS), 20.8; Groucho Marx (NBC), 17.4; Lux Radio Theatre (CBS), 17.2; Walter Winchell (ABC), 17.1; Amos 'n Andy (CBS), 16.0; Charlie McCarthy (CBS), 15.4; Fibber McGee & Molly (NBC), 15.1; Bob Hope (NBC), 13.8; My Friend Irma (CBS), 13.5; People Are Funny (NBC), 12.9; Hit Parade (NBC), 12.8; Bing Crosby (CBS), 12.7; Mr. District Attorney (NBC), 12.4; Judy Canova (NBC), 12.1; Dennis Day (NBC), 12.1; Arthur Godfrey (CBS), 12.1; Aldrich Family (NBC), 11.7; Great Gildersleeves (NBC), 11.6; Dragnet (NBC), 11.8; Big Town (NBC), 11.4.

STATE ASS'N'S

Federation Meetings Urged

PROPOSED federation of state broadcasting associations moved forward last week as Ben Laird of WDUZ Green Bay, president of the Wisconsin group, mailed letters suggesting meetings at which the move will be considered. National organization of the 28 state broadcasting associations was suggested during the NARTB convention in Chicago, where it received "wholehearted endorsement," Mr. Laird said.

He suggested to state presidents that they consider federation and possible ways in which to organize state groups in areas now without them. Regional meetings may be planned for initial discussion, with a midnight session taking place in Chicago next month. The national group would supplement work of the NARTB, and one activity would be an interchange of legislation information, Mr. Laird said.

SISTER Mary Antonine

SISTER Mary Antonine, 85, Roman Catholic nun credited with conducting the first successful non-commercial radio experiment in the Western Hemisphere, died April 13 in South Bend, Ind. The nun, a science teacher who had served in the Holy Cross Order 54 years until her retirement in 1941, built an induction coil which wireless telegraph signals were received at St. Mary's College, South Bend, in 1899.
HOW MANY ARMS should your engineer have?

If you're talking about arms in sleeves, we'll concede that the usual pair is ample — if, however, you're talking about those on turntables, well, that's a different story!

Station managers are finding it good business, indeed, to own more than the usual two turntables. There are many reasons, among them the increasing trend toward more and more transcribed commercials that must go in split second sequence without a "hitch" — often during station breaks. Engineers often find it impossible to "set up" the minimum two turntables for best results.

With an extra turntable or two, station breaks and spots are aired with precision — studio dramatic productions "live" with well timed sound effects. Extra turntables mean extra flexibility — smoother station operation.

Then, too, your salesmen will tell you it's profitable to have a turntable available for client audition, without having to make the customer wait 'til the show is "off the air"!

Actually, from the standpoint of investment, the cost of an extra turntable or two is small when proper consideration is given the many advantages they offer in smoother productions and in dependable "on-the-air" insurance!

The unquestioned quality of Gates transcription equipment will make it your first choice in bringing your station up to modern standards.

Write today for your copy of Gates complete Transcription Turntable Catalog.

GATES RADIO COMPANY MANUFACTURING ENGINEERS QUINCY, ILLINOIS, U. S. A.

Gates CB-10, Master Transcription Turntable... Provides complete transcription facilities independent of control room equipment. Incorporates Gates CB-11 Chassis for all speeds with built-in three-stage pre-amplifier, power supply and pick-up of your choice. Mixing control, broadcast-cue switch and filter control conveniently located on sloping front panel. Attractive two-tone gray cabinet.

Gates CB-14 Transcription Turntable... Probably the most popular transcription turntable in use today. Transcription chassis is Gates CB-11, providing operation at all speeds. Variable filter is on the chassis proper and a mercury starting switch is conveniently located on the side. Available with or without self-contained pre-amplifiers. All Gates Transcription Turntables are available with the pick-up of your choice.
SET SHIPMENTS

SHIIPMENT of TV receivers to dealers in 41 states and the District of Columbia totaled 600,603 sets in January, compared with 691,000 recorded for December 1950, a quarterly report by Radio-Television Mfrs. Assn. shows. The report covers approximately 1,000 counties.

RTMA estimates of TV sets are based on shipments to all counties where the average purchase exceeds 200 receivers per year, or 25 per month. The report is the second in a series of county tabu-

lations on a quarterly basis. Previous reports were limited to fewer than 200 counties.

Tabulation of sales to dealers by counties follows:

<table>
<thead>
<tr>
<th>State and County</th>
<th>Sets Sold in January</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALABAMA</td>
<td>28</td>
</tr>
<tr>
<td>ALASKA</td>
<td>78</td>
</tr>
<tr>
<td>ARIZONA</td>
<td>1,143</td>
</tr>
<tr>
<td>ARKANSAS</td>
<td>130</td>
</tr>
<tr>
<td>CALIFORNIA</td>
<td>2,924</td>
</tr>
<tr>
<td>COLORADO</td>
<td>800</td>
</tr>
<tr>
<td>CONNECTICUT</td>
<td>3,050</td>
</tr>
<tr>
<td>DELAWARE</td>
<td>1,060</td>
</tr>
<tr>
<td>FLORIDA</td>
<td>2,007</td>
</tr>
<tr>
<td>GEORGIA</td>
<td>58</td>
</tr>
<tr>
<td>ILLINOIS</td>
<td>44</td>
</tr>
<tr>
<td>INDIANA</td>
<td>57</td>
</tr>
<tr>
<td>KANSAS</td>
<td>44</td>
</tr>
<tr>
<td>LOUISIANA</td>
<td>29</td>
</tr>
<tr>
<td>MASSACHUSETTS</td>
<td>37</td>
</tr>
<tr>
<td>MICHIGAN</td>
<td>2,510</td>
</tr>
<tr>
<td>MINNESOTA</td>
<td>301</td>
</tr>
<tr>
<td>MISSOURI</td>
<td>29</td>
</tr>
<tr>
<td>MONTANA</td>
<td>1,154</td>
</tr>
<tr>
<td>NEBRASKA</td>
<td>14</td>
</tr>
<tr>
<td>NEVADA</td>
<td>41</td>
</tr>
<tr>
<td>NEW HAMPSHIRE</td>
<td>40</td>
</tr>
<tr>
<td>NEW MEXICO</td>
<td>1,001</td>
</tr>
<tr>
<td>NEW YORK</td>
<td>1,015</td>
</tr>
<tr>
<td>NORTH CAROLINA</td>
<td>496</td>
</tr>
<tr>
<td>OHIO</td>
<td>1,000</td>
</tr>
<tr>
<td>OKLAHOMA</td>
<td>1,015</td>
</tr>
<tr>
<td>OREGON</td>
<td>1,000</td>
</tr>
<tr>
<td>RHODE ISLAND</td>
<td>1,000</td>
</tr>
<tr>
<td>SOUTH CAROLINA</td>
<td>2,000</td>
</tr>
<tr>
<td>SOUTH DAKOTA</td>
<td>2,000</td>
</tr>
<tr>
<td>TENNESSEE</td>
<td>2,000</td>
</tr>
<tr>
<td>TEXAS</td>
<td>2,000</td>
</tr>
<tr>
<td>UTAH</td>
<td>10</td>
</tr>
<tr>
<td>VERMONT</td>
<td>10</td>
</tr>
<tr>
<td>VIRGINIA</td>
<td>2,000</td>
</tr>
<tr>
<td>WASHINGTON</td>
<td>2,000</td>
</tr>
<tr>
<td>WEST VIRGINIA</td>
<td>2,000</td>
</tr>
<tr>
<td>WISCONSIN</td>
<td>2,000</td>
</tr>
<tr>
<td>WYOMING</td>
<td>10</td>
</tr>
</tbody>
</table>

On All Accounts
(Continued from page 10)

The Big Ten will celebrate their fourth anniversary.

One of Mr. Shapiro’s outstanding accounts is Mort Farr, who started advertising with him when he first opened his agency, and who has the distinction of having the oldest half-hour TV show in Philadelphia. Mort Farr is now president of the National Appliance Dealers of America, and has just received a citation from Brand Names Foundation as one of the three most outstanding appliance dealers in the country.


Mr. Shapiro’s originality and imagination helped start a number of new TV programs in Philadelphia. He was the first to start a sponsored disc jockey show. He also started the first TV quiz show, with George Gah-ney, and who has the first 5-minute sponsored sport show on TV with Don Kellett, who is now television director of WFIL-TV Philadelphia.

Retail Accounts
Mr. Shapiro stated that his agency will never give up its retail accounts because “advertising that is written in white ivory towers overlooks the real point at which advertising is done—consumers level. Consumers level is the laboratory for testing consumers acceptance and sales potential.”

Mr. Shapiro is married and has two daughters, Elaine and Miriam. His brother, Hy, has just returned from writing assignments in Hollywood and is now associated with him in the agency.

His hobbies include golf and reading, and he is a sheepdog collie dog. He is a member of the Poor Richard Club, and the Television Assn. of Philadelphia.

CBG Governors Meeting
NEXT MEETING of the Canadian Broadcasting Corp. board of governors is to be held at Radio Canada Bldg., Montreal, May 7.

No agenda has been announced as yet, but it is expected the Royal Commission Report on Radio and Television will be issued about that time, and the Radio Canada Bldg. will be officially opened May 18.

Radio Corporation of America

RADIO CORPORATION
OF AMERICA

Page 56 • April 30, 1951
TV SETS-IN-USE BETWEEN 1:00 AND 4:00 P.M. HAVE MORE THAN DOUBLED SINCE OCTOBER, 1950

More than twice the number of viewers, more than twice the size market...and still growing fast. Buy Daytime TV on these twelve outstanding stations for your product before their Daytime is sold out.

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

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
PLAY BALL!

PHILLIES
and
ATHLETICS
Games on

WDEL-TV  WGAL-TV
Wilmington, Del.  Lancaster, Penna.

Play Ball means that all Saturday home games of both
Phillies and Athletics are telecast over WGAL-TV
and WDEL-TV. This splendid baseball feature is important
on two counts. First, because it has definite appeal in
these two markets. Second, because it is only one of a great
many special features which are the result of effective,
long-range programming. These two stations are increasing
their number of viewers constantly. They're keeping
these growing audiences loyal and responsive through
programs which are worthwhile and diversified. They offer
TV advertisers an unusually fine opportunity for
profitable business. Investigate.

WDEL-TV—Wilmington, Delaware
Only television station located in this market—
which is first in retail store purchasing; has
the highest per capita expenditure of any state.

WGAL-TV—Lancaster, Pennsylvania
Only TV station in this large, prosperous area
of Pennsylvania. Presents the top shows of
four networks: NBC, CBS, ABC and DuMont.
Producing outstanding sales results.

Represented by
ROBERT MEEKER Associates • CHICAGO • SAN FRANCISCO • NEW YORK • LOS ANGELES
By LARRY CHRISTOPHER

Although FCC's television docket to date is filling up mostly with comments supporting the reservation of noncommercial, educational channels proposed by the Commission in its revised TV allocation plans, two Fellows leaders of Kansas City have urged that reservation of VHF Channel 9 there be removed in order to allow commercial use of the facility.

They contend local educational institutions won't be able to afford TV at the present time and are getting plenty of free time now from cooperative local commercial stations.

Meanwhile, FCC Chairman Wayne Coy, in a letter made public last week, has indicated that channel assignments to specific communities made in the allocations table are not forever permanent, but are subject to reassignment elsewhere if not used within a reasonable time.

Revised Allocation Plan

FCC's revised TV allocation plan, which would provide for nearly 2,000 VHF and UHF stations in more than 1,200 communities throughout the U.S., proposes to reserve about 10% of the channels for educational use [Broadcasting • Telecasting, March 28, p. 8].

Although observers agree it's far too early to interpret a trend of national thinking about the TV plan from the few comments received so far, the educational reservation appears destined to be a very popular issue. Considerable general comment on the subject is flowing in from all sources—most direct to the Commission, many via home-town Congressmen, and even to the White House.

Only a trickle of comment has been received from commercial broadcasters—on the educational issue or any issue in the complex proceeding.

Deadline for initial comments is May 7, with replies thereto and counter-proposals due May 22. Hearing on the city-by-city allocation proposals is to commence June 11.

Chairman Coy's explanation that all channel allocations—educational and commercial—will not be permanent in any city if left idle for a long period, was contained in his reply to an expression of dis-

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**TABLE I**

<table>
<thead>
<tr>
<th>TOP TEN TV NETWORK ADVERTISERS for 1951</th>
<th>$430,000</th>
</tr>
</thead>
</table>

**Source:** Publishers Information Bureau

**F**igures cover time on ABC, CBS and NBC TV only. Taxes, service and miscellaneous figures not shown.

**TABLE II**

<table>
<thead>
<tr>
<th>LEADING TV NETWORK ADVERTISERS IN EACH PRODUCT GROUP FOR FEBRUARY 1951</th>
<th>$5,415</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Automotive, Automotive Supplies &amp; Access.</strong> Ford Motor Co.</td>
<td>$235,290</td>
</tr>
<tr>
<td><strong>Beer, Wine &amp; Liquor.</strong> Anchor-Brown &amp; Sons, Inc.</td>
<td>$20,660</td>
</tr>
<tr>
<td><strong>Confectionery &amp; Soft Drinks.</strong> Mars Inc.</td>
<td>$1,194,800</td>
</tr>
<tr>
<td><strong>Consumer Services.</strong> United States Steel Corp.</td>
<td>$2,500,720</td>
</tr>
<tr>
<td><strong>Drugs &amp; Remedies.</strong> Four Loko Loba</td>
<td>$2,048,430</td>
</tr>
<tr>
<td><strong>Food &amp; Food Products.</strong> General Foods Corp.</td>
<td>$2,048,430</td>
</tr>
<tr>
<td><strong>Gasoline, Oil &amp; Other Fuels.</strong> Texas Co.</td>
<td>$1,002,000</td>
</tr>
<tr>
<td><strong>Household Equipment.</strong> General Electric Co.</td>
<td>$1,114,360</td>
</tr>
<tr>
<td><strong>Household Furbishments.</strong> Mohawk Carpet Mills</td>
<td>$1,114,360</td>
</tr>
<tr>
<td><strong>Industrial Materials.</strong> Atlas-Koehler Glass Corp.</td>
<td>$2,220,660</td>
</tr>
<tr>
<td><strong>Jewelry, Optical Goods &amp; Camera.</strong> Spalding</td>
<td>$29,400</td>
</tr>
<tr>
<td><strong>Office Equipment, Stationery &amp; Writing Supplies.</strong> Minnesota Mining &amp; Mfg. Co.</td>
<td>$15,330</td>
</tr>
<tr>
<td><strong>Publishing &amp; Media.</strong> Time Inc.</td>
<td>$46,035</td>
</tr>
<tr>
<td><strong>Radios, TV Sets &amp; Appliances.</strong> RCA</td>
<td>$112,220</td>
</tr>
<tr>
<td><strong>Retail Stores &amp; Direct Mail.</strong> Kroger Co.</td>
<td>$7,340</td>
</tr>
<tr>
<td><strong>Smoking Materials.</strong> R. J. Reynolds Tobacco Co.</td>
<td>$297,390</td>
</tr>
<tr>
<td><strong>Soap, Starches &amp; Polishes.</strong> Procter &amp; Gamble Co.</td>
<td>$397,390</td>
</tr>
<tr>
<td><strong>Towels &amp; Toilet Goods.</strong> Colgate-Palmolive-Colea Co.</td>
<td>$141,245</td>
</tr>
<tr>
<td><strong>Wine, Tobacco &amp; Cigars.</strong> Quaker Oats Co.</td>
<td>$44,100</td>
</tr>
</tbody>
</table>

**Source:** Publishers Information Bureau

**Notes:** Figures cover time on ABC, CBS and NBC TV only. Taxes, service and miscellaneous figures not shown.

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The soap company's February total shows an increase from the $348,835 worth of TV network time it bought in January, unlike most companies whose February time purchases reflected at month's end.
KOOTTY problems attending television coverage of top-interest Congressional sessions, currently a source of Capitol confusion, were further projected on at least three committee hearings this week.

The question was posed with renewed vigor as a Senate investigating Committee debated whether to open hearings on Gen. Douglas MacArthur's scheduled testimony this Thursday — and if so, whether to permit TV cameras in the hearing room.

The issue of sponsorship of public interest proceedings also came to the fore as Congress generally marked time on specific proposals to review media coverage of Senate and House debates as well as committee sessions [Broadcasting & Telecasting, April 23]. The Radio Correspondents Assn., also was planning to study its approach to the controversy.

Involved in last week's highlights were:

The Senate Armed Services Committee, which holds hearings of Foreign Relations Committee, will hear Gen. MacArthur testify on his dismissal as Far Eastern commander.

The House Agriculture Committee, which has asked for video coverage of hearings involving Agriculture Secretary Charles Brannan, but balked when the question of reimbursement was raised.

The House Un-American Activities Committee, whose members voted to retain the ban on TV cameras and newsmen.

At week's end composition of the committee probing the MacArthur removal had not been definitely set, nor had the issue of media coverage been resolved. It appeared, however, that such coverage and TV hearings would be held behind closed doors in executive session.

Wants Closed Hearings

In an issue split along party lines, Sen. Richard B. Russell (D-Ga.), chairman of the Senate Armed Services Committee who will spearhead the probe, served notice that he prefers closed hearings for security reasons. Sen. Robert Taft (R-Ohio), chairman of the GOP Policy Committee, felt that "demands for public hearings will be so loud that they could lead to any question we will get them." He suggested that the House Agriculture Committee, which has asked for TV coverage of hearings involving Secretary Brannan, study the issue of sponsorship before proceeding to executive session. Later Sen. Taft denied that either he or his committee advocated TV or radio broadcasts.

Sen. Russell hedged his position with the reservation that he would go along with public hearings and TV coverage, but only if Gen. MacArthur specifically requested them. He decried the possibility of sessions being permeated with a "circus atmosphere." He added: "It's my feeling that since we have to have so much preference for entertainment over the radio and television, however des-

 Future Hill Coverage Weighed

In New York, Maj. Gen. Court-
möny Whitney said Gen. Mac-Arthur would not object to being televised to or open hearings. But Sen. Russell made plain that the General would have to file a formal request and assure the committee he would not broach security.

The committee is expected to hold an executive session Tuesday or Wednesday when it will resolve the question of whether, including radio and television coverage, CBS, ABC and Teleast week sought a deci-

dion as to whether TV cameras and newsmen would be permitted.

The incident involving the House Agriculture Committee posed not only the issue of sponsorship but of the Jurisdiction and unwritten policy held by the Speaker to prevent TV into the House over committee sessions.

Committee Chairman Harold D.

VIDEO BUDGETS

TELEVISION money, by and large, is new money, appropriated by advertisers specially for this new medium and not taken out of funds formerly earmarked for other media.

That conclusion, which directly contradicts a rather widespread belief that much of television's advertising income is being raised at the expense of other media, comes from the television Industry but from Magazine Advertisers' Association, certainly no apologists for TV.

Using Publishers Information Bureau figures of advertisers' expenditures for time on network radio and television and space in magazines and Sunday newspaper supplements, MAB found that most TV sponsors also use other media. Even more pertinent, MAB found that these TV advertisers have increased their use of other media at a faster rate than have advertisers not using TV.

In the last half of last year, MAB reported, 126 advertisers spent $25,000 or more for network TV for a total of $261.6 million. This was an increase of $19.3 million over their TV expenditures of $76.5 million in the last half of 1949. While their use of TV was giving up by 26.5%, however, these TV advertisers:

Increased their magazine expenditures by $7.7 million, or 11.8%, compared to a 10.3% increase in the magazine investment of non-TV advertisers.

Increased their purchase of network radio by 20.1%, compared to a decline of 9.1% in the use of network radio by non-TV advertisers of $0.7 million, or 8.3%.

Increased their Sunday supplement advertising expenditures by $2.8 million, or 20.1%, compared to a decline of 9.1% in the Sunday supplement advertising of non-TV advertisers.

(Figures for daily newspaper advertising will not be available for several months, MAB stated.)

Negotiations for several details about the 126 users of network TV during the July-December 1950 period.

MAB reported: Nearly seven out of eight — 96.1% also used 126— also used magazines, compared with 106 in the last half of 1949. Nearly half of the network TV advertisers — 62 of the 126— also used network radio in the last six months of 1950, against 67 who used network radio in the final half of 1949. Slightly more than half — 69 of the 126— also used newspaper supplements, again higher than in the last six months of 1949.

**USE OF MEDIA BY TV & NON-TV ADVERTISERS**

<table>
<thead>
<tr>
<th>Medium</th>
<th>Last 6 Months of 1949</th>
<th>Last 6 Months of 1948</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Advertisers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Network TV</td>
<td>$26,088</td>
<td>$19,749</td>
<td>+26.5%</td>
</tr>
<tr>
<td>Magazines</td>
<td>72,184</td>
<td>56,477</td>
<td>+19.7%</td>
</tr>
<tr>
<td>Network Radio</td>
<td>9,245</td>
<td>10,491</td>
<td>-10.9%</td>
</tr>
<tr>
<td>Sunday Newspaper Supplements</td>
<td>16,894</td>
<td>14,131</td>
<td>+17.3%</td>
</tr>
<tr>
<td>Webcasting</td>
<td>28,064</td>
<td>21,483</td>
<td>+29.9%</td>
</tr>
<tr>
<td>Total</td>
<td>$84,981</td>
<td>$65,672</td>
<td>+29.3%</td>
</tr>
<tr>
<td>Non-TV Advertisers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Magazines</td>
<td>193,405</td>
<td>168,500</td>
<td>+14.1%</td>
</tr>
<tr>
<td>Network Radio</td>
<td>12,165</td>
<td>11,250</td>
<td>+8.1%</td>
</tr>
<tr>
<td>Sunday Newspaper Supplements</td>
<td>14,579</td>
<td>12,794</td>
<td>+13.9%</td>
</tr>
<tr>
<td>Total</td>
<td>$219,550</td>
<td>$193,549</td>
<td>+13.3%</td>
</tr>
</tbody>
</table>

**LIPPERT PACT**

Producer Signs With AFM

LIPPERT PRODUCTIONS, Hollywood, independent motion picture producer, last week signed contracts with James Brulio, president, AFM, allowing release of motion pictures for television showing as well as production of films for TV exhibition, thus opening the way for arrangements by other film producers.

The Lippert contract calls for complete re-scoring of sound-tracks of old films to be released for televis-}

The firm has plans to go into production of films expressly for television at this time, according to a Lippert spokesman.

Negotiations for a similar deal with AFM currently are underway by Hollywood Television Service Inc., Hollywood distribution firm. Corporation principals, Earl R. Collins, president, and western district manager, Republic Pictures, and Morton Scott, vice president, Republic executive, are nego-}tations for a similar deal with AFM currently are underway by Hollywood Television Service Inc., Hollywood distribution firm. Corporation principals, Earl R. Collins, president, and western district manager, Republic Pictures, and Morton Scott, vice president, Republic executive, are nego-}tations for a similar deal with AFM currently are underway by Hollywood Television Service Inc., Hollywood distribution firm. Corporation principals, Earl R. Collins, president, and western district manager, Republic Pictures, and Morton Scott, vice president, Republic executive, are nego-}
the pace-making T-V FILM PROGRAMS come from **UNITY**

★ Now available to all TV Stations, agencies and sponsors — a centralized booking office for your film programs.

★ The vast film libraries of many companies are now unified for booking exclusively thru Unity.

★ Whatever your need for films — whether a serial for kid appeal or action dramas for adult audiences, you may be sure to book it at Unity.

★ Write, phone or wire today for the unified booking plan of Unity.

☑️ **AUDIENCE TESTED** ☑️ **SPONSOR TESTED** ☑️ **RATING TESTED**

**Special!** "THE STRATFORD GROUP" 13 GREAT PICTURES—GREAT STARS—GREAT CASTS

- MY BROTHER'S KEEPER
- MAGIC BOW
- MR. EMMANUEL
- AGAINST THE WIND

- THE BROTHERS
- THE GUVRINOR
- CORRIDOR OF MIRRORS
- END OF THE RIVER
- DEAR MURDERER

- MR. PERRIN AND MR. TRAIL
- THE IRON DUKE
- EAST MEETS WEST
- SONG FOR TOMORROW

featuring such noted players as Stewart Granger, Yehudi Menuhin, Eric Portman, Sabu, Marius Goring, Patricia Roc, Will Fyffe, Roland Young, George Arliss and Others.

**UNITY TELEVISION CORPORATION**

1501 BROADWAY, NEW YORK 18, N. Y. • LONGACRE 4-8234

ARCHIE MAYER • "BOB" WORMHOUT • "CONNIE" LAZAR • SID WEINER
President • Sales Manager • Program Director • TV Booker
IN PEACE and in war, Norfolk businessmen enjoy the patronage of countrymen whose buying income is far above average. The metropolitan area is the 25th market of the U.S., according to population figures. It is one of the South's largest.

In 1950, its estimated retail sales stood at $449,997,000. A good amount of this business is assured because of government activity. For example, Virginia's Hampton Roads is Navy-minded, fore and aft. The grand total of money in circulation from Navy payrolls alone comes to over $20 million.

This is the Newport News-Norfolk-Portsmouth zone that speaks out as 33d in the country for effective buying income. That's fertile area for television. And it is where WTAR-TV makes its home.

The station, which saluted its first birthday April 2, serves a Virginia-North Carolina population area that is estimated at nearly one million.

When WTAR-TV started its trail blazing in the Cavalier State it had an oversized promotion task on its hands. But on the chosen day, television arrived in a blaze of pag- entry. Star of the show was WTAR-TV, newest addition to the AM and FM operations of WTAR Radio Corp., owned by Norfolk Newspapers Inc.

In cooperation with its newspaper brethren, the Virginia-Pilot and the Ledger-Dispatch, one of the largest TV shows ever held in the South was staged for three days at the City Arena, Norfolk's new and modern civic center.

Large booths set up on the arena floor displayed some 23 different makes of receivers. On the stage, a large TV studio was put up, with complete production equipment.

During the three days, four 15-minute shows in the afternoon and six at night were produced on the stage. Talent was supplied by 125 local entertainers. People could watch the shows in production on stage or else could watch them on TV receivers provided in booths on the arena floor.

Spokesmen from TV dealers and distributors in the Tidewater region were on hand to explain different makes and models. A 66-page TV section of the Sunday Virginia-Pilot and the Monday Ledger heralded the event.

Station Starts With 19 Local Shows

WTAR-TV was a modest enterprise in its beginning. With 600 sets in the area, the station started operations with 19 local shows or 5% hours local programming a week. Average air-time was nine hours per day. Live network shows were selected from all four TV networks.

Now, there are some 65,000 TV sets. This increase took place in a market of 192,200 radio homes, according to the station's figures.

WTAR-TV concludes this set boost for one year to be one of the largest on record for any first-year TV outlet.

Local programming has jumped to 30 shows, or 10 hours per week. Station, as of April 1, was carrying 41 out of 69 top TV programs of all four networks. Staff personnel increased from 40 to 100. The station reached the 5,000-hour mark in airline.

As at the onset of TV in the Tidewater area, the Norfolk Newspapers cooperated by recording the station's first celebration with a quantity of publicity.

During Anniversary Week, 30-page TV sections were printed by both newspapers, dedicating them to WTAR-TV and the distributor-dealer set in the Tidewater area. Fifty dealers, aligning with distributors, inaugurated the anniversary with special attractions in city-wide showrooms, giving away 11 receivers.

In the past year, WTAR-TV estimates it spent over $10,000 and bought 5,000 column inches of space in nine Tidewater and northeastern North Carolina newspapers as a continuing advertising campaign.

WTAR-TV was preceded in the Norfolk area by two older members of its family by quite a few years. WTAR, the AM operation, made its debut Sept. 21, 1923. It continued to increase power from its original 15 w and by 1941 had become a 5 kw operation. In 1947, a 50 kw FM station was added.

Campbell Arnoux is president of WTAR Radio Corp. and has been director of its operations for the past 17 years. When he joined the station in 1934, Mr. Arnoux had been a manager of KTHS Hot Springs, His title was general manager of WTAR, and since that time he has been at the station's helm, directing the growth of operations.

Among the managing, producing and directing are TV Operations Manager John C. Peffer, TV Production Manager Winston Hope, and Chief Engineer Richard Lindell. A staff of 24 engineers man the visual and audio technics.

Early last year WTAR Radio Corp. moved into its new million-dollar radio-television center at 720 Boush St. It was dedicated Sept. 20. The modern building contains business offices and studios.

WTAR-TV operates on Channel 4 (66-72 mc) with an effective radiated power of 24.2 kw visual and 12.1 kw aural. Its 400-ft. tower is located behind the WTAR center.

Sloven Heads Board Of Executives

Chief executives of the AM-FM-TV facility are Col. S. L. Slover, chairman of the board; Mr. Arnoux, president; Henry S. Lewis, vice president and treasurer; C. Ralph Beamon, secretary; Robert Lambe, sales manager, and Frederick N. Lowe, promotion manager.

Its TV Rate Card #3 (Jan. 1, 1951) lists rates at $400 per hour Class A; $300 per hour Class B, and $200 per hour Class C.

WTAR-TV lays claim to success in TV operation in quickly adapting itself to local likes. One of its popular local shows is Felenew, most of which is produced by the station. Regional coverage adds to...

(Continued on page 70)
MR. SPONSOR:

WJBK-TV—FIRST IN DETROIT!

9 out of top 11 in March;
first 6 nights out of 7
in March (Pulse)

First 5 out of 7
nights (Hooper)

6 out of top 10 in Detroit
on WJBK-TV (Videodex)

The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2459
Represented Nationally by THE KATZ AGENCY, INC.
company, but also lauded satellite programs such as Auditions of the Air and Opera Album. A special word of praise was given the "sumptuous" telecast by ABC of the Met's opening performance of Verdi's "Don Carlo."

Also in radio music entertainment, a citation was given Ira L. Hirschmann, WABF (FM) New York, for integrity in musical presentation "during a year when many lovers of music felt that radio had forgotten their needs."

Educational Citation

NBC's The Quick and the Dead, selected in the radio education classification, was named in recognition of the series' success in simplifying and dramatizing a difficult technical subject and "in dwelling on the good as well as the evil that lies in the conquest of nuclear energy." A special word of praise was given William Lawrence, The New York Times, who brought to the program a wide knowledge and long experience in popularizing science; for Bob Hope and the players in their dramatic interpretation; and for William F. Brooks and Fred Friendly of NBC for "behind-the-scenes planning."

Award for contribution to international understanding went to "Radio Free Europe," a private organization, "unhampered by public or state policies" which did a "magnificent" job penetrating the Iron Curtain with the message of democracy [Broadcasting & Telecasting, July 1960].

In the same category, citations went to WNYC New York for its United Nations news and feature coverage which included the official proceedings of UN on a daily basis; to MBS and UN Radio for the series of hour-long documentaries, The Pursuit of Peace, which delineated to listeners the worldwide scope of the international undertakings; and for the premiere program, "Document A/T/I," which dramatized the background and implications of the UN declaration on human rights.

In the television entertainment category, the veteran Jimmy Durante was named the best during 1950 "by the sheer impact of his irresistible personality" which scattered to the winds "the stale formulas and dreary routines that were threatening to put television into the same straitjacket that has restricted so-called comedy programs in radio." The Peabody Awards Committee stated he had done more to raise the spirits of television audiences "than any single program in [its] memory."

A citation in the television education category was given The Johns Hopkins Science Review, which originates at WAAM (TV) Baltimore for the DuMont Television Network and which received a citation in the education classification.

Peabody Winners

(Continued from page 86)
AUDIENCE RESPONSE by the BUSHEL!

Here's proof of the sales influence and audience response to KEYL's top television entertainment in the San Antonio trade territory.

2 ONE MINUTE SPOTS
SOLD OVER
$10,000.00
WORTH OF MERCHANDISE ON A
$50.00 ITEM

40,286 PIECES OF MAIL FROM ONE PROGRAM IN LESS THAN 6 MONTHS

2 SPOT ANNOUNCEMENTS
SOLD
$4,000.00 WORTH OF MERCHANDISE ON A $19.75 ITEM

2 FIVE MINUTE PROGRAMS
SOLD OVER $30,000.00 WORTH OF MERCHANDISE

San Antonio, Texas
Channel 5

Ask um BLAIR TV, Inc., national representatives about the straight-to-the-market coverage of KEYL.

*Names, facts and figures pertaining to the above and other examples of KEYL's audience response are on file and available.
It's like a four-ring circus—having the best shows from all four TV networks—and even more fun for 500,000 viewers.

No wonder Toledoans are climbing aboard at a lively clip. Sets sales now stand at...

125,000

And—as an added attraction, remember WSPD-TV bonus coverage in Northwestern Ohio and Southern Michigan.

There's still a spot for you. Why not climb on, too? Katz has the story. Get it today.

**Weekly Television Summary—April 30, 1951, TELECASTING Survey**

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**Telestatus**

TOTAL firms using TV advertising went up to 4,740 in February, according to the March Rorabaugh Report on Television Advertising. The total had declined to 4,466 in January from an all-time high of 4,928 in December 1950.

The networks reported 165 advertisers sponsoring 215 programs, a gain of one advertiser and one program over January. National and regional spot schedules totaled 1,065, placed by 964 firms. Local retail spot schedules totaled 3,611, placed by 3,011 advertisers.

In the product classification breakdown, foods and food chain stores again showed the greatest number of products advertised—39 network and 331 spot for a total of 370 in February (see table). Beer and wine accounted for 134 products advertised, seven network and 127 spot.

The top ten cities by number of spot advertisers were shown as follows:

<table>
<thead>
<tr>
<th>City</th>
<th>Total Spot Advertisers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. New York</td>
<td>225</td>
</tr>
<tr>
<td>2. Chicago</td>
<td>205</td>
</tr>
<tr>
<td>3. Los Angeles</td>
<td>205</td>
</tr>
<tr>
<td>4. Philadelphia</td>
<td>153</td>
</tr>
<tr>
<td>5. Cleveland</td>
<td>133</td>
</tr>
<tr>
<td>6. Boston</td>
<td>120</td>
</tr>
<tr>
<td>7. Baltimore</td>
<td>120</td>
</tr>
<tr>
<td>8. Detroit</td>
<td>100</td>
</tr>
<tr>
<td>9. San Francisco</td>
<td>92</td>
</tr>
<tr>
<td>10. Washington</td>
<td>102</td>
</tr>
</tbody>
</table>

NBC held its lead in the total number of network schedules, with 82 out of 216. CBS was second with 70. ABC totaled 44 and DuMont, 19.

To top three accounts on each network by number of stations used are given below:

**NBC**

1. DeSoto                      1. Kansas City/9
2. Texas Co.                   2. Boston/2

**ABC**

1. Lutheran League             1. Kansas City/9
2. B. T. Babbitt               2. Boston/2

**CBS**

1. Nash-Kelvin                1. Kansas City/9

**Star Theatre**

**ARB April Video Report**

**Rorabaugh February Report** (Report 161)

---

**NUMBER OF ADVERTISERS BY PRODUCT GROUPS**

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Network/Spot</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Agricultural &amp; Pet Foods</td>
<td>20</td>
<td>21</td>
</tr>
<tr>
<td>2. Automotive (tires, accessories)</td>
<td>7</td>
<td>127</td>
</tr>
<tr>
<td>3. Bear &amp; Wildlife</td>
<td>7</td>
<td>134</td>
</tr>
<tr>
<td>4. Beverages (non-alcoholic)</td>
<td>9</td>
<td>58</td>
</tr>
<tr>
<td>5. Clothing &amp; Accessories</td>
<td>10</td>
<td>40</td>
</tr>
<tr>
<td>6. Confections</td>
<td>8</td>
<td>29</td>
</tr>
<tr>
<td>7. Dairy &amp; Milk</td>
<td>6</td>
<td>36</td>
</tr>
<tr>
<td>8. Drugs</td>
<td>5</td>
<td>52</td>
</tr>
<tr>
<td>9. Furniture</td>
<td>3</td>
<td>11</td>
</tr>
<tr>
<td>10. Foods &amp; Food Chain Stores</td>
<td>4</td>
<td>370</td>
</tr>
<tr>
<td>11. Gasoline &amp; Oils</td>
<td>4</td>
<td>19</td>
</tr>
<tr>
<td>12. Household (appliances, furnishings, supplies)</td>
<td>20</td>
<td>68</td>
</tr>
<tr>
<td>13. Jewelry &amp; Accessories, Gems, etc.</td>
<td>4</td>
<td>68</td>
</tr>
<tr>
<td>14. Laundry, Soaps, Cleaners, Potatoes</td>
<td>16</td>
<td>40</td>
</tr>
<tr>
<td>15. Miscellaneous</td>
<td>11</td>
<td>57</td>
</tr>
<tr>
<td>16. Publications</td>
<td>16</td>
<td>68</td>
</tr>
<tr>
<td>17. Public Utilities</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>18. Radios, TV Sets, Photographs &amp; Accessories</td>
<td>23</td>
<td>12</td>
</tr>
<tr>
<td>19. Tobacco, Cigarettes &amp; Accessories</td>
<td>20</td>
<td>29</td>
</tr>
<tr>
<td>20. Toilet Requisites</td>
<td>25</td>
<td>56</td>
</tr>
<tr>
<td>21. Transportation</td>
<td></td>
<td>81</td>
</tr>
</tbody>
</table>

---

**Weekly Television Schedule**

---

**Telecasting**

**BROADCASTING**

---

**500,000 on the Bandwagon**

---

**WSBP-TV**

**Total Markets on Air 63**

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**Editor's Note:** Totals for each market represent estimated set count within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. **Total sets in all areas is necessarily approximate.**

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**WSBP-TV Channel 13**

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**April 30, 1951**
ASHVILLE, NORTH CAROLINA
Birthplace of Thomas Wolfe, nationally famous mountain resort, metropolis of western North Carolina, Asheville's tourist income is dwarfed by its annual industrial payroll of $11,000,000 and county farm income of $9,000,000. Buncombe County's 122,300 people receive regular television service only from WBTV, Charlotte.

CABLE TELEVISION FOR 3 MILLION CAROLINIANS

CHARLOTTE
JEFFERSON STANDARD BROADCASTING COMPANY REPRESENTED NATIONALLY BY RADIO SALES
COLOR SHOWING

Viewed at ANPA Convention

FOUR CBS color demonstrations last week for more than 250 editors and publishers attending the ANPA convention in New York (see story page 29) brought a "highly enthusiastic" response, the network announced.

Reactions, as reported by CBS, included--

** Tom G. Gooch, Dallas, Tex., Texas Herald publisher and board chairman of KRLD-AM-TV Dallas "wonderful."

** Guy P. Gannett, president of the Guy Gannett Publishing Co., which publishes the Portland, Me., Press-Herald and Express, and president of WGUY Bangor and WGAN Portland "beautiful."

** Mark Echridge, Louisville, Ky., Courier-Journal and Louisville Times publisher and owner of WHAS-AM-TV Louisville "remarkably good."

** George F. Booth, editor and publisher of Worcester, Mass., Telegram and Gazette, and president of WTAG Worcester "very good. I'd like to start broadcasting in color when we start our television station."

Among the other newspaper executives who saw the demonstrations (the CBS affiliates owned by papers are shown in parentheses)--

Marcelus M. Murdoch, Wichita, Kan., Eagle (KPH); William Armi- stead and Shields Johnson, Roanoke, Va., Times and World News (WDBJ); Ben H. Potter, Rock Island, Ill., Argus (WHBF-TV); Carl C. Council, Durham, N. C., Herald-Sun (WDNC); Frank G. Huntress and Frank Huntress Jr., San Antonio, Texas, Express (XTSA); Jack R. Howard, Knoxville, Tenn., News-Sentinel (WNOX).

William J. Pape, Waterbury, Conn., American-Republican (WBR); Robert M. Lean, Philadelphia Bulletin (WCAU-AM-TV); Lee P. Loosin, Ma- son City, Iowa., Globe-Gazette (KGG); Jose Horne, Rocky Mount, N. C, Telegram (WFFM); George R. Lamade, Williamsport, Pa., Grit for the service, and commercial feasibility of the service.

** To obtain full information concerning plans or proposals looking toward the establishment of television service on a commercial or non-commercial basis.

** To determine whether persons engaged in furnishing television service would be engaged as common carriers for the purpose of providing a television service, such service should be established on a non-commercial basis.

** To obtain full information concerning plans or proposals looking toward the establishment of television service on a commercial or non-commercial basis.

** To determine whether television service should be provided by the issuance of a proposal for allocation of frequencies or of such frequency allocations for the purpose of providing a television service.

** To determine whether persons engaged in furnishing television service would be engaged as common carriers for the purpose of providing a television service, such service should be established on a non-commercial basis.
Will you love me in July... as you did in cold December?

You loved spot television in December... April, March and November

(You have spent over three times as many dollars on NBC Spot Sales' stations since December as you did last year)

... but did you know that spot television is going to be even more lovable this summer?

(17.3% more families will view television in July than in last December.)

Now, in the spring, is the time for media buyers to turn their fancies to thoughts of summer spot television. You'll reach more people*, find better availabilities* and sell more merchandise*... 

(Television is the favorite summer activity in the 7,277,300 TV homes in these stations' areas, according to Elmo Roper Study, August 1950.)

(And remember, retail sales are 8% higher in summer than in January-through-March.)

It's the best proposal you'll have all spring. You only have to name the date.

*Your NBC Spot Salesman has the proof.

NBC Spot Sales

NEW YORK  CHICAGO  CLEVELAND
SAN FRANCISCO  HOLLYWOOD
in five cities although Mr. Berle was starred in five others.

The Texaco Star Theatre on April 3 obtained a rating of 59.6 and was seen by an estimated 24 million persons in 7,210,000 homes. Most notable climb was made by the Groucho Marx program, You Bet Your Life, which rose to second place in the number of homes reached. This show was viewed by an estimated 17 million persons in 5,500,000 homes.

ARB TV-Nationals for April were reported as follows:

<table>
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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>73.00</td>
<td>72.50</td>
<td>70.40</td>
<td>69.90</td>
<td>69.50</td>
<td>69.00</td>
<td>67.00</td>
<td>66.00</td>
<td>66.00</td>
<td>65.00</td>
</tr>
</tbody>
</table>

**Teletest**

(Continued from page 66)

in five cities although Mr. Berle was starred in five others.

The Texaco Star Theatre on April 3 obtained a rating of 59.6 and was seen by an estimated 24 million persons in 7,210,000 homes. Most notable climb was made by the Groucho Marx program, You Bet Your Life, which rose to second place in the number of homes reached. This show was viewed by an estimated 17 million persons in 5,500,000 homes.

ARB TV-Nationals for April were reported as follows:

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**Telephone**

(Continued from page 62)

national and international news. This operation is directed by News Chief Emilieh Maxwell. It is telephone 15-days, five daily features. INS, News Photos and local film shots by Norfolk newspaper photographers are shown on the program. Two photo men of the Ledger-Dispatch have contributed many area shots for Teleneux as well as for NBC's Camel News Caravan. Their first assignment was a hot one—the USS Missouri's (Mighty Mo) grounding off Hampton Roads.

**Local Success**

Another local success show is Chrysler Amateur on Wednesdays at 6-7 p.m. Wednesday and presenting 12 to 15 amateur contestants, selected on the basis of auditions held weekends. Week's winner gets a $50 War Bond; grand prize winner receives an all expenses-paid trip to New York for auditions on Ted Mack's Original Hour.

WTAR-TV puts the mail count for this program to more than 43,000 letters and postcards over a four-month period.

In the fashion world, Alice Brewer White, fashion and women's director for WTAR since 1946, adds a 15-minute TV show to her regular radio duties. The video portion is shown twice weekly.

Another local highlight is Animal Fair, which WTAR-TV feels is a unique. Produced by Mary Frances Morissette, the Fair has as its theme the stray, homeless pup. This program, which, of course, helps owners to recover their pets, and which adds a dash of human interest from animal life, has earned favorable mention in the Humane Review.

The impact of WTAR operations has both modernistic and luxurious beauty. Its wide auditorium studio, complete with stage, dressing rooms and lighting controls, is suitable for a variety of radio and TV productions and has an adequate space for studio audiences.

In the main television studio, automobiles may be driven in by a rear door, and one end of the studio is set aside for the camera. To its rear is the prop room where scenery and stage properties are stored. A viewing room on the mezzanine is for viewing film, and the lights are arranged to rotate vertically or horizontally. They can be operated by one man from a steel catwalk hanging from overhead cables. All lights are controlled on rubber-wheeled dollies.

Equipment includes a Projector device for complete duties that include film, slides, opales and scroll titles. WTAR also has two studio camera video controls, one film camera control, one off-air monitor or "switcher," a preview monitor, and audionaries are equipped with talkback equipment. For use with the TV network, a separate master control room is for radio broadcasting.

Two large radio studios flank the AM master controls with annunciator's booth, and rooms for various radio equipment are used.

All control rooms and studios are separated from corridors by sound locks. Mobile equipment and various control rooms for the studio complete the picture.

A unique advantage that WTAR-TV enjoys is the low elevation of the immediate area. Since it is on sea level, wide, viewable flat fields exist at the elevated lines to the elevated country and thus seem to reach farther, the station claims.

The other "advantage" WTAR-TV enjoys is the progressive approach it takes to coverage, programming and local highlighting. Thus far, it has paid off with added coverage and better, more complete programming and additional local programs. The future looks unlimited for WTAR-TV, which has had only one year's existence.

**TV Status**

(Continued from page 60)

Wood (D-Ga.) and Rep. Francis Walter (D-Pa.), ranking majority member.

The Senate Crime Investigating Committee, extended four months and head of the Committee by Sen. Herbert O'Connor (D-Md.), meets early this week. Whether further hearings will be held and whether televicpe panels will be permitted was held unknown last week.

Some observers noted that Sen. O'Connor has publicly advocated TV coverage and that if sessions resume in other cities, video cameras would be allowed. Other committee members have been lavish in their praise of TV as a means of arousing public interest, particularly former Sen. Francis P. Estates (R-Conn. (D-Tenn.) (BROADCASTING TELECASTING, April 23).

**MacArthur**

(Continued from page 58)

for broadcast on NBC's Voices and Events yesterday.

An NBC cameraman covered the event for film clips to be used on the General's-generic NBC-TV.

Five Milwaukee AM stations—WHN WEMP WFOX WMAL WMIL—collaborated on a "MacArthur Network," which carried complete coverage as a noncommercial, public service event.

Reports were set up at 13 points throughout the city and county, following the progress of the General. Five announcers and 25 engineers were on duty. Coordinating took place in a control center at WSN studios, across from the Plankinton House headquarters. The entire coverage was supervised by George DeGrace, manager of WSN.

Reports on earlier MacArthur coverage continued to pour into BROADCASTING TELECASTING last week.

Columbia Records Inc. announced it will issue speech recordings of the General's Congressional address. WOR New York is releasing recordings in the New York metropolitan area in two groups—long-playing and 12 inch standard sizes. Official release of a 15-minute TV series, Parade of Events, highlighting MacArthur feats.

**KRKN Coverage**

KRKN Lexington, Neb., reported favorable comment on its special events coverage of the General's return to the U.S. and its public opinion poll on his dismissal. KEYL (TV) San Antonio conducted a similar poll. WOW-TV Omaha reported that NBC-TV kinescoped events from the General's headquarters. The General released a 16-minute TV series, Parade of Events, highlighting MacArthur feats.

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For more than a year...

EASTMAN 16mm.
TELEVISION PROJECTOR,
MODEL 250

NEVER before have so many revolutionary new ideas been combined so successfully in one 16mm. projector.

Designed for continuous trouble-free performance . . . used for more than a year in leading key network studios . . . the Eastman 16mm. Model 250 is giving an amazing account of itself . . .

- Precise sprocket-type geneva pulldown assures exceptional film steadiness . . .
- Exclusive feature makes possible "still-frame" operation — permits commentary from "frozen" frame . . .
- Simple, convenient control system includes remote control, gives maximum over-all operating efficiency . . .
- Advanced optical and electronic engineering makes possible unparalleled sound reproduction . . .
- Improved tungsten illumination — plus "Lumenized" Kodak Projection Ektar Lenses — provide unusual mosaic screen image brilliance.

Write today for detailed information on specifications, prices, and delivery.

Available upon request: "Theater Quality 16mm. Projection." This 16-page book describes features of Eastman Projector, gives much valuable projection information. Write for your copy today.

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

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

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

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Record every program on film...

EASTMAN TELEVISION RECORDING CAMERA
INS GROWTH

INTERNATIONAL News Service newspapers, 60 radio stations, 32 special wire journalism to its client list during the past 12 months, Seymour Berkman, who has been key to the expansion of the INS in the television news industry. Monday, the INS announced the addition of 10 new television stations to its network, bringing the total number of clients to 135. This expansion will allow the INS to provide its clients with a more comprehensive and up-to-date news service.

INSgrowth has added a grand total of 90 news service clients and two schools of the past 12 months, Seymour Berkman, the head of news and business programs for television.

Mr. Berkman praised Herbert Scheftel, Telenews president, for "his remarkable courage and vision in pioneering the adaptation of modern newsreel techniques to television." Telenews has established a new department in its Washington bureau for gathering and shipping film directly to clients.

Among newsreel beats and exclusives supplied to TV stations by Telenews during the past year, Mr. Berkman listed: Exclusive film interview with Syngman Rhee, president of South Korea, warning of the dangers of invasion by the North; exclusive film of North Korean troops crossing the 38th parallel; exclusive films of the earthquake in Asan; exclusive film of the expansion of the INS in Europe, leading up to Puerto Rico's recent abortive revolution; exclusive film interview with Gen. Ridgway in Korea just prior to his taking over Gen. MacArthur's command.

WESTERN UNION

Subsidiary Services Sets

WESTERN UNION SERVICES, subsidiary of Western Union Telegraph Co., has been formed to install its own television receivers, according to an announcement made by Thomas F. McMaine, vice president and director of the corporation.

Mr. McMaine has said that arrangements have been made with the Allen B. DuMont Labs for WU Services to install and service DuMont sets in three New Jersey counties. He said that the experience gained during the initial test period, when operations will be limited to DuMont units in the three counties, will be the basis for planning expansion to new areas.

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UP REPORTS 75 New Station Clients

UNITED PRESS clients have reached a high total of 3,469 radio stations and newspapers, Jack Bisco, vice president and general manager, reported last week during the annual meeting of UP executives, held Monday through Thursday in New York.

The number does not include such prominent clients as radio commentators and magazines, Mr. Bisco said. He reported that UP has added a net gain of 75 domestic radio stations and five domestic newspapers, plus 24 foreign clients, during the past year.

Expansion of UP leased wire system in Europe during the past year, including extension from the circuit to Oslo, Helsinki and Bonn, has given UP a European network reaching 61 cities in 15 countries, Harry B. Flyn, foreign news director, and director of communications, reported. The trans-Atlantic traffic has mounted steadily, he said, and UP currently sending 65,000 words a day across the Atlantic to Britain and receiving 50,000 words a day from there.

Continued growth domestically was reported by Carl E. McMaine, assistant business manager, who said that during the past decade domestic leased wire mileage had expanded at the rate of about 10,000 miles a year.

TV HELPS AP

"THE GROWTH of television has been a major reason in news events and on Associated Press news coverage," the AP board of directors stated Monday in its annual report to the association's annual membership meeting at New York's Waldorf-Astoria.

"Millions now see important public events as they happen," the report pointed out. "The problem of getting our news service clients to see and hear our news stories has been solved in the last 10 years by the advent of television." The board added that AP has been "carrying the news on television in a way that has not been done before. We have found that the more television news stories we can put on the air, the more our newspapers and magazines use them." Noting a steady increase, both quantitatively and qualitatively, in news furnished AP by radio stations, the board pointed out that the question of admission of radio stations to regular membership in AP is one that must be answered sooner or later. The board noted that AP's membership has voted considerable time and thought to the subject, examining various approaches to a solution, the board has "reached a satisfactory conclusion and is not yet prepared to make a recommendation."

Since the resolution permitting radio stations to become associate members of AP was adopted in 1946, the report stated, more than 1,100 stations have been elected and their assessments now constitute a substantial part of AP's total income. Station memberships increased by 20 during 1950, which ended with domestic AP memberships including 1,068 stations and 7,120 newspapers, while AP served newswire distributions and newspapers overseas.

AP members elected four new directors and re-elected three who were already serving on the board. The new members are: James M. Cox Jr., Dayton Daily News (WHIO-AM-FM-TV); Mark Ethridge, Courier-Journal and Louisville Times (WSAI-AM-FM-TV); Dolph Simons, Lawrence (Ky.) Journal-World; Raymond L. Spangler, Redwood City (Calif.) Tribune, Those re-elected are: Roy A. Roberts, Kansas City Star (WDAF-AM-TV); Palmer Hoyt, Denver Post; John S. Knight, Chicago Herald.

Robert McLean, Philadelphia Evening Bulletin (WCAU-AM-FM-TV), was re-elected AP president Tuesday at the first meeting of the annual convention of AP in Atlantic City.

The new director, who has been a member of the board since 1945, succeeds Harold A. Fitzgibbon, Pontiac Daily Press, who was elected first vice president and W. H. Cowles, Spokane Spokesman-Review, who was elected second vice president. Lloyd Stratton was re-elected secretary and Robert Booth, treasurer.

Film Report

ACME TELEPHOTO news picture service has been acquired by WAAM (TV) Baltimore. The station exchanged news service on 46 weekly newscasts and announced that permission had been obtained from The New York Times for use of its maps.

JERRY FAIRBANKS Productions, Hollywood, is filming six one-hour programs for Blackstone Cigar Co. Mobile crew members will shoot scenes in New Haven, Providence and Boston for the series. Film commercials also are in production for Carling's Ale and Ivory Snow, through Benton & Bowles Inc., and National Biscuit Co., through McCann-Erickson.

CONSOLIDATED TELEVISION Productions, Hollywood, is releasing two additional half-hour programs, The Selected Songs and Hawaiian Paradise. All three programs are three-minute Movie Discs in disc jockey format.
users in February, PIB reported, with Ford Motor Co. fourth and Anchor-Hocking Glass Corp. fifth.

Table I shows TV network time expenditures of the top 10 advertisers during February. Table II shows the leading advertiser in each product group.

Food advertising led the field of TV network sponsors from a time-purchase standpoint in February, with gross expenditures of $1,724,793, more than half again as much as was spent for advertising by Smoking Materials, ranking second for the month with gross time purchases of $1,249,377.

Toilet Goods advertising ranked third with $886,961; Automotive & Automotive Supplies fourth with $800,907; House Goods fifth with $553,307.

In February 1950, the five leading classes of TV network advertised products were: Smoking Materials, Automotive, Foods, Radios & TV Sets, Toiletries. Full breakdown of product group time expenditures on TV networks for January-February, both this year and last, is given in Table II.

### UHF VIDEO

GE Tests New Transmitter

A new low-cost UHF TV transmitter, especially designed for small-town operation, has been under development by General Electric Co. for the past two years, is about ready to undergo tests and is expected to be ready for delivery to licensees in about 18 months, barring all-out mobilization. Paul L. Chamberlain, manager of sales for the GE commercial equipment division, said Wednesday.

It is too early for a firm price to be set, but the unit and its associated equipment will probably be priced in the $75,000 to $100,000 range, Mr. Chamberlain said. A special antenna developed by GE engineers for use with this transmitter will give it an effective radiated power of about 2 kw, he said.

Mr. Chamberlain's statement was prompted by queries from broadcasters about how to meet the new FCC频道 requirement. The Federal Communications Commission has specified that the new low-cost TV package from Frank P. Barnes, GE sales manager of broadcast equipment, Mr. Barnes, Mr. White reported, had said that these stations would have an effective service range of about 10 miles.

Explaining the new TV unit, Mr. Chamberlain said: "We believe that any town that supports a small daily newspaper, or a large weekly, should be able to support a small TV station which would use this comparatively low-cost transmitter."

### TELESET TAX

Phila. Impost Considered

POSSIBILITY of a city tax on television sets in Philadelphia has been raised by City Controller Joseph S. Clark Jr. Speaking in Philadelphia before the Municipal Finance Officers Assn., Mr. Clark said the TV tax would be "relatively fair." Approximately 450,000 sets are now in use in Philadelphia, he pointed out, representing about $130,752,000 in taxable property. He said a tax could be collected at first through the sales outlets. Tax collectors could use television aerials as evidence, if the levy were to be continued on an annual basis, he noted.

### Floating Action!

for all TV Cameras

'BALANCED' TV TRIPOD

(Pat. Pending)

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below: 3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars.
ge translator
Unit for UHF Reception

G E L E C T R I C announced last week from Syracuse that it has developed a small television receiver which will tune in UHF telecasts when attached to any GE TV receiver.

Arthur A. Brandt, general sales manager for the receiver division, said GE will supply the television translator to its distributors for demonstration purposes when the company introduces its new line of TV receivers.

The translator looks like a small table radio. It reportedly will receive all the proposed UHF channels.

FCC plans to utilize UHF Channel 11 reserved there, stating that "for several months we have been proceeding with an engineering survey and the preparation of an application" which it hoped to file in the "near future."

San Diego school groups reported they have "planning concretely" to use VHF Channel 3 reserved there. They now operate noncommercial KSDS (FM) San Diego.

Texas College of Technology, San Antonio, by L. D. Beitel, executive director, expressed desire to operate an educational station and applied for a television license.

Miami U., Ohio, also indicated intent to use UHF Channel 14 there and said it would file its application when funds are approved by the state legislature. The school, by President Ernest H. Hahne, indicated this would take a minimum of two years.

LeMoine College Plans

LeMoine College, Syracuse, N.Y., according to its president, Very Rev. William J. Schlaerth, S.J., regrets no VHF channel is available but plans to use UHF as soon as it is available.

Clemson (S.C.) Agricultural College, by President R. F. Poole, protested to FCC that no educational channel was provided for educational reservations as the educational reservations were the only ones provided.

Mr. Decker indicated that if in the future funds did become available for a station, the UHF by that time would have been proven and adequate coverage would have been established.

FCC proposes to allocate VHF Channels 4 (WDFD-TV now operating), 5 and 9 (reserved for education) and UHF Channels 19 and 25 to Kansas City.

Cincinnati's Mayor Albert D. Cash wired FCC for TV details, requesting that community leaders be very interested in subject.

St. Louis' Mayor Joseph M. Darst has organized a special committee of local educational leaders to prevent the allocation of the educational reservation attached to Channel 9 there. George M. Burbach, KSDK-TV general manager, advised the group at its first meeting on TV construction and operating costs.

R. B. House, chancellor of the U. of North Carolina, last week advised FCC plans are underway for educational TV there as portion of school's Communication Center founded in 1945.

U. of Kansas at Lawrence wrote

Libel and
Slander
Invasion of Privacy Plagiarism-Copyright-Piracy
Insurance
For business, home or pleasure
Our unique policy provides adequate protection.
Surprisingly Low Rates
Carried Nationwide
For details & quotations write
Employers
Reinsurance
Corporation
Insurance Exchange Bldg.-Kansas City, Missouri

Page 74 • April 30, 1951

Telecasting • Broadcasting
They brought Paris to the oil fields

A wonderful new fashion show was held in Paris . . .
One week later, the same show was staged—in Texas!
The place was Neiman-Marcus of Dallas, one of the most remarkable stores in the world. Though hundreds of miles from the "fashion capitals," they sell more exclusives from more top designers than any other store in the U. S.

After new Paris creations arrive in New York, it's only a matter of hours before they're displayed in the N-M salons!
Want to know their secret?
When Neiman-Marcus want a fashion scoop, they bring their high-fashions in at high altitudes. They use Air Express!
You don't have to be a Texan to want the fastest service in the world. Your business doesn't have to be fashions to profit from regular use of Air Express. Here are its unique advantages:

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

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

IT'S DEPENDABLE—Air Express provides one-carrier responsibility all the way and gets a receipt upon delivery.

IT'S PROFITABLE—Air Express expands profit-making opportunities in distribution and merchandising.

For more facts call Air Express Division of Railway Express Agency.
### Set Shipments (Continued from page 56)

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### AD Examination

**FCCTabs 4,230 for Study**

A TOTAL of 4,230 radio and periodical advertisements were set aside for further study during March by the Federal Trade Commission. Division of Investigation, a report indicated last week. The disposition of continuities did not break them down by media.

The commission also noted that three trade practices are in conformity at a future date to establish rules for the industry. New regulations would cover radio-TV sets, including combinations, and supplement rules set in 1928. Chairman James Mead will supervise proceedings, which were requested by Radio-Television Mfrs. Assn. and other groups.

### Red Cross Symbol

**UNQUALIFIED** use of the Red Cross name and symbol in broadcast and published advertisements for products of the Southern Spring Co., Atlanta, is expressly prohibited in an order issued by the Federal Trade Commission. The firm, which manufactures beds, spring sets and mattresses, was requested to add the disclaimer that the products have "no connection whatsoever with the American National Red Cross." All commissioners concurred on the order after reviewing a trial examiner's initial decision.

---

**IT'S A HABIT!**

For 24 years, farmers in Kansas and nearby states have turned to WBIB for dependable service and preferred entertainment.
again in **1951**,
Printers' Ink delivers the
**largest circulation among**
the buyers of advertising

FIRST in total net paid circulation
FIRST in total manufacturer and
advertising agency circulation
FIRST in renewal percentage

**SOURCE:** A.B.C. Publishers' Statements, December 31, 1950

and delivers it at the lowest cost!

Printers' Ink | THE MAGAZINE OF MARKETING FOR ADVERTISERS AND FOR ADVERTISING TO ADVERTISERS in 1951
air-casters

GENE RAGLE, assistant general manager, program director, and news chief for WPTZ-AM-FM Newark, Ohio, to LWLT-AM-FM Cleveland as producer. Mr. Ragle also resigns as vice president and general manager of Radio News Directors.

Mr. Ragle
Bob COLE starts weekly children's interview program, Young America, on KECA Los Angeles. Suburban Chevrolet, L.A., sponsors.

JEANNE MILETTE appointed TV traffic director WNBW-TV (TV) Washington, replacing PAT KOEPFLER resigned for Army Dept. assignment.

Hazel MARKEL, program director WTOP Washington, has been signed by MBS to air coast-to-coast radio documentaries. Mrs. Markel, who has been prominent in Washington broadcasting circles, will interview Washington notables and make on-the-spot outside stories on happenings in city over full network on Sun. at 1 p.m., starting May 3.

Harold HAINES, publicity director WCYK Cincinnati, called to active duty with Army. William J. REILLY replaces him. SCHROEDER, writer WCYK, called to active duty with Army. DeLOSS JORDAN, new to radio, replaces Mr. Schroeder.

Jack BEAN, new to radio, to editing department CBS Hollywood. NATALIE BEST, United Press writer, named production assistant for network.

OLIVER T. DREBBACH, office manager WPAY Portsmouth, Ohio, elected president of local Rotary (FM) club.

MARVIN RECK, producer ABC Hollywood, assigned to Welcome to Hollywood, replacing RALPH HUNTER, recently resigned as writer. DONALD (Dubby) McLean, music director EKRY Elmshar, N. D., will report to Great Lakes, III., May 16 for active duty with Navy.

CHRISTY WALKH JR., press department NBC Hollywood, and Peggy Cobb, announce their departure. CARL WARNER, announcer WOR New York, promoted to commander in U.S. Naval Reserve, with Electron Battalion 3-16, Naval Shipyard, Brooklyn.

Don Hitton and Annette Spence to announcing staff CJRW Summerville, P.E.I.

Richard BENNETT, continuity director NBC Hollywood, and CHARLES HAWKES, radio and TV singer NBC, married in L. A. April 21.

Alice DALEY, sales department WKW St. Louis, named secretary to V. E. CARMICHAEL, vice president and commercial manager WKW. She replaces DORIS BRENNER, resigned.

Gloria WOOD, singer on CBS Bing Crosby Show, and Edward M. Birdman married April 11.

Charlie Johnson, WDTV (TV) Pittsburgh, father of boy.

Fred BENNETT, announcer, to staff of WPTZ Philadelphia.

John Martin, WLZ Bridgeport, Conn., to WXXZ Detroit, as announcer.

Ivan JONES, staff announcer and personality KEX Portland, recovering from injuries suffered when he was struck by hit and run driver.

Alan YOUNG, comedy star CBS-TV, chosen "Favorite TV Comedian" in fourth annual poll conducted by Radio Television Mirror.

Marta ROUNTREE, producer of Meet the Press and Leave It to the Girls, honored as "outstanding woman of the year in television" by New York Alumni Chapter of Rho Sigma Phi, national journalistic sorority for women, at chapter's dinner in New York last Thursday.

Fran ALLISON, of KUKL, Fram and Olga and The Breakfast Club, was first woman quizzmaster on Quiz Kids. She substituted for Joe Kelly April 27.

William LEYDEN, disc jockey KFBF Hollywood, father of boy.

Roger BASS, pianist WTVJ (TV) Miami, and Orca Seeley, married.

Ray HUBBARD, teacher of art and scenic design at Stanford U, Palo Alto, to KPIX (TV) San Francisco as art director.

Bob JONES, announcer-disc jockey WEAM Atlanta, Va., to announcing staff WERE Cincinnati.

News

Bob CASEY to WDGY Minneapolis as sports editor. He is also public relations man for Minneapolis Lakers of NBA, professional basketball squad.

Bill GARDNER, program director WGAI Elizabeth City, N. C., to WPMA Williamson, Pa., as sports director and staff announcer.

George FLAX appointed assistant to Jim GIBBONS, sports director and morning man WMAL-AM-FM-TV Washington.

Art STEIN, Temple U. radio graduate, to newsroom WCAU Philadelphia.

Don HINKLEY, KECC Pittsburgh, aClif., to KCBS San Francisco news staff.

Joseph DEMBO, staff announcer WCTC New Brunswick, N. J., appointed news chief.


Eric SEVAREID, CBS news commentator, will lead discussion on international problems at 44th annual meeting of American Council on Education in Washington, May 4-9.

Carroll HANSEN, sports director KNOX Dallas, named to American Telephone & Telegraph Co.'s Telco Athletic Assn. award as "All American Broadcaster," for announcing Fresno Bowl game.

Allan LAND, news editor WHIZ Zanesville, Ohio, father of boy.

Ken BARTON, newscaster KMPC Los Angeles, resigns to devote more time as advertising director for Thrasals & Orvita (vitamin products), ED REIMERS, radio-TV personality, replaces Mr. Barton.

Chris CONDON, WBM Baltimore, to morning news staff WTAG Worcester.

Robert MILLER, farm director WRFD Worthington, Ohio, selected as outstanding farm radio director for 1959 by Ohio Farmers Home Administration.

George FABER, night newsroom supervisor and writer WBBM Chicago, father of girl, Cathy. Ms. Rubenstein is former HELEN CHAIKA, who was member of WFIL promotion department.

Louis I. KAUFMAN, news commentator and writer WOR New York, father of girl, Cathy. Ms. Rubenstein is former HELEN CHAIKA, who was member of WFIL promotion department.

Bill NIETZEL, news director KCBS San Francisco, father of boy, Bill Park.

Jules RIND, sports director WPEN Philadelphia, father of girl.

GET NEW BUSINESS
KNOW YOUR CONTACTS

Use the 1951 "RED BOOK"
Always the Standard Source of Advertising and Sales Facts

The Standard Advertising Register gives the most complete information ever compiled about the Companies who spend 95¢ out of every national advertising dollar. That's the reason you need the new 1951 Standard Advertising Register if you're concerned with formulating advertising and sales policies.

The "Red Book" is the key to new business — gives you a real appreciation of what your prospects are doing. Think of it — in one book listed and cross-indexed for ready reference — 13,000 Companies with their 50,000 Executives listed by title, the Advertising Agency handling the account, all subdivided into 47 classifications, 12,500 Brand Names.

And best of all — the new 1951 Standard Advertising Register is bigger — better — more factual than ever before. So don't delay — order your copy today. Just drop us a line on your Company's letterhead and we'll do the rest.

NATIONAL REGISTER PUBLISHING CO., INC.
120 WEST 42nd STREET
NEW YORK 18, N. Y.

203 N. MICHIGAN AVENUE
CHICAGO 1, ILL.
Strictly Business

(Continued from page 8)

With specialized programming to reach a vast, faithful audience, WMRY was poised to make its mark. The station was known for its unique programming and its appeal to listeners throughout the region.

Mr. Howard

KIKI DEBUT

New Independent Opens

DEBUT of KIKI Honolulu earlier this month had an international flavor, as the station's programming was broadcast to the air with a six-hour constant microphone parade of more than 300 radio and movie stars, and political, military, and business leaders.

With the specially produced program, the new Hawaiian independent outlet began by broadcasting on 160 kc with 550 w unlimited. Altogether, 74 radio stations and organizations brought talent to Hawaii from Hollywood, New York, Vancouver, and as far away as the BBC in London.

The entire show, which honed KIKI and its president, Royal V. Howard, former director of engineering, USN, commander-in-chief of the U.S. Pacific Fleet, and Governor-designate of Hawaii, Oren E. Long.

BBC's Budget Reduced

BBC's foreign program output will not be substantially reduced next year despite a cut in the radio budget, the British Parliament has been assured by Foreign Secretary Herbert Morrison. The corporation's proposed budget was reduced roughly from $13,-020,000 to $13,020,000, inviting reports some programs would be dropped.

WCHS

Charleston, W. Va.

WCHS

Charleston, W. Va.

WMRY REACHES NEW ORLEANS' GREAT NEGRO MARKET

With specialized programming to more than 5 million Colored people throughout Southern Louisiana, Mississippi, Alabama and North-West Florida, WMRY is effectively directing the buying habits of this vast, faithful audience.

*100% Negro Programming Personnel

KUOA

SILOMANS, ARK.

ONE OF THIS WEEK'S ADVERTISERS


Associated With KGER

Long Beach, Calif.
RADIO's 'ADVANTAGES' in DAKOTA

WNAX's Tincher Answers Kremer's Questions

Radio stations have "an overwhelming story on the advantages of radio over competing media" and should promote these advantages, according to Robert R. Tincher, vice president and general manager of WNAX Yankton, S. D., in submitting answers to a series of questions posed by Ray H. Kremer, radio director of Lambert & Peasley, New York (Broadcasting • Telecasting, Feb. 12).

While Mr. Kremer's questions are designed to provide a formula by which stations can put up a defense against television in their listening area, Mr. Tincher shows how the formula can be used to bring out the advantages of radio's competitive advantages over non-electronic media.

In submitting his formula Mr. Kremer had noted that "any station that can answer the questions to the satisfaction of clients' agencies should not only keep present sponsors happy but attract a lot of new ones."

Outlines Response

The response to the Kremer formula, view of radio, standpoint of a station in an area entirely lacking TV service, takes up the questions one by one and provides categorical answers.

First, WNAX lists the radio homes it reaches, as measured by BMB Study No. 2. Converting its circulation with leading newspapers, it is seven newspapers with their circulation. Cost-per-thousand figures are shown in which the station using its Class D half-hour one-time rate as a base, shows a figure of 20.7 cents compared to 31 cents for a newspaper.

The number of families reached by the station is claimed to be more than twice the monthly number reached by the seven newspapers. Its cost-per-thousand rate of 20.7 cents is compared with an aggregate of $10.30 for the seven newspapers.

Following the Kremer formula question by question, circulation figures are compared with leading farm publications in the area; with Life magazine; with combined Life, Look, Collier's and Pod circulation; with combined McCall's, Good Housekeeping, Ladies Home Journal and Woman's Home Companion circulation.

Questions covering number of stations competing for the audience and share of audience are answered by means of statistical material based on the 1950 Listener Diary Study.

Six questions covering television's impact, which of course is non-existent in the area, are answered with the statement that "In Big Aggie Land, TV means 'taint visible.' In Big Aggie Land, radio is basic . . . ."

NABET-NBC Pact

S. F. Dispute Settled

THREE-WEEK dispute between NABET engineers and KNBC San Francisco management was settled last week with compromise by both sides. The settlement, which included all major points in the dispute, was reached by NBC Vice President James Gaines and NABET negotiators headed by Cliff Rothery, chairman of the San Francisco chapter of NABET.

Dispute revolved around program curtailments ordered by KNBC General Manager Lloyd Yoder. Five local programs were abolished by Mr. Yoder and further plans called for cutting the station's FM operation to six-hours daily and abandoning the sound effects and recording department. Mr. Yoder said the curtailment was necessary because the affected programs and departments were losing money for the station.

NABET Protest

NABET protested loss of the local shows, claimed the affected departments were not losing money and charged Mr. Yoder with punishing two newscasters and substituting a speedup in the engineering department. Three engineers resigned and were not replaced. Mr. Yoder accused the engineers of featherbedding and said there was no need to replace the three resigned engineers.

After settlement of the dispute, which was accepted by the NABET membership April 20, Mr. Yoder announced last week, Mr. Yoder refused to discuss details of the compromise.

Dick Parks, NABET spokesman and negotiator, said the settlement covered these points:

- Sound effects and recording department will remain in operation as is, with no cut in staff or duties.
- There will be no further cuts in studio staff or duties.
- The five abandoned local programs will not be replaced, nor will the three resigned engineers.
- The FM operation will be discussed further. No change will be made in operation until final settlement of the issue.

Trouble-free service

* RCA Tube Distributors are geared to give you on-the-spot service on all your broadcast tube requirements. It will pay you to call on their experience. There's one close by—anxious to serve you.

* RCA mercury-vapor rectifiers are the best that money can buy. You can place your confidence in them because of their freedom from arcing, and their long, trouble-free operation in continuous-duty service.
A PAIR OF extra hands were just what Lee Morris needed to help choose a winner in the WSB Atlanta cookie contest. Mr. Morris, m.c. on the early morning Dixie Form and Home Hour, insisted on seeing all samples of their favorite cookies for three big prizes offered by the station. WSB reports it over 300 entries, some from as far away as Indiana and Oklahoma. Judging the entries are (1 to r): Mr. Morris; Kathryn Lanier, home economist, Georgia Agricultural Extension Service; Dr. Moude Pye Hood, professor of home economics, U. of Georgia; and Susan Mathews, nutritionist, Agricultural Extension.

BASEBALL COVERAGE
WBAP-AM-TV Fort Worth distributing brochure on Baseball Broadcasting by station dating back to 1922 season. Edited by Bud Sherman, the "preliminary report" traces coverage of both AM and TV stations up to present season, including editorial comment on play-by-play coverage. Brochure gives color and lineups for different seasons, and notes that WBAP-AMTV is again covering games of Fort Worth Cats in Texas League. Report will be expanded as information develops.

NEW APS MEETING
ASSOCIATED Program Service's Transcribed Sales Meeting No. 3, dealing with "the department store and advertising," is currently being circulated to APS members. The 30-minute disc presents Maurice B. Mitchell, APS vice president and general manager; and Howard P. Abrahams, manager of sales promotion division and visual merchandising group of National Retail Dry Goods Assn., with pointers on selling radio to local department stores.

WBU D GIFT
WBU D gift to Magruder, N.J., sent gift of baseball equipment to boys of Union Industrial Home in Trenton as part of its program to promote its daily coverage of Philadelphia Phillies and Athletics games. Bus Said, WBU D sports director, presented the gift and gave lessons on handling equipment. Other promotion includes bus posters and articles in local papers, magazines and reminders on theatre programs.

INSIDE DOPE
WD TV (TV) Pittsburgh's Burt Harris was tired of just writing, directing and producing Studio Control, Mon.-Fri., 12:10-1 p.m. He demanded an interview on his own show from Bill Brant, the station's president, and proceeded to give the TV audience inside dope on how director runs show from behind the scenes. Mr. Brant said, "I'm beginning to feel like Jimmy Durante—everybody wants to get into the act!"

BOWLING AWARDS
WNX Jankton-Sioux City sponsored five-state bowling tournament in which winners were crowned April 15. District champions were selected by eight elimination tournaments in Minnesota, North and South Dakota, Nebraska and Iowa. Awards totaled over $17,000 in cash and $2,500 in merchandise, plus 36 trophies. Over 6,500 bowlers competed in district tournaments. WNX claims competition is second in size to that of the American Bowling Congress and largest sports promotion ever conducted by American radio station.

CONSECRATION CEREMONY
RCA VICTOR used closed circuit in televising the consecration of new bishop at Sacred Heart Cathedral in Raleigh, N. C. TV receivers were installed in assembly hall and classrooms of nearby parish school. Cameras were placed on platform in front of church and outside church to follow procession. Camera that followed procession was later set up on the balcony in the early 1920s. About 5,000 feet of coaxial cable was required to connect camera, control room and receivers. The TV crew included two engineers, two cameramen and a director. NBC used a film crew to cover the ceremony.

DISC PROMOTION
WATS Sayre, Pa., using old discarded records as inexpensive promotion of local quiz show. The transcriptions carry the name of show Watta Ya-Know, with station call letters in center and time and frequency on separate sides at bottom. The novel promotions are located in places such as restaurants, hardware stores and others.

PLENTY OF LETTERS
WCO P-AM-FM Boston sent approximately 700 individual letters to leading national and local advertisers announcing its new independent operation. The two-page letter signed by Craig Lawrence, general manager of WCO P, gives new program policy that will be followed by WCO P along with the new commercial policy.

SOUTHERN TOUR
WDAY Fargo, N. D., reports the first WDAT-Mike Notes Winter Vacation Tour was huge success. The 14-day tour in which 50 persons participated visited many towns including Chicago, New Orleans, Biloxi, Houston, Dallas, Galveston and Kansas City. Ken Kennedy, WDAY program director, acted as tour conductor.

GOOD ADVERTISING
WJMO Cleveland, Breakfast in Bedlam, sponsored by the Sunset Bottling Co., using three-foot square signs mounted on sides of its trucks in the city to promote show.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.
Feature of Week

(Continued from page 8)

family-type announcers.

WWM, Mr. Mackin concluded, could give us these things plus substantial help in compiling the daily social events.

We liked the idea and tried it out on an experimental basis (subject to cancellation at the end of 13 weeks). Our company advertised the new radio program in the local papers. WWM gave it a strong advance buildup over the air. Together we listed all the organizations in our community (more than 200) to whom we offered our free service.

The response has been excellent.

More than 100 announcements are given each week—in only 30 minutes air time. Dozens of religious, civic, fraternal and women's groups have written in to thank us and WWM for our unusual program. We picked up the option.

Our conclusion after four months of sponsorship is that the program has definitely obtained good will for our company—valuable good will of our friends and neighbors in our local community.

What about radio station WMM? It's sold the program also, for two reasons. One, it has a regular sponsor, for five minutes of prime broadcasting time. Two, it has developed a logical and entertaining outlet for the many announcements that once crowded regular newsmen programs. This leaves more time for national, state and local news.

Both our management and WMM agree that this type of program is an excellent way for an industrial corporation to participate in community life—to be a good neighbor.

For any medium-sized or small town radio station, this program is a "natural."

FREE SPOTS

Insurance Board Offers

RADIO STATIONS desiring 20-second and 50-second spot announcements, prepared and offered free upon request by the National Board of Fire Underwriters, for selling time to insurance agents and brokers locally, may secure them from that organization at 86 John St., New York 38, as was announced last week.

The spot announcements stress under-insurance of property, which is one of the current themes of the capital stock fire insurance companies supporting the board, a non-profit, educational and engineering organization, George G. Traver, its public relations manager, said in making the offer.

"Based on the amount of time purchased by insurance agents in the past," Mr. Traver continued, "the insurance fraternity seems to be responsive to this medium."
ASSOCIATED PROGRAM SERVICE has released to its subscriber stations new program called Recipe for Happiness, quarter hour, five times weekly. Show will feature stories of interest to women and will include how-to-do-it hints, as well as cooking and housekeeping's newest methods. Special theme, titled "Recipe for Happiness," has been especially recorded for the show. It was written by ANDY WISWELL, vice president and recording director, and LES MELL, program director of APG.


EDWARD A. DAVIES appointed district sales manager of middle Atlantic area for Princeton Film Center, Princeton, N. J. He was vice president and general sales director Pennsyl vania Broadcasting Co. (WIP Philadelphia).

THOMAS J. MCNEIL, Baldwin & Mer- mey, N. Y., public relations counsel, appointed assistant public affairs officer in U. S. Information Service of Dept. of State and assigned to service in Philippine Islands for two years.

STEPHEN L. WELLS PRODUCTIONS, L. A., package of live and filmed TV programs, has been formed with offices at 617 S. Olive St. Beatrice Kay, account executive The Wells Agency, public relations firm, also headed by Mr. Wells, is director of package firm. Glenn V. Armstrong is account executive. firm will package new version of children's Shirley & Bedelia Show, formerly released live on WGEN-TV Chicago and KGO-TV San Francisco.

JOHN LANDRETH, U. of Nebraska, to statistical staff Tele-Que, S. F. research firm.

R. IAN LAIDLAW, CPRB, Toronto, and RUSSELL T. KELLEY, Hamilton, to account executive of S. W. Caldwell Ltd., Toronto, to handle programs and services to broadcasting stations and advertising agencies.

W. WARD DORRELL, vice president in charge of station relations C. E. Cooper Inc., taking 90-day period of complete rest under doctor's orders after treatment for attack of pleurisy revealed incipient lobar tuberculosis.

LEWIS C. TEEGARDEN, West Coast manager Standard Radio Transcription Services, Hollywood, transferred to Chicago to direct sales in Midwest and to work on sales efforts of United Television Programs in that area, according to Gerald King, president of both firms.

PARKES ELLISON appointed consultant to Advertising Div. of U. S. Defense Bond Program. He was with Western Electric Products Inc.

WILLIAM QUINN, managing director Electric League of Los Angeles, named radio-TV representative Earl Carroll Theatre, Hollywood, making theatre-restaurant available to agencies and sponsors for daytime pro-

ARDEN B. CRAWFORD appointed vice president Industrial Surveys Co., N. Y. He was with A. C. Nielsen Co., Chicago, as vice president.

CAPITOL RECORDS Hollywood, in May issues 45 rpm records with new "Optional Center" that will permit playing on three-speed phonographs without use of adapters. New record equipped with small center hole that allows playing on small spindle, with complete record on center for use on regular 45 machines.


EDWIN G. WEBER to Chicago staff of Philip Lesly Co., public relations counsel. He was radio-television writer for Retailing Daily, and also worked at D'Arcy Advertising, St. Louis.

BRITISH UNITED PRESS has added 16 Canadian radio news clients so far this year in Quebec: CKSM Shawinigan Falls, CKCH Huron, CKRS Jonquieres, CHLP Montreal, CJFP Riviere-du-Loup, CHRL Beavercar, CAPR Quebec, CPRD Montreal, CKVM Ville Marie, CHEF Granby; Alberta: CKUA Edmonton, CJOH Red Deer, and CKGL Calgary; Saskatchewan: CKOM Saskatoon; British Columbia: CKKN New Westminster, CAY Fort Alberni; unnamed new station at Timms, Ontario.

The Collins 12Z remote amplifier provides automatic, instantaneous change-over to battery operation if line power interruption occurs. This light, handy remote combines four input channels with individual controls, a master control, an a-c power supply, and compact storage for three 45 volt B and five A batteries in one easily carried unit.

The 12Z is one of a complete Collins line of one, two and four mike remote amplifiers for reliable, convenient, high fidelity operation on any job. Your nearest Collins office will be glad to give you full information.

A-C failure can't stop this pickup

for broadcast quality, it's...

COLLINS RADIO COMPANY

Cedar Rapids, Iowa

11 West 42nd Street
NEW YORK 19

2700 West Olive Avenue
BURLINGTON

1320 North Industrial Blvd.
DALLAS 2

Dogwood Road, Fountain City
KNOXVILLE

London

A-15 Minute Daily Strip

Call Collect, Direct—5-7371

North Missouri's Own Station

Page 84, April 30, 1951

DR. KELLY

BROADCASTING • Telecasting

BEFORE THE END OF THIS PAMPHLET

IT IS PROPOSED TO PRODUCE

Superposition of two voltages. Type TV-55-A, and its control panel type TC-34-A, allow two-signal self keyed or three signal inserted settings of sponsors' products or their lines.

ALLEN B. DU MONT LABS Inc., Cliff- ton, N. J., announces two new rectangular Teletube tubes, types 17FP4 and 25FP4, employing electrostatic-focus. Focusing voltages required for both is approximately 28% of anode voltage.

JENSEN Mfg. Co., Chicago, announces new set of brackets for its Viking line, load speaker mounting from 5 to 8 inches in size. Viking CTV Universal Bracket Set has illustrated instruction manual and helpservicemen install unit easier.

COMPANIA AUTO-LUX IMPORTA- DORA, of Rio de Janeiro and Sao Paulo, Brazil, appointed exclusive distributor in that country for DuMont television receivers.

E. R. Glauber named general manager Admiral Corp.'s branch organizations. He was manager of eastern region and New York branch.


HARRY ADELMAI named advertising manager Mio Radio & Elec- tronics Corp., N. Y., exclusive dis- tributor of radio, TV, sound, broadcasting and industrial electronic equipment.

Technical

WILLIAM G. MARGRAF Jr., WHGB Harrisburg, Pa., to engineering staff WILLIAM-FM Hamilton, N. J.

JOHN HOSKINS, engineer KCBS San Francisco, father of boy, Robert Mac- Rae.

LAWRENCE ROBBINS, transmitter engineer KTRI St. Cloud, Iowa, elected councilman in Dakota City, Neb., where station transmitter is located.

JOSEPH DAGON to NBC Chicago as radio maintenance engineer.

JAMES WERRHEIM, supervisor of building maintenance NBC Chicago, father of boy, born April 18.

EARL SORENSEN, KNBC San Fran- cisco, to U. of California at Berkeley radiation laboratory as coordinating engineer under contract with Atomic Energy Commission.

ROBERT WOOD, KNBC San Francisco, to KGO-TV San Francisco engineer- ing staff.

A-15 Minute Daily Strip

Just .......... $36 a Week

Buy's .......... A 15-Minute Daily Strip

Gets ........... 100,000 North Missourians
AAA ADVERTISING

ABC's of Radio, TV Promotion Explained

AMERICAN Automobile Assn., in a brochure just published, spelled out the A-B-C's of radio and television advertising to its club members in a manner highly complimentary to both media. Newspaper advertising was compared unfavorably with that of radio and video. The Special Report points out that the electronic media are non-selective in their approach to the public whereas, "a newspaper has a limited circulation defined by a subscriber list..."

Against intelligent use of radio and TV advertising, the brochure was prepared by Edgar Parsons, head, radio and television activities of the AAA Dept. of Public Relations. It was designed (1) to describe techniques already in use by AAA clubs; (2) to serve as a reminder to those now using radio that there are additional means through which greater, more effective use can be made of these media; and (3) to serve as a guide to those clubs not now using radio or television.

"The use of radio broadcasting represents a powerful approach to the problem of getting the motor club across to the general public," the report told club members. "And, now, with the advent of television in many localities, we have a new, even more effective medium, combining the warmth and emotional impact of the human voice with another of the senses—sight."

In an accompanying letter to BROADCASTING, Mr. Parsons said that "Many of the 750 AAA-affiliated motor clubs throughout the nation use substantial amounts of commercial time. "At least two, in Michigan and Illinois, owe the phenomenal growth of their clubs to advertising in which radio and TV have played a part," Mr. Parsons stated.

"On the other hand," he added, "we feel that the motor clubs of the country have a definite something to offer radio and TV stations..." The "public interest" value of AAA information was emphasized throughout the report.

CALL TO ARMS

37 NBCers Report May 1

THIRTY-SEVEN NBC employees belonging to a network-sponsored psychological warfare unit of the U. S. Army Reserve will report for active duty May 1.

The unit, organized in November 1948 through the Army's Industrial Affiliation Program, is commanded by Col. Ellsworth H. Gruber of the New York Daily News. Capt. William Buschgen, of the NBC Spot Sales Dept., commands the NBC unit, and First Lieutenant Theodore M. Thompson, network personnel manager, is executive officer.

AFM Peace

(Continued from page 12)

4. Overtime before midnight, per 15 or less minutes: $2.05.
5. Overtime after midnight until 8 a.m., per 15 or less minutes: $3.13.

TRUST AGREEMENT

Among the provisions:
1. Each network to pay trustee 60% of amount expected due on Feb. 15, 1952, at time agreement executed.
2. Each network to pay 50% of gross revenues from "see, exploitation, or other dealing..." with film or sound track to trustee.
3. When a film, previously telecast commercially, is "later or simultaneously broadcast in any city on a sustaining basis, even though said sustaining broadcast be the first... in the particular city involved," 60% of film's production cost to be paid to trustee by network. In return, film or sound track may be "broadcast on a sustaining basis once in each city, providing done within year from first commercial broadcast of film."
4. Trust Purpose: Expenditure of 90% of total received annually for "arranging and organizing the presentation of personal performances by instrumental musicians in areas throughout the United States and its possessions and dependencies, and the Dominion of Canada... on such occasions and at such times and places as in the judgment of the trustee will contribute to the public knowledge and appreciation of music."

Three of the contracts—National Radio, National Television and Television Film Labor—contain the following provision:

In the event that governmental approval is required as a prerequisite of paying any part of the wages or other benefits at the rates provided for herein, or in the aforesaid agreements between us and locals of the Federation, and such approval is finally granted only in part, or is denied, then such unapproved rates or other benefits, or such unapproved portion thereof, shall become effective when and to the extent that the applicable statutes, regulations or orders are altered or repealed permitting such effectiveness.

In the event that complete approval is not granted by governmental authorities within thirty (30) days after the date hereof, the Federation may, at its option, void this agreement and/or any agreement executed between us (networks) and locals of the Federation entered into from and after the date hereof.

Joint Request

It is understood that approval will be requested of the government jointly by the networks and union as soon as practical. The stabilization organization are completed and the proper procedure is indicated.

Canadian Excises

EXCISE TAXES on radio-TV sets, and tubes have been increased from 18% to 25% at factory level in Canada.

Cleveland's Chief Station—WJW.

CHIEF SAYS:

"Big Chief spells Summer with dollar sign; Will get more sales in hot months, too. Has strongest signal... promotion fine, To keep sales growing whole year through."

SOLID SUMMER SALES STORY

Use WJW—Greater Cleveland's most merchandising-minded, promotion-minded station to increase your summertime sales. Year 'round promotion pays off—on WJW.
The best way to get results from any of the above classifications is to place an ad in Broadcasting • Telecasting . . . where all the men who make the decisions meet every Monday morning.

Situations wanted, 16¢ per word ($1.00 minimum)
Help wanted, 20¢ per word ($2.00 minimum)
All other classifications 25¢ per word ($4.00 minimum)
Display ads, $12.00 per inch

Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington 4, D. C.
'LULU' AWARDS

Helen Hall Wins Trophy

HELEN MURRAY HALL, advertising and promotion manager, NBC Western Div., received the Los Angeles Advertising Woman "Lulu" Award for the 'best research project' April 22 at the group's fifth annual Frances Holmes Achievement Awards presentations at the Beverly Hills Hotel.

Receiving the gold trophy in other categories were: Shirley Thomas, vice president, Commodore Productions for the best sponsored radio program series; honorable mention, Marjorie Bright Sharpe, KITO San Bernardino; Doria Balli, president, TV Ads Inc., best television commercial campaign; Betty Mears, writer-producer, KTLA (TV) Los Angeles. Best television program series.

No award was given in the radio commercial campaign classification. Margot Mallary, advertising manager, Cole of Calif., received the highest Frances Holmes Achievement Award, as "outstanding woman in advertising in 11 western states and Canada." She also won "Lulus" in four other categories. The contest was presented in cooperation with advertising or allied fields.

CRIME PROBERS

Panel Set For 'Forum'

FULL COMMITTEE of Senate Crime Investigators was scheduled to appear as a panel on Theodore Graik's 'American Forum of the Air' to discuss "The Task Ahead for the Crime Committee," in an NBC simulcast, Sunday, 1:30 p.m., the day before publication of its report to the nation.

Rudolph Halley, chief counsel for the committee, was to appear on NBC-TV's Meet the Press, also Sunday, 4 p.m.

Committee members include Senators Herbert O'Connor (D-Md.), new chairman; Estes Kefauver (D-Tenn.); Lester C. Hunt (D-Wyo.); Charles W. Tobey (R-N.H.) and Alexander Wiley (R-Wis.).

THE 300-lb shark just wouldn't stop bothering a school of dolphin the fishermen were trying to land, so George Bolling, Bolling Co., Inc., New York, station representative, brought it aboard also. Despite interference, the anglers were able to land some 21 dolphin. Those who spent such a rewarding day fishing in the Gulf Stream were Frank (Salty) Mallants (peering between dolphins on left), WIOD Miami boating and fishing editor, and (1 to r in foreground) Robert Fidlar, WIOD sales manager, and Mr. Bolling, who was in Florida to acquaint himself with the operation of WIOD, which his company will represent in the national field beginning May 1.

Two men in back are onlookers.

RADIO'S VALUE

More Homes Per $—Nelson

RADIO delivers more homes per dollar than television, and has a potential three to four times as great. This was reported to the Chicago Radio Management Club Wednesday afternoon by Everett Nelson of the A. C. Nielsen Co., Chicago market research firm, who outlined the why's and how's of the company's research methods.

Mr. Nelson said a January survey on one program netted 119 viewers per dollar and 199 listeners, a 67% favor for radio. Nationally, 27% of the population own TV sets, 96% radio. A television network reaches about 27% of the people, while network radio gets to between 76 and 80%, depending on the individual network, Mr. Nelson said. In Chicago, 28% of the homes are equipped with TV, 97% with radio.

Mr. Nelson predicted that 17% of the TV homes in the Chicago area could be reached with use of one video station, and between 75 and 85% of the homes by one AM station. Chicago area radio is a better buy than national radio because total listenership is 'relatively higher,' he said.

Radio delivers a substantially larger audience than television, with 65% more listeners than TV viewers in the daytime and 89% more at night.

Pointing up need for research in outlying areas covering television, the speaker said more than half of all listeners live in peripheral districts rather than a metropolitan section. Television's growth has emphasized the need for research in outer listening areas, Mr. Nelson said.

He was introduced by Art Harre, general manager of WJJD and Radio Management Club president, who also presented a visiting guest, E. C. Kelly, general manager, KCRA Sacramento, Calif.

DPA Certificates

CERTIFICATES which will permit companies expanding their defense facilities to depreciate cost at a 20% rate over a five-year period have been issued by the Defense Production Administration. Firms receiving new certificates of necessity include Sylvania Electric Products, Chatham Electronic Corp., Electronics Inc., Lansdale Tube Co. and General Electric Co. Certificates for expansion of electronic and radar tubes and parts for aircraft jet engines.

AT ALLIED!

RCA-5820 IMAGE ORTHICON

We have the RCA-5820 in stock for immediate shipment. Our conditions of sale are identical to those of the manufacturer. Our adjustment policies have saved stations time and money. Look to ALLIED for prompt delivery of the 5820 as well as all other RCA Broadcast-type tubes.

Refer to your ALLIED 212-page Buying Guide for your color equipment and supplies. Get exactly what you want when you want it! Ask to be placed on our "Broadcast Bulletin" mailing list.

ALLIED RADIO

Broadcast Division

823 W. Jackson Blvd., Chicago 7

Call: HAYmarket 1-5800

IN STOCK

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 35 OF THIS ISSUE

Think FIRST of "CANADA'S FIRST STATION"

In the big Montreal area—one of the best markets in Canada—CFCF gives you maximum coverage and the friendly listenership of increasing numbers who prefer "the Station of the Stars."

Many distinguished advertisers agree "It's easier to sell through CFCF."

U.S. Representative: Weed & Co.

Gulf

MONTREAL

April 30, 1951 • Page 87
APRIL 20 TO APRIL 26

**SERVICE DIRECTORY**

**RECOMMENDATION**

**COMMERCIAL RADIO MONITORING COMPANY**

**PRECISION FREQUENCY MEASUREMENTS**

*A reliable service for military and industrial applications*

**VHF**

**UHF**

**FM**

**AM**

**Television**

**BROADCASTING**

**TELECASTING**

**Custom-Built Equipment**

**U. S. RECORDING CO.**

**1121 Vermont Ave., Wash., 5, D. C.**

**Sterling 3656**

**Page 88 • April 30, 1951**
Help Wanted

Managerial

Sales manager for 1000 w midwest affiliate, permanent, good weekly income! Sell the radio program that is a "must" for secondary as well as primary markets. No competition from station itself. Write in confidence to Box 56D, BROADCASTING.

Salesmen

Radio Library salesman or transcription salesman. Matures. A Hundred. Who could make $600 per month and only the one who can. Write in confidence to Box 59J, BROADCASTING.

Two salesmen needed for a going 500 watt station. Operation demands a person who can do the selling, servicing and copywriting. Salary is $400 per month and a guarantee of $800 per month with additional commission for exclusive solicitation plus enough accounts to keep busy an average of about $70 per week. Personal integrity and good business relations are only interest- ing aspects of this job. Contact box 50M, BROADCASTING.

Salesman needed by 1000 watt network affiliate in market of approximately 100,000 population. Considered one of the best towns in the entire southeast. Write in confidence to Box 46J, BROADCASTING.

Announcers

Announcer, some experience, pleasant voice, willing, able to sell over air. No hot-shot concerns. No starting wage scale, excellent opportunity for growth, $30 per week. Photo to Box 38J, BROADCASTING.

Announcer-wanted for Canal, Utah. First phone, construction, experience, $600 monthly satisfactory? Write to Box 20J, BROADCASTING.

Announcer-engineer for Reno, Nevada, station. Must be experienced in both announcing and technical engineering. Salary $800 per month for 5 days a week of 9 hour days. Realistic engineer-wanted. Write to Air Media Station, KOH, Reno, Nevada.

Announcer-engineer-wanted for hi-fi station. Must have contact with both announcing and technical engineering. Write to Box 46J, BROADCASTING.

Top announces wanted for Sangre de Cristo, Colorado. Exceptional opportunity for growth. Write to Box 57J, BROADCASTING.

Immediate opening for announcer with ticket, also for a chief engineer who can do some announcing. Send application with references and experience expected date of availability. Write to Mr. W. C. Kane, WPLA, Plant City, Florida.

Immediate opening for announcer with ticket. No first phone. No replacement. Additional to present staff. Write to Box 10J, BROADCASTING.

Technical

Immediate opening first phone engine- ner position for a control room operator and work and operate transmitter. Box 46J, BROADCASTING.

Engineer, experienced in maintenance of television engineers and for a kW midwest station. With statement of experience and education please enclose $10. Box 46J, BROADCASTING.

Chief engineer for directional station in upper midwest. Must be good at maintenance. Good pay. Box 40J, BROADCASTING.

Engineer and combination engineer-announcer, 1/2 kw, Victory New York. Box 30J, BROADCASTING.


WANTED: Engineer for local independent station. Presently manager of station desires management and experience. Excellent opportunity. Write to Box 55J, BROADCASTING.

Continuity writer needed immediately. Contact Bill McKibben, WACB, Kittanning, Penna.

Help Wanted: Copywriter, primarily commercial spots. Aggressive station. Experience desirable. Must have good voice. Be well educated and should take an interest in interview others on the air. He will have to walk into this station and take over Monday through Saturday show of 10 minutes. If he can MC and produce style shows. Rep- resent typical advertising in market can do all this, are good looking and can wear clothes, dress up a line. Give full description of apparatus, tape and disc, sample copy. A. J. Murb- phy, WACB, Stow, Ohio.

Help Wanted: Chief engineer, new station. Must have good voice. We need a new chief engineer to take over the station and do twenty hour week. Write to Box 58J, BROADCASTING.

Help Wanted: Manager, available April 1st. Station under construction, do not talk. Advanced technical and management experience. Salary to be determined. Write to Box 59J, BROADCASTING.

Producer of the entire network. Write to Box 38J, BROADCASTING.

Situations Wanted

Managerial

Manager-sales manager, available May 17. Strong on sales and promotional techniques, would consider the midwest or large market, in south or southwest. Experienced in radio and TV. Non-smoker. Will work in red. Box 464J, BROADCASTING.

Wanted: Sales manager, available with over 20 years experience in sales, production, and sales training. Has developed one of the nation's outstanding radio stations. Will have available July 1st. Box 58J, BROADCASTING.

What station can use good, sober, re- liable, intelligent manager who can show himself. 18 years experience, good contacts in firm. Will work in red. Box 58J, BROADCASTING.

Help Wanted: Radio technician, skilled, reliable, sober, available to start immediately. Will fill your station in the black in 6 months. Presently manager of 5000 watt major market. Excellent profit sharing deal. Will guarantee no layoffs, good working atmosphere. Write Box 57J, BROADCASTING.

The key to profitable management is in the lock. You can turn it. Draft experienced workers into team. Let the manager desire advancement and more money. Call, write, or call from CP and take established station. Write Box 55J, BROADCASTING.
**Announcers**

Sports wanted year-round, experienced AA talent for football, basketball, and all staff. National Model Talent, 18 years old, veteran. $500 per week. Address application Box 566J, BROADCASTING.

Announcer, age 24, veteran, married, one child. Nine years experience, calling football games. Address application Box 439J, BROADCASTING.

Sports announcer, experienced in football, basketball, baseball, and all staff. Grand Rapids, Michigan. Address in care of Sports announcer, Box 567J, BROADCASTING.

**Veteran**, married, age 24, wishes change, $750.00. Write Box 566J, BROADCASTING.

**Technical**

Phone first, permanent salary, hours flexible. Address Box 364J, BROADCASTING.

Employed chief engineer desires change, salary $750 minimum. Address Box 557J, BROADCASTING.

Chief engineer/announcer, Presently employed, New York, 9 years experience, chief and combo. Minimum $75. Box 541J, BROADCASTING.

Chief engineer/announcer, Excellent all phases announcing, plus. Address Box 574J, BROADCASTING.

Complete references, well trained, experienced in sports, special productions, drama, comic, music, etc. Work draft, single. Prefer permanent opportunity. Box 521J, BROADCASTING.

Chair: current opportunity. Experienced all phases announcing including play-by-play baseball, basketball, football, hockey, etc. Address Box 572J, BROADCASTING.

Call Desires change, $750.00. Write Box 573J, BROADCASTING.

**Salesmen**

Radio time salesman, experienced, successful, desires change to TV sales. Address Box 573J, BROADCASTING.

**Production-Programming, others**

Producer, interested in assuming producer-director duties in a station operation. Desires change. Address Box 568J, BROADCASTING.

TV program producer, well trained, experienced, oversees all phases of TV operations. Address Box 569J, BROADCASTING.

**Television**

SITUATIONS WANTED (Cont’d)

Play-by-play staff announcer looking for change. Experienced in doing sports staff work in Logon, WLOG, Logan, W.Va. Address Box 573J, BROADCASTING.

SITUATIONS WANTED (Cont’d)

Veteran, married, age 24, wishes change. Experienced in doing sports staff work. Address Box 573J, BROADCASTING.

SITUATIONS WANTED (Cont’d)

Veteran, married, age 27, wishes change. Experienced in doing sports staff work. Address Box 573J, BROADCASTING.

**Television**

Situations wanted. Apply Broadcast World, 1125 East 70th Street, Kansas City, Missouri. Write Box 566J, BROADCASTING.
**FCC Actions**

(Continued from page 89)

**Decisions Cont.:**

Springs, Ark.: KTLY Denver; KYSM San Mateo, Calif.; KXSN Renton, Wash.; KXSN San Jose, Calif.; WMDT Anchorage, Alaska. (Except the above, expired April 15.)

**For Sale**

**Stations**

**RADIOMEN! INVESTORS!**

250 watt radio station, established five years, good money maker, for sale. Reasonable. In Colorado City of 15,000 population. Write Box 561J, BROADCASTING for full information and low price. Hurry.

**Equipment etc.**

Available—for immediate shipment—newly designed low-er—will sell erected—can supply ground wire. Contact the following:

Warren Company, 750 Main St., Cleveland, Ohio. Phone 3-6900.

Harry Otto, 63 East 46th St., New York City. Phone: Murray Hill 7-1555.

W. E. Taylor, Sentinel Mountain, Cheyenne, Wyo. Phone: 47-2472.

**Employment Service**

RADIO PERSONNEL

Wanted: Carlin, ex-
perienced, outstanding. Excellent per-sonalities, program di-
ners, reporters, newspaper, magazine, television, radio, station黄すかし、境界作成者、エンジニア要者。また写真も要します。
FCC Procedures

(Continued from page 97)

many of the evidence presented at a second hearing before the Commission, or after an initial decision but prior to oral argument, is merely a compilation of the facts material to the application and reply Otero filed by all parties to the proceeding, and after considering the responses to the prehearing prepare, without recommendation, such final decision as the Commission shall direct.

On the proposed Sec. 6, which would permit licensee on the one hand and the public interest having been shown, be reiterated, as well as Comr. Hyde's, accord with that provision. "Considering the interest [of a licensee], I do not think they should be considered on the same basis as a new station applicant."

He stressed there was "no justification for the fact that" simplified license from S. A. Mandel, Morris Mindell and Milton Gerloff d/b/a Belle Best Co. to Morris Mindell, Milton Gerloff and James Hackett d/b/a Belle Best Co., each partner holding 1/3 interest, filed Apr. 25. Filed Apr. 29.

WJFW Savannah, Ga.—Assignment of interest from H. D. Jones to WJFW Inc., a new corporation in which Mrs. Rivers owns 95.98% interest, for $250,000. Filed Apr. 25.

KFC Lake Charles, La.—Levnonary assignment of license from T. B. Lanier d/b/a Caleas Mines Co. to T. B. Lanford, L. M. Sepulv, R. D. Hunt, Bruce E. Laws, W. M. Crabus and James E. Pullin, each owner 1/10 interest, filed Apr. 22.

WJW Pleas, Ohio.—Transfer of control by F A Hume, Ohio, from Richard E. Hunt, formerly 44% owner, through the sale of a "uniform basis" throughout the country. He stressed the importance of "unreasonable length of time to take for a hearing to be had.

Rep. Wilverton returned to the question of whether the Commission should take "unreasonable length of time to take for a hearing to be had."

"All testimony should be above board and available to all," he said.

Thursday morning's abbreviated session was devoted entirely to questions of Conr. Hyde.

He stressed there was "no justification for" that simplified renewal procedures might lead to abuses by licensees. He cited safeguards against such developments within the Act.

To questions of Rep. Charles E. Bennett (D.-Fla.), Conr. Hyde said that the Act does not specifically require hearings on rule-making matters, but that the Commission has always gone to extreme to afford such opportunity to concerned parties. The Administrator of the Bureau Act has prevailed to such a course, he added.

Conr. Hyde said he would have no objection to a provision that would require hearings on rule-making matters, but expressed the belief that it should be done on a "uniform basis" throughout the government.

To Rep. O'Bairn, he conceded the importance of a station owner who would be required to undergo the expense of appealing along with witnesses in a Washington hearing. He said that the Commission's practice, whatever possible, was to hold such hearings in the field to better evaluate the questions.

In answer to Rep. Rogers, Conr. Hyde said that the "burden of proof" in a revocation procedure was with the Commissioner in a new case, as it was with the licensor.

Rep. Owen Harris (D.-Ark.) declared there had been "some processing charges" brought to his attention involving the burden placed on a station seeking renewal. He questioned Conr. Hyde on application requirements.
FCC GRANTS EXTENSION ON FUNCTIONAL MUSIC
GROUP of FM "functional music" stations informed by FCC in mid-April their supersenion-signal programming violates Communication Act and FCC rules [Broadcasting & Telecasting, April 16]. Friday, granted extension until May 15 to file statements as to future plans and policy. Group plans joint reply because of broad industry application. Extension had been asked by some 25 stations in WFMF (FM) Chicago and KDFC (FM) Sausalito, Calif., three of four originally questioned on "beep" programming in late January [Broadcasting * Telecasting, March 12, Feb. 5].

Fourth outlet cited, WACE-FM Chicopee, Mass., ceased operations April 21 and turned in permit. WACE-FM contended, however, such operation is legal and explained it had decided last December to quit but couldn't because of contracts for program service with Air-Muse Inc., now dissolved. Receiving equipment in stores and factories reportedly sold by WACE-FM to undisclosed new parties with program service understood to be continuing from out-of-state source.

FCC FUNDS CURTAILED BY HOUSE COMMITTEE
FCC funds for fiscal 1952, starting this July 1, suffered cut by House Appropriations Committee Friday. President Truman had requested $6,850,000 to operate FCC, House unit scaled this down to recommended $6,676,000. Axe was sought on some $200,000 to undisclosed new parties with program service understood to be continuing from out-of-state source.

FORD FUNDS GRANTED
FORMALIZATION of Joint Committee on Educational Television and grant of $90,000 to JCET from Ford Foundation's Fund for Adult Education announced Friday by Arthur S. Adams, president of American Council on Education, one of seven groups which continue to sponsor JCET. Responsible for pressuring educational channel reservation before FCC, JCET to headquarters at 1785 Massachusetts Ave., N.W., Washington.

ATLANTIC CITY SHIFTS
REALIGNMENT of network affiliations in Atlantic City announced Friday, stemming from cessation of operations of WBAB, former CBS affiliate there. WFGP, affiliate of ABC, was to add CBS shows effective yesterday (Sunday) and to become exclusive CBS affiliate May 27. At that time WMD, now Mutual outlet, becomes ABC affiliate.

ANCHOR-HOOKING DROPS
ANCHOR-HOOKING GLASS Corp., through William H. Weintraub Co., New York, dropping Monday and Wednesday period of its hour-long TV program "Open House" and renewing for six months other three evenings. Negotiations still under way with NBC for possible replacement of Jerry Lester.

NETWORK VIEWS GIVEN ON McFARLAND BILL
NARTB President Justin Miller testified today when McFarland Bill (S 558) hearings resume before House Interstate & Foreign Commerce Committee (earlier story page 27).

Friday sessions heard Judge Frank Robinson, Federal Communications Bar Assn., give association stand on individual provisions. He said FCBA interest was to secure by statutory recognition for FCC hearings that would be "full and fair" and with "public" record. One of principal FCBA objections was Commission "staff consultations," he declared.

Testimony of Joseph H. Ream, executive vice president, CBS, included support of bill's provision for simplified renewal; time limitation on handling of cases, changes covering station transfers and anti-trust proceedings, among other points.

NBT statement of Gustav Margriff, vice president and general attorney, also supported anti-trust provisions and renewal provisions, along with other points.

W. D. McFarland, Dept. of Justice, said there was no need to alter Communications Act on anti-trust matters as proposed by bill. Mr. Ream branded as "fairy tale" April 5 charges of Gordon Brown, WSAY Rochester, N.Y., that networks sought to influence anti-trust hearings to discriminate against some independent stations.

RESERVE BOARD TO STUDY EASING OF SET CREDIT
FEDERAL Reserve Board to receive presentation this week of Radio-Television Mfrs. Assn. appeal to modify or relax Regulation W to stimulate TV set sales. RTMA has made two appeals, pointing out that some dealers have been forced into bankruptcy.

RTMA asked that Regulation W be relaxed or modified by reducing down payment requirement from 25% to 15% or that trade-in on TV receivers be applied against down payment.

Data assembled by RTMA and submitted to FRB showed that installment buying of TV receivers has declined more sharply than cash buying since present terms of Regulation W were made effective last October.

GROSS TIME CHARGES FOR NETWORKS COMPUTED
COMPARISONS of combined radio and television network gross time charges in March, 1950, and March, 1951, and during first three months of 1950 and 1951, as computed by Publishers Information Bureau for release today (Monday) were:

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<td>5,885,274</td>
<td>5,900,412</td>
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<tr>
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<td>5,085,636</td>
<td>5,126,176</td>
<td>5,103,209</td>
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<td>NBC</td>
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<td>7,013,123</td>
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<td>18,061,760</td>
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<td>18,104,841</td>
<td>18,061,760</td>
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CLOSED CIRCUIT
over Marschall & Pratt pitch for its client Esso (Esso Reporter) seeking reduction in spot rates in line with CBS cut. They're incensed mostly over line: "We certainly think that this is a wise move and a step in the right direction." But New York based advisory agency that it was raising its rates substantially and that account could sign now if it desired usual protection.

IN MOVE CONSTRUED by some to echo current rate controversy, U. S. Tobacco underpriced to an agreeing to transfer its radio versions of Martin & Lewis, Eye, from Mutual, Sundays, 4:30-5 p.m., to NBC, same day and time, effective July 1. This seen as significant crack in Mutual's strong line of Sunday syndicated shows, and reports are that NBC made price for its facilities so attractive that sponsor couldn't resist.

ONE OF first applicants for educational assignment expected to be Dade County Public Schools (Miami) which presumably would get its money from Ford Foundation. Educational assignment earmarked in Dade County is channel 2.

HAROLD KAYE, head of Mallord Network, understood to be merging with Dorland Inc., New York, advertising agency, effective May 1.

STEMMING from network rate-cut controversy is new talk of revamping existing network line-up. With Thomas F. O'Neil, head of Don Lee-Yankee Networks, and new MBS board chairman, policy realignment of that network may be steps designed to hold off any sales of ABC isn't out window, although no deal is on fire now. Within last 12 months, ABC Chairman Edward J. Noble has negotiated with 20th Century-Fox, Paramount, IT&T, and independent stations, with CBS, without reaching agreement on price.

CURIOUS anomaly in Broadcast Advertising Bureau rate structure: Some stations can get NARTB and BAB combined cheaper than BAB-only fee (half of highest hourly rate per month).

THOMAS J. LIPTON Inc., Hoboken, N.J., through its agency, Rutherfaud & Ryan, New York, making single spot schedule using one-minute transcription and charges based on about 125 marksata starting June 4 for Frostee. This marks first time product has used spot radio.

IT'LL be at least fortnight before NARTB board convention committee can reach decision on site for 1952 meeting. Three New York hotel clusters—Waldorf-Astoria, Grand Central and Pennsylvania station—will submit offers but Chicago still remains in running.

"YOU AIN'T SEEN nothin' yet," is rejoinder of group pressing for reservation of TV channels for educators—beyond 10% limit proposed in FCC's third report.

LICENSE HEARING
ORAL ARGUMENT held Friday before FCC en banc on Commission proposal to set AM, FM and TV license renewal dates upon geographic basis rather than by frequency [Broadcasting * Telecasting, Dec. 25, 1950]. ABC, while supporting objective of plan to ease workload and financial economies for both FCC and applicants, suggested clear channel group be put on a single date since such stations have wide coverage and constitute component group problem. NBC, with participation from although several others support, one opposes plan.

BROADCASTING * Telecasting

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The new home of The KMBC-KFRM Team is the largest, most modern radio and television center in the Midwest. The four-story building occupies a full quarter of a block in the heart of downtown Kansas City, with total floor space of a hundred thousand square feet. Studio facilities include six air-conditioned studios. Three of these are regular AM studios for KMBC-KFRM, each of the most modern design and latest Johns-Manville acoustical treatment. The fourth studio is for news and sports only, being located directly off the specially designed offices of the news, sports and special events departments. The fifth is the huge television studio, one of the largest in the nation, 72 x 85 feet. It is designed both for use as a TV studio and for AM broadcasts. Finally, is the beautiful 2,610 seat air-conditioned TV Playhouse, newly decorated, acoustically treated.

Technical equipment is all specially designed and operated almost entirely by push button control. The new KMBC-KFRM headquarters houses the offices of The Team as well as the Talent Bureau and Arthur B. Church Productions. The staff enjoys ideal working conditions including its own snack bar.

In the building with The Team is United Press’ Kansas City headquarters. The location is Eleventh and Central Streets, the address, 222 West Eleventh.

THAT’S RIGHT...OUR NEW HOME HAS NO NAME... HERE’S A $500 CONTEST FOR A WINNING NAME!

1. Submit a name for the new home of The KMBC-KFRM Team, together with a statement not exceeding 25 words as to why you think the suggested name is appropriate.
2. Send your entry, together with your name and address, to, “Name the Building Contest”—KMBC-KFRM—222 West Eleventh Street—Kansas City, Missouri.
3. You may submit as many entries as you wish.
4. KMBC-KFRM agency representatives or staff members are not permitted to compete.
5. Contest opens April 21, 1951—closes midnight, Sunday, May 6, 1951.
6. There will be $250.00 for the winning entry—a $25.00 prize for each of the ten next best. In the event that the name selected is submitted by more than one contestant, prizes will be awarded on the contents of the accompanying statement.
7. All entries become the property of The KMBC-KFRM Team. Decisions of the judges will be final.
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