Dear Boss:

You might like to tell our television clients, and prospects, that...

...Six WOR-tv nighttime programs were rated higher in April 1951 than at anytime during the '50-'51* season.

The programs were - "WOR-tv's Tues., Wed., and Sat. night boxing bouts"; "20 Questions"; "The Merry Mailman"; "The 6:45 PM News".

Little wonder that WOR-tv, channel 9, is one of New York's greatest television buys.

Joe

*New York Telepulse
The skies over Virginia are thick with Havens & Martin broadcasts.
And what attention they get!
From WMBG comes NBC's finest.
And WMBG locally has a remarkable record.
The first station in Virginia to broadcast commercially,
the first to own a tape recorder,
the first to tie in with a leased national news service.
WTVR, Richmond's only television station,
brings to Virginia viewers the facilities of NBC-TV
Its coverage has built a great television market.
These First Stations of Virginia are first in many ways.
Foremost, they're old friends . . .
and favored in the hearts of their audience.

WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia
Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company
Let's Get the Home-Town Box Office!

Play to New England's Largest Audience on the Yankee Home-Town Circuit

Actually the Yankee Network covers more territory than any other New England regional network. It is your medium for reaching New England's largest audience.

Every Yankee home-town station offers you two tangibles — a ready-made, dependable audience for Yankee and Mutual programs and the greater effectiveness of local, saturating coverage as compared with thin coverage from outside.

With Yankee's 29 home-town stations and their network audience, you get this saturating coverage throughout the Yankee six-state market. It is an incomparable combination for selling New England and keeping it sold.

Acceptance is THE YANKEE NETWORK'S Foundation

The Yankee Network, Inc.

Member of the Mutual Broadcasting System
Closed Circuit

FCC reportedly has been sounded out on its disposition toward sale of ABC to CBS and possible third party (see story page 23). Although no commitment possible from Commission at this stage, its understood those sounding did not receive unfavorable reaction.

WHEN HYTRON-CBS Fusion is effected, about mid-June through ratification of stock transaction by respective boards [Broadcasting * Telecasting, April 16], new set and tube manufacturing division of CBS will immediately launch distribution and sales effort, irrespective of outcome of color litigation. Distributors being lined up to market Hytron line, to carry Columbia brand name (not Air King, now distributed through Sears-Roebuck). If color decision is favorable, immediate production and marketing of color TV receivers will be undertaken.

FORD FOUNDATION, underwriter of several educational radio and TV projects (two grants totalling $560,000 made last week to National Assn. of Educational Broadcasters and Iowa State U.), reportedly may become big-money angel for educational TV stations. Half-billion-dollar endowment of foundation is eyed by organized educators as likely source for funds to build and run stations on channels reserved for them by FCC. Foundation reportedly giving serious consideration to lavish grants to educational TV.

DON'T Sell Radio Short Dept.—Over 80,000 listeners wrote for Railroad Hour souvenir booklet after single offer on NBC (April 16), three times response year ago. Number of replies continuing at record rate as offer is repeated.

WORLD-FAMED retail organization in midst working on plan to submit radio's drawing power to acid test this month in major research project which will compare results with printed media.

OBSERVERS on Washington scene are pointing to FCC action on selection of chief of newly created Broadcast Bureau as effective answer to allegation that FCC Chairman Coy absolutely controls Commission votes on policy and personnel. Five-to-two split found Chmn. Coy and Commr. Frieda B. Hennock, both Democrats, who supported Harry Plotkin, on losing end. Republics, Hyde, Jones and Sterling; Democratic Vice-Chairman Walker, and Independent Webster, swung it to Chief Engineer Curtis B. Plummer.

ATMOSPHERE around FCC after Broadcast Bureau vote last week (see above) tinged with acrimony. In particular, pro-Plotkin group felt that FCC majority repudiated them. Majority, however, mindful of attitude in Congress about purported domination of FCC by its lawyers, felt important broadcast post should be occupied by man who would support FCC wishes, rather than eagar-beaver who would mould policy.

LIPTON'S iced tea preparing daytime radio (Continued on page 90)

Upcoming

May 21-23: Public Distributors Conference and Show, Hotel Stevens, Chicago.
June 4-6: NARTB Board of Directors, NARTB Headquarters, Washington.
June 5: NARTB Inaugural Dinner, Hotel Storer, Washington.

(Bullets)

ABC CONCEDED Friday afternoon that discussions were in progress looking to possible sale of network to CBS (story page 22). Statement followed noon-time meeting of ABC department heads at which sale was one of several subjects discussed. In unoficial quarters there was speculation that decision would be reached at a meeting of ABC executive board.

CORN PRODUCTS REFINING, New York (Niagara Laundry Starch) starting six-week radio campaign using daytime chain breaks effective May 28, through its agency, C. L. Miller, New York.

STANDARD BRANDS, New York, for Instant Tea is planning larger home campaign in number of markets starting May 14, with dates varying. Compton Adv., New York, is agency.

TWO-YEAR TV OWNERS USE RADIO SETS MORE

WOR New York released survey results Friday showing number of TV owners using radio set for more than two years spend 60% more time listening to radio, and devote 19% less time to TV, than those who have had TV for less than nine months.

WOR, Research Director Robert Hoffman said findings of survey, conducted for station by Pulse Inc. in December, included:

Families who have owned TV for past two years showed 17% increase in night radio listening over this period; 27.5% of those with sets more than two years spend hour or more with radio at night. compared to 17.8% of those who have had sets less than nine months; percentage of long-time TV owners who listen more than two hours at night is double that of "new" owners who do (9% vs. 4.5%); per centage of long-time TV families who don't turn TV on at all on average nights also double that of "new" owners (19.4% vs. 8.3%); throughout all groups there is drop from morning radio home listening occurs when TV is off.

EDUCATION GRANT

FUND for Adult Education, sponsored by half-billion-dollar Ford Foundation, has granted $300,000 to National Assn. of Education Broadcasters to produce five series of radio programs on international affairs, public events, American heritage, science and democratic action at community level. Grant announced by Seymour N. Siegel, NAEB president and director of WNYC New York, Saturday at Ohio State U. Institute for Education by Radio. Programs will be made available to all broadcasters; additional funds will be made available to some stations for additional programs of NAEB and serviced to foreign countries through communications division of UNESCO. Grant to NAEB will be administered by Ralph Lowell, trustee of Boston's Lowell Institute.

Business Briefly

LORLILLARD EXPANDS • P. Lorillard Co., New York (Old Gold cigarettes), renewes The Original Amateur Hour on, ABC, Thurs., 9-9:45 p.m., effective May 2, it will expand full ABC network, increasing 55 stations to total of 290. Agency, Lenen & Mitchell, N. Y.

JOY ON TV • Procter & Gamble's Joy de tergent buying 20-second TV spots in seven ABC markets starting May 7. Agency, Biow, N. Y.

DISTRICT MEETING LINEUP PROPOSED BY NARTB

ANNUAL district meeting series of NARTB expected to open just before Labor Day, according to proposed schedule now being worked out. Tentative date of Aug. 27-28 considered for District 4, at Roanoke, Va.

Purley tentative September schedule, based on Monday-Tuesday and Thursday-Friday sequence, would line up about like this: District 2, Syracuse; District 3, Bedford Springs, Pa.; District 5, Lewiston; District 6, Detroit; District 9, Marine on Lake; District 11, Minneapolis; District 10, Omaha.

October would open with District 14 meeting, perhaps at Salt Lake City, followed by District 17, Spokane; District 15, San Francisco; District 16, no site yet proposed; District 12, Oklahoma City; District 13, Dallas or Houston; District 6, New Orleans; District 5, Augusta or St. Petersburg. Final meeting would be District 1, Boston, Nov. 1-2.

HOUSE VOTES DEEP CUT FOR FCC; COY ATTACKED

IN ECONOMY move touching all agencies, House of Representatives Friday by voice vote passed amendment to slash $25 FCC funding from $6,575,000 to $6 million. Floor debate centered on attacks on Chairman Coy by Rep. Eugene Cox (D-Ga.) and on alleged leftist influence on Commission by Rep. John Rankin (D-Miss.). Also by voice vote, lower chamber okayed "fees and charges" provision (see story, page 27).

Rep. Cox, member of Rules Committee which may approve FCC probe by a select committee (story page 31), said "administration of law by Commission has been mischievous as to make it a dangerous agency" and said funds cut would be in nature of "a little punishment." Rep. John Rankin of Chicago as to be held by Eugene Meyer, board chairman of Washington Post (WTOP-AM-FM-TV). Rep. Cox headed FCC probe group in 1943-44.

Rep. Rankin said funds would be withheld until Commission "cleans house," referring to an allegedly suppressed report on leftist influence within FCC.

PRESIDENT INVITED

PRESIDENT Truman invited to June 5 NARTB inaugural dinner for President-elect Harold E. Fellowes, to be held June 8 at Hotel Statler, Washington (early story page 28). Invitation extended by dinner committee, headed by Eraser M. Russell, NBC Washington vice president. Proceeds of dinner will go to Johnny Gill Memorial Fund, of which Paul W. Morency, WTIC Hartford, is chairman. BMI will be host at reception for those attending dinner.
KCMO NEWS
hits the
JACKPOT

Offer Pulls Quarters From All
Over 6 State Mid-America
—and 28 Other States*

Mid-America listens to KCMO news . . . and here's proof. KCMO
newscasters offered a Rand & McNally Global News Map for 25c — and
really hit a jackpot! An avalanche of quarters proved how hot news is right now.
Shaded on the map are the counties in Mid-America from which bonafide
requests were received. And additional quarters came in from 28 states outside
Mid-America. For power, programming and results . . . you can depend on
KCMO in Mid-America. Write us, or contact our representatives for availabilities.

*Details on request

50,000 WATTS
Daytime
10,000 WATTS Night
810 kc.

National Representative:
THE KATZ AGENCY

and KCMO-FM...94.9 Megacycles
KANSAS CITY 6, MISSOURI
Basic ABC for Mid-America

"Radio — America's Greatest Advertising Medium."

BROADCASTING • Telecasting
"Programs designed with the audience in mind"—that's the story behind WMC's programming schedule since 1927. The more than 800,000 radio homes in the Memphis market area are constantly entertained and informed by programs they prefer.

AROUND MEMPHIS TOWN
WITH OLIVIA BROWNE

From Archduke Felix to General Wainwright and Marie Wilson . . . outstanding personalities are interviewed by Miss Olivia Browne. And these interviews with people in the news, the people who make the news, have made her program, "Memphis, Mid-South, Today and Tomorrow," outstanding with WMC's listeners. Daily at 8:15 A.M. they stay tuned to WMC for an exciting fifteen minutes that receive national awards.*

*Distinctive Merit Award from the National Dry Goods Association for 1947, 1948, 1970 ... 3rd place nationally in 1951 for general audience programs.

AND HERE'S WHAT THE SPONSOR THINKS OF OLIVIA:

"Featuring high fashion and quality merchandise as we do at The John Gerber Company, we naturally wanted a radio program that would reflect that same high quality. From the beginning, ten years ago, The John Gerber Company has been effectively represented on the air by Miss Browne."

(signed) WILLIAM L. SMITH
General Manager
John Gerber Co.
Memphis, Tenn.
KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE ....in the OREGON MARKET

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

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

TOTAL BMB FAMILIES (From 1949 BMB Survey)

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<td>KGW 350,030</td>
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Eugene, Oregon's third largest city, viewed by Miss KGW from atop Skinner's Butte, is a thriving lumber, manufacturing and distribution center, serving the Cascade and Southern Oregon region. KGW Tour Test, conducted in cooperation with Oregon Motor Association, proves Eugene is another great market area reached by KGW's Comprehensive Coverage. In second picture, Neil Chase, grandson of the founder of Chase Gardens shows Miss KGW some orchids, of which his firm is a leading grower.

PORTLAND, OREGON
ON THE EFFICIENT 620 FREQUENCY
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
You can’t afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

* National Representatives

JOHN BLAIR & CO.

PAUL MONROE, William Weintraub & Co., N. Y., named executive director of radio and TV production. THEO GANNON, radio department, named director of radio and TV program development.

HENRY F. WOODS Jr., manager of public relations and publicity department, and HARRY RAUCH, manager radio publicity department Young & Rubicam Inc., N. Y., elected vice presidents of Bureau of Industrial Service Inc., wholly owned subsidiary of Young & Rubicam.

Mr. Monroe

MYRON P. KIRK, vice president and radio-TV director, NORMAN NASH, vice president and copy chief, C. M. ROHRABAUGH, secretary and account executive, and A. M. CORRIGAN, account executive, all Kudner Agency Inc., N. Y., have been elected to board of directors of agency.

TOM WRIGHT, BBDO, N. Y., to Dundes & Frank, same city, as vice president and radio-television director.

JAMES DOUGLAS McTIGHE, partner in charge of radio and television for Olimated & Foley Advertising, Minneapolis, is a product of early personal independence combined with plenty of Irish luck. Born in Seattle in 1917, he tried the world-away-from-his-family while still in high school, decided he liked it that way, and continued his independence by working his way through college. He graduated from the U. of Minnesota Journalism School in 1938, the “index year” that economists use today as the horrible example. Newspaper jobs were scarce, so he kept his old college job, ushering in a theatre.

Mr. McTighe first applied his training to a weekly shopping newspaper which he sold, wrote, edited and helped deliver. When an agency radio director whom he knew told him of a job as copy writer at KDAL Duluth, he jumped at the chance. Two years of apprenticeship at KDAL gave him a good grounding in radio, and his friend, the agency radio director, hired him as his assistant.

One year later the Army came along with a proposition and he was drafted. But not without some reluctance because he had married on the strength of his first radio job and was a family man. Mr. McTighe calls his three years in the Army the most important of his life—at least in retrospect. His first year and a half were spent as a platoon sergeant in a training battalion at Camp Roberts, Calif. Here he discovered he had good feet on which to take a stand, a voice that he had never before used very much, and a high degree of adaptability. While working out schemes to beat the Army classification system, his Irish luck intervened and his name was flipped from a file in Washington. For the next three months, he wrote and produced a radio show for the Special Information Section of Army Ground Forces.

Suddenly he disappeared into the hush-hush atmosphere of the Counter Intelligence Corps, an assignment which he had found himself in Calcutta, India, serving as a special agent in CIC. (One of these days he intends, like so many, to write a book about that year of his life.) Out of the Army in 1946, Mr. (Continued on page 75)
A Statement of Confidence in FM

Edward H. Butler, president of WBEN Inc., has announced that construction has begun on one of the tallest radio towers in the world for WBEN-FM and that the radiated power of the station will be increased to 105,000 watts. Elevation of the transmitter site is 1642 feet above sea level. This added to the height of the new tower will give WBEN-FM a range which will reach out to give radio service to listeners in New York and Pennsylvania who have heretofore experienced noisy reception, particularly in the evening hours.

WBEN-FM went on the air with six kilowatts of radiated power on Nov. 11, 1946. Since that time, FM has not experienced its anticipated growth due to factors which all in the industry recognize. WBEN has continued its interim operation without interruption and is convinced that the future of FM is bright, though more remote than was originally expected. We are backing this belief with a major investment to give the finest FM service which engineering resources can provide.

One of the impediments which slowed the acceptance of FM was the arrival of TV. Now the initial TV excitement is over in Western New York and we believe that radio, both AM and FM, will continue to hold its place in the habits of the population. A second impediment was the fact that FM receivers were difficult to tune and had a strong inclination to drift. Some newer models have overcome these deficiencies and we believe that manufacturers whose product has been outstripped by those of their competitors will not be content until all FM receivers are easy to tune and resistant to drift.

WBEN is going ahead with this major FM investment, with the conviction that the acceptance of FM will accelerate in the months and the years ahead. We will back FM by a whole-hearted promotional effort to show listeners, particularly those in AM fringe areas, that FM is a superior means of reception. Meanwhile, WBEN-FM, as in the past, is a bonus to those who use the FM facilities of WBEN, and will continue to be until the economic structure of radio indicates that some adjustment should be made.

A. H. KIRCHHOFER
Vice-President

WBEN
NBC BASIC
BUFFALO 2, N. Y.

May 7, 1951 • Page 9
Daisies Don't Tell—But The Figures Do.
Sponsors Love Us—And Our Listeners Too!

More Local and National Business than All Other Amarillo Stations Combined!

More Listeners in the Amarillo Market than All Other Amarillo Stations Combined!*

*E. M. B.

kgnc
710 kc. 10,000 watts
AMARILLO, TEXAS

Represented By
THE O. L. TAYLOR COMPANY

new business

Agency Appointments & Spot • • •

MILLER BREWING Co., Milwaukee, through Mathisson & Assoc., Milwaukee, signs five-year contract with special New York, New Jersey and New England states network to carry all New York Giants football games. Brewery will also sponsor New York TV program featuring film highlights of previous week's game and interviews with coaches and players.


COMETTE HOISERY MILLS, New Braunfels, Tex., for its drug store merchandised hosiery, names Glenn Advertising Inc., Dallas, to direct radio and TV campaigns in major markets this fall.

CENTENNIAL TURF CLUB, Denver (horse racing), renames Mark Schreiber Adv., Denver, to handle advertising. Radio spot campaign will be used.

GREEN SPOT Inc., L. A. (processor of fruit concentrates) appoints Beaumont & Hohman, S. F., to handle advertising. Radio and TV will be used.


RAINIER BREWING Co., S. F. (Krausen beer) launches extensive campaign on approximately 25 radio stations. Half-hour television program is planned. Agency: Brisacher, Wheeler & Staff, S. F.


SPIKELMIER PRODUCTS Co., Chicago (DRI, home water repellent), will consider use of radio and television after results of current Midwest print campaign are studied June 1. Agency: Fuller & Smith & Ross. Guy Mercer is account executive.

DAYSTROM FURNITURE, Chicago, names Young & Rubicam, same city, to handle advertising. Media plans now being discussed. Erik Isgrig is account executive.

CALIFORNIA FARM BUREAU FEDERATION, Berkeley, switch Voices of California Agriculture, 15-minute daily morning radio program to KKO El Centro, KMPC Los Angeles, KFRE Fresno, KFBK Sacramento, and KSFO San Francisco. Show will originate in studios at KSFO. Agency: West-Marquis Inc., S. F.

C. E. FULFORD Ltd., Toronto (Zam Buk ointment) starts musical spots on number of major market Canadian stations. Agency: Stevenson & Scott Ltd., Toronto.

Network • • •


U. S. ARMY and U. S. AIR FORCE to sponsor The Big Play, Mon. through Fri., over all LBS stations. Five-minute program will consist of highlights of best inning of each major league baseball game. Agency: Grant Adv., N. Y.

Adpeople • • •

JOHN J. BARRY, vice president and director of advertising and public relations National Shawmut Bank of Boston, appointed public relations chairman of Metropolitan Boston's 1962 Red Feather Campaign.
Cleveland's Proven Women's Show

**MAGGIE WULFF**

**ON**

**WARE**

10-10:30 AM  MON. THRU FRI.

1. No other women's show broadcasts at this time

2. Does not compete with Godfrey, or the Breakfast Club

**Supported by Active Merchandising**

a. Cards to dealers.
b. Personal calls to wholesalers.
c. Personal calls to chain buyers.

d. Direct orders from retailers through regular channels.
e. Product displays
f. Newspaper Liners

PLUS SUBSTANTIAL MAIL FROM CONSISTENT LISTENERS

**Cleveland's Sports Station**

**EXCLUSIVE BROADCASTS**

Cleveland Indians
Cleveland Browns
Cleveland Barons

**WARE**

5000 WATTS  1300 KC

The O. L. Taylor Company — National Representatives
Networks Obsolete?

EDITOR:

Are networks necessary? The time has come when the networks need to take a good long look at the service they are performing to affiliates and to the general public. It used to be, back in 1929, that a network had a reason for being; today there is a question about it. Program after program is heard on the network from tape recordings. Why a network for transcribed programs?

When an event of national importance comes along, each network duplicates sustaining coverage; why this? Why not one nation-wide network supported by every radio and television station in the nation which is interested in obtaining this type of program service on a standby basis?

If the four major networks have degenerated into transcription libraries for the convenience of overpaid talent, they have forfeited their right to exist. We don't need 1929 model networks competing with 1951 model TX or, and more important, with 1951 model station operation. Let the networks take a good, long look at today's network operations with a view toward either justifying networks as presently constituted or else toward disbanding them before any further discussions are entered into concerning rate reductions. Are networks necessary except on a standby basis is a question every affiliate can well ask today and expect a searching answer.

Gustav K. Brandborg
Asst. General Manager
KVOO Tulsa, Okla.

[EDITOR'S NOTE: KVOO is an NBC Affiliate.]

Pooh To P. I.'s

EDITOR:

In the April 23 issue, OPEN Mike, Walter Wagstaff, general manager at KIDO Boise, Idaho, complains that the P. I. boys are cluttering his desk with plain and fancy requests to peddle their gimmicks.

I think we've mastered the problem and it's only cost us the price of a penny postcard. After you read the card, you'll probably understand why we are keeping the shakedown boys under control.

Earl H. Huth
Manager
WHBY Appleton, Wis.

[The WHBY postcard: "WHBY does not accept advertising on a personality basis. WHBY's policy is definitely opposed to accepting advertising that does not conform to the standards set forth in our published rate card."]

Still More NARBA

EDITOR:

Rex Howell's peevish over failure of the NARBA resolution to pass at the recent convention [OPEN Mike, April 30] is eloquent testimony for the fact that it shouldn't even have been introduced.

First, to clear up a few erroneous Howells:

1. Rather than being "violent," I prided myself upon my restraint in discussing the proposed resolution.

2. Clear channel group members were NOT "shown a copy before the meeting." The resolutions committee made no effort to advise us in advance, and we had no member on the committee. Only by chance did we hear of it, and get to the root of the scheme ourselves.

3. I merely moved "to table," and I don't even know who raised the question of a quorum. Certainly even Rex won't accuse CBBS members of keeping delegates away from the meeting.

If the proposal was really "our innocuous little resolution," as Rex writes, then why is he in such a tizzy over its failure to pass?

(Continued on page 11)
GOT ANY "LEFT-OVERS" WHERE YOU WORK?

Do you work for a factory or shop that has obsolete machines in storage, or does not save its scrap metal, or fails to sort out alloy scrap? You can help your company make money and help the steel industry make more steel if you suggest that all industrial scrap be sold to local scrap dealers quickly.

1 WHEN IS PIPE A CYCLE? Those scrap ends of pipe are part of the scrap-cycle of a steel mill. They'll be remelted. New steel capacity means mills soon will need 7 million tons more scrap per year.

2 IS THIS YOUR OLD TRACTOR? The picture shows a charging machine thrusting a load of scrap into a furnace. About 50% of the mix fed to a steel furnace must be scrap.

3 ALMOST AS BIG AS THE TUNNELS it must pass through is this oil refinery tower on its 3 flat cars. Big new equipment like this is one of the reasons why more scrap iron and scrap steel are needed. Sell scrap to your nearest dealer.

The world has never seen anything to compare with the vast drive, by more than 200 companies, to expand America's steel production. Everything is growing: mines, transportation, mills. Keep up with the news on steel by writing for reprints from STEELWAYS magazine. Right now the editors would like you to read "Machines that Make Machines." Factual, informative, excellent for school use. American Iron and Steel Institute, 350 Fifth Ave., New York 1, New York.
Open Mike

(Continued from page 12)

pass. Actually, he knows it was a "subtle" (to borrow from Chairman Coy) trick to slip through a "loaded" resolution which would be haled as NARTB approval of Senate ratification of NARBA.

If Rex and his court would only take the trouble to study NARBA thoroughly, he'd recognize the soundness of the CCBS position. It so happens that his station is in an area not affected by the concessions to Cuba. But he should be careful of what Mexico will demand in return for her frequencies given away in the pending NARBA. When the Mexicans demand and get their pint of blood, then we'll really hear the Howell.

And honestly, Rex, would you remain a member of a trade association which adopted resolutions against the best interests of the public and your station? Well, then, why should WHAS?

Victor A. Sholis
Vice President and Director
WHAS-AM-TV Louisville.

* * *

Men of Distinction

EDITOR: The photograph on page 26 of Broadcasting & Telecasting for April 29, revealing the handsome countenances of the U. S. Radio Commission to Europe, was, for me, an excellent reminder of radio days that now are history.

What is so pleasant to me is to observe the magnificent state of preservation of these outstanding radio leaders! You all, including Colonel Kirby, are sure enough flashing millionaire smiles. There must be a reason!

The "old" magazine is more indispensable than ever.

Earl J. Glade
Mayor
Salt Lake City

Prayer from Bellingham

EDITOR: I have before me a United Press news item dated April 16, entitled "With NARTB Chicago."

The story quotes Judge Justin Miller, the retiring president and soon-to-be chairman of the board of NARTB, as referring to a "rate cutting boycott by radio advertisers." Reference was also made to the plea of Judge Miller that the question be investigated by the Justice Dept. of the federal government.

This comes from the spokesman of the radio industry who has so long and so loudly screamed that the federal government was interfering with the free enterprise rights of the radio industry. How come Judge Miller goes upstairs? A little further along in the same article the newly elected president of NARTB [Harold Fellows] apparently refers with some pride to the fact that the radio industry has

aided a hill-billy from Louisiana by the name of LeBlanc to build a great business in the distribution of Hadacol. . . .

It seems altogether in character for a top-heavy, brass-laden group like NARTB that these two men should speak thus at the same meeting; one screaming for help in a competitive, inter-media, price-cutting fight; the other throwing bouquets to the greatest price cutter in radio's history.

May the Lord have mercy on our souls.

Roger Jones
President
KVOS Bellingham, Wash.

[EDITOR'S NOTE: Harold E. Fellows, NARTB president-elect, said: "At no time, at no place, have I ever made a statement to the press about the name Le Blanc or Hadacol." ]

* * *

Original Pyramid Plan

EDITOR: Your March 19 issue . . . carries an article by [Professor] L. J. Horton—"Did He Invent Radio?"

The enclosed copy of a packet will help to get the professor on the ball. Radio was known to the Egyptians thousands of years ago . . . There is nothing new under the sun.

If you care to interpret the writing on the parchment, you will know it is true. . . .

C. Petersen
Hollywood, Calif.

[EDITOR'S NOTE: Our staff translator of double-talk, Pig Latin, and Egyptian hieroglyphics is on a desperately needed vacation. An interpretation of the pictured parchment awaits his improbable return.]

* * *

Semper Infidelis

EDITOR: For a good many years KGER has been giving free time to the recruiting divisions of the different armed services, including the Marine Corps.

In the most recent copy sent from this organization to our station for broadcast as "public service" the following statement is included in each announcement:

"Consult your newspaper for details."

We feel that this is taking it too far. We have written the Marine Corps asking that this be deleted from the copy.

Galen O. Gilbert
Manager
KGER Long Beach, Calif.
THE KOB-BMB MARKET

The KOB-BMB Market — COMPRISES ALL New Mexico plus 58 counties in 7 additional states. POPULATION 1,253,012—more than in Baltimore. RADIO HOMES 314,454—more than in Minneapolis-St. Paul. RETAIL SALES $1,015,763,000.00—comparable to Boston.

EFFECTIVE BUYING INCOME $1,298,580,000.00 — more than Fort Worth and Dallas combined. FARM AND RANCH BUYING INCOME $441,-329,000.00—more than “entire” retail sales in coverage area of any competitive station. Only KOB can produce effective advertising results in the expansively rich, plus-billion dollar KOB-BMB market.

KOB-TV

KOB-TV is the first and only Television Station in New Mexico. Serves 8,000 TV Homes in Albuquerque and Central New Mexico with NBC, CBS, ABC, DuMont and local programs. Dozens of National, Local and Network advertisers attest to KOB-TV results.
National Advertisers! Agencies! Local Stations!

RECORDED PRESTIGE SHOWS
for DISTINCTIVE Radio
SELLING - at low cost!

Universal, Timely Appeal!
○ OPEN-ENDED
○ TAPE SPEEDS 7½ and 15" per second, NAB Specifications
○ FAST, GUARANTEED DELIVERY

Pinpoint your market coverage with these shows—at the lower local-time rates! Banish the problems of network affiliation and time clearance. Each show is available nationally, regionally and locally (but the Quincy Howe program is unavailable for New York City).

QUINCY HOWE PROGRAM:
12½ minutes, weekly. Penetrating, up-to-the-minute news analysis. Commands respect and attention everywhere.

DR. DANIEL A. POLING
and the Carlton Martin Choir: 27 minutes, weekly. Messages of faith for our time, and hymns and spirituals of all religions. In tune with the nation's religious revival.

QUENTIN REYNOLDS PROGRAM:
12½ minutes, weekly. Insightful behind-the-news commentary. World-renowned for interviews of the prime movers in the news.

FIRST COME—FIRST SERVED
For audition information, write or phone
MR. CLEARY — NOW!

WALTER CLEARY
C O M P A N Y
141 East 44th Street, New York 17, N. Y.
Mr. Krueger
Mr. Brown

strictly business

RICH?

When we say “The Rich Washington Market”... we have an idea it means more than wide parks and impressive government buildings. The recently completed 1950 census of income discloses that the average family income in the Washington area is $4,130.00!

This impressive income average is unmatched in our history — represents peak income and buying power of your potential customers in the nation's capital.

Get your share of this high income buying group, with a sales message on WRC, your best bet in Washington.

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

Page 16 • May 7, 1951
very top drawer...

are the nationally admired products of the Carolina furniture industry. Here 375 busy factories* turn out 1/7 of the nation’s household furniture and North Carolina alone makes more than any other state. To 36,000 furniture workers and their families... as to 2,964,000 other Carolinians...

... WBT is a friendly, favorite voice.

* Selling one-quarter billion dollars worth of furniture annually under such famous names as:
  - Continental
  - Drexel
  - Heritage
  - Hickory
  - Huntley
  - Kent-Coffey
  - Morgan
  - Tomlinson
  - White

WBT CHARLOTTE
COLOSSUS OF THE CAROLINAS

JEFFERSON STANDARD BROADCASTING COMPANY
REPRESENTED NATIONALLY BY RADIO SALES

BROADCASTING • Telecasting

May 7, 1971 • Page 17
A-BOMB DEFENSE STORY

STATIONS—AM, FM, and TV—are rallying in increasing numbers to the civil defense standard by scheduling programs to inform, instruct and give background information to the public on atomic bomb attack.

Among the many efforts being made along this line, as reported to BROADCASTING • TELECASTING, are the following:

WTIC Hartford, Conn., has begun a weekly series of broadcasts, After the Atom Bomb, Friday 10:45-11 p.m. Programs feature digests of lectures given by staff members of the school of medicine and the department of physics, Yale U., on the treatment of atom bomb casualties.

WKRC-TV Cincinnati's Target: Cincinnati series of five documentary half-hour shows is being made available to all television stations in Ohio, according to Maj. Gen. Leo Kreber, adjutant general of Ohio. The program is part of WKRC's educational effort to advise citizenry about civil defense.

In Baltimore, WAAM-TV is showing a series of films dealing specifically with atomic attack on the average American community. Among those shown have been Effects of the Atom Bomb, Medical Services in an Atomic Attack and Self-Preservation in an Atomic Bomb Attack.

Premiere showing of a similar film, Survival Under Atomic Attack, has been held by the Federal Civil Defense Administration in Washington. Series of civil defense films will be made available to all U. S. television stations.

WHAM-TV Series

You and the A-Bomb is the title of a two-telescast series presented by WHAM-TV Rochester and the U. of Rochester's atomic energy project, April 5 and 12. First program, Target: Rochester, deals with damage from bomb attacks.

In California, KRON-TV San Francisco has been showing a series of Sunday 30-minute programs, 1:30 p.m., to bring the state's plan for civil defense to televisioners. Discussed are reasons for civil defense and the organization and its functions.

Some 1960 California radio stations are planning a unified effort by broadcasting a weekly "report to the people" on the state's civil defense program.

Stations are to be furnished with a 15-minute transcribed "report to be released each Monday at a time which will insure the greatest possible audience. Maj. Gen. Walter M. Robertson, state director of civil defense, is to be featured. Other officials will participate as broadcasts devoted to specialized services are developed.

Doug Montell will write and produce the program series and also serve as moderator. Emil Martin, program director, KFBE, Sacramento, is to handle the tape recording. Pressing of the discs and distribution to stations will be by Hollywood.

Details for this public service program series were worked out at a special conference in San Francisco participated in by William D. Pahle, general manager, KFBC San Francisco (Mutual-Don Lee); Arthur Hull Hays, vice president and general manager, KOBS San Francisco (CBS); Keith Herby, program manager, KGO San Francisco (ABC); George Graves, assistant manager, KNBC San Francisco (NBC); Arthur Westlund, president and general manager KRE Berkeley, representing independent stations, and Civil Defense of California officials. William B. Smullin, president and general manager, KIRK Eugene, and president of California State Radio & Television Broadcasters Assn., presented.

Failing to convince the rural people of Oneida County of their potential aid in civil defense, the county defense organization picked Ed Slusarczyk, farm director, WIBX Utica, N. Y., to try and "sell" the importance of defense. Within a month Mr. Slusarczyk had recruited over 7,000 volunteers, mostly through his 5-7 p.m. show. He has set up a complete civil defense system for the county with 20 divisions ready for any emergency that might arise.

The Civil Defense Coordinator of Imperial County, Calif., had told scouts that in the event of an emergency, they would be notified over KXXO El Centro and given directions. In the planning of the plan, two mobilization messages were sent out over KXXO. The station reported that although it was the only channel of communication used, one troop had 55 of 26 members report for duty and other troops averaged above 90%.

Leonard Dreyfuss, New Jersey director of civil defense, has announced that 13 weekly state-wide radio programs on the latest developments in civil defense will be started by Rutgers U. The 15-minute programs will be carried over 28 New Jersey stations at 11:45 a.m. Saturday.

WPIL-TV Philadelphia is continuing its Civil Defense Report series, with one of the latest presentations of film titled Self Preservation in an Atomic Bomb Attack.

WDTV (TV) Pittsburgh last Thursday presented a program, Prepare to Survive, showing not only preparatory measures but also a film of Hiroshima and Nagasaki after the bombs fell. Also included was a live studio presentation with Civil Defense officials.
Come Summer...
go where the money goes

This summer, shout your story from the mountain tops. Travel to 50,000-watt KSL and the Intermountain summer wonderland KSL covers, and you'll get back the echo in sales. And find a huge and happy-go-wealthy horde of listeners who, June through August last year, spent $254,553,000 retail sales dollars!

You'll love the mountain air... it you're on the air with KSL!

Advertisers last summer reached 41% more listeners on KSL than on the second station during the day, 38% more at night! And this summer KSL will whoop up listening as never before. A gigantic summer audience campaign will feature tie-in displays, stunts, billboards, newspaper and on-the-air ads by-the score.

Everywhere you look — Wasatch National Forest (U. S.'s most-visited), Bryce Canyon, all over Intermountain America — the woods are full of money. Fuller than ever before, with 12% more tourist dollars in 1950 than in '49. And bear in mind the billion-dollar industrial empire that's humming all year 'round!

You can reach new heights with your product this summer. (At amazingly low cost!) Ask KSL or Radio Sales for details now.

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

All sources on request
In The Public Interest

Smoke Elimination
WNOX Knoxville has helped to scrub the face of that Tennessee city. The WNOX Forum of the Air, whose producer-moderator is Para Lee Brock, has completed its third campaign against atmospheric smoke. Among other promotions, WNOX had a letter writing contest based on the title, "Why I Want to Help Eliminate Atmospheric Smoke." Because of previous campaigns against atmospheric smoke, WNOX was awarded the 1949 Alfred I. duPont Radio Award "for outstanding and meritorious service."

3,000 Chicks
UNDER a plan begun by WTIC Hartford, some 3,000 chicks have been sent by plane to Vienna. The plan was taken up with enthusiasm by the Connecticut Poultry Assn. Chicks are to go to young 4-H club members in occupied Austria.

Therapeutic TV
GENERAL ELECTRIC has developed a television receiver which promises to be a boon to iron lung patients who have to view the set from a mirror. Ordinarily, the image, as seen in the mirror would appear backwards. By reversing the coil controlling horizontal reception, G-E has made correct viewing possible for all patients.

Religious Program
FOUR Indianapolis radio stations, a TV station and seven other midwest stations cooperated in publicizing an unusual one-day statewide religious event, presented by the staff of Christian Brotherhood Hour. Among those stations participating in the event were WIBC WISH WIRE and WSBT-AM-TV Indianapolis. Other stations which supported the promotion campaign were WHBU Anderson; WIBW Bedford; WJG Fort Wayne; WAOV Vincennes; WSRK Shelbyville, all Indiana stations, plus WKLO Louisville, Ky., WPFB Middletown, Ohio.

Charity Drive
KMOX St. Louis and its newscaster, Lindley Hines, have received a large share of the credit for the success of a drive for funds on behalf of a policeman paralyzed after being shot while on duty. Instead of the $30,000 Mr. Hines had set as a goal, he and his team collected $45,000. This sum has gone into a trust fund for the officer, his wife, and their four children.

Flood Reports
KWNO-AM-FM Winona, Minn., rose to the occasion when the Mississippi River rose 4½ feet and flooded 110 Winona families from their homes. Station's staff kept listeners informed with up-to-date announcements.

'Til Do It'
ADVERTISING Women of New York have organized an "Til Do It Day" on which members, their families, friends and business associates, will donate a pint of blood to the American Red Cross. Thursday, May 17, 3 to 8 p.m. is the day. Those interested in donating to the program are asked to communicate with Cara Haskell Vorce, chairman, at Hanly, Hick & Montgomery, New York.

Charity In Action
WAAM (TV) Baltimore yesterday was to have presented another in its series of charity programs. Spearheading the 1951 Catholic Charities drive, the program was to feature Archbishop Frandisa P. Keogh and Sen. Herbert R. O'Conor (D-Md.).
... thanks the Presidents of the State Broadcasters Associations for Endorsing the BMI Program Clinics

Unanimous support of the 29 Presidents of State Broadcasters Associations for the plan to expand the BMI Program Clinics on a national scope is accepted by the entire BMI organization with sincere appreciation.

That the series of Program Clinics conducted by BMI in New York and other areas in the past have proved so helpful to our industry is also gratifying.

Now, with the strong backing of State Associations, Program Clinics will be conducted in all parts of the country. A Standing Committee of Presidents of State Broadcasters Associations now is actively engaged in furthering and developing the Program Clinic schedule.

Through the coordinated efforts of BMI and the individual State Associations the fulfillment of what broadcasters have termed “a genuine need of the industry” is in sight—opportunities for the exchange of views and ideas on local programming.

BROADCAST MUSIC, INC.
580 Fifth Avenue, New York 19, N.Y
CHICAGO • HOLLYWOOD • TORONTO • MONTREAL
North Carolina
Is the South's
No. 1 State
And
North Carolina's
No. 1 Salesman
is

NBC WPTF
50,000 Watts
680 KC.
also WPTF-FM

North Carolina
Rates More Firsts In
Sales Management Survey
Than Any Other Southern State.
More North Carolinians Listen
to WPTF Than to Any
Other Station
SECOND SPIRAL of network radio rate reductions came last week as NBC announced a 10-15% cut comparable to CBS's, while the two other major networks planned at least equivalent reductions and affiliates of all four sought a means of preventing the contagion from spreading throughout their own rate structures.

The expected NBC move came Thursday after a day-long session of network officials with members of their Stations Planning & Advisory Committee. That ABC and Mutual would follow—what had appeared inevitable before—now seemed oddly certain.

As the network rate reductions were announced, many broadcasters expressed the belief that commercial radio was entering a transitional period in which traditional balances of power may be upset and the whole financial structure of broadcasting measurably altered.

This belief was apparent in interviews by Broadcasting • Telecasting with leaders in all elements of the industry.

Most of them, in one way or another, recognized that the conditions causing network rate reductions were surface indications of a deeper movement, one powerful and fundamental enough to shake down the industry into wholly new forms.

Movement Not New

What new structures would emerge from the period of change could not be forecast with assurance. But recent financial records show that the movement has been going on for some time, and they point to one change of importance—the decline of the network's financial position in the radio family.

In the past three years, radio's total net time sales have risen sharply—from $416.7 million in 1948 to $425.3 million in 1949 and to $455.5 million in 1950. But in the period, network net time sales have diminished, from $133.7 million in 1948, to $128.9 million in 1949 and to $121.6 million last year.

As network time sales diminished, network operating expenses grew. This meant a decrease in net revenues which, in the case of two networks is known to have reached a net loss from network operations.

From 1948 to the end of 1950 the number of stations affiliated with the national networks grew as follows: ABC from 266 daytime and 285 night to 286 daytime and 285 night; CBS from 179 to 193; NBC from 170 to 180, and Mutual from 620 to 644.

The decrease in network sales coupled with the increase in the number of network affiliates meant that, on the average, more stations were splitting a smaller pie. Network executives, in discussions with Broadcasting • Telecasting have not attempted to minimize their concern over the worsening financial situation of network operations. They point out that their principal radio revenue comes from their owned and operated stations, but they wonder how long that revenue can support financial losses on network operations.

Network affiliates have also made it clear that their income from the networks is, in most cases, far below that from sales to national spot or local advertisers. Few, however, underline the importance of network programming which gives them prime adjacencies to sell as spots.

Comparative Figures

Coincidental with the decline in network income have been rises in national advertiser expenditures in spot radio and in local advertiser purchases.

From 1948 to 1950 national spot net time sales rose from $104.7 million to $150.1 million, and local net time sales jumped from $170.5 million to $206.5 million.

One high network executive has said frankly that networks may have to resort to spot advertising techniques if they hope to maintain volume [Broadcasting • Telecasting, May 23]. An incursion of the networks into spot business is violently opposed by many stations and their national sales representatives.

NBC's reductions closely parallel those announced a fortnight ago by CBS. They will amount to 15% for the 8-10 p.m. period, and 10% for all other periods after 1 p.m. (New York time in all cases). Like Columbia's, they will apply in non-TV as well as in TV markets. Unlike Columbia's, the 15% reduction applies only to a two-week period, whereas CBS's 15% cut applies from 8 to 10:30.

CBS also cut Sunday afternoon rates 25% while NBC's cut is 10%.

NBC affiliates, who received the

ABC TO CBS? Biggest Network Upheaval Talked

THE BIGGEST UPEHEAL in network radio history—acquisition of ABC by CBS and other interests—became a possibility last week.

Although the negotiations were reportedly far from fruition, it was understood that a complicated deal involving ABC, CBS and several prospective third parties, was in the wind.

If it materialized, the transaction would transcend in scope and importance the biggest network ownership change to date—RCA's sale of its Blue network to Edward J. Noble July 30, 1943, at a price of $5 million.

The price level at which Mr. Noble was said to be negotiating last week for his renamed ABC was $25-$30 million.

Whereas he bought his network from RCA for cash, Mr. Noble reportedly was considering an exchange of stock in the CBS negotiations. It was through stock transfers that CBS acquired Hytron Radio & Electronics Corp. [Broadcasting • Telecasting, April 16].

First report of the CBS-ABC negotiations was published in Broadcasting • Telecasting three weeks ago [CLOSED CIRCUIT, April 21], but was denied by both networks. Last week their denials had changed to "no comment."

From other sources, however, it was learned that the negotiations were beyond the exploratory stage. It was pointed out that this did not necessarily mean they would result in a sale; on a number of occasions other prospective deals for the acquisition of ABC have fallen through because Mr. Noble would not come to terms on price.

CBS' principal motive in seeking to buy ABC, it was agreed, was to acquire television facilities.

CBS now owns TV stations in New York and Los Angeles and 45% of one in Washington, D. C. Of the five ABC owned TV stations, CBS could retain those in Chicago, San Francisco and Detroit, providing it sold its 45% interest in Washington, and remain within the FCC limitation of five TV stations per network.

Studio Property Involved

CBS would also acquire the vast Hollywood TV studio facilities that ABC has spent several million dollars in developing. A year ago CBS bought land in Hollywood with the intention of building a television production center but as yet has not begun construction.

CBS would be obliged to rid itself of two ABC TV stations, those in New York and Los Angeles, to stay within FCC duopoly rules, and it is as a solution to this problem, plus that of unloading several ABC AM stations involved, that third parties are necessary to the transaction.

It was said last week that Columbia had talked with at least four third parties, General Tire & Rubber Co., which now owns the Yankee and Don Lee networks; and possibly three companies which have been reported at times past to have individually negotiated unsuccessfully with ABC—International Telephone & Telegraph Co., United Paramount Pictures and Twentieth Century-Fox.

All four were reasonable candidates to be a party in the deal. The two picture companies, having a principal interest in television, would be able to pick up New York and Los Angeles stations. Whether they would wish also to take the AM stations that CBS would have to sell was conjectural.

IT&T was reportedly to have talked, at least on an exploratory basis, with Mr. Noble. Being a communications empire, IT&T might desire to take the AM properties as well as TV.

The appearance of General Tire & Rubber as a possible party evoked (Continued on page 36)
SPRING CAMPAIGNS
By FLORENCE SMALL

MORE than a half-dozen seasonal advertisers are launching or preparing spot radio campaigns during May and June, BROADCASTING • TELECASTING learned last week. One advertiser, the survey revealed, will employ the half-hour network for its seasonal drive.

Camels Retains Time
R. J. REYNOLDS (Camel cigarettes) through its agency, William Esty, New York, is understood to have retained the Saturday 8:30-9 p.m. period on NBC for the fall. Company currently is sponsoring The Jack Carter Show in that period. The firm also is considering other time periods on both NBC and CBS for its fall show. Final decisions as to which shows and what time periods it will retain will be concluded by July 1, an agency executive told BROADCASTING • TELECASTING.

RCA-VICTOR
Buys Half-Hours on NBC
RCA-Victor signed for seven half-hours weekly on NBC last week in what was described as one of the largest single purchases of network radio evening time.

Sponsorship of two of the seven programs was started last week: The Private Files of Rex Saunder, a mystery-adventure series starring Rex Harrison and taking the Wednesday 10:30-11 p.m. time slot of NBC Presents: Short Story; and RCA Victor’s Musical Merry-Go-Round, featuring a woman m. c. with guest disc jockeys, scheduled Saturday 8-8:30 p.m.

The remainder of the schedule, slated to be in full operation by next week, involves co-sponsorship of five programs of NBC’s spring-summer Tandem Plan.

These are the June Question, Sunday, 10-10:30 p.m.; Screen Directors Playhouse, Thursday, 10-10:30 p.m.; Man Called X, Friday, 9:30-10 p.m.; and Magnificent Montagu, Saturday, 8-9 p.m.

In television markets, commercials on these programs will be devoted to RCA television sets and phonograph records. In non-TV markets, cut-in announcements will be used for RCA radios, phonographs, and radio-phonograph combinations. J. Walter Thompson is the agency for RCA-Victor.

GUARD ACCOUNT
Five Agencies in Running
FIELD of competitors for the National Guard advertising account has been narrowed down to five agencies, all of which are to make final oral presentations early this week.

The agency handling the account beginning July 1 will be announced this Wednesday. Hanging in the balance is an estimated $600,000 ad account, with a normal 25% or $150,000 tabbed for radio-TV. This sum represents a 100% increase in media funds for 1951-52 [BROADCASTING • TELECASTING, Feb. 28].

Competing again is Robert W. Orr, Orr, New York and Washington, present agency, and four other firms, which was learned last week. These include: Atkinson-Kynett Co., Philadelphia; Buchanan & Co., New York; Cecil & Frenbery, New York; and VanSant, Dugdale & Co., Baltimore.

About 25 agencies submitted bids for the account last March, representing nine national media and National Guard officials after an informal briefing on media plans [CLOSED CIRCUIT, March 19].

Summer and fall campaigns will use radio, TV, newspaper, and magazine ads.

CAPITOL RECORDS
Custom Service Expanded
CAPITOL RECORDS Inc., Hollywood, last week announced expansion of its custom service operation on a national scale. The record firm will make available all studios and recording equipment at its plant on Melrose Ave. under a newly created Studio & Recording Services Division.

For the past year and one half, Capitol has maintained recording facilities and plant production at near capacity, converting a major portion of its studio library to 45 and 33 1/3 rpm, and now feels it is ready to absorb outside recording.

Harvey J. (Jack) Richardson, formerly of Standard Radio Transcriptions, Hollywood, has been named sales manager of the new division.

CBS Stock Dividend
DIVIDEND of 40 cents per share of CBS Class A and Class B stock, payable June 1 to stockholders of record at close of business May 18, was authorized by the board of directors last Wednesday.
RADIO advertising is producing better results than newspapers for retailers in six large cities having TV reception according to documented surveys conducted by Advertising Research Bureau Inc., Seattle [CLOSED CIRCUIT, April 30].

ARBI has been testing radio’s pulling power, as compared with newspapers, in a series of scientific point-of-sale projects [BROADCASTING • TELECASTING, Feb. 26; June 26, 1959].

The newest ARBI findings support similar radio superiority shown in cities throughout the country. In all, ARBI has conducted over three-score projects under direction of Joseph E. Ward, managing director. The projects were started in 1949 in the northwest.

Compilation of results obtained in six television cities, where 20 experiments were conducted by ARBI, reveals that radio produces more traffic than newspapers; that a higher percentage of radio traffic buys merchandise, and that radio traffic spends more money in the stores.

The tests disclose that radio’s appeal is cumulative, building up during the three-day test period used by ARBI. On the other hand, newspaper appeal is shown the first day but falls off rapidly in the second and third days.

TV cities in which ARBI conducted its tests are San Francisco, Tulsa, Minneapolis, Cincinnati, and Milwaukee.

The results show that two separate markets—a radio market and a newspaper market—exist in television as well as in non-television cities. These two markets have little overlap, indicating that a radio advertiser can influence via radio a large number of people not influenced by newspaper advertising.

The ARBI technique is designed to show at the point of sale where the retailer’s goods. Funds spent in the tested media are balanced, on a dollar basis. Identical items were advertised simultaneously for three days.

In eight Washington, D. C., surveys, radio produced 34.2% of the traffic compared to 26.5% for newspapers, and 10% for “both.” 64.6% of radio, 56.1% of newspaper and 69.4% of the “both” group bought merchandise; 51.8% of total dollar purchases came from radio traffic compared to 29.7% for newspaper and 12.1% for “both.”

Tulsa Results

A striking development was noted in Tulsa, where 35.3% of traffic was due to radio, 29% to newspaper and 17.8% to “both.” Five Tulsa tests disclosed that 55.8% of radio traffic made purchases, accounting for 74% of dollar sales. This compares to 30.8% of newspaper traffic that made purchases, accounting for only 2% of dollar sales by the stores.

Radio far outpulled newspaper advertising in the 16-20 traffic group, reaching unbelievable heights in the second and third days.

CBS Projects to ‘60

SKELETON PACT

PROCTER & GAMBLE, Cincinnati, signed a seven-year contract for the radio and television services of Red Skelton, which will earn for the comedian approximately $9 to $10 million dollars during the combined number of years.

The television show will start in October on NBC-TV [CLOSED CIRCUIT, April 9] space time as yet, undetermined. Radio version which is currently on CBS, may be retained in the same time or may move to another network. Benton & Bowles, New York, is the agency.

RING ON TOUR

ANDREW RING of A. D. Ring & Co., Washington consulting radio engineers, was scheduled to leave the United States last Friday on a one-visit tour of a projected trip around the world. The purpose of his trip was not disclosed beyond the understanding that he will investigate radio matters abroad, presumably $10 million dollars by interviewed customers showing an interest in the test merchandise. (Continued on page 38)

TULSA, OKLA.

Combined Summary of Results—Five Surveys

Combined Summary of Results—Eight Surveys

WASHINGTON, D. C.

Combined Summary of Results—Three Surveys

LOUISVILLE, KY.
POLITE consideration toward the daughter of a chief of state, not to mention a certain temperament encouraged by recent reports that Mr. Truman intends to settle old scores after his incumbency, confine this reviewer to the remark, in assessing Margaret Truman's radio debut as a dramatic actress: that she was—well, competent.

Her vehicle was not sturdy enough to be memorable, being a radio adaptation of a screen play adapted from an article that appeared in the New Yorker magazine. No rose, passing through so many hot, little, Hollywood hands, could possibly retain its first, bright bloom. Jackpot, as the story was called in its screen and radio transmogrifications, arrived at the microphone willed.

As originally written, by the New Yorker's John McNulty, if memory serves, it was a rather terrifying account of a radio jackpot winner's almost impossible difficulty in selling off enough of the bizarre merchandise to pay income taxes on his windfall.

In the evokes the actual experiences of Mr. McNulty's anguish; the hero were marvelously humorous, but they apparently did not seem to Hollywood technicians to have enough of the old孙悟空. In the radio and screen versions, the hero loses his job, is, is nearly divorced before everything falls happily, the hero not restored to his employment but promoted to a vice presidency, and he and his wife reconciled as though in the blush of first love.

As Bill, the male lead, James Stewart carried the major burden of the somewhat inert script (although he received second billing to Miss Truman's). Mr. Stewart's skillful hemming and hawing did as much as could be done to adorn the laborless lines.

In comparison, Miss Truman's performance was, as said before, competent. She read her lines intelligently and without a flaw. Her lack of experience, however, was evident at those moments when an accomplished comedienne might have responded to a writer's attempts at humor from the studio audience but Miss Truman did not.

In her defense, it must be said that her's was a trying assignment. To start a dramatic career at the top is to ask a lot of any actress, no matter how talented. If Miss Truman aspires to the theatre, as well as the concert stage, she would be wise to continue an active show business career to demonstrate the rigorous practical education that most successful professionals have endured.

Let us turn now to the commercials, which in the first half-hour (the sponsored part) of the hour-long production must have been gratifyingly evident to those who paid for them. This is one of NBC's Tandem Plan programs, and three sponsors, RCA-Victor, Chesterfields and Anacin, were mentioned favorably on several occasions.

All three were identified at the beginning of the show, with a short description of the merits of each. After the introduction of the stars, Miss Truman and Mr. Stewart, a one-minute commercial for RCA-Victor was read. Another one-minute commercial for Chesterfields—apparently recorded by Bob Hope and Bing Crosby—came in the middle of the first half-hour, and one for Anacin toward the end. Before the station break, the list of the three sponsoring products, and descriptive phrases for each, was read again.

LORAIN RULING

SCOTUS Will Review Case

U.S. SUPREME COURT last Monday agreed to review a lower court's decision against the Lorain (Ohio) Journal, ruling that newspaper engaged in anti-trust practices against a radio station (Broadcasting • Telecasting, Jan. 15, 8).

The Journal, its owners, Samuel A. and Leidor Hovey, and two other principal executives, had violated the Sherman Act in refusing to accept the advertising of local merchants who bought time on WEOL-AM-FM in Lorain, Ohio, the court ruled.

In his final judgment last January in Cleveland, U. S. District Court Judge Enrich Freed had incorporated some of the sweeping terms proposed by the Justice Dept., in contrast to the Journal's counsel contention that the advertiser should merely be forbidden to reflect advertising solely because the advertiser also uses WEOL-AM-FM.

Since no more cases will be heard this spring in the Supreme Court, the case will be assigned to the fall calendar.

Officers of the Journal in appealing to the highest court held the earlier ruling was contrary to the press guarantees of the Constitution.

When the suit was first brought by the government in September of 1949, it marked the first time that an anti-trust case was filed against a newspaper charging it with conspiring to injure a competing radio station.

CBS SUMMER PITCH

Says Radio No. 1 Medium

WHILE the faro star created by its network radio rate reductions raged on, CBS last week issued a documented presentation to show the sales appeal of summer radio, and to prove that "in summer, as in winter, radio is the public's No. 1 medium."

After citing facts, figures and case histories to demonstrate the power and potentialities of summer sponsorship, the network offered this "check list of four ways to make the most of summer network radio":

1. Keep an existing winter series in its regular period to make the most of diminished competition and to maintain listener-habit.
2. Move an established winter show into one of the hiatus-vacated Top 20 time periods to expose new audience to it.
3. Test the value of a higher-rated network by bringing a winter series over from another network for a three-month experiment.
4. Launch a new sponsorship in summer for a flying start into the fall-winter season.

Summertime today is "one of the two peak seasons in spendable income and retail sales," CBS asserted. In contrast to the days of the first hiatuses, when summer sales "were not worth the costs of sponsorship," the summer season now ranks as the first or second quarter of the year "in all major indexes of summer spending," the network pointed out.

"In terms of sales potentials now available," the brochure continued, "radio's summer hiatus pattern is obsolete. Summer opportunities fully justify 10-month advertising."

Sees 42.8 Million Sets

CBS appraised radio's summer opportunity at more than 92.8 million sets—40,056,400 in homes where families are not away on vacation; 28,860,000 secondary sets (including 14 million portables) in homes where families are not away; 19,100,000 automobile receivers, and 5,000,000 sets in public places.

On the average summer day from May through September, the network said, 95.6% of the population is headquarters at home and, of the 44.4% vacationing away from home, "almost all stay within reach of U.S. summer network radio." The presentation draws upon U. S. Commerce Dept. figures to show that spendable income is bigger in summer than in winter or spring; that summer is one of the two big factory payroll seasons; is No. 2 of the two peak seasons in farm income; is the second biggest retail selling season; is the No. 1 season in durable-goods stores; is one of the two best seasons in non-durable-goods stores; No. 1 season for automobile dealers; is one of the two peak seasons for household appliances; is one of the two peaks in food retailing; is "biggest" in drug stores, and the "best season" in filling stations, and is a $2.5 billion season for department stores.

"Summer is also the customer's season-of-decision on major purchases," the presentation continued, citing department store surveys in Milwaukee and San Francisco in 1949 as showing that "80% of the decisions on what to buy, which brands and when to buy them are made by families in July and August.

A "leading store executive" was quoted as saying "it's too late to sell a major investment after the (Continued on page 38)

IN REVIEW

Page 26 • May 7, 1951

CBS DCASTING


Cast: Margaret Truman, James Stewart, David Bender, Jeffrey Silver, Ann Diamond, Eddie Marr, Jerry Hauner, Bill Beuchey, Jim Buckin, Betty Lou Gosden, Sidney Miller, Robert Armbruster, James Wallington.

PLUMMER NAMED

As Broadcast Bureau Chief

IN A SURPRISE move, the FCC last Wednesday elevated Curtis B. Plummer, chief engineer, to the newly-created post of Chief of the Broadcast Bureau. Establishment of the Bureau, which comes at the completion of the Telecasting, April 9] completed the Commission's self-initiated reorganization along lines generally advocated by the influential McFarland Bill (S 658) which now awaits House action on Capitol Hill.

The integrated new bureau, to start operations June 4, is to consist of an Office of the Chief and five divisions. These divisions will be an Aural Facilities Division, a Television Facilities Division, a Re- newal and Transfer Division, a Hearing Division, and a Rules and Standards Division.

Mr. Plummer was selected by a 5 to 2 vote, with Chairman Wayne Coy and Comr. Frieda B. Hennock dissenting. Their candidate was Harry Plotkin, assistant general counsel in charge of broadcast operations, who for months had been reported as practically the walkaway candidate. Opposition, however, developed, primarily on the notion that Mr. Plotkin, as a lawyer, was disposed to approach matters on a prosecutorial basis.

Evidently the majority of Comr. Paul A. Walker, Rosel Hyde, Robert F. Jones, George E. Sterling and E. M. Webster concluded that appointment of an engineer would have a stabilizing influence on those in the broadcast field regulated by the Commission.

For nearly all of his 11 years with the FCC, Mr. Plotkin, ad- mittedly a brilliant lawyer with the work capacity of an entire platoon of attorneys, nevertheless had been the Commission's most provocative lawyer. To him has been ascribed most of the controversial regulations pertaining to broadcast operations.

Plan Voted Tuesday

At Tuesday's meeting the FCC voted the reorganization plan for the Broadcast Bureau. An effort was made to circumscribe the duties of the chief who would be responsible only for the analysis and examination of applications without, making recommendations to the Commission. This, however, was lost by a 4 to 3 vote. Voting for the restricted delegation of authority were Comr. Hyde, J. E. Hennock and the dissenting Plummer.

Specifically, the authority delegated to the Chief of the Broadcast Bureau is summed up within the Commission's announcement:

The effect will be that a single broadcast Bureau, under its Chief, will readily be able to handle by various legal accounting and engineering units within the Commission, the abolishment of the separate broadcast divisions now under the General Counsel, Chief Accountant and Chief Engineer is intended. This will also mean transfer of personnel to the new Broadcast Bureau.

Function of the five divisions within the Bureau were announced as follows:

Aural Facilities Division will administer to the AM and FM services. The Television Division will supervise TV matters, with the exception of renewal and transfer, hearing, and rules and standards functions which will be discharged by the new Bureau's other divisions bearing those descriptive titles. All will be under the coordinated direction of Mr. Plummer, as Chief.

Hearing Duties

Creation of the Broadcast Bureau's Hearing Division will not, however, undermine the activity of the Office of Formal Hearings, in which hearing examiners function pursuant to provisions of the Administrative Procedures Act. FCC further points out that it will not affect duties of the Office of Formal Hearing Assistants, which directly serves the Commission.

Supplemental orders will be issued to define the functions of the Offices of the General Council, Chief Accountant and Chief Engineer in the light of the transfer of their present broadcast units.

General Council will retain the Legislative and Administration Division. The Accounting System Division and the Economics Division will remain under the Chief Accountant. The Field Engineering will include the Broadcasting Bureau's Frequency Allocation and Treaty Division, the Technical Research Division and the Laboratory Division will continue under the Chief Engineer.

Broadcasting licensing functions remain under the Office of the Secretary.

Posts to Be Filled

FCC has not intimated who will head the five divisions within the Broadcast Bureau as well as the post of deputy director. It's very likely that the latter post will go to a lawyer since an engineer was selected as Chief.

Past procedures indicate that Mr. Plummer would make personnel recommendations for the various positions to the Commission.

The 38-year-old new Broadcast Bureau Chief is a native of Boston. He received his B.S. degree from Boston University and his B.S. degree from the U. of Maine in 1938.

His first engineering work included tenures at WHEB, Portland, N. H., and WGAN, Portland, Me. Joining the FCC as a radio inspector in 1940, he became assistant monitoring engineer at various monitoring stations before coming to Washington as an associate radio engineer in 1948. He became a Broadcast Engineer in 1942 and two years later was named assistant chief of the AM Broadcast Engineering Section. In 1946 he was promoted to acting chief of the TV Broadcast Division and the following year became chief of that division.

Mr. Plummer became FCC Chief Engineer April 3, 1950, after that post had been vacant for more than a year. Then, as now, he was a surprise appointee. He was selected over other FCC engineers with longer tenures as well as a number of outside candidates. He is credited largely with the production of the pending TV allocations.

Mr. Plummer was Vice Chairman of the U. S. delegation to the first meeting (Geneva, 1948) of the Planning Committee for the International High Frequency Broadcasting Conference, ITU, and of the Planning Committee meeting (Mexico, 1948) for the same conference. He was adviser to the American delegation to the subse-

LICENCE FEE THREAT

By DAVE BERLYN

The LICENSE fee skeleton emerged from Congressional closets last week to rattle nervously for additional charges assessed by government agencies, which would include the FCC, for special services rendered.

It was dangling on two fronts — by the House Appropriations Committee, which has cut FCC funds for fiscal 1965 to correspond with the agency's current operating budget, and during House Commerce Committee hearings on the McFarland Bill (story page 29).

The Appropriations Committee, as reported concern that the government "is not receiving full return from many of the services which it renders to special beneficiaries." It explained that many fees now charged are prescribed by law. But it called for a re-examination "to bring the current charges into line with present-day costs."

This influential committee, that has its fingers on government purse-strings, pointed to the long-range study on services now being conducted "which may result in further legislation to require that adequate consideration be received for such services."

For the present, the Congressional committee seemed satisfied to write into its bill (HR 3880) a provision authorizing and encouraging such charges "which would in no way conflict with studies now under way to effect changes" in the laws already on the books.

Would Allow Fees

The committee wrote into the funds bill a section which would permit agencies to set charges or fees for services, subject to "such policies as the President may prescribe." It is noted, however, that this provision states that it would be the "sense of the Congress," and therefore, if the measure were enacted, not necessarily binding.

However, should Congress approve the measure forwarded by the Appropriations group, observers believe it conceivably could set off the fuse on the license fee powder keg. There are multiple interpretations on what effect this section could have, and numerous ramifications. Summed up, the possible effect of the bill's passage looks like this:

It would be a "trial balloon" law. Agencies could try out the principles involved and see how they worked.

It probably would be effective for only a year since appropriations bills are generally regarded as being "good" for the fiscal year for which Congress legislates funds.

Appropriately it would permit agencies to charge fees or other assessments for services rendered (but not force them to) in any instance where there is no law prohibiting such an assessment. FCC, so far as it can be determined, has no such statute on the books.

It would throw open the entire question in each of the (Continued on page 86)

Renewed on Hill

By FRANK B. HOLLAND

The House Appropriations Committee, in its fiscal '65 report on FCC, has included a provision that would permit agencies to charge fees for services rendered, subject to approval of the President. That could mean a new license fee for radio and television.

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Support Urged

**American Exhibition of Educational Radio Awards**

AWARDS and honorable mentions of the 15th annual American Exhibition of Educational Radio Programs were announced last week.

The exhibition was sponsored by the 21st Institute for Education by Radio-Television, meeting at Ohio State U. in Columbus.

With the exception of "One-Time Broadcasts," all awards were given to program series, not to individual programs. Regional local and transcribed were judged in 14 cooperating centers, one for each program class.

No national network awards were given this year, IERT explained that the multiplicity of national awards detracts from their significance.

IERT added that regional and local awards will be continued because of the "unique service" they render in recognizing outstanding educational programs in the many regions and communities of the United States and Canada.

The exhibition, it was stated, is the only system of awards which, in a variety of fields of educational and public service broadcasting, bases its awards on actual auditioning of programs from the various stations and organizations as well as upon examination of data regarding audience acceptability.

Judges who make the awards, it was explained, actually listen to all program candidates in each class before making selections. IERT recommends to other award agencies the inclusion of Canadian programs in competitions.

**Regional Networks, Regional Organizations, and Regional Clear Channel Stations**

Religious—First Award, The Seven Joys of Mary, to CBC, broadcast over (Continued on page 50)

**NARTB Fellows, Miller To Take Office At June Inaugural Dinner**

E. Fellows, WEEI Boston, as presiding during the summer meeting of the conducted in connection with a Belden Memorial Fund.

Mr. Fellows will be former presidents of NAB, as well as Congressional and judiciary leaders.

Mr. Fellows was selected for the presidency April 2 by a board committee after screening a long list of names. Judge Miller was selected board chairman at the February board meeting. In addition he will serve as general counsel. At present he is serving as president pending inauguration of Mr. Fellows.

Arrangements for the dinner are being made under direction of a committee headed by Frank M. Russell, NBC Washington vice president. Paul W. Moroney, WITC Hartford, chairman of the Johnny Gillin Memorial Committee, will be toastmaster.

Invited to serve on the committee with Mr. Russell are: Earl H. Gammons, CBS Washington vice president; Robert H. Hinckley, president; Ben Strouse, WWDC Washington; William A. Porter, president, Federal Communications Bar Assn.; W. Carl Bailey; Carl Haverlin; Fred Novik, WNBW (TV), Washington; John S. Hayes, WTOP-AM-TV Washington; Frank U. Fletcher, WARC Arlington, Va.; C. M. Jansky, Jan.
PROPOSING the “rating” of radio’s “sales power,” William B. Ryan, BAB president, speaking at Ohio Assn. of Broadcasters Wednesday (see separate story, page 58), said: “Radio’s buying power is enormous. And managers to immediately assess their dollar power in the light of increased operating costs, increased population and set ownership, and lower purchasing power of the dollar during the last five years.

Let’s get this fundamental job done first; then we can talk about how much television (in cities with television) has reduced, and at the same time how much television has reduced reading of newspapers, magazines, comic books, movie audiences, sales of printing presses, and the like.

“How much is television listening and influencing radio listening and other activities? I don’t know. Neither does the ANA, Radio Market Research, Market Data, or anybody else who presumes to know. Until the ANA has reliable research available based on a true incontrovertible study of how people listen to radio, free of ad distortions and working—in home as well as out of home, it has no sound or even legitimate basis on which to demand rate cuts,” he said.

BAB’s Financial Goal

Declaring that “a million-dollar budget for radio promotion is small in view of the results that can be achieved and at rewards that are certain with a united effort,” Mr. Ryan said that “BAB is a long way from the financial goal it must reach to do the job it is so well suited to do for you.”

His most immediate concern, he continued, had been the ANA demand for reduction of rate schedules. When network station rates are reduced, spot and local rates will follow the same line unless affiliated and independent stations properly assess and price their services,” he went on.

Discussing the “rating” of radio’s “sales power,” the first step, he said, was to “provide a flood of documentary evidence on what this medium has accomplished in sales volume for advertisers, nationally, sectionally and locally.”

BAB proposes to “case history” advertisers and agencies with “an endless flow of testimonial proof of use of radio,” with the aim of selling the medium as a whole.

Using “ratings” to evaluate radio, he continued, has imposed “an endless flow of testimonials on radio that the readership scores would impose on publications, if they should sell on that basis.

Moreover, in such event, publications would be “throwing away all the editorial and national or community influence on which they depend so much to make their products saleable and to make their publications important in the lives of their readers.”

“We in radio have permitted ourselves to believe the notion where we have been selling—and the advertiser has been buying—on the basis of listenership to a particular program and a particular cast or talent. In such a scheme of things, he asked, where is the evaluation of community standing and listener loyalty?

To rate radio’s “sales power,” Mr. Ryan said, broadly it is necessary to know the total home-listening

Ryan Urges Study

RATING radio’s sales power also requires further study of and emphasis on commercial copy, he continued. BAB’s research on this score should be supplemented by joint studies by stations locally to improve.

Important, too, and “by all odds the least explored” method for improving radio’s position is in the field of editorializing, Mr. Ryan said, “to be a proper influence in the community, every station must editorialize; and if it does so with sincerity and in the public interest, convenience and necessity, it need not be concerned about violating any FCC regulations in that respect he continued.

Broadcasters’ failure to maintain rates has caused considerable lack of confidence among advertisers and agencies, who, as a result, could not know when they were getting the lowest prices, he said.

By FRED FITZGERALD

McFARLAND BILL

By MORRIS KRAMER

NARTB Support; Hearing Ends

By MORRIS KRAMER

J. LEONARD REINSCH (c), managing director of Cox Radio and Television Operations, outlines WSB Atlanta’s plans for supporting the new Interstate Bus Drive. Listening approvingly are Georgia Governor Herman Talmadge (l) and Secretary of the Treasury John W. Snyder. Secretary Snyder was in Atlanta to explain the drive to civic and business officials.

Mr. Ryan

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Slated to receive a flow of materials are manufacturers of commercial radio communication and navigation aids; electronic components, recorders, amplifiers and audio equipment; transmitting and industrial type tubes; radio receiving type tubes (except cathode ray); TV receiver cathode ray tubes; and telephone and telegraph equipment.

Manufacturers will be asked to apply for authorized production schedules, material allotments and defense order rating on forms to be filed with the appropriate NPA Electronics or Communications Products Division.

In announcing the action, authorities stressed that the government hopes to remain out of the consumer field "at least at present," although classifications are subject to change.

In other developments last week:

- Industry transmitter and tube representatives were asked to provide a program of estimated requirements for remainder of 1951 and for 1952.

NPA Issues Order

- NPA was still weighing a proposal designed to allocate additional materials for the television industry in the event the FCC lifts the freeze. Mr. Daniel, chief of NPA's Electronics Products Division, which handles radio-TV material needs, submitted his resignation.

The FCC TV freeze question was posed on the heels of statements by Defense Mobilizer Charles E. Wilson that the television industry probably could expect no special priority to expand and that stations would have to take their place along with other civilian activities. Mr. Wilson's prediction was voiced in answer to a query raised at the NARTB Chicago convention.

Priorities Possible

Electronics authorities were not inclined, however, to discount the possibility of priorities in the event the freeze on new TV station construction is lifted.

One authority pointed out flatly that a proposal to provide for such a freeze "incentivally embracing critical materials for all non-consumer equipment (end products and component parts)—had been evolved by the NPA Electronics Products Division and submitted to top NPA levels as part of the overall CMP for radio-TV.

Whether the Defense Production Administration, on the recommendation of the new Electronics Production Board, will act favorably on this phase of CMP is still a matter of conjecture, he pointed out. The suggestion takes cognizance of possible lifting of the freeze, as well as needs for special equipment for broadcast emergency and civil defense operations—none of which falls within the coverage of the freeze as yet.

The electronics blueprint was drafted by the Electronics Products Division under Mr. Daniel, who resigns effective June 1. No successor had been announced.

CONVENTION COVERAGE

Plans Are Underway

COAST-TO-COAST radio and TV coverage of the Democratic and Republican national conventions in 1952 is already in the early planning stage, with Bill Henry serving as liaison with party national committees in his capacity of chairman of convention committee.

Detailed arrangements will be taken up after a Republican committee selects a site at its May 9 meeting in Tulsa, and after the Democratic committee meets May 25 in Chicago.

Sponsorship of convention proceedings for the first time will be considered by both committees, though question arises over right of the national committees to accept funds from sponsors.

Local convention arrangements committees might work out sponsorship.

The sponsorship problem involves type of advertiser and opens up problems of time segments and total coverage. Both parties would hesitate to allow a sponsor to confine coverage to a single network, for example. Scheduling of convention events to suit a sponsor would meet party opposition, since both Democrats and Republicans will insist on retaining the tradition and flavor of these events.

To Expand TV

TV coverage will be greatly extended in comparison to the service available in 1948, when the number of stations and cable coverage were limited.

Convention planners will make extensive facilities available to radio and TV but take the position that the conventions must be covered as news events.

Profiting by the 1948 TV experience, the party committees will set up an joint committee to permit effective TV coverage on a national basis.

Cities most prominently mentioned for the conventions are Chicago and Philadelphia. Democratic
Sought by Rep. Kearney

SLOAN AWARDS

NATIONAL SAFETY COUNCIL
CITIES NINE WINNERS

NBC, four stations and four advertisers were named by the National Safety Council in Chicago last week as recipients of the Alfred P. Sloan award for highway safety in radio, television and educational stations, and radio and TV advertisers.

NBC received the award for its "exceptional service to safety" in airing six Green Cross Song Festival spots, tagged as a pilot series, and the current 1951 schedule of festival shows. It was also commended for such special shows as Death Traps and its Labor Day series of network spots.

In the local sponsoring category, WNRR Norristown, Pa., received the award for its 7,000 spot announcements on safety, and for its "highly successful" slogan contest which drew 28,000 entries. The C. W. Kelley Transport Co., Hutchison, Kansas, was cited for its Kelley's Safe-T Club, aired on KWKH Shreveport, La. Commendation went to WWJ-AM-FM Detroit for "a very effective and

The House of Representatives was a select committee to investigate the FCC.


Questioned about his resolution, Rep. Kearney said he could not make any statement until he had "talked over" certain matters with other parties. The Congressman did not elaborate.

His resolution was referred to the House Interstate and Foreign Commerce Committee. Under House procedure, words and death power over all legislation introduced. It is the committee that clears means for floor consideration.

The resolution would:

Direct a select committee to conduct a study and investigation of the "organization, personnel and activities of" General Philip J. Marwall of the U.S. near the FCC's June 27th general meeting and the FCC's June 27th special committee.

Doubt was expressed possibly a group of court watchers and judicial personnel and unspecified "activities."

Another study of the FCC was begun in 1948 by the Senate Interstate Commerce Committee then headed by Wallace H. White Jr. (R-Me.). It was directed by Sen. Charles W. Tobey (R-N.H.) and Sen. E. W. McFarland (D-Ariz.), now Majority Policy Leader. This unit broadened a study of communications, domestic and international. It is the committee to re-examine FCC's licensing program and a general review of activities in the broadcast field.

Frank T. Bow, who served as general counsel of the House Select Committee, is now a Republican Congressman from Ohio. It is understood that he has noted the Kearney Resolution with interest because of his broad experience in the 80th Congress' probe.

It is logical that Rep. Bow may make a powerful bid for a seat on any select committee that might be set up. However, he would be handicapped by lack of seniority. Three House members who served on the Granite family—Rep. J. Percy Priest (D-Tenn.), Leonard W. Hal (R-N.Y.) and Oren S. Harshbarger (D-III.)—are members of the House Interstate Commerce Committee.

Questioned about the Kearney resolution, Rep. Priest, House Majority Whips, said he had no knowledge of it nor what its purpose would be. Rep. Eugene Cox (D-Ga.), who has been familiar with FCC operations in the past, is a member of the Rules Committee as is Rep. Harris Eichler (R-Ore.), who has part interest in the radio networks. Rep. Adolph J. Sabath (D-III.) is chairman.

Some light may be shed on the proposed investigation by Rep. Kearney, who said he possibly would have a statement to make this week.

RADIO IS BEST

Virginia Meeting Heirs Why

duPont, which has sponsored the for 15 years, regards radio as the because "it reaches high, medium and small town and rural areas on almost over thousand than either magazine."

That was the story told the Virginia Assn. of Broadcasters last Thursday at Hot Springs by F. L. Dewey, manager of general company advertising of E. I. duPont de Nemours Co., Wilmington.

"Radio continues to provide the greatest mass medium," Mr. Dewey said. "The number of radio homes has continued to increase even during the past year, and now is at practically a saturation point with over 42 million homes at a cost basis, which is the guide for any advertiser, there is yet no medium to approach radio for reaching the mass audience."

Mr. Dewey said it was true that hearing has fallen off during the past season "largely due to the growth of television in urban centers."

Mr. Dewey felt that the network radio constituted a good buy and that since the NBC program line-up is stronger this year "we

Wall Leaves FCC

THOMAS HENRY WALL, FCC broadcast attorney assigned to litigation, has resigned from the Commission to join the Washington radio law firm of Dow, Lohnes and Dow. He left FCC since September 1949. Mr. Wall graduated from Georgetown U. College in 1949 and currently has completed work for his master's degree in law there. From 1948-49 he was law clerk for U. S. Court of Appeals Justice E. B. Prettyman.
RCA-Income

RCA's consolidated gross income for the first quarter of 1951 totaled $185,590,765, best first quarter in the corporation's history, Brig. Gen. David Sarnoff, chairman of the board, told a 422nd annual meeting of RCA stockholders, held Tuesday in NBC Studio 8H in New York's Radio City.

First quarter gross was 46% above the $124,155,500 grossed in the like period of 1950, and profit before federal taxes of $27,743,542 was also 46% over the $18,845,261 figure for the first three months of 1950.

RCA also declared and paid a 32¢ per share dividend, amounting to $32,369,574, for common stockholders of record May 31.

George Harrison, director of the board, to which Gen. Sarnoff was re-elected May 16, was in charge of the board's re-organization committee, which completed the second year of its term.

Harrison, also a director of NBC, paid tribute to NBC's sales director, Norman Reindel, for his executive ability.

Harrison said that the increased profits of 1951, compared with those of 1950, were due to a doubling of sales, larger personnel, new products, new technical developments, and new advertising.

Report Highlights

*Government orders, increasing since last June, "recently reached a volume that required conversion of some of our commercial production facilities to the manufacture of equipment for national defense. . . . It is anticipated that for the next two or three years substantial portions of our facilities will be devoted to the production of electronic apparatus for all branches of the armed forces."*

*"RCA's experiments with television, notably the construction and operation of the station at Bridgeport, Conn., have increased the corporation more than $2.5 million. . . ."

*While television has been advancing, radio set sales have continued to increase. Last year, 14,600,000 radio receivers were sold by the industry as a whole, compared with 11,127,026 in the previous year. . . ."

*"To keep pace with television's growth, NBC in 1950 began the greatest expansion program in its history and, including the contributions of NBC's 25th anniversary . . . NBC begins its second quarter of the century as the No. 1 network in America."

LISTENING STATUS

DESPITE the increase of radio listeners, the number of radio homes has not risen as much as might be expected since the number of radio homes has been such that the national average of home-hours of daily radio listening during the first quarter of 1951—169—was actually higher than the 1946-47 average of 156.

Although the number of radio homes has been 46% above that of 1950, the home-hours of radio listening has increased by only 14.3 hours for a total of 814.3 hours of broadcast reception.

Average for both types of homes, he showed, is 4.06 hours of radio listening for a total of 1.41 hours of TV viewing for a total of 5.47 hours. . . .

Effect of a TV set on radio listening varies with the time of day. . . .

Nielsen Reviews for ACA

Broadcasting • Telecasting

Best Quarter in Firm's History

The NBC network now totals 181 stations, six of which are owned and operated by the company. The TV network comprises 261 stations, of which 116 are owned and operated by the company—NBC has leased the E. I. du Pont de Nemours & Co.'s facilities in Hollywood for television operations.
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
GAMBLING CURB

SPECIFIC legislation already is in preparation to carry out the Senate Crime Investigating Committee's recommendations to restrict and regulate interstate transmission of "gambling information," the Committee indicated last Thursday in its third and final interim report.

The legislation—pertaining to all media of mass communication, including radio, as well as to news distribution agencies and common carriers—would be designed to curb the transmission of data of value to organized crime groups, the committee stated.

FCC would do the regulating and licensing, according to present committee plans.

The committee pointed out the legislation would seek to minimize disadvantages "which may incidentally accrue to those who are engaged in lawful enterprises through the dissemination of news. To the extent that they may unavoidably cause incidental inconveniences to such persons engaged in wholly lawful operations, the committee concludes that these disadvantages be accepted as inevitable and necessary in order to accomplish a very important public purpose."

The report indicated the committee's efforts are directed in large part toward curtailing the operations of Continental Press Service, described as having a "monopoly of the transmission of gambling news throughout the country."

Continental Control

The report stated Continental Press "is not fully controlled by Edward McBride, Jr., its nominal owner, or by Thomas Kelly, its general manager, but is substantially influenced by the gangsters who are the nucleus of the Crime Syndicate. As a corollary, the Caperone syndicate has the power to dominate bookmaking operations of any size throughout the country."

Continental Press has not been and is not involved in any unlawful activity, according to conclusions of an initial decision issued in March by FCC Hearing Examiner Leo Resnick [BROADCASTING • TELECASTING, March 19].

The report also concluded in the case, a hearing on transfer of WMIE Miami, Fla., also found no evidence respecting Arthur B. McBride or his part ownership and operation of Continental Press to disqualify him from being a stockholder in a radio station. Mr. McBride is the father of Edward McBride, Jr., now sole owner of Continental.

Arthur McBride and Daniel Sherby, his Cleveland business associate, were cited as beneficial stockholders in WMIE. The two are principals in WINK Fort Myers, Fla.

Acting in part upon suggestions of Justice Dept. and FCC, the Senate Crime Committee specifically recommended, among other things, that:

- The transmission of gambling information across state lines by telephone, telephone, radio, television, or other means of communication or communication facility should be regulated so as to outlaw any service devoted to a substantial extent to the transmission of information used in illegal gambling.

- The transmission of bets or wagers, or the transmission of moneys in payment of bets or wagers, across state lines by telephone, telephone, or any other facilities of interstate communication, or the United States mails, should be prohibited.

- Appropriate legislation should be enacted to set up an independent Federal Crime Commission in the executive branch of the Government.

- The Congress through a continuation of this committee should for the time being line this event to check out organized crime in interstate commerce. The basic function of such a committee should be to investigate the evidences made by the Federal agencies to suppress interstate criminal operations... It will also follow up the legislative recommendations made in this report.

- FCC, through testimony of Chairman Wayne Coy, had opposed delegation to it of responsibility for regulating interstate transmission of gambling data on grounds that enforcement would be local for such an agency as the Commission. [BROADCASTING • TELECASTING, April 2].

- FCC's alternate proposal was to make it a federal crime to transmit in interstate commerce any information regarding bets, odds and prices paid on all sports events. Such a ban would be similar to lottery information prohibitions, FCC said.

- The Crime Committee report stated in general it "is not fully controlled by Edward McBride, Jr."

Law in Preparation

COUNSEL for the G. A. (Dick) Richards' stations last week asserted that a study of the legal questions involved in the renewal proceedings "leads to the conclusion" that the FCC has not the authority to make the inquiry "contemplated" in the issues.

In its proposed findings of facts and conclusions involving KPMC Los Angeles, and WJR & WGAR Cleveland, it was further held that even if the Commission did have such a right, "thorough" evidence of the conclusion evidenced by the evidence in the hearing record.

The proposed findings of facts and conclusions by FCC General Counsel are to be filed today (May 7).

The FCC's hearings on the Richards' renewals wound up last December in Detroit [BROADCASTING • TELECASTING, Dec. 28, 1950] following an earlier 88-day session in Los Angeles. At that time Examiner James D. Cunningham ruled the tentatively-slated hearings in Cleveland would be unnecessary.

The 418-page brief submitted by Hugh Fulton, of Fulton, Walter & Halley, held that the FCC is neither "authorized or qualified" to judge whether news and other programs are "biased or one-sided." Similarly, it was said the Commission had no basis upon which to rule that Mr. Richards issued instructions which "do not reflect adequate media judgments".

Even if true, Richards' counsel reiterated, the hearing record does not support these charges. The brief also contended support for other issues involving program content and alleged instructions of Mr. Richards to staff.

To the allegation that Mr. Richards failed to "sufficiently assure officers or employees refusing to carry out his instructions, the brief said that "in many instances officers and employees declined to implement the program, resulting in the elimination of racing-wire service primarily for gambling will effect the desired result, with the minimum disruption of legitimate news dissemination activities."

RICHARDS BRIEF

Contests FCC Authority

The brief charged that Commission counsel refused to give any particulars with respect to the issue and that neither examiner nor applicants could tell what affidavits and pleadings were referred to.

Richards' counsel also questioned "materiality" of Commission counsel evidence on Mr. Richards' private views "unrelated to instruction...and having no bearing under this issue."

It was contended:

- Since the Commission has no authority to inquire into "Mr. Richards' private views, Commission counsel cannot use affidavits..." for making such an inquiry. If the objection is properly sustained in that instance, it cannot be made so by referring to information involving the private views in any affidavits or pleadings. For the Commission to consider statements in the affidavits... to be material to the inquiry in and considered by them.

Also among the charges made in the Richards brief: Commission was attempting to use a renewal hearing as a "chaperon for a reclassification proceeding" in violation of Administrative Procedures Act; FCC General Counsel was "biased and prejudiced" in attitude and consideration of proceedings.

The voluminous brief detailed description of stations and their public service programming; background and character of G. A. Richards; support of stations by city, state, and local government activities, as well as support of civic, religious, educational and other organizations; point-by-point answers to specific charges on program content; and other information on the stations' reputation and operation.

Law in Preparation

unless the Commission establishes that the granting of such application would not be in the public interest, that the applicant is not of good moral character, or that the information will be transmitted directly or indirectly to any substantial number of state, county, or local officials who are expected to incur primarily to facilitate gambling activities or other activities in violation of the law.

No one seeking a license shall be able to observe the responsible one by the use of information provided by the Commission or any number of any number of intermediate public and private agencies that could be involved in the proceedings.

If an applicant seeking a license has failed to obtain available information concerning the use to which the information is put, the burden shall be on the applicant to show that the information will be used for services that are the incidental or direct result of activities other than those for which the facility is classified.

FCC's Proposal

The committee stated it has rejected "at least for the present" FCC's proposal to make illegal the interstate dissemination of betting data. The committee hopes the elimination of racing-wire service primarily for gambling will effect the desired result, with the minimum disruption of legitimate news dissemination activities."
Fifteen years ago the now famous Nola Recording Studios opened for business with a hope, a prayer... and one early model Presto recorder. Today the New York studios occupy 40,000 feet of space, including an entire floor in one of Broadway’s good size office buildings and a branch studio in Steinway Hall. From nine in the morning until after midnight the outstanding stars of show business parade through the studios and record their talents on a battery of Presto machines.

The basic equipment used includes Presto 14-B disc machines, Presto 92-A recording amplifiers and Presto 41-A limiting amplifiers. For playback purposes and re-recording, Presto 64-A transcription turntables are employed, while Presto “Green Label” discs are standard equipment also. Says Manager Nola, “The faultless performance of all our Presto equipment which is in use almost continuously has been a big factor in our growth and success. That’s why we’re a Presto studio.”

RECORDING CORPORATION
PARAMUS, NEW JERSEY
MAILING ADDRESS: BOX 500, HACKENSACK, N. J.
ABC to CBS?

This

Rich, Growing

15-COUNTY MARKET

With

$531,621,000* RETAIL SALES

*Sales Management, 1951
Survey of Buying Power

ABC to CBS?

(Continued from page 23)

the most interest of all. Already the owner of two regional radio networks and of a Boston television station, and the biggest single stockholder in MRS (36%), General Tire could become a giant in broadcasting.

A tight "no comment" line was being followed by all interested parties but authoritative sources speculated that General Tire's participation in the ABC acquisition could lead to a possible merger of the two giant Mutuals, or, failing that, to General Tire's withdrawal from Mutual and organization of a new network placed together from its currently owned properties, those it could acquire from ABC through CBS and such station affiliations as might drop off the vine from a withered Mutual.

General Tire, owner of Yankee network for many years, bought the Don Lee network last fall for $12,320,000— the highest-priced broadcasting sale in history, but secondary in national significance to Mr. Noble's purchase of Blue because of the fewer facilities involved.

Already the owner of four New England stations in its Yankee group, General Tire sold one of the Don Lee properties it acquired, KDB Santa Barbara, to conform to the multiple ownership limits of the FCC. Unlike TV, for which FCC has ruled that no company can own more than five stations, AM multiplcity ownership limits have never been established as rules, but FCC policy has been to keep the number at seven.

Possible AM Sale

Presumably, participation by General Tire in the ABC-CBS deal would lead to its selling some of its present AM properties in order to make it more powerful. In it would acquire from ABC all of CBS, Limitations on TV ownership would not be a factor, since General Tire now owns only one station in the TV Boston, and would gain two, in New York and Los Angeles.

There is a recent precedent for any truly known to desire a large transaction. As part of the General Tire-Don Lee deal, General Tire sold the Don Lee TV station, KTSL (TV), Los Angeles, to CBS for $335,704 cash. As part of the arrangement, General Tire leased space in the Don Lee Vine St. building to CBS for 10 years at a total rental of $9,665,000 payable in annual installments, and the Don Lee Mt. Wilson and Mt. Lee television installations to CBS for 20 years at $460,000 total rental.

By ABC stipulations that it could not keep to General Tire or some other third party, it was pointed out, CBS would accomplish not only the purpose of avoiding any ABC multiple ownership restrictions but also recover a substantial part of its purchase price of ABC.

its minimum net gain would be three TV stations, which the network is known to desire desperately, at a final expenditure of probably less than at which it could buy similar facilities in any other way. Whether CBS would exchange any of its present seven AM facilities for those it would acquire from ABC, or would attempt to expand its AM holdings in the absence of any firm FCC rule on the issue, was not known.

Markets in which ABC and CBS both have interests are:

New York—ABC: WJZ-AM-FM-TV; CBS: WCBS-AM-FM-TV.

ABC's other properties are in Detroit where it owns WXYZ-AM-FM-TV.

In addition to the markets above, CBS owns the following AM stations: KMOX St. Louis, WCCO Minneapolis, WOR New York. It has a 45% interest in WTOP-AM-FM-TV Washington.

License Fee

(Continued from page 27)

agencies, and possibly the FCC would be called upon to determine the feasibility of charging fees or assessments. It was learned that the Bureau of the Budget has been holding frequent discussions with Congress and the FCC committee about the issue.

Reportedly some agencies informed the bureau that they were receptive to the idea but would be hesitant to promulgate any rules or policies since they felt they needed clarification from Congress.

Here is the legislative proposal:

TITLE V—FEES AND CHARGES

It is the sense of the Congress that any work, service, publication, report, telephone, privilege, authority, usage, franchise, license, permit, certificate, registration, or similar thing of value or utility performed, furnished, provided, granted, prepared, or issued by any federal agency to wholly owned government corporations as defined in the Government Corporation Control Act of 1945) or to any person (including groups, associations, organizations, partnerships, corporations, or businesses) except those engaged in the transaction of official business of the government, shall be self-sustaining to the full extent possible without affecting the head of each agency concerned, subject to such regulations as the agency may prescribe for the issuance of any fee, charge, or price, if any, as it shall determine, case by case, and the record of all transactions shall be kept by the agency authorized by regulation (which, if in the case of agencies in the executive branch, shall be as uniform as practicable and subject to such rules and regulations as the agency may prescribe) to assure the proper enforcement of this title. The amounts charged for the issuance of any fee, charge, or price, if any, as it shall determine, case by case, and the record of all transactions shall be kept by the agency by which the fee, charge, or price, if any, is collected, and the agency shall prepare a statement of all transactions for the issuance of any fee, charge, or price, if any, as it shall determine, case by case, and shall as uniform as practicable and subject to such rules and regulations as the agency may prescribe.

The measure (HR 3886) would provide for $18,000 per year for FCC members. Commissioners now receive $15,000 annually.

BML Transfer

GLENN DOLBERG, BMI station relations director, announced last week that James L. Cox, also of the station relations division, has been transferred to the Pacific Coast area, effective May 10. Mr. Cox has served as field representative in the New York City area. He will headquarters in Hollywood.
— to the American Broadcasting Company, its President, Robert E. Kintner, and his associates...“for their courageous stand in resisting organized pressures and for their reaffirmation of basic American principles.”

— to Elmer Davis...“for the best reporting and interpretation of the news. For diligence, integrity and a writing skill unmatched in radio today.”

ABC WINS FOUR PEABODY AWARDS
for “The most meritorious public service in radio and television.”

— to The Metropolitan Opera Company, to its sponsor, The Texas Company, and to the ABC Radio and Television Networks...“for their public service in making the most brilliant opera company in the world a byword in millions of homes.”

— to “Saturday at the Zoo” on ABC Television...“for being a consistently informative and remarkably entertaining program.”

American Broadcasting Company
Way.

*EDWARD interviewed Traffic in One Survey.

- NARTB

- NIELSEN

- COUNTERCLAIM

- SELLERS QUNTS

- CLEVELAND, OHIO

- CINCINNATI, OHIO

- SELLERS QUNTS

- BROADCASTING

- COUTRECLAIM

- SELLERS QUNTS

- CINCINNATI, OHIO

- SELLERS QUNTS

- BROADCASTING
Salesmaker to the Central South

During 1950, a work garment manufacturer with one WSM half-hour program a week increased his Central South sales by 21 percent!

Radio Stations Everywhere
But Only One...

WSM
NASHVILLE

... with a talent staff of 200 top name entertainers ... production facilities that originate 17 network shows each week ...

... a loyal audience of millions that sets its dial on 650 ... and leaves it there!

CLEAR CHANNEL
50,000 WATTS

IRVING WAUGH Commercial Manager
EDWARD PETRY & CO.: National Representative
P. I. FLAG WAVING

OPPORTUNITY to serve the country, give listeners “a chance to show their Americanism” and at the same time pick up a fast buck is offered broadcast stations by one of the more diverting per inquiry accounts now in circulation.

Allied Publicity Service, 1123½ S. Vermont Ave., Los Angeles, is promoting the patriotic project, a “Citizens Loyalty Banner.” The firm’s letterhead explains it is an “authorized advertising agency” for publications, radio and direct mail.

The thing is so terrific that the agency explains it “will increase your prestige and standing in your community. It almost falls in the class of ‘public service’.”

The banner hangs in offices of Congressmen, governors, mayors and newspapers, according to Allied. “In view of the recent and present Senatorial investigations into communist activity within our country, nothing could possibly be more timely,” the agency writes. It reproduces the citizens pledge to protect the nation, cooperate with public officials and pray for peace, with Statue of Liberty in the background.

For each $1 banner sold, the station keeps 40 cents. “You may broadcast as often as you like, whenever you like, thus turning some of your open time into revenue for your station,” according to G. E. Johnson, Allied manager. As a special attraction, stations can get a free banner with Allied’s compliments.

Another opportunity for stations to provide a service to listeners comes from Candy Canteen Co., Mankato, Minn. Listeners send $2 to the canteen, out of which the station keeps 50 cents, and candy is mailed to a specified soldier. The container has a built-in checkerboard.

Milner Products

Or stations can do business with Milner Products Co., Jackson, Miss., purveyor of Anti-K, “a new and different kind of rat and mouse killer,” and thus break into the rich two billion-dollar rat-and-mouse extermination industry. The station gets 90 cents per $2.49 package or $1.35 per $3.98 package of Anti-K.

The P. I. crop includes watches, more baby chicks and men’s socks. Jones Frankel Co., Chicago, writes that a watch client who formerly bought newspapers and magazines is now trying out radio and “would like to base this test on a per inquiry level, in order to determine your station’s mail pull and the sales impact created by your staff. He will guarantee, by contractual arrangement, to pay your station $1 for every order received from your listeners on a watch priced at $7.95.”

In replying to the offer, Mel D. Marshall, general manager of KECC Pittsburg, Calif., paraphrased the agency’s letter in these terms:

“This will be our listeners’ first test of your client’s product in fairness to these listeners, who will be asked to buy your client’s watches without dealing with a local retailer who has earned their confidence, and to whom they could turn for an adjustment or unsatisfactory, we feel that KECC’s listeners should be given a chance to test your client’s watches.

We will guarantee, by contractual arrangement, to broadcast advertising for your client and to offer his watches to our listeners for $1 down, the balance of the $7.95 purchase price to be paid at the end of one year, if the watches given are in good working order for the service to the purchasers. . . . We do not feel that a firm offering a per inquiry deal to a station is operating its business on a ‘good-old-enough to warrant consideration by us as a prospective advertiser.

LIQUOR ADS

CALIFORNIA radio and TV representatives have succeeded in defeating a state bill that would have banned advertising of all alcoholic beverages on the two media.

Gayle Grubb, general manager of KGO-AM-TV San Francisco; Arthur Westlund, general manager of KABC, Berkeley; and Richard Bell, of IPTV (TV) San Francisco, representing the California Assn. of Broadcasters & Telecasters, formed the main opposition against the bill which was sponsored by temperance forces in the state.

Mr. Westlund, speaking for the trio before the California Senate Committee on Government Efficiency, argued the bill was highly discriminatory by banning alcoholic advertising on radio and television while allowing newspapers, magazines, billboards and other media free to accept the advertising.

He told the committee members it was obvious the move against radio and TV was merely to open a wedge which could be expanded later into an advertising ban against all media.

When the committee posed Mr. Westlund’s arguments in the form of questions to supporters of the bill they were unable to deny the charges of discrimination or explain why radio and TV had been selected for the ban to the exclusion of other media.

The committee tabled the bill and it is not expected to come up again at this legislative session.

And Rat Poison, Too

In reply to the offer, Mel D. Marshall, general manager of KECC Pittsburg, Calif., paraphrased the agency’s letter in these terms:

“This will be our listeners’ first test of your client’s product in fairness to these listeners, who will be asked to buy your client’s watches without dealing with a local retailer who has earned their confidence, and to whom they could turn for an adjustment or unsatisfactory, we feel that KECC’s listeners should be given a chance to test your client’s watches.

We will guarantee, by contractual arrangement, to broadcast advertising for your client and to offer his watches to our listeners for $1 down, the balance of the $7.95 purchase price to be paid at the end of one year, if the watches given are in good working order for the service to the purchasers. . . . We do not feel that a firm offering a per inquiry deal to a station is operating its business on a ‘good-old-enough to warrant consideration by us as a prospective advertiser.

LeBlanc Corp. has stirred some broadcasters with its $35,000 Hadacol radio promotion contest.

A Hadacol request for rates drew from WIRE Indianapolis a rate card and the statement that the station has only one rate for both national and local accounts, with a maximum frequency of 520 times.

In a letter to a baby chick seller, doing business the P. I. way, Wil F. Best, radio station representative, cited an offer made to KWHW Altus, Okla. Mr. Best said it’s getting late in the season to advertise chicks. "Perhaps this is the reason some hatcheries are attempting to take advantage of legitimate radio stations on P. I. deals," he wrote. "You can tell your hatchery that a P. I. deal on a radio station is about as legitimate as a sugarless candy bar. You can tell your hatchery that they would accept 10,000 baby chicks, plus food and care, from the hatchery and in return the hatchery would be given 50% of all the egg money from the flock."

Socks Offer

Another P. I. deal, from Maxwell Sackheim & Co., New York agency, covers five pairs of men’s socks for $2, with the station keeping 50 cents. Socks are by Joy Hosiery Mills.

'Sr. Music' Suit

SUIT? for $2.5 million damages for the use of the title, "Mr. Music," has been filed in Los Angeles by Walter Gering, radio enterainer. The title was used for a Paramount movie starring Bing Crosby. Mr. Gering claims that in 1948 he originated the character called "Mr. Music" on a radio show and that Paramount did not obtain his authorization to use that title.
Today, despite higher taxes and higher living costs, we are being asked to step up our savings "to help stop Inflation." Does this make sense?

Yes! Here's why:

Last year, after the Korean war started, the American people drew on their savings, to the extent of several billion dollars over and above their current income, to buy goods. In addition, they did more buying on credit than usual. This created an abnormal demand for the supply of goods available, and prices went up.

This demand is further increased now by the fact that more people are working and at increased wages. But the defense effort necessarily reduces the amount of consumer goods that can be bought. So to keep prices from going still higher, we must hold our buying down to normal needs by spending less—and saving more.

Price controls can help "hold the line" temporarily. But they can't cure Inflation because basically it is the increased income and our willingness to spend more that keeps pushing prices up.

If we cut out certain things, and buy only what we absolutely have to have right now, we help keep prices from rising further. What we don't spend we save, and thus build a reserve for ourselves and our families.

Saving more now is important to you—and to the country. Your savings are used in great part to help finance additional factories which will later on mean more goods for all of us. Our savings in this way help check Inflation.

So it is important to save today—for our own future—as an aid to the defense effort—and as a definite check on Inflation.

5 more things that must be done to check Inflation:

1. Increase production: To meet military needs, provide civilian necessities, help keep prices down.
2. Cut non-military government expenditures: To provide money for vital military needs and to hold down, as much as possible, further borrowing and further tax increases.
3. Support increases in taxes: To put our Government on a "pay-as-you-go" basis.
4. Accept controls: To assure military materials and to keep prices down by reducing competition for these materials.
5. Buy only for real needs: We must prevent bidding against each other for scarce goods.

None of these things will be easy for any of us to do. But everybody will agree that it's worth sacrificing to prevent the Sixth Column Enemy—INFLATION—from bleeding our economy.

But the Sixth Column Enemy must be stopped—by the efforts of every American. We are in a state of Emergency.

We must build our military strength—and at the same time we must keep our economy strong for the long pull. Inflation bleeds both!

Institute of Life Insurance
488 Madison Avenue, New York 22, N.Y.
PUNGETT fire is being directed by critics at a code of practices adopted by the Civil Aeronautics Board last month [Broadcasting • Telecasting, April 16].

When released, the new CAB code news outlets because of its application to the then raging controversy over the Reconstruction Finance Corporation probe by a Congressional committee.

CAB is a regulatory agency with quasi-judicial powers similar to those exercised by the FCC. Thus, the adoption of this government office of any set of “principles of practice” is being given careful attention by both Commissioners and in government.

The new code is designed to prohibit relations between a member of the board and CAB’s staff by a private industry or party where “influence” is being sought in connection with a pending case.

However, one section deals with advertising by an applicant. And, it is understood, it is this section that has drawn criticism. Arguments have been strong enough to come to the attention of the board, who, Broadcasting • Telecasting has learned, is considering a possible redefinition of the section (300.2(c)) entitled “Hearing Cases—Improper Influence” under general heading: “Part 300-Principles of Practice of the CAB.” As adopted by the board, this subsection reads:

(c) It is improper that there be any attempt to sway the judgment of the board by attempting to bring pressure or influence to bear upon the members of the board or its staff, or that such person or any member of the board’s staff, directly or indirectly, give statements to the press or radio, by paid advertisement or otherwise, designed to influence the board’s judgment in the case.

Advisory Group

The principles adopted were presented to the board by an advisory committee made up of former board members and airline attorneys familiar with CAB procedures and practices. Release of the code came at a time when CAB, it was alleged with causing under “influence” from outside sources.

The code also defined judicial standards of practice, unusual hospitality (to board or staff by private persons interested in CAB business) and attorney-client relationship. CAB lettered violations as follows: “The board may disqualify and deny temporarily or permanently, the privilege of appearing or practicing before it in any way to any person who is found after hearing by the board to have engaged in unethical or improper professional conduct.”

Also under Sec. 300.2, private communication on a case’s merits to a board member or staff or to the examiner by any person regardless of whether he is involved in the case being considered, is prohibited.

Because of the broad and general language used in the section dealing with advertising by an applicant, charges of board censorship have been levied. To meet critics, CAB is searching a method to “clear” its regulation, perhaps by designating that this applies only to sworn witnesses in a proceeding.

An investigation into the whole question of government “morals and ethics” by a Senate Labor subcommittee, headed by Sen. Paul H. Douglas (D-Ill.), is pending on Capitol Hill.

As yet, the committee has not been fully organized. Tense plans call for hearings in June.

WEAW PROTEST Functional Music Edit

PROTEST was filed last week by WEAW FM, Evanston, Ill., against FCC’s proposal to restrict functional music operations by FM stations [Broadcasting • Telecasting, April 16].

In a letter to the Commission, Edward A. Weil, president of WEAW, said it would be unfortunate if the FCC “should discourage the specialized services at this time when they provide the only means of reaching a large number of people away from home in the event of an emergency.”

WEAW operates store broadcasting, he said, retaining complete control of all programs and commercial material. The station is not engaged in functional music, he said, but wants to have the opportunity should it so desire.

“If it would seem reasonable to prevent a licensee from engaging in this type of operation when the Commission cannot prevent another party from ‘pirating’ for profit our programing for leased service through utilization of WEAW,” he said.

“It is my opinion that the interests of the public and broadcasting industry would be best served by the immediate establishment of appropriate rules permitting the continuance and expansion of the specialized services within reasonable standards,” he added.

Named to BAC

GLEN McDaniel, president of Radio-Television Mfrs. Assn., has been appointed to the Broadcast Advisory Council. He succeeds Robert C. Sprague, former RTMA president and now board chairman.
MISUNDERSTANDING over a letter inserted into Senate Crime Investigating Committee's hearing record was dispelled by Sen. Charles W. Tobey (R-N.H.) in a personal reply over air with extra attachments. Earlier, the NLRB certified the election of KGO-TV as bargaining representative for engineers and technicians who work in the objection of Harold F. Gross, station president.

KGO-TV, owned and operated by ABC, held a separate unit which would be appropriate for program assistants who aid in program direction, act in the capacity of stagehands and work in the art department, as well as for film department employees and the program coordinator. NABET had sought one unit for TV directors, program assistants, and film and art editors.

The board said that the program employees work as an integrated and coordinated unit and should be under one group, but found that video and art directors and a film editor are properly supervisors and should be excluded. The program coordinator, however, was adjudged part of the unit.

KGO-TV had also claimed that the petition was "premature" because of the prospective expansion of the program department and plans for hiring six new employees. NLRB felt that the present complement "constitutes a substantial and easily representable proportion of the expected full complement ..." "... which is in a mail ballot partly on grounds that it did not conform to the requirement of a secret ballot under the Labor Management Relations Act. Furthermore, station held, the NLRB regional director had proceeded with the election over its objection and before investigation of prior union charges.

NLRB dismissed the objections, contending that the regional director holds discretion in such matters, including the decision of the type of election, and certified the union election as valid.

Distribution Costs

U.S. Chamber of Commerce's Domestic Distribution Dept. has issued a new booklet, Cost of Distribution Services: 1950, presenting detailed study of all phases of distribution processes in the U.S. for the past year, including advertising. Overall distribution costs were given as totaling $88,925 million, with advertising accounting for $5 million.
PARTICIPATION of radio and TV broadcasting stations in the government's drive to awaken the home front to possibility of enemy attack will be accentuated during a two-day national civil defense conference opening in Washington today (Monday) at the Hotel Statler.

At the same time two workshops planned to cover highlights of the sessions, to be keynoted by President Truman's address tonight to governors, state civil defense directors and other groups slated to attend.

The role of the Federal Civil Defense Administration's Audio-Visual Division in preparing scripts, films, slides, discs, and tape recordings for station use will be outlined during the national conference. The division is headed by Jesse Butcher, former network and agency executive, and also includes Steve McCormick and Harold Asine, radio and TV directors, respectively.

The division will present graphic exhibits tracing the coverage of various materials to local AM-FM-TV station coverage. One of the presentations will be a BROADCASTING • TELECASTING U. S. map giving station breakdowns by states. The map will be supplemented by platters, tapes, and other props— all designed to illustrate FCDA's proposed civil defense coverage of the nation.

On the TV side, delegates will be shown samples of working scripts, a series of slides which already have been used on network programs and other materials. Another session will review how FCDA works with trade papers, newspapers and other printed media to put across its programs.

The TV section is not only preparing working scripts, but also is producing a series of films—one five minutes long, the others to be used as one-minute spot announcements—explaining the nation's air raid warning system.

Network Prints

Additionally, the Audio-Visual Division will distribute to state directors kinescopes of live TV network telecasts involving FCDA speakers. The division plans to have some 20 prints of each program, to be allocated to areas with five or five TV stations.

The slide kits, shown originally on CBS-TV's The Facts We Face, are to be sent to stations within the next two months. Subject of the slides is biological warfare. Supplementing these materials are such films as Survival Under Atomic Attack, and others now being prepared under Film Director Howard Johnson.

Allocations for radio and television already have been made through the Advertising Council, with a week set aside for each medium last month.

Civil defense information aspects will be reviewed during the conference by John DeChant, director, and Harold Goodwin, deputy director, FCDA public affairs office.

A series of forum discussions on communication, public education, health and welfare services, training and volunteer technical services will round out the two-day meeting.

Other top-level government officials slated to address the delegates include Secretary of Defense George C. Marshall and Gov. Earl Warren of California. Their addresses were to be offered to networks for whatever coverage they desire, and are set for luncheon sessions Monday and Tuesday, respectively throughout the nation who are responsible, either in an executive or legislative capacity, for the safety of our people.

COPPER IMPOST

Would Suspend Import Tax

A MEASURE to suspend the import tax on copper, metals converted to electronics and other industries, was approved by the Senate April 25 in a move to increase the nation's supply of that raw material.

The bill includes amendments which provide that if the price of copper falls below 24 cents a pound, the suspension will be terminated, and that it be effective until Feb. 15, 1957 or the end of the present emergency, whichever is earlier. The measure (HR 3356), previously passed by the House, was referred to a joint Congressional conference committee.

During floor debate on the issue, Sen. Leverett Saltonstall (R-Mass.) cited the General Electric Co. and other firms as dependent upon copper supplies for electronics and communications equipment, and noted that GE is one of the largest single employers of labor. The legislation had the support of the Commerce, Defense and other government departments.

EXCISE BILL

Govt. Would Be Exempt

A PROPOSAL to exempt sale of commodities with defense equipment to the government from any excise tax has been introduced, in the House by Rep. Robert W. Kean (R-N. J.) as a measure designed to speed defense procurement and lessen confusion among manufacturers of radio-TV receivers and other products.

Rep. Kean said he sponsored the bill (HR 3605) at the request of some manufacturers who had complained of lack of clarity as to what types of equipment sold to the government are covered.

The measure would broaden the Internal Revenue Code beyond radio receiving sets to include television and other electronic equipment and eliminate taxes paid by the manufacturers to the government while selling them the products.

Rep. Kean's proposal was referred to the House Ways & Means Committee, which has requested a report from the Treasury Dept. No tax would be imposed with respect to "sale to the United States, for use by the United States, or for the United Nations or any allied government, of communication equipment of the type used in commercial, military, or marine installations."

STATE DEPT.

Bill Proposes To Abolish

A PROPOSAL to abolish the State Dept. and transfer Voice of America and other information operations to the Executive Branch of the government was thrown into the hopper April 25 by Sen. Francis Case (R-S. Dak.) The bill (S 1389) was referred to the Executive Expenditures Committee.

Rep. Case's plan, a Dept. of Foreign Affairs would be set up in the Executive Branch, comprising five sections, one of them a Division of Information. Function of the Secretary of State would be transferred to a Foreign Affairs Secretary, under whom five undersecretaries would function. Other groups are Administration, Foreign Affairs, International Agencies and Trusteeships.

The Information Division would include the present international information division of the State Dept. (Voice of America, etc.), transportation and communication policy and other sections. The Undersecretary of Information would be named by the President and receive a salary of$12,000 annually.

The method is the same used in the reorganization of the War and Navy departments into the present Dept. of Defense, with subdepartments of Army, Navy and Air Force.

Copper imposition

how station KPAC helps to make spot time buying easier

KPAC in Texas is one of the many radio stations using Service-Ads* to put additional buying information at time buyers' fingertips when they're working out station selections.

"When I'm considering spot advertising, I always read the listings and Service-Ads publication for the vicinity I'm interested in."

"When I go to client conferences, I take this SRDS publication with me. I can always turn to it and, if there's a good ad—an ad that gives me a clear picture of the facility—I can give the client better answers."

Whenever you're studying the radio opportunities in any market, it pays to check the Service-Ads as well as the listings in the SRDS Radio publication and in "CONSUMER MARKETS."

*Service-Ads are ads that supplement and expand the listings in SRDS radio publication and in "CONSUMER MARKETS" with additional information that helps buyers buy.

for PRESTIGE SELLING add QUINTEN REYNOLDS to Your SALES STAFF! SEE PAGE 16 — NOW!
Graybar recommends
MACHLETT ELECTRON TUBES

For years, it has been Graybar policy to distribute only the finest in broadcast equipment. It is natural, then, that Graybar offers the Machlett line of tried and tested electron tubes.

Machlett products are backed by more than 50 years of experience and skill—you get a bonus of extra-long life and high-quality performance in every tube.

All types and sizes of Machlett tubes, as well as any of your other broadcasting equipment requirements, are conveniently available through Graybar's nation-wide network of warehouses. For facts, call your nearest Graybar Broadcast Equipment Representative.


Distributor of Western Electric products

Graybar brings you broadcasting's best . . .

Manufactured by . . .

(1) Altec Lansing
(2) Ampex
(3) Blow-Knox
(4) Bryant
(5) Communication Products
(6) Continental Electronics
(7) Crowe-Hinds
(8) Duran
(9) Fairchild
(10) General Cable
(11) General Electric
(12) General Radio
(13) Hubbell
(14) Hugh Lycos
(15) Keep Metal
(16) Mushatt
(17) Melanion
(18) National Electric Products
(19) Presta
(20) Standard Electronics
(21) Triangle
(22) Webster Electric
(23) Western Electric
(24) Weston
(25) Whitney Blake

Graybar's network of more than 100 offices and warehouses in principal cities throughout the nation assures you of convenient service wherever you are. The 19 Graybar Broadcast Equipment Representatives are located in the following key cities:

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4557

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
W. S. Rockwell, Cherry 1-1360

DALLAS
C. C. Ross, Randolph 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 8-4571

JACKSONVILLE
E. M. Taylor, Canal 6-4100

KANSAS CITY, MO.
R. B. Uchida, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
W. G. Preer, Geneva 1621

NEW YORK
J. J. Connolly, Stillwell 6-5858

PHILADELPHIA
G. I. Jones, Walnut 2-5405

PITTSBURGH
R. F. Goosart, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkerd, Newstead 4700

BROADCASTING • TELECASTING

May 7, 1951 • Page 45
The Perfect Combination — Anthony, America’s most popular page, America’s Number One, and “The Queen of Song” in... These kids are today’s stars! At hotels, nightclubs, their fans are legion and... Send for special brochure describing two of the “hottest” personalities soon for sponsorship over all La...
Page Anthony

Featured in

ENDEZVOUS

New radio program co-starring Ray Ekelman dance band, and glamorous Patti Male vocalist — "The King of Dance" he perfect musical marriage.

They are top attractions in the entertainment field... current favorites... increasing daily.

...this exciting NEW show co-starring in the entertainment field... available Worth affiliated stations. It's a natural!

FEATURE PROGRAMS, Inc.

NEW YORK 19, N. Y.
The Answer: Yes

A QUESTION that network stations have been soberly considering is whether the Mor- eney Committee, or an organization like it, can solve a useful purpose in ameliorating the economic dilemma toward which radio seems to be lunging uncontrollably these days. It is a good question, and we think we have the answer. In a word: Yes.

We say so despite our belief that there probably are already too many committees, associations, bureaus and whatnot to which broadcasters contribute their money and time. The truth is that some of them is organized in such a way that it can act as affirmatively and quickly as a Morency Committee, sup- ported by a majority of affiliates.

Perhaps more importantly, no existing committee represents the kind of zealous spirit that would be inherent in the formation of a committee spontaneously organized for the sole and serious purpose of stabilizing a more stable economy.

If such a committee emerges, what can it do? A lot.

In the first place, its very existence expresses a condition that has not existed in 25 years, but we fear a greater New York advertising men. The condition that the committee would make clear is that most broadcasters have faith in broadcasting. Faith breeds faith (just as doubt encourages doubt).

Faith alone, of course, is a pretty weak crutch to hang anyone who has been shot in the leg. Faith is fine, however, if it is sup- ported by other and more tangible things.

In the second place, stations may be motivated by an organization representing the sole purpose of stabilizing a more stable economy.

Now some people have said that such research would only emphasize the fact that radio has been losing audience—in some places, big audience—to television. These people have not mentioned, however, that it would show that nationally, it is, now important is it in all these numberless communities which no TV signal can reach.

Nor have they said much about the fact that at least a part of there have heard in radio can get more advertising impressions cheaper than any other medium, bar none.

Any radioman who has reached such a point that he is afraid to expose his property to honest research represents the point at which he has, for all practical purposes, abandon- ed his property to the junkman.

Admittedly, it is too late for any research job that has been going on to indicate more net- work rates, which have begun what may be an inexorable decline. It is not a bit too late, however, for it to prevent a similar collapse in rates for other types of broadcasts.

Most network stations from network sales have been dropping for the past year or more. There is no evidence that a reversal of that trend can be hoped for.

Their revenue from their own time periods has, happily, been increasing. It is that healthy trend that must not be reversed because of contagion from the network situation.

We hope that a vigorous, widely supported stations' committee will be formed and that it will function with utmost aggressiveness.

TV's Production Quandary

IN TELEVISION, wonders never cease. TV took the nation by storm. It has per- meated every phase of life.

Suddenly a flash flood has hit. It's esti- mated there's an inventory of two million TV receivers. Warehouses are loaded. Manu- facturers have cut back production and personnel. "Deals" are being made. A price war is on. Some dealers have gone to the wall. Some banks are calling in their paper.

Why? There are probably a dozen reasons. Alarm over material shortages resulted in speeding up of production lines and in loading up of savings-Warehouses are loaded. The FCC freeze on new construction has limited service to 63 markets, via 107 stations. The contro- versy over color may have a bearing.

The manufacturers contend that the great- est threat to their industry is the Regulation W, requiring a 25% down payment, as decreed by the Federal Reserve Board.

The Reserve Board has no control under TV regulations or freezes. Its problem is the national economic dilemma of inflation. TV is a trifling part of that economy. Yet the importance of keeping electronic plants going full-tin in our half-war system is proved.

Somewhere along the line—and soon—Con- gress or the Senate Board will bring stabil- ity to a critically essential field by postpone- ment of Regulation W for 90 days or so to allow this newborn industry to regain its economic equilibrium.
Advertisers, particularly fashion advertisers, are getting terrific results with participations on Janet Ross's "Shopping Circle" - the program that pulls a large and loyal audience throughout the big Pittsburgh market-area at 9:30 AM Monday through Friday. The quotations above are just samples of the appreciative mail Miss Ross gets regularly from enthusiastic sponsors! Want details? Get this new brochure listing costs, sponsors, coverage data and other information. Write George Tons at KDKA, or Free & Peters.

KDKA
Pittsburgh
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEK • KYW • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV: for WBZ-TV, NBC Spot Sales

Radio—America's Great Advertising Medium
Dealing With Personal and Social Problems—First Award, The Quiet Answer, to WBDM Chicago.

"For a logical presentation of basic problems of race relations using documentary techniques to reach the medium to stimulate individual thinking and community action."

Honorable Mention, Mental Health to KUOM U. of Minnesota, Minneapolis.

Presenting Public Issues (forums, etc.)—First Award, Youth; Youth, Yes! the News, to KOMO Seattle in cooperation with high schools in Washington.

"For creative imagination in presenting problems of public issues in asking high school students to present well-prepared and individual essays, to the purpose of opinion on this difficult topic. The moderator deserves the highest praise for bringing forth the best contribution of the students, and, at the same time, showing no condescension toward them. A most unusual and distinctive young peoples' program. It is highly instructive and interesting adult listening; a demonstration that young high school students can think sharply and discuss freely important issues."

News Interpretation (not straight reporting)—First Award, Capital Correspondent's WPX In-School Project. N. Y.

"For an authoritative yet down-to-earth interpretation of important events by a man who knows what he is talking about."

Honorable Mention, Chet Huntley News Analysis, to Columbia Pacific.

Further International Understanding—(no first award) Honorable Mention, International Roundtable, to WMGF and WMPI, Mutual Education Service, Ann Arbor, Honorable Mention, Canadian Primer, the ABC of Canada, CBC International Service, Montreal.

Special One-Time Broadcasts—First Award, Breakdown, to WAVE Louisville.

"For a forceful appealing dramatization of a man's experience with the forces of the Communist regime overseas. The incidents related stimulate a clear understanding of those forces that undermine. The authentic and sincere treatment of the drama impels the listener an actual witness to the brutal interrogation. Here radio techniques to us an experience, were brought to the highest degree. The program makes the listener understand how it is that men are made and what they are. This program would definitely encourage the listener to want to 'stand up and be counted' and sign the Freedom Scroll, for which this presentation was an appeal."

Honorable Mention, United for the United Nations, to WAKR, WHED, WHEC, WRNY, WYET, all Rochester, N. Y. Honorable Mention, A Tribute to George Bernard Shaw, to WNEV New York.

Children's (for out-of-school listening)—First Award, Stories 'n Stuff, to WILL U. of Illinois, Urbana.

"For going beyond the usual in entertainment and educational programs for children; for splendidly putting over talents and interests of children; for imagination and skill in program planning and production."

First Award, Storyteller's Treasure Chest, to WNYC New York.

"For bringing a well-known personality to the air in a delightfully refreshing form of entertainment which has mastery of approach, sincerity and depth of purpose."

Teen-Agers (for out-of-school listening)—(no first award) Honorable Mention, Junior Teen TV singing, to Greater Cincinnati Public and Faro- chial Schools, broadcast over WSAI Cincinnati. Honorable Mention, The L and N Story, to WAVE Louisville. Special Award, Teen Age Safety Spots, to WNEW New York.

"For use of an effective radio selling technique to achieve better safety habits in American youth."

Honorable Mention, WMGM Detroit. Special Award, WMGM Detroit.

"For portrayal of the story of a man's fight against social forces."

Honorable Mention, Midwest Engineering, to WMIL Milwaukee. Special Award, WMYT Milwaukee.

"For cumulative impact of a radio serial on the subject; an excellent use of a radio serial on the subject; an excellent use of a radio serial on the subject; an excellent use of a radio serial on the subject; an excellent use of a radio serial on the subject; an excellent use of a radio serial on the subject; an excellent use of a radio serial on the subject."

News Interpretation (straight reporting)—First Award, The News, to WHAM Rochester. Special Award, Scout War, to WBBM Chicago.

"For portrayal of the story of a man's fight against social forces."

Honorable Mention, WMGM Detroit. Special Award, WMGM Detroit.

"For excellent presentation of the news story through the use of professional experts who explain complex subjects in familiar, everyday language."

Honorable Mention, Landon Young Speaking, to WLS Lansing, Mich. Special Award, Landon Young Speaking, to WLS Lansing, Mich. First Award, Town Meeting of the World, to Radio House, U. of Texas, broadcast over KGBV and KVET Austin.

"For portraying a typical high school situation in which the individual is forced to face the brutal reality of the world.

First Award, Listening in Fun, to Denver School District, Colorado, broadcast over Western Section Trans-Canada Network of CBC.

Special Award, Listening in Fun, to Denver School District, Colorado.

"For a colorful and imaginative use of fantasy in titles, scripting and production of a thoroughly comprehensible and educational series."

Honorable Mention, Radio Almanac, to Wisconsin School of the Air, broadcast over the Wisconsin State FM Network. Special Award, Music and the American Family, to station WOAM Co. of California, San Francisco, over NBC Western Network and supplemental stations.

"For a superb use of network facilities in producing a program series of great general and cultural impact for in-school listening; for the imaginative and effective teaching aids."

Designed for In-School Use by Pu- pil in Intermediate Grades—First Award, A Senior High Problems—First Award, Meeting the Situation, to WBOE Cleveland, Cleveland Board of Education.

"For excellent illustration of the use of radio that assists instruction; for straightforward and unadorned treatment; for excellent how-to-do-it subject; an excellent example of meaningful communication without exhortation or decoration."

Honorable Mention, Youth Looks Ahead, to KMBG and KFRM Kansas City in cooperation with Kansas City Public Schools.

Local Organizations and Local Stations

Religious—(no first award) Honorable Men- tion, Reports on Holy Year Ceremonies, to CKAC LaPrease.


Cultural: Art, science, literature and music—First Award, Music for the Connoisseur, to Municipal Broadcasting System (WABC, WNYC, WMNY), New York.

"For an undramatic and honest presentation of fine music and commentary in a meaningful manner for a general audience."

Honorable Mention, Angel Hall Playhouse, to Speech Dept., U. of Michigan, Ann Arbor, broadcast over WUOM and WIRY.

News Interpretation (not straight reporting)—First Award, The News, and its Associated Features—First Award, Syracuse U. Radio-Television Center, Syracuse, N. Y.

"For excellent analysis of the news stories through the use of professional experts who explain complex subjects in familiar, everyday language."

Honorable Mention, Landon Young Speaking, to WLS Lansing, Mich. Special Award, Landon Young Speaking, to WLS Lansing, Mich. First Award, Town Meeting of the World, to Radio House, U. of Texas, broadcast over KGBV and KVET Austin.

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"For excellent illustration of the use of radio that assists instruction; for straightforward and unadorned treatment; for excellent how-to-do-it subject; an excellent example of meaningful communication without exhortation or decoration."

Edward L. Bill
Merle V. Watson
Julian Mantell,
Sales Manager

We can produce more sales records and labels! Our recommendation that members of our Organization have received while working for over 300 AM, FM & TV Stations and Newspapers from coast to coast, than any similar company.
CERTIFICATES of merit were awarded to Philadelphia radio-television broadcasters for their efforts in rallying public support for the local Red Cross drive during March. Congratulations are extended by Victor F. Sheronas (fourth, l), fund chairman, Southeastern Pennsylvania chapter, for a series of special noon-day broadcast rallies. Receiving awards were (l to r) John J. Kelly, WPTZ promotion and publicity director; George A. Koehler, WFIL-TV advertising and promotion director; Norris West, WCAU assistant program director (for WCAU-AM-TV); T. E. Paisley, WFIL assistant program director; Mr. Sheronas; Murray Arnold, WIP program director; Franklin Tooke, KYW program director; Jeff Rodney, WPEN special events director.

Schools—First Award, Our World in Crisis, to WADE-AM Atlanta, Ga.

—Citation: “For an courageous undertaking, an almost unassailable task, this program throws light on a darkened subject with compelling force and clarity. Here is radio pointing the way for broadcasters in or out of schools.”

Organizations Preparing and Distributing Transcribed Series for Use on Stations

Religious—First Award, The Hour of St. Francis, to Third Order of St. Francis, Los Angeles, broadcast at various times over numerous stations.

—Citation: “For a series of warm appealing dramatic stories demonstrating the practical applications of personal religious beliefs; produced in superior taste and with skilled broadcasting techniques.”

Honorable Mention, Sunrise Choir, to Stephens College, Columbia, Mo., broadcast over KFBE.

Agricultural—First Award, Jelly Elliot and the Three Kneehocks, to U. S. Dept. of Agriculture’s Forest Service and Assn. of State Foresters, broadcast at various times over numerous stations.

—Citation: “This well planned series of well chosen topics with an honest effort to reach a specific audience shows a marvelous understanding of reaching people with a program that is bound to get results.”

Honorable Mention, Farmer Co-operators, to Bureau of Publications, Government of Saskatchewan, broadcast at various times over numerous stations.

Cultural: Art, science, literature and music (but not straight music)—First Award, University Hour, to Communications Center, U. of North Carolina, Chapel Hill, broadcast over Dixie FM Network.

—Citation: “For a significant contribution to the democratic heritage of the people of a state, the impact of which would be equally great on the general American audience.”

Honorable Mention, Science Reporter, to U. of Denver and Rocky Mountain Radio Council, Denver, broadcast at various times over numerous stations.

Dealing with Personal and Social Problems—First Award, This Is Russia, to Armed Forces Information and Education Division, Office of Defense, broadcast over various AFBS Networks.

—Citation: “For effective dramatization contrasting life in the United States with life in Russia. A series that should be heard by every American.”

Honorable Mention, The Story of Empire County, to New York State Dept. of Health and State Radio Bureau, Howard, broadcast at various times over numerous stations.

Presenting Public Issues (Forums, etc.)—First Award, University of Arizona Forum, to U of Arizona, broadcast at various times over numerous stations.

—Citation: “For presenting authoritative and clarifying discussions of topics especially selected for the interest of listeners in this area. The speakers presented well-prepared and unusual materials bringing much information of local value. More group preparation would result in somewhat better questions by the moderator. This series presents a vigorous and sincere radio discussion program of superior informational value.”

Furthering International Understanding—First Award, UN Story, to United Nations Radio, broadcast at various times over numerous stations.

—Citation: “For presenting authoritative and clarifying discussions of topics especially selected for the interest of listeners in this area. The speakers presented well-prepared and unusual materials bringing much information of local value. More group preparation would result in somewhat better questions by the moderator. This series presents a vigorous and sincere radio discussion program of superior informational value.”

Furthering International Understanding—First Award, UN Story, to United Nations Radio, broadcast at various times over numerous stations.

—Citation: “For the series for the ability to capture and hold interest in this vital area, on a regular basis, without resorting to over-production, while spotlighting the significant in the commonplace; to the specific entry for the showmanship revealed in the

Jimmy Durante Award

JIMMY DURANTE, who this year won the Peabody Award as the outstanding personality, has authorized the Gagwriters Institute Comedy Development Center to offer “The Jimmy Durante New Comic Award,” the institute announced last week. The award will be presented to the new young comedian showing the most progress during the preceding year. The institute said this is only the first of a series of incentive awards.

In San Antonio and the Southwest, too... for COVERAGE there's no substitute for WOA1

The Southwest is a great and growing market. WOA1 covets this market with its 50,000 watt clear-channel voice batter, for baking, for talking, for other advertising medium. SMS shows 395,330 families listen. For 30 days, 740,700 families listen. WOA1 leads in the San Antonio market. WOA1 leads for the latest Hooper shows WOA1 leading day and night! Daytime, WOA1 feeds in 34 of 40 rated 1/4 percentage dollar for dollar, there's not a better advertising buy!
Assisting in the WAFB broadcast were: (1 to r) Louis Goode, WAFB engineer; Bill Beard, CAP pilot; Jack Powers, WAFB announcer; Col. Joseph Dupree.

OPERATION RADIO

BROADCAST by WAFB Baton Rouge of the simulated atomic bombing of the city last month inspired Aubrey Williams, director of radio for the Fitzgerald Adv. Agency, to write: "Every time a radio station comes through like that on a real public service, it makes me proud of myself for deserting newspapers in 1938 to devote all time to radio. Brother, you guys are there when the public needs you!"

The Baton Rouge bombing was realistic with a B-29 carrying the bomb, jet planes pursuing the bomber, the Mississippi River bridge blown up and 125 planes evacuating citizens. The sham battle was staged with the cooperation of the civil air patrol and civilian defense.

WAFB coverage was shortwave direct from the plane which directed events. Col. W. D. Haas, commander of the operation, was at the WAFB ground station where shortwave reports were received. In the plane were Col. Joseph Du- pree, special events announcer Jack Powers and the CAP pilot. The broadcast continued for an hour and a half. Listeners phoned in their appreciation for many hours after the broadcast and mail response was described as "terrific" by Tom E. Gibbens, WAFB general manager.

WOOK-FM NOW WFAN (FM) Becomes Baseball Key

WOOK Washington, D. C., on May 3 celebrated its fourth birthday as its affiliate, WOOK-FM, changed its call to WFAN (FM). Station operates on a new frequency of 109.3 mc with 18.4 kw.

Richard Eaton, general manager, said WFAN is going to try to live up to its slogan as "Sports Station of the Nation." WFAN made its debut also as key station of the United Broadcasting Co-Washington Senator FM Network.

Respects

(Continued from page 48)

Grand Rapids, Lansing and Battle Creek, as well as a limited partnership interest in International Advertising, Grand Rapids agency.

Mr. Versluis has been familiar with radio operations since the early '30s. In co-partnership with Harold Gross and M. B. Keller in 1934 he helped found WJIM Lansing, now owned solely by Mr. Gross.

Sells WJIM Interest

Desiring to operate his own station, Mr. Versluis, along with Mr. Keller, sold his interests in WJIM in October 1936 to Mr. Gross for $35,000. He subsequently prepared his application for what is now WLAV, it being approved by FCC in 1940.

In the interim he further sharpened his business acumen by devoting his attentions to his photography studios and investments.

WLAV began commercial operation Sept. 15, 1940, and the second outlet in Grand Rapids and a Mutual affiliate. During 1942 it originated 202 MBS programs, including such sushaters as Under Western Skies, Don Boyay, Sta Men of Note, Spoons of JIM and the Grand Rapids Schubert Club. The well-known Children's Bible Hour was created by WLAV in 1946 and has been carried by a network of stations since then. WLAV became an ABC affiliate in 1945.

Mr. Versluis was identified with the Associated Broadcasting System which operated for about five months during 1945-46.

Although the WLAV operations and photography studios require considerable personal attention, Mr. Versluis still finds time for active memberships in the Advertising Club, Optimist Club (of which he is director and past pres- ident), Spring Lake and Blythefield Country Clubs and the Peninsular Club. He also is a director of the Michigan Assn. of Broadcasters.

Versluis Family

Mrs. Versluis is the former Dorothy Zeiss, Lansing school teacher, whom he married in 1941. Mr. Versluis has two children by a former marriage, Leonard A. Jr., who is a WLAV-TV executive, and Helen (Mrs. Robert King). He has four grandchildren.

The Versluis' have their home on a 555 acre farm 10 miles north of Grand Rapids. His hobbies include sailing his 42-ft. Chris Craft cruiser, golf, water skiing, swimming and bird hunting.

for PRESTIGE SELLING add

DR. DANIEL A. POLING
and the CARLTON MARTIN CHOIR
to Your SALES STAFF!

SEE PAGE 16—NOW!
The conditions were the same—same time, same pick-up, same talent (General MacArthur)—an ideal comparison with absolutely no room for arguments. And we proved what we’ve been saying over and over since 1947.... Washington prefers WNBW. More than three times as many TVviewers saw General MacArthur’s speech and reception on WNBW than on the next closest station. In fact in this four-station market we, except for a few percentage points, had more than 50% of the entire audience.

Which all goes to prove that in Washington people prefer .......

**SOURCE:** AMERICAN RESEARCH BUREAU, APRIL, 1951
Nationally-Tested TV Shows on Film

"TIME FOR BEANY"

"DIXIE SHOWBOAT"
Here comes the Showboat! New Dixieland jazz revival of Mississippi sidewheeler entertainment — 30 minutes once-a-week. "A glorious American era recaptured!" Features Nappy La Mare's Strawhat Strutters, outstanding guest stars and oldtime minstrel routines. M.C.'d by Captain Dick Lane, movie veteran voted "King of Hollywood TV" by West Coast televiewers.

"HOLLYWOOD REEL"

"WRESTLING FROM HOLLYWOOD"
Spectacular wrestling matches as only Hollywood can stage them. Red-blooded Main Events and Semi-Finals with nationally-known mat stars in 30-60 minute programs crammed with bone-crushing action. Film-recorded pickup by KTLA, Los Angeles. Top West Coast TV sports event for 1949-50! Now shown in more than 20 markets.

Paramount's FILMED SHOWS offer tested top-rated entertainment at a fraction of initial production costs. Programs are available to advertisers in one or many TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers. For prices and audition prints—write, wire, telephone:

Paramount Television Productions, Inc.
National Sales Office • 1501 Broadway, New York 18 • Bryant 9-8700
KTLA Studios • 5451 Marathon St., Los Angeles 38 • Hollywood 9-6363

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK
COSTS ARE GROWING PAINS

TELEVISION'S mounting costs, promising to become much higher, are only the growing pains of the young medium, William H. Weintraub, president of William H. Weintraub & Co., New York, said Wednesday at the Ohio Assn. of Broadcasters meeting in Columbus (see Ryan speech, page 29).

In the current 61 TV markets, a Mr. Weintraub Class A station's half-hour rate is around $23,000 or $24,000, he said, and will go up one-third July 1 to about $32,000. Looking ahead to further TV circulation in those areas, he saw the possibility of a $42,000 cost in July 1982.

On top of that, according to Mr. Weintraub, is another sum, possibly $40,000, for additional TV markets and the figure is around $60,000 for a half-hour, plus another $20,000 production costs. That brings the possible cost of a weekly half-hour to over $5 million a year, he estimated.

And then will come color, he forecast, raising costs even more.

At that point Mr. Weintraub carried the Ohio broadcastrs back 20 years to 1930, when the advertiser paid 52 cents per thousand homes for a half-hour on NBC's 50 stations. Today the full NBC network of 167 stations costs $18,000, he said, and the cost-per-thousand drops to 40 cents, a reduction of almost 25%.

All New Money

Citing figures covering 126 national advertisers who spent $285,100,000 in TV the last half of 1950 compared to $5,800,000 in 1940, he said the additional dollars "were all new money because those same 126 advertisers actually at the same time increased their spending in other media." The answer to costly network shows, from the local point of view, will come from TV film syndication, Mr. Weintraub predicted, referring to improvement in quality. These films will help small-town TV stations put on top quality programs, he said.

Referring again to color, he scoffed at the suggestion that the change can't be made because 12 million sets would be made obsolete. "Can you imagine what might happen to the 60 million good jobs and the futures of our young men if this pernicious philosophy is permitted to grow?" he asked.

"And it will continue to grow unless the American people understand that when some stylist obsoletes milady's wardrobe by changing the popular color from pink to blue she has done America a favor and created more jobs for more people.

"Yes, when a federal bureau says you can't make a change on the ground that you might obsolete some merchandise it is showing a fundamental and basic lack of understanding and appreciation of the elementary principles of our economy. It is as un-American as it is bureaucratic.

"Our economy at its present rate is based upon keeping 60 million good jobs filled by selling 225 billion dollars worth of goods. And that's a job that just can't be done away with without some fundamental change and continual replacement of our people, our processes and our methods."

TV PRICE SUPPORT

RCA Issues Guarantee

Mr. Elliot told a Pacific Coast group Wednesday that from a production standpoint "hard times are ahead... A stock of television receivers today is money in the bank tomorrow." He said television is "passing through a transitional stage, a change from youth to maturity."

In announcing the Emerson TV price cuts Mr. Abrams said buying up to a certain point has been saturated. Price-cutting within the industry has brought a great deal of confusion and frequently has affected sales of small dealers unable to employ "all the devices for getting customers into the store" of their larger competitors, he said.

New Emerson prices, he went on, should be regarded as a "step in the direction of bringing some..." (Continued on page 89)

(Continued on page 87)
EDUCATORS’ COMMENTS

SUPPORT for reservation of educational television channels continued to pour into FCC last week while commercial broadcasters were still to be heard from, except for a few comments on the weekend.

Deadline for initial comment upon FCC’s revised TV allocation plan is today, Monday (May 7) [Broadcasting & Telecasting, May 10]. For lack of experience in such proceedings, the Commission predicted the main flood of replies—particularly those from broadcasters—would be filed over the weekend.

Organized education, via the now permanently established Joint Committee on Educational Television, late week filed comments in behalf of some 115 universities and educational organizations throughout the country. These bolster the innumerable letters, petitions, resolutions and other comments which have been filed individually by schools, city officials, parent-teacher groups etc. from coast to coast.

KPAC-TV Houston, Tex., petitioned the Commission to grant competitive stations there—both educational and commercial—as soon as possible. The unusual request was made by the Houston Post outlet, now the sole station operating there, on grounds that multiple services are desirable in order to stimulate growth on an overall basis.

KPAC told the Commission:

In the entire field of communications—press, radio, wire services—it has been proven time and again that multiple voices, numerous channels, are necessary to the widest dissemination of information.

TV is an extension of communications in the field of public information. The time and place of broadcast, we believe that other TV stations should be opened there as soon as possible.

From an operating point of view, we have found it impossible for one station to serve completely the variety of public tastes and interests to be seen in any large city.

We believe, therefore, that it is important for other educational and commercial TV stations to be licensed there to begin service as soon as possible.

IBEW Executive’s Views

A vigorous bid for prompt lifting of the TV freeze was contained in a protest comment filed by Frank Darling, president of Local 1931, International Brotherhood of Electrical Workers (AFJL), Chicago, which charged the Commission with major blame for causing “mass deployment in the TV set making industry by persistently refusing to issue permits to new TV broadcasting stations.”

The freeze was imposed Sept. 30, 1948, when FCC decided because of TV interference problems that the allocation plan and engineering standards should be reconsidered.

The revised plan issued in March would allocate some 2,000 VHF and UHF stations to more than 1,200 communities and contains proposals for partial lifting of the freeze if no objections are received by the May 7 deadline for initial comments.

FCC proposed to lift the freeze on VHF and UHF construction in U. S. territories, new UHF stations construction within the U. S. and power boosts for operating VHF stations in the U. S. under certain conditions.

The Commission has given no further hint as to its present thinking on this tentative plan, and specific industry comment on the subject was still non-existent as of last Thursday.

May 22 Deadline

Replies to the initial comment, as well as counter-proposals, must be filed with FCC by May 22. Hearing on the city-by-city allocation proposals, the final phase of the re-allocation proceeding is scheduled to commence June 11.

Two of the 31 operating VHF stations which FCC would switch to different VHF channels—WSYR-TV Syracuse, N. Y., and WJAC-TV Johnstown, Pa.—informed the Commission they have no objections to the proposed channel changes affecting them. FCC would rely on the 107 operating VHF stations in order to reduce interference problems and effect a more efficient overall allocation.

Both WJAC-TV and WSYR-TV commented that in view of the expense they would incur because of the channel changes, they hoped the changes “can be accomplished as simply as possible, particularly in connection with the compiling and filing of data relating to the technical operation on the new channel.”

WHLD-AM-FM Niagara Falls, N. Y., filed comment supporting FCC’s proposed allocation of VHF Channel 4 to Buffalo.

KELO Sioux Falls, S. D., supported proposed allocation of VHF Channels 11 and 13 and UHF Channels 38 and 44 (reserved for education) in its city.

W. A. Wilson, president and general manager of WOPI Bristol, Tenn. expressed full accord with FCC’s proposed allocation with respect to both VHF and UHF and urged that proposed VHF Channel 5 be retained there because of the mountainous terrain.

Laramie-Cheyenne Shift

Warren M. Mallory, consulting engineer, proposed either VHF Channel 11 or 13 be allocated to Laramie instead of Cheyenne, Wyo. He would move Laramie’s UHF Channel 18 to Cheyenne. VHF Channel 8 is proposed to be reserved at Laramie.

Mr. Mallory explained that with a 500-watt transmitter and six bay antenna located on a 8,777-ft. mountain eight miles east of Laramie, both cities would fall within the 6,000 uv/m contour. Beyond this contour, he said, listeners would be served in eastern Wyoming, northern Colorado and a small part of western Nebraska.

Mr. C. Swank, president of WLAG LaGrange, Ga., said WLAG proposes a maximum permitted station at Pine Mt. 12 miles from LaGrange and 22 miles from Columbus, but VHF Channel 4 if used there could not deliver the required minimum signal to metropolitan Columbus. He indicated Channel 12, originally proposed by FCC there, would provide the required coverage.

FCC proposes to allocate UHF Channel 50 to LaGrange, VHF Channel 4 and UHF Channels 28 and 34 (reserved to Columbus).

Woodall Comments

Allen K. Woodall, president of WDAP Columbus, told FCC he felt engineering wise VHF Channel 8 could be added in his area without interference to other markets.

Similarly, E. D. Black, president of WBML Macon, Ga., believed that VHF Channel 7 could be added to Macon without interference. His proposed allocation on the new VHF Channel 13 and UHF Channels 41 (reserved) and 47.

R. B. Bell, owner-manager of KENW Macon, Ga., proposed a channel be allocated there in order to service west central Arkansas and eastern Oklahoma.

WILE Cambridge, Ohio, thanked the Commission for its proposals to allocate a channel to a small market, and urged that FCC allocate a channel to Galax.

FCC’s general engineering proposals for wider station separations and allocation of less area because of propagation characteristics (Continued on page 88)

COLOR PROSPECTS

Mr. Hausman prefaced his talk with a reminder that he was not speaking as a competitor, but rather with intent to present a general advertising problem, “common to all of us.”

Rather than try to sell against television, the appetite of sponsors for the new medium should be accepted realistically, said the CBS executive, adding: “I suggest that we use this willingness to invest in television advertising to increase the total advertising budget. Television can be the force to induce companies to enlarge their total advertising investment.”

Mr. Hausman held that the relationship between advertising and national income is out of balance. HENA reports that the total national income from $87 billion in 1929 to $180 billion in 1946. He compared this to the 1929 advertising figure of $3 1/2 billion and the 1946 total of $2 billion.

“Too many advertisers are using ‘old-fashioned dollars’ to sell ‘higher priced cases,” he said. Advertising’s percentage of national income, he said, is still up to 5.2%—the same figure as 1941. It was

(Continued on page 89)
TELESTRIP

A NEW technique in sales presentations, the TELEStrip unit developed by Free & Peters for selling television stations and programs to advertisers and agencies, was unveiled at the national TV sales clinic conducted by the station representative firm for its video salesmen Tuesday through Friday at the Waldorf-Astoria, New York.

"We have finally licked the problem of selling TV 'blind'," I. E. Showerman, national TV sales manager of Free & Peters, said.

"This portable unit is the first visual method of selling a visual medium." He added that although developed specifically for television, the technique could easily be adapted for use by any salesmen of almost any product.

Comprising a compact film projector and a viewing screen 3½ by 11 inches, the TELEStrip unit costs little and can easily be carried in a briefcase. In addition to providing a means of displaying visual material such as TV programs visually, the unit enables the salesman to present his material and his sales story face-to-face with his prospect and without the breaks in salesman-to-prospect contact entailed in presentations by the easel method. It also avoids the high cost and low mobility which has made the use of motion picture equipment impracticable for most sales presentations.

History of Development

The unit was developed by the Society for Visual Education after the idea had been engendered by the Chicago office of Free & Peters, Elliott W. Reed, F&P TV salesman, explained. There is nothing new about slide film projectors, he said, but it took many months to produce the desktop rear-view screen which permits the salesman to make an intimate presentation.

"Formerly, when we tried to sell a video program put on by a station to an advertiser or agency in another city, we were selling against his imagination," Mr. Reed said.

"If it was a puppet show, for example, what the prospect visualized was not the program we were selling but the last puppet show he had seen, good, bad or indifferent. Now, with a film that shows the characters and the story line and whatever else is pertinent, we are selling this program itself."

Just as a station can, at relatively small expense, prepare a TELEStrip program presentation for use by all F&P TV salesmen, so the technique can be used to present the station's market story in a visual way, Mr. Reed said. Such a presentation, for WEAP-TV Fort Worth, was used as a pilot project for preparing the test film for use in developing the new unit.

After the unit was ready, a polished market story presentation was prepared for WPIX (TV) New York. This has been used for three commercial presentations, Mr. Reed stated, "and so far its batting average is 1,000." While not identifying the accounts involved, he said that one ran into six figures and that making this one sale more than reimbursed F&P for the complete cost of developing the TELEStrip unit and equipping its sales force with them.

One account secured for WPIX through the TELEStrip presentation was that of a manufacturer of an automotive accessory who, while using TV in other cities, had avoided New York because of the low automobile usage in Manhattan. He had rejected oral presentations from all New York TV stations, Mr. Reed said, but signed for time on WPIX when the visual presentation impressed on him, apparently for the first time, the markets of the New York market even if Manhattan were taken out entirely.

On Tuesday, the F&P salesmen heard Raymond F. Guy, NBC radio and allocations engineer, discuss the proliferation of the growing number of new frequency allocations, VHF versus UHF, the value of antenna heights, power and frequency and other engineering subjects. Allan Jay of Videodex, Sidney Roslov of The Pulse Inc. and C. E. Hooper of C. E. Hooper Inc. participated in a sales clinic, each explaining the rating methods used by his organization and answering questions raised by the F&P sales staff. Rex Cox of Sarra Inc. spoke on the use of film in television.

**HEARINGS CODE**

Urged by Crime Committee

A UNIFORM code of procedure to guide Congressional committees in their conduct of public hearings involving television coverage was recommended by the Senate Crime Investigating Committee last week.

The proposal was contained in a special interim report released by the committee, which also lauded television as a potentially "tremendous power for good" and a "superb means" of public education.

The reference to telecast proceedings was seen as further recognition by top Congressional leaders of the growing controversy over problems posed by television coverage on Capitol Hill. (Broadcasting, TELECASTING, April 30).

The issue, according to the Kefauver Crime Investigating Committee, resolves itself into questions involving "possible invasion of privacy" and the insurance of the continued "dignity and maximum effectiveness of legislative proceedings." Television, it noted, "raises whole new or intensified issues of public policy" with respect to screening of Congressional activities.

"Nevertheless, our committee commends the television industry which devoted so much time and considerable cost to our committee's proceedings," the report said. "The dignified and restrained handling of the television broadcasts of the hearings by the respective stations and networks involved, and their personnel, speaks most highly for the public spirit of this relatively new medium and for its judicious approach to a new problem."

Other Developments

Against the backdrop of the Crime Committee report, which also called for stricter regulation of radio-TV and other means of transmitting of gambling information (see separate story), there were these other developments last week:

The joint Senate Armed Services-Foreign Relations committee held initial hearings on Gen. Douglas MacArthur's dismissal in executive session last Thursday, but left the door open for radio-TV coverage of possible open sessions.

Rep. Jacob K. Javits (R-Lib-N. Y.) renewed his demand for stricter regulation of Hill proceedings. The House Agriculture Committee had posed the issue the past fortnight when it balled on sponsored and AB TV. (Continued on page 89)
Foster Airs Views at SMPTE Meet

By PETE DICKERSON
TODAY'S greatest boon to advertising agencies "would be development toward perfection of instantaneous kinescopes and relaxation of the need to transmit the (television) program as it is being kinescoped," Kendall Foster, vice president for television, William Eady Co., New York, told the 69th semiannual convention of the Society of Motion Picture and Television Engineers, April 30-May 4, in New York.

Speaking at Tuesday's television session of the convention, which attracted more than 250 scientists, engineers and technicians from all over the U. S., Canada, Mexico, and England, Mr. Foster said that the agency view of kinescope recordings today is "a dim one."

"Yet why should we expect one phase in the whole complex field of television broadcasting to be perfect?" he asked. "Productions and the artists and craftsmen who present them are not perfect; nor are the live facilities; the allocations and affiliations of stations and networks are thoroughly confused; and reception under the best of circumstances is uneven.

"The simple fact is that we can't get along without kinescopes because there are 88 markets of which 38 are single stations and there isn't enough live time for all programs," he said.

"Yet wherever possible the average station will take the live program in preference to the kinescope program—especially in network option time," he continued.

Pointing out that a kinescoped program usually draws less audience than a "less good" live program, Mr. Foster said that "the commercial problems of kinescopes are the need to cut out the commercials from the kinescopes and insert film negatives into the kinescope negative, and the difficulty of handling seasonal advertising messages."

"In contrast to Mr. Foster's views were those of Peter Mole, SMPTE president, who, in addressing the opening session, chided the motion picture industry for lagging behind technological advances. He said: "We in the SMPTE are constantly improving the technical phases of pictorial rendition of action. It is now up to the producers and exhibitors of these motion pictures to take advantage of the technical developments that will continue this business as the greatest medium of mass education and entertainment.

"It has been said, That great new technical strides must be taken at once to keep the motion picture industry abreast, remaining, no doubt, the economic boost that followed the introduction of sound."

"I believe the present state of affairs is quite the contrary, because technical contributions already at hand are so far ahead of the industry that the lack of interest may have the effect of applying a brake on the future technical growth."

Benjamin Schlainger and William A. Hoffberg, New York theatre engineering and architectural consultants, cited wide-screen theatre television as a factor supportive of a plan to widen movie screens enough to occupy most of the audience's field of vision.

Maj. R. V. Bernier, of the Wright-Patterson Air Force base, Dayton, predicted television and motion pictures will achieve a synthetic vision "as almost as remarkable as natural vision" in respect to depth perception and other factors.

Field Tested
Frank C. Lepore, NBC manager of film and kinescope recording operations, told the session that kinescopes have been "field tested under all practical operating conditions so that now clients and agencies of the major networks have available a very flexible service with a good performance record."

A scheduled report of the joint Radio-Television Mfrs. Assn.-SMPTE film equipment committee was not delivered, but F. N. Gillette, committee chairman, said that the group is working on standards for:

"(1) Dimensions for TV slides and operation of 35-mm. film projectors for use with TV camera film chains operating on full storage basis; (2) location and size of picture area in TV recording and reproduction of 16-mm. motion picture film; and (3) location and size of picture area in TV recording and reproduction of 35-mm. film."

Mr. Gillette also said that the films for TV committee reported it was working to effect:

"(1) Footage markings on three successive frames of film leader (instead of only one, which is now the custom) to increase duration of image on TV monitor; (2) adoption of standard markings (footage, start of pictures, and start of sound track) for 16-mm. film, same as now used for 35-mm. film; and (3) use of test pattern on film to assist the TV operator in making adjustments; and (4) use of a cue mark to signal the TV monitor to switch on equipment at right instant."

Among the other speakers at the television recording and reproduction session were Howard Chinn, CBS; P. J. Herbst, R. O. Drew, and S. S. Johnson, RCA Victor Div. of RCA, Camden, N. J.; Fred G. Albin, ABC; K. E. Benson and A. B. Ettlinger, CBS; and W. D. Kemp, BBC.

Laraine Day Sponsor
NORTHAM WARREN Corp., Stamford, Conn. (Cutex and Oderono), is sponsoring The Laraine Day Show, over ABC-TV, Saturday, 1-1:30 p.m. Sponsorship began last Saturday. Agency is J. M. Mathes, New York.
On December 7, 1941, Lon King was an earth-bound page boy at NBC, San Francisco, but soon won his wings as a fighter pilot, ending up as Lieutenant King, pushing P-38s in Italy. After that he went back to NBC for three years in Sales Traffic and five years in Sales—at which time we got him in our sights and made him “Colonel” King, in command of television sales in San Francisco!

Thus San Francisco has become the fifth city in which F&P maintains separate sales departments devoted exclusively to television. Here as elsewhere, our TV operation benefits tremendously by splitting bookkeeping, clerical, office and management expenses with our AM operation—thus permitting F&P to allocate more dollars to all-important sales manpower, and doing a far more thorough television sales job than would otherwise be possible.

In this system, F&P has the basis for giving optimum service and optimum values to everybody concerned. And that’s the way we always work, here in this pioneer group of radio and television station representatives.
WCON-TV TRANSFER  

GEORGIA INSTITUTE of Technology, operator of WGST-AM-FM Atlanta, has asked the FCC to temporarily withhold its consideration of a proposed transfer of WCON-TV Atlanta. Deal, with FCC approval, would permit Atlanta Newspapers organization of prominent Atlanta citizen to sell station to name of Broadcasting Inc. [BROADCASTING • TELECASTING, April 9].

Transfer is also conditioned on the upgrading of WSB-TV, now operated by Atlanta Newspapers Inc. on Channel 8—on the Channel 2 for which WCON-TV holds construction permit.

Chairman of the Atlanta JOURNAL AND Constitution last year, FCC stipulated that Atlanta Newspapers Inc. must surrender its Channel 8 outlet upon licensing the Channel 2 station.

Dr. Harmon F. Caldwell, chancellor of the University System of Georgia, last Thursday confirmed to BROADCASTING that the FCC had acknowledged receipt of his letter. Dr. Caldwell asked the delay until counsel for the Board of Regents can prepare for the case in opposition to the transfer and a brief in support of this petition.

Dr. Caldwell held that if the transfer is denied, the Commission could then assign the channel requiring renewal application, who, in the opinion of the FCC, is in best position to provide additional television service of the kind and quality that is needed in the Atlanta area.

Walter C. Sturdivant, president of Broadcasting Inc., immediately disagreed, pointing out that if the transfer is denied, Channel 8 would be put back into the "freeze," thus denying Atlanta the "many advantages of a third television station."

Dr. Caldwell declared that Georgia Tech had sought TV more than three years ago and if the transfer was granted, it may "adversely" affect the school's radio position.

In turn, Mr. Sturdivant pointed out that the transfer would not prejudice WCON's position as a TV channel, despite the freeze, and that the FCC already had proposed allocation of a special channel for educational purposes in the Atlanta area. He further stated that Broadcasting Inc. favored WGST getting this channel and would render any assistance it could towards that end.

Broadcasting Inc. proposes to acquire WSB-TV technical facilities and transmitter site of WCON-TV as WCON-TV. Also, they would lease the present WSB-TV transmitter building. ANI would take over the new WCON-TV plant, renaming it WSB-TV.

Paul Porter Represents WGST  

Paul A. Porter, one-time FCC chairman, and now member of the Washington law firm of Arnold, Porter and Fortas, represents WGST of Georgia. Mr. Porter had authorized his appointment as special assistant attorney general to represent their broadcasting interests.

Wrong Loyola U.  

VERY REV. James T. Hstasy, S.J., president of Loyola U., Chicago, who wrote FCC Chairman Wayne Coy in support of educational TV channel reservation, was incorrectly identified as "president, Loyola U., New Orleans (WWL)" in TV allocation comment story, BROADCASTING • TELECASTING, April 30. The New Orleans Loyola U., operator of regular commercial station WWL, there, had last week had not yet filed its TV allocation comment. It has pending a bid for commercial VHF Channel 19 there.
The TV "catch" of the 1951 football season!

UNITED FEATURE SYNDICATE ANNOUNCES

Dick Dunkel's Football Ratings TV Show

TIME—
15 minute weekly TV program on 16 mm. film.
13 week presentation . . . first release Sept. 17th.

CONTENTS—
Thrill-packed action shots of college and university football teams across the nation.
Weekly merchandising traffic-puller mat service including ratings on 400 teams.

BACKGROUND—
For over twenty years, the Dick Dunkel Football Ratings have been followed by millions of fans and have been considered the most informed and accurate in the business! Used successfully by leading advertisers during the 1950 football season!

PRODUCED BY
TEL RA PRODUCTIONS
Producers of "Dick Dunkel's Basketball Ratings", "Telesports Digest", "Pro Highlights", "Touchdown", "Baseball Briefs"

WRITE PHONE WIRE IMMEDIATELY FOR AVAILABILITY

UNITED FEATURE SYNDICATE
220 E. 42nd ST., NEW YORK 17, N.Y.
PHONE MU 2-3020
Eddie Drake likes tough customers. The tougher the better! And whether television’s newest private eye is tracking down crime suspects or sales prospects, he gets his man.

In “The Cases of Eddie Drake,” his series of 13 half-hour mysteries filmed especially for television, rough-and-ready Eddie has plenty of help. With Don Haggerty (“Command Decision,” “Canadian Pacific”) in the title role, the cast includes “Kiss Me Kate’s” Patricia Morison, and featured players Hillary Brooke, Theodore Von Eltz and Angela Greene. Scripts are written by Jason James, writer for “Suspense” and other network mysteries.

Sponsors are discovering, in TV as in radio, that crime does pay... in jackpot ratings and results. (Evidence: “Man Against Crime,” “The Web,” “Danger,” and many others.)

If you’ve got tough customers on your hands, put Eddie Drake on the case.

Radio Sales

Radio and Television Stations Representative...CBS

Radio Sales TV’ Productions: THE CASES OF EDDIE DRAKE,
GENE AUTRY SHOW, RANGE RIDER, STRANGE ADVENTURE, WORLD'S IMMORTAL OPERAS, VIENNA PHILHARMONIC ORCHESTRA, HOLLYWOOD ON THE LINE.

*Available exclusively through Radio Sales in all TV markets, subject to prior sale.
A BOSTON U. student has just completed an analytical survey of methods used in presenting news via television.

The survey is so highly regarded that Mr. Dean Del Vecchio, news director of WMUR-Macon and president, National Assn. of Radio News Directors, announced that NARND plans to publish it for distribution.

In preparation for the survey, the student, sent out letters and questionnaires to about 100 stations and received returns from 60.

The student, Marion Del Vecchio, came to three "strong" conclusions: That there has been an expansion in the time length of television news; that there has been an increase in the number of such newscasts, and that there has been an integration of the best-known audio-production standards into one type of news show. These milestones indicate a validation of the dissemination of illustrated news on television which points toward the road of a better informed, more tolerant American public," concluded Mr. Del Vecchio.

The study revealed also that 2.8 newscasts are shown daily over the average TV station. In addition, 2.9 programs were shown to be carrying at least one network news program daily. Average amount of time allotted daily to news programming in independent stations is 37 minutes.

**WTOP-TV Rate Card**

WTOP-TV Washington has issued rate card No. 2, which increases Class A time in one-hour classification from $450 to $550; one minute from $100 to $120. Eight-second spots remain at $65. Station points out that in the period since August 1960, when rate card No. 1 was issued, the number of spots in the market has increased 69% and WTOP-TV's share of audience 56%.

**Cincinnati U. Study Favors Classroom TV**

TELEVISION should be brought into the classroom as an educational teaching tool, according to 92% of the educators polled at the U. of Cincinnati. The study was made possible by grants from the Crosley Broadcasting Corp. [WLWT (TV) Cincinnati], which telecast four programs to a select audience of teachers and pupils in 14 schools.

The study "can aid the TV industry by revealing the time limits for school use of programs, the interest of teachers and administrators in planning educational programs, the curricular and other areas most useful for school telecasts, and standards for evaluation of such programs," Dr. Raymond Walters, university president, stated in releasing the survey.

WLWT's "in-school" telecasts, titled Look-Learning, were designed to demonstrate TV's different uses as a teaching aid and to obtain educator reaction to actual use. The study was made by Russell Helmick, principal of the Holmes High School, Covington, Ky., over a period of months and involved interviews with 694 educators.

Other conclusions reached by the survey were these:

1) Current events offer the best subject matter; (2) television will be more widely used than radio (60%); (3) spots should be placed in schools to effect a fully planned educational program (83%), to be paid for out of the school budget (76%); (4) restricted sponsorship should be approved (50%); (5) a weekly supplementary instruction type program should be telecast (84%).

A long period of television will be required before television can become a vital factor, according to Mr. Helmick. A top recommendation is one urging formation of an education-television council comprising educators, pupils and TV industry representatives. Educational needs of children and use of a TV film pool would be studied.

Mr. Helmick recommends that a (Continued on page 71)
1. Poor Ab O'Ridgyny, so she'd repine no more.
Promised his helpmate to knock off a dinosaur,

2. This, on reflection, seemed good for no yaks—
No one yet, you must know, had invented the axe.

3. So Ab did—and whanging the big lizard's gizzard,
Proved that the right weapon makes you a wizard!

4. **MORAL:** You don't have to invent it! Your best sales weapon for Dayton is ready and waiting—Dayton's first and favorite WHIO-TV.

---

For Sales Prowess in Dayton*

THE SHOW MUST GO ON

WHIO-TV

* How's to get your share of sales from Dayton's 800,000 viewers and their 200,000 TV receivers? Via WHIO-TV! How else? Pulse says that they really keep their eyes on us, morning, afternoon, and evening.* And don't forget, those figures prove that our rich Miami Valley audience is 54% televised. Ask for the full story from National Representative George P. Hollingbery Company.

* Pulse March figures show 8 out of top 10 televised shows were WHIO-TV programs.
NEW PICTURE TUBE
Chicago Firm Invention

AMERICAN Television Inc., Chicago, introduced Thursday a 21-inch rectangular tube which reportedly eliminates strategic copper and steel and cuts the retail price of the receiver.

The "image-orthoscope", developed at the institute's school, substitutes an electrostatic for a magnetic element, thereby eliminating the expense of a magnet and saving two pounds of copper and several pounds of steel per set, spokesmen maintained.

President U. A. Sanabria reported manufacturing cost of the tube has been reduced $2.75, thus far, and an equal sum is expected to be saved on parts by the time the line is in full production in June. This will ultimately be reflected in a consumer savings of $20, he said.

The tube, in addition to conserving scarce materials needed for defense, uses less electricity, enables a greater depth of focus and permits corrective contrast, Mr. Sanabria said. Focus has been expanded across the tube to include the outer edges, for almost one inch in depth, by use of an electron jet stream as replacement for the usual electron gun. The depth is gained by use of a long, thin

by student groups and instructors and into a stream of electrons rather than a diverted scatter, he explained.

The company exhibited the new 21-inch Coronado Opta, a rectangular face tube with frosted interior, which will fit any present set. Production is now 2,000 per day, of which only about 300 are used by the firm for own Majestic Radio, through President Leonard Ashbach, has contracted for the remainder.

The glass non-magnetic tube saves the steel used for casing by many firms, Mr. Sanabria said, and enables the radio dealer to save money by turning in a stereoscopic color set for about a third of the cost of a new one.

Because of "micro-shade" quality of the tube, the firm predicts a year from now the 20-inch set will be the "smallest" in demand. Picture fidelity reportedly is improved enough in the new tube so a viewer can sit directly in front of the screen and watch with few lights on and without eye strain.

This development is automatically circulated in the RCA patent pool, and will be available to pool manufacturers within a month. American Television's research director is Dr. Lee De Forest, frequently termed the father of television and a noted scientist.

**UNITED FEATURES**

Enters TV Film Field
ENTRY of United Features, veteran newspaper syndicate, into the field of TV film distribution is the latest indication, employing its nation-wide sales organization, was announced last week.

First TV presentation is Dick Dunkel's Football Ratings, a weekly series of 15-minute shows presenting action shots of collegiate football teams and scientifically computed ratings of the strength and prospects in games to be played each week. First program of this series is scheduled for Sept. 17.

United Features is currently negotiating with a number of independents for other packages for distribution, along the lines of its newspaper operations.

Business Manager James Hennessy said the syndicate's decision to expand into TV film distribution was made at the request of independent producers who reported sales and distribution too costly to handle themselves. United Features will utilize its own extensive newspaper feature sales force in the project.

**UPT Purchases**

PURCHASE of 20 RCA theatre television systems and two Paramount intermediate film systems by United Paramount Theatres, for installation principally in midwest theatres of the chain, was announced in New York last week. Installation of the purchases will begin soon for operation in September.

Let us PROVE to you that WOW-TV has the LARGEST audience nearly 7/8 of the time. BOTH DAY AND NIGHT.

- Yes... we ask to prove it. This is no "bullwork" claim. It is based on a thorough, well-planned "Telephone Coincident Survey", covering about 30% of the TV-owners.

Full details of this survey — how it was carried on, the questions that were asked, the number of sets-owners responding in each hour, and their answers—all these, and other important data, are available to you in our presentation of the Survey.

You can't judge the Omaha TV market without this vital information — these FACTS! Write, wire or telephone to WOW-TV, Webster 3400.

**COLOR TV**

quiescent of late while the industry awaits a decision from the Supreme Court on the validity of the FCC award of commercial status to the CBS method of telecasting color, broke back into the news Thursday. A front-page story in the New York Times by its astute radio editor, Jack Gould, reported reception of an unscheduled TV program the previous morning which investigation revealed as a test of the RCA color system.

NBC video engineers, it developed, had received from RCA a couple of color receivers for test. After some off-the-air color pickups from a color camera in the studio, the engineers decided late Tuesday afternoon to try some off-the-air pickups the next morning. So an experimental TV transmitter, KE2XJV, was put into operation Wednesday morning and broadcast color pictures from 5:13 to 10:30 a.m. Channel 4, normally utilized by WNTB, NBC's black-and-white commercial TV station in New York, was used for these tests. Production engineer, for the RCA color system, is B. Hanson, NBC vice president and chief engineer, said the color telecasts, which were on again Thursday morning, were not being put on any regular schedule. Tests would be repeated, at times when Channel 4 is not in use for regular WRIT programming, whenever they are the subject of technical tests of the RCA color system.

**DuMont Gross**

Income 69% Above Previous Year

ALLEN B. DuMONT Labs had a gross income of $76,382,665 during gross of $45,267,089, Dr. Allen B. DuMont, company's president, reported Tuesday in the annual report to

stockholders.

Net earnings for the year totaled $6,900,788, or $2.87 per share of outstanding common stock, compared with $3,269,880 or $1.40 per share in 1949.

This advance in production, sales and net earnings was achieved despite an outstanding combination of unfavorable factors as the "10% manufacturers' excise tax, Regulation W (affecting installment sales), uncertainty over color television, the Korean situation and a resultant shortage of retail parts and materials," Dr. DuMont said. "Finally, there were an excess profits tax and an increase in the rate of surtax," he added.

The DuMont TV Network operated at a loss in 1950, although "to a considerably less extent than during 1949," Dr. DuMont reported, adding "the number of national advertisers using our network fa-
It's part of the landscape

Nobody needs any more proof that television has become an accepted part of our daily lives.

Nevertheless, attention should be paid to that word “daily.” More and more, television is stretching itself around the clock. 90% of all U.S. television stations are now on the air before 2 p.m., and by next year most of them will be broadcasting before noon.

Priceless franchises are right now being bought up. Big shows, big talent, and big advertisers are moving in wherever you look. Indeed, 6 of the 7 biggest advertisers of low-unit-cost products are already in.

Before you know it, daytime television, like nighttime, will be a sell-out. And before that happens, you'd better be there.

And when you start looking at daytime, you'd better look at CBS. The same skills that have always made CBS programming stand out are now operating in daytime television. Here you will find the first big afternoon comedy-music-variety shows, for example—Garry Moore and Steve Allen—and television's first serial story, "The First Hundred Years."

CBS Daytime Television is in business to serve the kind of advertisers who have always known you have to get up early to stay ahead of competition.
<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
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<tr>
<td>8:00 PM</td>
<td>Biglow;</td>
<td>Biglow;</td>
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<tr>
<td>8:15 AM</td>
<td>Stanford</td>
<td>Stanford</td>
<td>Stanford</td>
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<tr>
<td>8:30 AM</td>
<td>Mr. N.</td>
<td>Mr. N.</td>
<td>Mr. N.</td>
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<tr>
<td>8:45 AM</td>
<td>McManus</td>
<td>McManus</td>
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<tr>
<td>9:00 AM</td>
<td>Wray</td>
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<td>9:15 AM</td>
<td>Gene</td>
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<td>9:30 AM</td>
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<td>L</td>
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<td>10:00 AM</td>
<td>Lincoln-</td>
<td>Lincoln-</td>
<td>Lincoln-</td>
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<td>10:15 AM</td>
<td>Mercury</td>
<td>Mercury</td>
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<td>10:45 AM</td>
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<td>11:00 AM</td>
<td>Washington</td>
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<td>TIME</td>
<td>SUNDAY</td>
<td>MONDAY - FRIDAY</td>
<td>SATURDAY</td>
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<tr>
<td></td>
<td>CBS</td>
<td>ABC/Dumont/NBC</td>
<td>ABC/CBS</td>
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<tr>
<td>SUNDAY</td>
<td>6:00 PM</td>
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<td></td>
<td>11:15 PM</td>
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</tbody>
</table>

Programs in italics, sustaining; Time, EST. L live; F. film; K. kinescopic recording; E. Eastern network; M. Midwestern; N. noninterconnected stations.

**ABC**

7-7:06 PM, M, W, Th., Schenley, Andy & Delia Russell, F, Schenley, Cook's Champagne Party.

**DuMont**

1:30-1:45 PM, M, W, Th., Universal Appliances, Homemaking.

**CBS**

315-3:30 PM, T, Th., Bride & Groom; Th., Hudson Paper Co.

5-5:15 PM, M-F, Lucky Pep, Th.—Bristol-Myers; Fr.—Sundial Shoe Co.

**NBC**

5:15-5:30 PM, T, Th., Panhandle Pete, s.

5:30-6 PM M-F, Firms listed sponsor Howdy Doody in 15 min. segments.
On April 1, in Los Angeles, the big-name stars of CBS-TV packed up their shows and moved to KTSL.

**Now it's your move**

Now that the Los Angeles TV picture has changed completely, the station to watch...the station to buy...is KTSL. Columbia's television station in the nation's third market. The next move is your move...to KTSL.

Los Angeles **KTSL**
Channel 2 • Columbia Owned
Represented by Radio Sales
Telestatus  
(Continued from page 64)  
research program be set up not only to determine acceptable types of advertising sponsorship but also to “examine other means of financing the television-education programs.”

Tele-Que, L. A., Lists  
Best-Liked Commercials  
BEST-LIKED television commercials in the Los Angeles area for the first quarter of 1951 were those of Altes Brewing Co., Los Angeles, according to a report by Tele-Que. Commercials appear on KTLA (TV), Ina Ray Hutton Show. Research firm will present a special plaque to Monica Whelan who sings and announces the commercials, as the first of such awards to be made to a sponsor whose advertising is voted best-liked by television viewers.

Commercials taking the next four highest places in popularity were reported as Lucky Strike, Weber’s bread, Ford and Muriel cigars.

Texaco Show  
Tops Nielsen Rates  
NIELSEN ratings of the top television programs for the two weeks ending March 24 show Texaco Star Theatre leading in both the homes reached category and in the percent of TV homes reached in program station areas. As reported last week, Nielsen ratings were:

HOMES REACHED IN TOTAL U.S.

<table>
<thead>
<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>HOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Texaco Star Theatre</td>
<td>3,538</td>
</tr>
<tr>
<td>2</td>
<td>Colgate Comedy Hour</td>
<td>3,288</td>
</tr>
<tr>
<td>3</td>
<td>Fibre Glass</td>
<td>3,230</td>
</tr>
<tr>
<td>4</td>
<td>Philco TV Playhouse</td>
<td>3,021</td>
</tr>
<tr>
<td>5</td>
<td>Your Show of Shows (Crosley)</td>
<td>2,971</td>
</tr>
</tbody>
</table>

National Bureau of Foreign Commerce.

TEXAS  
Cablevision Systems.

Per capita TV watching was reported.

Change Name  
Consolidated Conflicted  
TELECASTERS Film Syndicate of Consolidated Telecasters Broadcasters Inc., recently organized cooperative TV film syndicate formed in Chicago [Broadcasting • TELECASTER April 22]  
Name change was made because it conflicted with that of Consolidated Telecasters Broadcasters Inc., Hollywood, according to Harrison Dunham, executive vice president and general manager of the new syndicate.

Romeyn said...

COLOR SHOWING  
KZL To Demonstrate  
FIRST public showing of color television in Colorado will be given by KZL Denver, starting May 14, according to Manager Hugh B. Terry. Ten Smith, Klein & French receivers will be operated in Hoyt.

COLOR SHOWING  
KZL To Demonstrate  
FIRST public showing of color television in Colorado will be given by KZL Denver, starting May 14, according to Manager Hugh B. Terry. Ten Smith, Klein & French receivers will be operated in Hoyt.

Television: The Future of Entertainment  
By: Mr. John Martin, President, Nuggets Television. The presentation will include a demonstration of the latest in color televisions and will be followed by a question-and-answer session. The event will be held at the National Center for the Performing Arts, 303 S. Michigan Ave., Chicago, on May 25.

LATIN MARKET  
Boom Period Ahead, Says Romeyn

TELEVISION in Latin America faces a boom period comparable to the one reported by the U. S., Philco International Corp.’s representative in the region, said Stanley C. Ridges.

Mr. Romeyn estimated that TV sets may increase from 3,250,000 wired homes within a 60-mile radius of these Latin American cities where TV is now operating or projected. He felt that Mexico City, with 435,000 wired homes, should become the largest single TV market in Latin America. Sets in use there now total 3,500, but he felt these would increase substantially when XEW-TV commences operations.

He said...
Focal point of discussion here is "shopping by television" as Theodore C. Streibert (l.), president of WOR-AM-TV New York, meets with executives of L. Bamberger Co. & sponsors of Bam's Television Shoppers' Revue on WOR-TV. Discussing the new program with Mr. Streibert are John C. Williams, Bamberger president, and George P. Slackbrower (r.), store's vice president and publicity director. Telecast originates daily at new TV studio in the Newark, N. J., department store where WOR originally housed its facilities in 1922.

 PARAMOUNT TELEVISION Productions will distribute a new TV film to stations without charge, for local sponsorship. Produced by WOR-TV New York, and backed by Cribben & Sexton Co., Chicago, maker of Universal gas ranges, the film is designed to promote use of gas for cooking. The show—"Sally Smart's Blue Flame Gas Kitchen"—is shown live over WOR-TV and kinescoped by Paramount for distribution with local spots edited out. It is particularly suited to sponsorship by gas utilities or gas appliance retailers.

 SNADER TELESCRIPTS Corp., Beverly Hills, Calif., has completed more than 400 musical films in less than 10 months, according to President Louis Snader. He said the firm will produce film shorts in color next season—especially for TV—but will continue to release black-and-white prints from color separations until color projection and reception have been approved.

 ANIMATION HOUSE, New York, has completed first in a series of films for Sylvan Electronics Corp., black-and-white for TV and in color for motion picture theatres. The animated spots were commissioned by Roy S. Durstine Agency. The film will also announced completion of a half-minute cartoon commercial for Barney's clothing store through Emil Mogul agency.

 BING CROSBY Enterprises, encouraged by NARTB convention response to its pilot TV film, Cry of the City, will produce 38 more films in the series and may extend to 58. Production begins July 1. Bernard Girard is writer and director; Everett Crosby and Basil Grillo are production supervisors.

 UNITED TELEVISION Programs has contracted with Mutual Television Productions to distribute a series of 39 British mystery-drama feature films which UTP has adapted to TV.

 UNITED WORLD, Los Angeles, announces completion of eight one-minute TV film commercials for Motorola. Spots are scheduled for national distribution and were commissioned by Ruthrauff & Ryan.

 ROLAND REED Productions, Los Angeles, has filmed one-minute TV spot for Obay (deodorant) through Ruthrauff & Ryan.

 JERRY FAIRBANKS Productions, Hollywood, announces that three more TV stations have signed for its one-hour American Legion Wrestling film program. Another half-hour mystery play, Frame For Murder, has been ac-

FILM AGENCY
Havana Firm Formed
NEW TV film distributing agency has been organized under the name of Pan American Television Corp. with headquarters in Havana under Cuban charter.

Frank Pauce, Los Angeles Mexican film theatre owner, is president and Franklin Catanas y Martin is vice president. Frank Louis Pouce is treasurer with Dr. Jose Joaquin Espino y Aguero secretary and Dr. Jose Elia Poles Silvero vice secretary.

Firm was organized by Mr. Pouce and Abel Mestre, brother of Goaz Mestre, president CMOQ Havana, to handle TV rights to motion pictures in the entire Western Hemisphere excluding United States and Canada, but including Spain and Portugal.

Recently formed Pan American Television Corp. of Los Angeles is subsidiary of the new Cuban firm, Mr. Pouce stated.

Besides a backlog of some 600 motion pictures already produced, the new firm has signed agreements that will give it $80 all Mexican films made in the next 10 years, according to Mr. Pouce. Contracts go through 1970.

Pan American TV Corp. also has Latin-American TV rights to 100 Mack Sennett two-reelers, 300 shorts and 48 features produced by Hal Roach and 940 educational comedies. In addition, Mr. Pouce revealed, his firm has acquired TV rights to 150 motion pictures from Argentine Sonofilm Corp. Other similar deals are now being completed.

Antenna Law
A BILL to prohibit the attachment of radio and television antennas “or other wires” to fire escapes or to soil or vent pipes extending above a rooftop in New York State has been signed into law by Gov. Thomas E. Dewey. The new law, which strikes at a common practice in heavily populated sections, was designed to decrease roof accidents and reduce damage to sanitary systems of multiple dwellings.

SCHOOL TIE-INS
Stations Announce Pacts
TWO television stations last week announced agreements with universities to provide students with actual studio experience.

WNBW (TV) Washington, and the Catholic U. of America have set an exclusive agreement for a "Television Workshop."

Final basic terms were agreed upon by William R. McAndrew, general manager of WNBW and William A. M. and Rev. Gilbert V. Hartke, P. O. P., head of the CU school of speech and drama.

WHAS-TV Louisville and the U. of Kentucky have announced an experimental schedule for university professors seniors during the summer will work in the studio, gaining experience in the many branches of TV production.

Arrangements for the student-training program were made by Prof. E. G. Sulser, head of the university's Dept. of Radio Arts; Victor Seidler, WHAS TV executive president and director; Harold Fair, program director, and Ralph Hanson, director of TV operations.

required by Fairbanks for its Front Page Detective series. Firm also is producing 'hour-long film commemorating 100th anniversary of the Illinois Central Railroad. It will be done in color and black-and-white for both TV and industry showings.

MUTUAL TELEVISION Productions, Hollywood, has acquired TV rights to more than 300 Jack London short stories and will produce them on film, each story complete in itself. William Morris Agency will present the package.

TELEPIX Corp., Hollywood, has completed a one-minute commercial and a 10-second public service film for 42 products (42 Shampoo), Los Angeles. One commercial also has been produced for each of the following firms: Culver City Savon Co. (Zippy Liquid Starch) through W. B. Geissinger & Co.; Scudder Food Products (Laura Scudder Romeo & Juliet dresses) through Deems & Co.; Beauty Sales (Shampoo-Curl) through Barton A. Stebbins Adv.
The RECORD tells
the CHICAGO STORY

CHICAGO TELEVISION RATINGS
(12 months ending March 1951)

TOTAL PROGRAMS IN FIRST FIFTEEN

<table>
<thead>
<tr>
<th>Station</th>
<th>Programs</th>
</tr>
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<tbody>
<tr>
<td>WNBQ</td>
<td>95</td>
</tr>
<tr>
<td>Station B</td>
<td>51</td>
</tr>
<tr>
<td>Station C</td>
<td>26</td>
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<tr>
<td>Station D</td>
<td>12</td>
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<td>184</td>
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More WNBQ programs than all other stations combined listed in Top Fifteen for last five months and for seven of 12 months in year; more WNBQ programs than any other single station in 11 of 12 months during year.

12-MONTH AVERAGE RATINGS

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Programs</th>
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<tbody>
<tr>
<td>12:00 to 4:00 P.M.</td>
<td>WNBQ</td>
<td>8.1</td>
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<td></td>
<td>Station B</td>
<td>1.9</td>
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<td></td>
<td>Station C</td>
<td>1.6</td>
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<td></td>
<td>Station D</td>
<td>0.8</td>
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<tr>
<td>4:00 to 6:00 P.M.</td>
<td>WNBQ</td>
<td>12.8</td>
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<td>Station B</td>
<td>2.6</td>
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<td>Station C</td>
<td>8.5</td>
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<td>Station D</td>
<td>5.2</td>
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6:00 to 11:00 P.M.

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<thead>
<tr>
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<th>Station</th>
<th>Programs</th>
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<tbody>
<tr>
<td>(Sunday-through-Saturday)</td>
<td>WNBQ</td>
<td>17.9</td>
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<td></td>
<td>Station B</td>
<td>13.0</td>
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<td></td>
<td>Station C</td>
<td>9.7</td>
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<td>Station D</td>
<td>9.7</td>
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ALL ¼-HOUR PERIODS

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<tr>
<th>Time</th>
<th>Station</th>
<th>Programs</th>
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<tr>
<td>WNBQ</td>
<td>7.2</td>
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<td>Station B</td>
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<td>Station C</td>
<td>7.3</td>
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<td>Station D</td>
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*American Research Bureau,
April 1950 - March 1951

WNBQ
CHANNEL 5

NATIONAL BROADCASTING COMPANY

Again and Again, Day and Night,
the No. 1 Station in Chicago Television...
NCAA SCORED  
Station Owner Hits Ban  
EDWARD LAMB, television station owner, has declared that telecasters should assert their right to telecast college grid games.

Mr. Lamb, who owns WICI (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio, suggested that the "moratorium" imposed on live telecasting of college grid contests was a violation of antitrust laws.

Speaking at New York's Hotel Statler before the American Assn. for Physical Education, Health & Recreation, Mr. Lamb stated:

"Frankly, I believe that the telecasters of this American democracy have a positive duty of aggressively asserting their right of access to all matters of interest being carried on by any institutions owned by the public."

Mr. Lamb referred to his own position as a television licensee, and said: "We're expected to program in the public interest. We try to present informative, thought-provoking programs. We think that our obligations require us to make a fight for public interest programs. What difference is there between our situation and the sessions of the United Nations, the U. S. Senate Crime hearings and telecasting the debates or athletic contests of schools?"

PORTLAND SEES TV  
RCA Crew Demonstrates

TELEVISION was seen in Portland, Ore., fortnight ago for the first time when RCA Victor demonstrated the medium at the Greater Portland Industries Exposition. During the four days variety shows were picked up at the U. of Portland and transmitted by closed circuit to receivers in several places throughout the city, including display windows of Meir & Frank department store.

Under the guidance of the RCA crew, which has toured the world demonstrating the new medium to reportedly more than 10 million persons, the whole operation was put in the hands of Portland U. students who thus gained first hand experience in all phases of TV broadcasting.

Replaces Lester  
ANCHOR - HOCKING, through William H. Weintubac Co., New York has replaced Jerry Lester on its Broadway Open House [CLOSED CIRCUIT, April 30] on NBC-TV with Jack E. Leonard, comedian. The advertiser will sponsor the show three times weekly, effective May 26. Two nights are being dropped, Monday and Wednesday and may be filled by NBC with Ben Blue, or another comedian under contract to NBC. The signoff of Mr. Lester, as to whether he will be featured in another program at another time, has not yet been decided upon by NBC.

RENEWAL DENIED  
Experimental TV Station

IN DENYING Sherron Metallic Corp.'s request for license renewal for experimental TV station KEZKIE Brooklyn, N. Y., FCC said in part: "... The Commission has carefully considered the facts and statements submitted in your application and in your responses to the Commission's letters. It appears therefrom that station KEZKIE was not operated during its previous license period; that no technical research of any kind was undertaken; and that no changes in equipment were made. Your plans for future telecasting are vague and indefinite and from a review thereof, the Commission is of the opinion that you have not made a showing required by Section 41.01 (4) (1) of the Rules that you have a definite program of experiment and experimentation in the technical phases of television broadcasting, which indicates reasonable promise of substantial contribution to the development of the television art."

UNUSED FILM  
Armed Forces Supply Big  

PERHAPS the greatest unused film stock in the world is available in armed forces laboratories, Charles Dillon, chief of the Radio-Television Branch, Dept. of Defense, told an American Television and Radio Luncheon meeting in New York.

Describing the footage as "an enormous source of raw material," he said, most of which remains in the hands of cameramen who shot it not seen, Mr. Dillon said that 81 motion picture pictures, mostly from Hollywood, currently were availing themselves of it. This was but one of the services, he continued, available to the industry through the Dept. of Defense, which two years ago combined the separate information agencies of the four services.

Radio or television appearances of any one in the department, top to bottom, could be arranged, he said, as well as clearance for admission of industry "people to all but a few restricted areas of defense activity. Maps, charts and other visual aids are available for loan, along with films; and live pick-ups from the Pentagon TV studio would be scheduled upon request, he said.

NBC has acquired TV and radio property rights to more than 200 short stories, plays and novels of Sax Rohmer, creator of "Dr. Fu Manchu." Negotiations were completed through Herbert Bayard Swope, NBC-TV producer-director, who is preparing two series, Fu Manchu and Sue Ehren presents, for the network.
O. RUNNERSTROM, commercial manager WCOL Columbus, appointed general manager WLOK Lima, succeeding J. ROBERT KERNS [BROADCASTING + TELECASTING, April 30].

BUDDY STARCHER, managing director WAVL Apollo, Pa., appointed manager WMBM Miami Beach, Fla.

QUINCY BRACKETT, president, and LEWIS B. BREED, treasurer WSPR Springfield, Mass., have resigned. ALAN C. TINDAL, station manager, elected president, succeeding Mr. Brackett, who will become vice president and remain on board of directors.

KIRSTIAN SOLBERG, assistant treasurer, appointed treasurer succeeding Mr. Breed, who now becomes assistant treasurer, and who also remains on board of directors. JAMES H. FERGUSON Jr., Yankee Network, Worcester, appointed sales manager WSPR.

GRANT WEBB appointed East Coast representative for KVQ Ogden, Utah. He will make his headquarters at 50 Broadway, New York.

WALTER BIDDICK Co., Los Angeles, appointed West Coast representative for KVQ.

E. R. VADEBONCOEUR, vice president and general manager Central New York Broadcasting Co., retiring from broadcasting his daily news analysis and commentary because of business pressure. ROBERT NELSON will replace Mr. Vadeboncoeur on program.

VINTON FREEDLEY Jr., account executive BBDO, N. Y., to NBC New York, as account executive in sales department. He will service U. S. Steel, DuPont, DeSoto, Lucky Strike and Pall Mall accounts.

EDWARD DEJONG appointed director of sales promotion and research WSGN-AM-FM Birmingham, Ala. He has been with several marketing research firms, Mr. Vadeboncoeur.

DAVID SACKS, sales manager KROW Oakland, to KGO-TV San Francisco, as sales representative.

F. SILBET MOORE, account executive WGR Cleveland, to sales staff WJR Detroit.

JOE M. SEIFERTH transferred by Liberty Broadcasting System, Dallas, to Chicago, as regional vice president. He joined LBS in January as station relations manager for South and Southwest. He was formerly audience promotion manager for WJZ New York.

RA-TEL REPRESENTATIVES Inc. moves its Chicago offices from 360 N. Michigan Ave. to 75 E. Wacker Dr. Telephone number is the same, Franklin 2-7979.

E. LAWRENCE ANDERSON, commercial manager WTAO Cambridge, Mass., appointed general manager WTAO and WXHR (FM).

JOHN G. BOOTH, advertising manager Travel-Go-Round, to New York sales staff of John H. Perry Assoc., radio station and newspaper representatives.

BRANHAM Co., Chicago, named exclusive national sales representatives for KOB-AM-TV Albuquerque, N. M.

Mr. Anderson

EDWIN J. KASPAR, O. L. Taylor Co., Chicago, to WMAQ Chicago, on sales staff.

JOHN GEDDES, sales staff KDSP Boise, to New York office of Radio Sales, radio-TV station representative, as radio account executive. He was account executive with Albert Franksguthner Law, Inc., N. Y.

WILLIAM OGDEN, radio-TV director LeVally Agency, Chicago, to ABC, same city, as network radio salesman. He was with WNEW and WMCA New York.

SYDNEY B. GAYNOR, partner Gaynor & Forward Inc., Hollywood (sales and advertising consultants), appointed assistant manager and sales manager KFWB Hollywood. Mr. Gaynor was vice president in charge of new business for Raymond R. Morgan Co., Hollywood, before forming his own firm last year. Prior to that he was associated with Don Lee Broadcasting System as general sales manager. Gaynor & Forward Inc. will continue under direction of ROBERT FORWARD.

PATRICK HAYES, Washington concert manager and radio commentator, to WMGS Washington as director of sales promotion. RAY WILSON, chief announcer, named senior account executive. CECIL RICHARDS, sales manager WMGS, resigns to accept position as account executive Onslow & Brown (public relations and advertising), Washington.

THEODORE C. STREIBERT, president WOR New York, and CEDRIC FOSTER, commentator WOR-Mutual, left last Tuesday for three-week overseas tour with first stop at Tel-Aviv, Israel. Mr. Foster will originate broadcasts from cities visited, which include Athens, Belgrade, Berlin and Paris.

LEE RUWITH, vice president and general manager WTVJ (TV) Miami, recuperating from virus ailment contacted during NARTB convention in Michael Reese Hospital, Chicago ... CHARLES S. SALIK, president and general manager KCBQ San Diego, and LOUISE GREVEN, senior, U. of Southern California plan to be married May 27. ... JOHN H. NORTON Jr., vice president ABC Central Division, and his wife are vacationing through the south and southeast. ... J. FISHER, sales staff WENR-TV Chicago, father of boy.

On All Accounts

(Continued from page 8)

McTighe returned to his old job at Campbell-Mithun in Minneapolis, but stayed only a few weeks, leaving to join Olmsted & Foley.

Four and a half years later he is still on the job, handling all of O&P's timebuying and production for both radio and television accounts, including Holsum Bread, Marshall-Wells Hardware chain, King Midas Flour, Chun King Oriental Foods and others.

Television takes him time disproportionately these days. It has, in fact, since T-Day three years ago, when he produced the first TV commercial in the market. His attitudes toward radio and television are not unlike those of the '20s tin-type who said, "I love my wife, but oh you kid." He considers himself happily married to radio, but forced to flirt with the most promising tomato who ever came down any pipe—television. So far, he has to play the triangle and hopes that a rift is inevitable.

Since all of his accounts use radio and television on a spot basis, Mr. McTighe personally knows people and policies in hundreds of stations through the country. His work philosophy is an active one, with a pet project always at hand with which to fiddle operators and representatives. His current and recent projects include the general establishing of continuing discounts, the abolition of local rates for any account but the retailer on Main Street, and, of course, the dream of a unified rating system.

Mr. and Mrs. McTighe have two children, Kathleen, 8, and Michael, 1½. During Minnesota's short summer Mr. McTighe plays a lot of golf at Minneapolis Golf Club. He belongs also to the University Club, Minneapolis Ad Club, and Raoul Rubbery Post of the American Legion.

Family spendable income in Jackson is high —68th in the entire nation. This is one more good reason to use popular WJDX in reaching this expanding market.
CAR RADIOS
N. Y. Total Up 31%—Pulse

NEW YORK CITY automobiles equipped with radios total 770,330, representing a 31.6% increase since last year, according to a special survey by Pulse Inc., conducted during January.

This means, according to Dr. Roslow, director of Pulse, "an increase in 'out of home' listening. It's further proof of the growing importance of the 'out of home' audience."

The survey, conducted for the Joseph Jacobs Organisation, disclosed that more than 4 out of 5 New York City cars had radios, or 80.6% of them as compared to 75.1% a year ago. Car ownership has increased sharply, with 38.2% of the families surveyed owning a car compared with 32.9% last year, Pulse reported.

Dr. Roslow said there is "one radio-equipped car for every three radio families in New York City. If this ratio is true in suburban counties (and, there, the ratio is probably even higher), there are approximately 1,250,000 cars with radios in metropolitan New York."

AD AWARDS
Club Accepting Entries

RADIO AND TELEVISION entries are being judged by the Chicago Federated Advertising Club for its ninth annual advertising awards competition. Winners in nine categories will be announced at the annual dinner May 17.

Separate awards will be made for local and network entries in both radio and TV.

Entry classifications for television are (1) programs, drama, variety, music, news, juvenile, audience participation, sports; (2) commercial announcements, including station breaks, live and film; (3) a new program created during the year. Groups in radio are (1) programs, drama, variety, music, audience participation, juvenile, disc jockeys; (2) special features, sports, public service, women's shows, news, veteran's shows; (3) commercial announcements, including station breaks, and (4) new program created during the year.

TV judges include Russ Tolg, BBDO; Les Waddington, Miles Labs, and John Mitchell, WBKB (TV) Chicago. Radio entries will be judged by William McGuiness, WGN; Bob Planagan, WMAQ; E. C. Shomo, WBBM; Ed Lynch, WENR; Harold Safford, WLS; Les Atlas Jr., WIND; Art Harre, WJJD; Bob Platt, WCFL; Holly Shively, Rothrauff & Ryan; Marion Reuter, Young & Rubicam; Buckingham Gunn, Foots, Cote & Belding; Kay Kennelly, Ollan Adv.; Evelyn Vanderploeg, Schwimmer & Scott; Frank Baker, Reilke, Meyer & Finn.


RELOCATION OF RCA Victor Custom Record Sales division, including Custom Record Sales and Recorded Program Services (Thesaurus and syndicated programs), to the International Bidg., Rockefeller Center, 630 Fifth Ave., N. Y., has been announced. Telephone Hudson 2-6011. Orders and service section of Custom Records will be at 165 E. 24th St., Murray Hill 5-6000.

BASEBALLCASTS
Majors Aired in Alaska

ALASKA Broadcasting System, through Liberty Broadcasting System facilities, this year will broadcast for the first time the major league baseball games carried live by Liberty. Blitz Beer, through Kasto, Farrell, Chesley & Clifford, New York, will be the sole Sunday sponsor. Participating sponsors for all Saturday games will be Philip Morris through Bow Co., New York; Procter & Gamble's Tide through Benton & Bowles, same city; Hill Brother's Coffee through N. W. Ayer & Son's, and Lucky Lager Beer through McCann-Erickson, San Francisco.

Alaska Broadcasting System consists of the following stations: KFQD Anchorage, KINY Juneau, KBFR Fairbanks, KTKN Ketchikan, KIBH Seward and KIFW Sitka.

CANADIAN MEDIA
HOW Canadian radio costs compare with those of other Canadian media is contained in a detailed report, The Inter-Media Story, released by the Canadian Broadcasting to advertisers and agencies in Canada. Report deals first with the methods use to arrive at the comparative figures the sources used, Bureau of Broadcast Measurement, and Audit Bureau of Circulation. It also deals with each specific station and important Canadian daily, regional and national publications, giving comparative figures on one hour Class A time and radio homes for stations with publications' circulation and proportion of page advertising rates for area covered by station. Pat Freeman, CAB sales director, compiled data.

KNBC Expands Unit

KNBC San Francisco announced last week it will expand its radio recording division to provide more and better facilities for clients. The recording division was a principal contention in the recently settled dispute between KNBC and NABET [Broadcasting • Telecasting, April 30]. The expansion plans are detailed by KNBC, who said, in an attempt to make the division more self-supporting and profitable. J. Alan O'Neill, KNBC recording engineer, will continue to supervise all technical operations. Bill Gavin, KNBC writer-producer-director, will be in charge of recording production and sales.

ANNouncERS
Field Crowded, VA Says

According to a survey made for the Veterans Administration by the Bureau of Labor Statistics of the Dept. of Commerce, radio announcers and newspaper reporters are having a hard time finding work. The survey reports that job prospects for announcers and reporters are "not good" despite the country's expanding defense economy.

Announcers seeking jobs will find that "broadcasting companies, particularly newspaper companies, will generally be able to choose the best of many applicants," but those not finding employment in large markets might look to smaller towns where the competition is not so great. The survey goes on to say that TV stations probably will be hiring more announcers all the time, but here too, the competition is very strong.

The newspaper reporting field is greatly overcrowded, and is likely to remain that way for "... the next few years," the survey states.
**SUMMER SELLING**

KYW Philadelphia using variety of means to promote station's summer sales. Red and white blotter mailed to 700 advertising agencies has transparent envelope of sand attached, with message stating "We don't sell sand but we can reach the people who sit on it," and explaining how station covers shore resorts. Station also arranging chain-store two-week sales during summer, with stores' ads carrying phrase "advertised on KYW." Six different chain-stores are currently signed up for campaign.

**MUSIC TOUR**

PLANS for 52-day Music Festival Pilgrimage, second to be sponsored by WADB (FM) New York and Thomas Cook & Son Inc., were announced recently by WADB President Ira A. Hirschmann. Sailing from New York on June 28, pilgrims will visit Paris, French Riviera, Florence, Rome, Venice, Lugano, Lucerne, Salzburg Festival, Bayreuth, and London, where tour will be culminated at "Festival of Britain." Tour will cost pilgrims $1,023 each.

**SCHOOL OPERATION**

KCRX Visalia, Calif., April 23, was operated by Visalia Senior High School students inaugurating Public Schools Week. Students wrote and announced all programs during day "without a hitch" according to station manager.

**NEWSBEAT SCORED**

WNAW Yankton, S. D. claimed "score" in the first report of three Dakota State College department heads being fired. Station followed up story with new leads almost daily, and taped entire hearing proceedings April 14. State government was not listened to playback, and court reporters used tapes to prepare transcripts.

**FOR GOOD EYES**

KMOX St. Louis distributing three-color, two-page promotion piece in form of an eyesight chart such as hangs in doctor's office for testing vision. Letters of graded size carry sales message.

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**BASEBALL PROMOTION**

WTBC Tuscaloosa, Ala., distributed 150 baseball bats to area's school children to promote MBS Game of the Day. In addition, station employees carried bat with them one week prior to opening of baseball season. Bats carried slogan "Baseball—WTBC!"

**SYMPHONY SAVED**

WTMA Charleston, S. C., one-day drive to solicit financial school's orchestra drew $1,540 in pledges and assured support of musical group. Dixie Jockey Bill Dorn broadcast need 10 times during one day, while others canvassed city for support. Amount pledged was one-sixth the sum needed and prompted group's board of directors to vote for continuance of symphony. President of girls' student body, Nancy Friday, manned telephone in WTMA studios while Mr. Dorn aired appeal.

**SPECIALIZED BLOTTER**

KDKA Pittsburgh is sending all Free & Peters representatives pale-green, white and black blotter with picture of laughing mule. Caption states "What's so funny? Must be on . . . KDKA's Musical Clock!" In addition to describing program, blotter has space where representative's name was inserted with phrase "This blotter to be used only by . . . KDKA contracts."

**FM POPULARITY**

WWDC-FM Washington, to test popularity of its FM programming in homes from 10 p.m. to 2 a.m. when radio-equipped streetcars and busses do not receive station, asked listeners if they like the virtually uninterrupted music. Station reports 800 letters were received, along with petition signed by 77 persons and fifteen dollar donation from another listener. Station turned donation, decided to continue separate FM programming.

**TRANS-PACIFIC CALL**

KTOC Oklahoma City, 12 O'Clock News, March 21, featured recorded conversations between five Oklahoma families and their sons recovering from Korean war injuries in Tokyo hospitals. Station's newsroom editor arranged call with operation from United Press reporter and telephone company.

**COLOSSAL SUMMER**

KNX Los Angeles sending bright three-color brochure to agencies and trade, with cover showing supermarket-type of customer-cart loaded with groceries. Inside spread is color facsimile of ad appearing in trade press with headline, "Summer is only colossal," and caption describing Southern California summer sales. Picture portrays huge back cover. Back cover has colorful palm tree with station's call letters, power and representative listed.

**ADDS ITS VOICE**

WIP Philadelphia bought space in New York newspaper on day of General MacArthur's arrival in that city, showing General's hat and saying "We'd like to add our 'Voice' to the multitude." Station reasoned that ad from Philadelphia station would attract attention of New York timebuyers.

**TERRIFIC COPY**

WSBA York, Pa., composed and aired commercial to introduce new paint product for local paint and hardware merchant activities, and to re-tail release. Copy was used on early morning news show for two days. On third day sponsor called station and urgently said "we have to change the copy, we're swamped with orders for it and we don't know when we'll get it."

**EGGING HIM ON**

WBU Trenton, N. J., Early Bird, early morning show featuring John Schneider, using new interest arouser for its dawn risers. Enrico Schneider invites anyone in his audience to use him for an egg-watcher—that is, to call him up and tell him when an egg is going on the move and how long it's to cook. Then, at right time, Mr. Schneider announces that so-and-so's egg is done and ready for the platter. He estimates that about 20 eggs are laid each morning in this way.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.
NEW STUDIO
For KSEL Lubbock, Tex.
CONSTRUCTION has been started on a new studio building for KSEL Lubbock, Tex., scheduled for completion Aug. 1. The structure is to be made of brick and stone. One feature of the new building is a client lounge where an advertiser or prospective advertiser may hear or audition a program.

KSEL presently occupies the second floor of a downtown building. The station feels it has long since outgrown these quarters. During the past 12 months, KSEL’s billing increased 117% and first three months of this year showed a substantial increase over the same three months of 1950, station officials report.

‘La Prensa’ Protest
BROADCASTERS’ protest against dictator suppression of the newspaper La Prensa in Argentina was expressed to the American of Newspaper Editors, American Newspaper Publishers Assn. and National Assn. of Radio News Di rectors by NARTB President Jus tin Miller. In letters to Alexander F. Jones, Charles F. McChill and Ben Chatfield, respective presi dents of the groups, Judge Miller submitted the text of the resolu tion protest adopted at the NARTB convention in Chicago.

‘MRS. AMERICA’
Stations To Air Contest
ELIMINATIONS in the 1951 "Mrs. America" contest will be held on radio and television stations throughout the nation, Mrs. America, Inc. announced last week. Grand finals will be held in Convention Hall, Asbury Park, N. J., Sept. 9.

For the past 11 years, the grand finals have been televised by ABC-TV; first year as a sustainer, last year sponsored by Exquisite Form Bras. Arrangements are now being made to telescast this year’s event.

Cooperation Asked
FCC has requested voluntary co op-eration of amateurs during large scale military maneuvers scheduled in North and South Carolina for April 7. On behalf of the Army, and with the concurrence of the American Radio Relay League, the Commission asks amateurs not to operate, during the maneuvers, in the band of frequencies 3700-3900 kc in the states of North Carolina, South Carolina, Georgia, Delaware, Maryland, Virginia, West Virginia, Washington, D. C., and eastern Tennessee. Those am ateurs in other states east of the Mississippi River are asked not to operate after dark in the 3700-3900 kc band.

FCC actions
APRIL 27 TO MAY 3

April 27 Applications . . .
ACCEPTED FOR FILING
Modification of CP
Following stations request mod. CP for extension of completion dates: KWLI Blackfoot, Idaho; KJF Fortin Mo.; KWKB Cushing, Okla.; WABA Austin, Ill.; WCOL Logan, W. Va.; KRDN-FM Santa, Calif.-License for CP WGLS Cerro, Miss.-License for CP new AM station. KATV Tyler, Tex.-License for CP to increase tower, increase hours operation etc. WFMC Bristol, Va.-License for CP to change frequency etc. WFMJ-FM Boston, Mass.-License for CP new FM station. WILX Salt Lake City, Utah-Li cense for CP new TV station.
APPLICATION AMENDED
Portland, Ore.-Application for new TV station AMENDED to change name of applicant from Independent Pub. Co. to Pioneer Beest, Inc.

April 30 Applications . . .
ACCEPTED FOR FILING
AM-1220 kc Lawrenceburg, Tenn.-Law rence County Beest. Co. application for new AM station, on 1220 kc 250 w un. AMENDED to change from 250 w to 100 w.
AM-585 kc KDSX Denison, Tex.-CP to change from 1250 kc k D to 960 kc 50 w un. DA-DA. AMENDED to change from 960 kc to 850 kc.
License Renewal
Following stations request renewal of license: WSHB Stillwater, Minn. (re submitted); WWOE Laurinburg, N. C. (re submitted);
WHOM-FM New York-License for CP new TV station.
APPLICATION RETURNED
Assignment of License
WBTV Atlanta, Ga.-RETURNED application for assignment of license from Athens Newspapers Inc. to Atlanta Journal Co. (APPLICATION TELECASTING, April 23).

May Decisions . . .
TRADITION OF THE COMMISSION-Announcements
Petition Granted
KFPM Fort Morgan, Colo.-Granted petition for continuance of oral argument in matter of revocation of license from April 25 to May 4.

BY THE SECRETARY
WFXK Franklin, Ky.-Granted CP to install new tower.
AKRON-FM San Francisco, Calif.-Granted extension of completion date for CP No. 12-3-51.
KFTM Pullman, Wash.-Granted li cense covering installation of new tower.
KMJM Grand Island, Neb.-Granted extension of completion date for CP No. 12-3-51.
WVMX Rochester, N. Y.-Granted li cense for operation of tower at a new site.

ECNA Twen I, Ark.-Granted CP to change site of tower and change of equipment.


Station GEC, Lewiston, Idaho.-Granted CP for remote equipment.

KTRN Kitchinan, Ala.-Granted CP to make changes in trans. equipment.

Station WFKS Sunbury, Pa.-Granted CP to install new tower.

WBDX Lebanon, Tex.- Granted CP for new CP for remote pickup.

Service Directory
FCC Notice:
Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Stirling 3626

COMMERCIAL RADIO MONITORING COMPANY
FREQUENCY MEASUREMENTS
"A reliable service for over 18 years"
For immediate service phone
JACOB 3100
P. O. Box 7037
Kansas City, Mo.
A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347
WASHINGTON, D. C.
Member AFCCE*

MCNARY & WRATHALL
RADIO ENGINEERS
906 National Press Building
Washington 4, D. C.
District 1265
Aptox, Conn. 06602
Member AFCCE*

A 48-year background
—Established 1891—
PAUL GODLEY CO.
Upper Montclair, N. J.
Montclair 3-2000
Laboratories Great Notch, N. J.

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE*

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Member AFCCE*

GEORGE C. DAVIS
501-314 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1032 Warner Bldg.
Washington 4, D. C.
National 7757

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas
Seattle, Wash.
4212 S. Buckner Blvd.
4742 W. Ruffner
Member AFCCE*

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

SILLMAN & BARCLAY
1011 New Hampshire Ave.
Republic 6666
Washington, D. C.

ADLER COMMUNICATIONS LABORATORIES
Broadcast, Communication and Television Systems
One LeFevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
1339 Wisconsin Ave., N. W.
Washington, D. C.
Aptox 2414
Member AFCCE*

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON, D. C.
Member AFCCE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5570
WASHINGTON 5, D. C.
Member AFCCE*

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
REPUBLIC 3883
WASHINGTON, D. C.

LYNNE C. SMEDLY
"Registered Professional Engineer"
820 13th St., N. W.
EX. 8073
Washington 5, D. C.

THE WES TURNER CO.
11 years TV Eng. Experience
Construction & Operation Supervision
9918 E. Cameron Rd.
ARGADIA, CALIF.
(A Los Angeles suburb)

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4427
WASHINGTON, D. C.
Member AFCCE*

A. R. BITTER
CONSULTING RADIO ENGINEER
1700 Wayne St.
TOLEDO 9, OHIO
Telephone—Ginghama 7631

GUY C. HUTCHESON
1100 W. ABBAM ST.
AR 4-8721
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG.
REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE*

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.
Member AFCCE*

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, F.C.C. & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, I11.
(A Chicago suburb)

Guy Merryman & Associates
114 State Street
Bridgewater, Conn.
Bridgewater 5-4144

AM station for extension of completion date.
WMAK Nashville, Tenn.—Mod. CP authorizing changes in frequency, power, install new trans. and DA etc.
KTOJ-FM Ottawa, Kan.—License for CP new non-commercial FM station.
AM—1560 kc
KWCQ Chickasha, Okla.—CP to increase D power from 250 w to 1 kw.

May 2 Applications . . .

ACCEPTED FOR FILING

KSOX Hattingen, Tex.—Mod. CP new AM station for extension of completion date.
KBCO-FM Des Moines, Iowa—Mod. CP new FM station to change ERP from 900 kw to 2 kw, ant. from 900 ft. to 251 ft. trans. and studio locations etc.
WARD-FM Johnstown, Pa.—Mod. CP new FM station for extension of completion date.

License for CP
KMCO Conroe, Tex.—License for CP new AM station.

(Continued on page 88)
JOHN GIBBS, Agency, N. Y., offering new half-hour package series of supernatural tales entitled "Steep No More" featuring ORSON WELLES managed in both radio and TV versions. ED DOWNES is producer and ASHLEY BUCK, writer. Story material planned for series has never before been used.

ARMED FORCES Radio Service produced a series of half-hour package programs entitled "The Petticoat Story" based on factual incidents taken from American history. The programs are planned in initial series. Writers are STEPHEN R. CALLAHAN, chief of information and education section, AFRA, John Saffers and FRED FREIBERGER. Appearing in stories are LAMONT JOHNSTON, RAYMOND BURB, FLORENCIEN REVENEL, RUTH SWANSON.


RADIO & TELEVISION Directors Guild locals established in Detroit, Philadelphia and Washington, RTDC's international office in New York announced last week, CHARLES B. BICK, general counsel for group, and Richard B. Krim, attorneys, New York, named general counsel for group by RTDG national board. He also will serve as counsel for New York local.

WOODWARD B. CLUM, president Consolidated Television Productions Inc., Hollywood, resigns to become director of Navy, to assume active direction of the TV syndicate. JOHN R. MARKET, sales manager of firm, on extended sales trip to visit major television markets. Plans include conferences with TV station and syndicating agency executives as well as local CTP representatives on current releases of firm. Mr. Markay also plans to visit local TV show producers to discuss filming such programs in Hollywood for national distribution by CTP.

AUDINE COFFIN, one of directors Coffin, Cooper & Clay Inc., Los Angeles (TV audience research firm), retires from active participation in firm. Her duties to be absorbed by other firm members.

HENRIETTE K. HARRISON appointed national radio and TV director for YMCA's Centennial Celebration in United States and Canada.

ALFRED RICE, New York attorney for ERNEST HEMINGWAY, has announced that Mr. Hemingway's literary works and his appearance by film are available for series on television. Package deal would be entitled Hemingway Television Theatre. It would also feature other stories by noted authors.

ANTHONY DILLON, assistant manager of sales, Air King Products Corp., N. Y., appointed field sales manager.

KEN FARNSWORTH appointed eastern sales manager United Television Programs, N. Y., ROBERT CLAUSON named midwestern sales representative attached to firm's Chicago office, WALLACE E. STONE appointed southeastern sales representative with Florida offices. FRANK EVANS named head of West Coast sales and UTP promotion director. LOUIS TEAGARDEN named Chicago business manager, WILLIAM NATHAN, Los Angeles office of company, transferred to New York office.

GARY MILLER, writing staff WBMB Chicago, announced as new writer at Chicago, as writer of Ladies Fair, aired on Mutual.

HARVE FOSTER, television and motion picture producer and director, to Bing Crosby Enterprises, L. A., as supervising manager on all television film production. He will work directly with BASIL GRILLO, production head of firm.

GEORGE TRESELL has changed name of his television commercial and show production firm to Tressel Studio. Chicago headquarters have been moved to 59 W. Hubbard. Telephone Superior 7-1297.

ARTHUR R. ROSS, Storecast Corp., of America, N. Y., named assistant program director, and BARBARA WINTER named area program director of Storecast's Chicago Div.

CHARLES R. WILSON, Inc., N. Y., transmission firm, appointed sole United States distributor for English and European sound effects records of E.M.I. Studios, London, large British record-manufacturing combine. Michelson, which distributes Bennett and Speedy-Q sound effects and claims to have largest recorded sound-effects library under one roof in the world, announced that Mr. Wilson being appointed, and trade advertising campaign would follow.

Equipment...

ALPHA WIRE Corp., N. Y., moves to larger offices at 430 Broadway.

H. R. MARKEY, WBBM Chicago, placed in production office.

STEPHEN SICKS, WBBM Chicago, named manager of firm.

FREDERICK K. STERN, Chicago, placed in production office.

J. I. LOMBARDO, WBBM Chicago, placed in production office.

TOM DAVIES, Chicago, assumed new position in West Coast office.


GENERAL ELECTRIC, Schenectady, announces publication of "1951 Instrument Transformer Buyer's Guide." The 88-page brochure, GEA-4682, gives pertinent buying information on G-E instrument transformers. It is designed primarily to meet the need for technical data on indoor and outdoor potential transformers, current transformers, magnetic pressure relief, plastic, and portable transformers.

ALLEN B. DUMONT Laboratories, Clifton, N. J., has released two new transmitting bulletin transmitters TTD-T101 and TTD-T102. TTD-T102 is based on new type "air-cooled" transmitter, and TTD-T101 is for 6 kw "Oak" air-cooled transmitter.

WILLIAM J. HALLIGAN Sr., founder and president Hallcrofters Co., Chicago, and president, Chicago Barbed Wire, Armored Forces Communications Assn.

BRIG. GEN. TELFORD TAYLOR, former FCC general counsel and chief counsel at National Security Council, testified before a Senate Select Committee on radio and television, committee on air defense, and Commonwealth, Committee of the House Price Fixing Investigation.

Technical...

PERRY KESTEN, director of engineering, WGRG Louisville, Ky., to E. C. PAGE (consulting radio engineers), Washington, His is to select area of about 150 radio engineers.

CLIFF SPATES, engineer WLYN Lynn, Mass., father of daughter.

DON F. RHEBERGER, transmitter engineer WSDR Sterling, Ill., to WGGC Chicago.

JIM NIHDHA to L. J. Heagerty Adv. Ltd., Toronto, as recording engineer. He was with CHUM Toronto and CKCO Hamilton.

WALTER PHILLIPS, engineering supervisor WGN Chicago, transferred to WGN-TV in same capacity.

RODNEY D. CHIPPS, engineering director, Clifton Television Network, will fly to Europe May 13 on three week vacation-business trip, during which he will visit Great Britain, France, Italy and Switzerland. Mrs. Chipps will accompany him.

JOSEPH COHEN, on leave of absence for past year because of illness, returned to engineering staff CBS Engineering Department.

The Nation's Richest Farm Market Survey average of 50.6% tuned every hour to good listening.

BACK NAMED
Army Chief Signal Officer

THE NOMINATION of Brig. Gen. George I. Back, signal officer for Gen. Douglas MacArthur since 1947, to be Chief Signal Officer for the U. S. Army, was confirmed in the Senate last Monday. He was named by President Truman to succeed Maj. Gen. S. B. Akin, who retired March 31.

During World War II Gen. Back served in the Mediterranean Theatre of Operations as deputy chief signal officer of Allied Force Headquarters and later was appointed chief of the Army Communications Service in the Office of the Chief Signal Officer. In this post he helped supervise the Army communications network.

One of Gen. Akin's last actions before retiring was to urge an advisory program pointing up the critical need for communications specialists by the Army. As a result the U. S. Army Signal Corps currently is offering advice to communications-electronic specialists about to enter service as to the procedure for seeking to continue their present capacities while in service.

STATION JOBS
Urged for Radio Teachers

TEACHERS of radio journalism in colleges and universities have been invited by the Council on Radio Journalism to apply for summer internships in radio stations. The program is designed to give teachers who handle radio news courses a chance to get practical experience at commercial stations.

The council is sponsored jointly by NARTB and the American Council on Education for Journalism, with Robert X. Richards, NARTB public affairs director, as secretary. Floyd Baskette, U. of Colorado, chairman of CRJ, said 37 professors representing 25 colleges have interred since the program was started in 1945. NARTB has invited stations desiring services of interns to file requests.

FCC WARNING
Scores Illegal Operation

WARNING has again been issued by FCC against illegal operation of television "relay" or re-broadcast transmitters and of small transmitters used in "beating the bookies" attempts at race tracks.

"During the past few months the Commission has apprehended several groups of persons operating unlicensed radio and television transmitters for the purpose of relaying radio and television programs," the warning pointed out. FCC stated "information brought to the Commission's attention indicates that local law enforcement officers on apprehending persons violating the Communications Act sometimes fail to consider the seriousness of violations of the federal law. A series of cases including unlicensed transmission by radio for the purpose of 'past posting' and 'beating the bookies' has occurred in which the county sheriffs or local police officials making arrests have failed to refer the violations of the federal law to the United States attorneys" or the FCC.

Public Alerted

The Commission pointed out the general public has long been alerted to the fact that any operation of an unlicensed radio transmitter violates Section 301 of the Communications Act... and that convictions for such violations are punishable by a fine of $10,000 or two years imprisonment, or both.

FCC added that operation of radio transmitting equipment by unlicensed operators violates Sec. 318 of the Act and is similarly punishable.

CALIF. AP MEET
Gramling Will Be Speaker

OLIVER GRAMLING, New York assistant general manager in charge of radio for the Associated Press, will be the principal speaker at the California Associated Press Radio Ass'n's annual meeting, to be held at the Hollywood Roosevelt Hotel next Wednesday evening. He will discuss "Your News—and It's Revenue Potentials," illustrating with color slides. Question and answer session is to follow.

A panel discussion on radio sales problems as they effect news will be participated in by Galen Gilbert, general manager, KGER Long Beach; Stanley Spero, account executive, KPAC Los Angeles; Amos Baron, radio sales manager, ABC Western Division and Ward Ingram, vice president in charge of sales, Don Lee Broadcasting System. Dave Anderson, NBC Hollywood newscaster and president of Radio News Club, will act as moderator. Grant Holcomb, CBS Hollywood newscaster and president CAPRA, will preside over the meeting.

SAMPLING one of the products at the National All-Industries Frozen Food convention, San Francisco, are (1 to r) A. E. Stevens, vice president in charge of sales, Minute Maid Corp., New York; Jane Todd, woman's director, KCBS San Francisco; John M. Fox, national president, Minute Maid.

YANKEE IS HOST
At Home of Braves

A ROUSING send-off was given the Boston Braves by the Yankee Network April 16, with Yankee playing host at a dinner attended by several hundred radio, TV, newspaper, and baseball figures.

Highlights of the dinner and interviews with celebrities attending were brought to New England baseball fans via TV and radio. A half-hour telecast by WNAC-TV Boston, with Jim Britt, sportscaster, as m.c., was followed later in the evening by a 45-minute radio version on Yankee, with Les Smith conducting the AM portion.

Guests included Braves and their wives; Yankee affiliated station members from all over New England; representatives of P. Ballantine & Sons, sponsor of Braves games on radio and TV; radio, TV, and sports writers; and officials of WBZ-TV Boston, which alternates with WNAC-TV in telecasts of Braves and Red Sox games.

A new set-up in Boston radio coverage of baseball this year finds WYAC airing all home and away games of the Braves, while WHDH airs those of the Red Sox.

AWARD JUDGES
Proetz Unit Names Five

JUDGES for the seventh annual Erma Proetz Awards of the Women's Advertising Club of St. Louis have been announced. The awards will be made during the Advertising Federation of America convention in St. Louis, June 10-13.

The judges are Fairfax M. Cone, board chairman, Foote, Cone & Belding, Chicago; Frederick W. Boulton, vice president, J. Walter Thompson Co., Chicago; Budd Gore, advertising manager, Marshall Field & Co., Chicago; Harlow P. Roberts, vice president, Goodkind, Joice & Morgan Inc., Chicago, and A. L. Johnson, advertising manager, International Shoe Co., St. Louis.

KSWM

JOPLIN, MO.

REACHES 446,600+ PERSONS WHO SPEND...
$285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

* This map shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its fifth year of service, KSWM is an integral part of all community affairs and activities.

Austin A. Harrison, President

KSWM
CBS in JOPLIN, MO.
Nationally Represented by WILLIAM G. RAMBEAU CO.
Help Wanted (Cont'd)

Salesman

Good solid experienced ad salesman, Homey approach. News and DJ on mid- week night shift. Must be able to commensurate with salary. No "almost goods." Box 6532, BROADCASTING.

Southwest Nebraska station needs personal sales for TV stations. Excellent oppor- tunity. Write Chief Engineer, KWEB,Beatrice, Ne-braska.

Immediate opening, combination engi- neer, full-time station 40 miles from Atlantic. WBEF, Carterville, Ga.

Immediate opening, Man with first class phone ticket. Some announcing. WCDJ, Carbondale, Pennsylvania.

First class operator. No experience required. WCVP, Clifton Forge, Virginia.

WANTED: Combination man with emphasis on commercials, news, and engineering. Send audition disc or tape, references to Box 673J, BROADCASTING.

Immediate opening for first class announcer, with experience. WCPF, Key West, Florida.

Wanted: Small market station needs an engineer. Write Manager, WPLA, Sharon, Pa.

Immediate opening for first class announcer, with experience. WCPF, Key West, Florida.

Technical

Engineer for central Pennsylvania kfla. $75.00 per week plus commission. Reply, Permanent, 258J, BROADCASTING.

Experienced chief engineer wanted by midwest broadcasting. Salary $75.00 per week. 304J, BROADCASTING.

If you're just out of school with a first class license, we have an excellent job where you can work in nicely with a Virginia station. Send resume, Box 653J, BROADCASTING.

Immediate opening for engineer with first phone license. Starting salary $50 per week. 305J, BROADCASTING.

Help Wanted (Cont'd)

Managerial

14 years experience as general man- agement, program manager, and sales pilot. I have built two stations from CP to excellent ratings. I have been at present station although owners changed. I have built two stations, one in California, one in Ohio. Contact me. Write Box 6533, BROADCASTING.

I'll operate your station at a profit in few months. I have a complete line of equipment which I have never been able to use. Contact me. Write Box 6536, BROADCASTING.

Exceptional programming, dynamic promotion, profitability, reliability in public relations and handling. Box 6544, BROADCASTING.

Situations Wanted

Manager

Experienced all phases. Eighteen years including administra- tive and technical experience with a major broadcasting company. Responsible, conscientious, draft exempt. Send complete resume. Box 593J, BROADCASTING.

Salesman

Alert showman seeks opportunity sales, either permanent or commission. Competitive market. Southwest. Box 604J, BROADCASTING.
**Advertisements**

**Situations Wanted (Cont’d)**

**Thursday evening Guard drills experienced.**

**Announcer-programmer, 31, veteran, no experience, will go anywhere.**

**North Hollywood, Calif.**

**Combative manager, DJ, 21, veteran, no experience, will go anywhere, mostly on weekdays.**

**Jasper, 816 West 5th, Mitchell, S. Dak.**

**Conscientious, experienced announcer available for station able to pay living wage and willing to remain in position of offered.**

**Reply: Contact Gregory, 506 South Main street, Allentown, Pa.**

**Can you use a newsreader who thinks, and can write?**

**Let me send you a resume according to your last announcement situation broadcast 35 hours before his departure.**

**Know it stands up against following events and comments.**

**Reply: John Kirkwood, Box 135, Albuquerque.**

**Making return to radio after one year military service.**

**Three years experience.**

**DJ up till April 1950. Travel anywhere.**

**For consideration.**

**Announcer, versatile. Strong on commercials, news, sportscasting. Write for continued employment.**

**Some experience.**

**Available.**

**Draftee, trained in news.**

**Versatile, comedy voice, news, emcee, other professional assignments.**

**Desire change.**

**Excellent. Available June 1 for responsible assignment in responsible station.**

**125 minimum or talent. Box 585J, BROADCASTING.**

**Attention west coast ad agencies!**

**If you're looking for a radio director or equivalent to your present need, please contact me.**

**Personally engaged, presently employed, 1,000 watt, 2,000 watt station, 31, married, draft exempt.**

**Special attraction for public service.**

**New series of Biblical dramatizations of the Bible on radio, scheduled for successful production on stage and screen.**

**By experienced announcers.**

**Desire selected from community most suitable.**

**Aramon Blum. 1642 East St., Brooklyn, N. Y.**

**Television**

**Announcers**

**Chief engineer, twenty years technical experience including construction three stations, all local.**

**Overcomes all problems to your complete satisfaction.**

**Broadcasting.**

**Licensed engineer-announcer, 21, single, draft free. Experienced 250 to 500 watt, including maintenance, could assume professional position in major Eastern New York, or larger property.**

**Broadcasting.**

**Currently employed.**

**Draft exempt.**

**Request.**

**Available.**

**Immediate.**

**First phone, Married veteran inexperienced.**

**21, single, draft free.**

**Announced by.**

**Box 638J, BROADCASTING.**

**Production-Progammings, others**

**Producer, interested in assuming producer-director duties in major**

**Or city TV program.**

**Best references, married, draft exempt, resume on request.**

**Box 637J, BROADCASTING.**

**Television**

**Television**

**Announcers**

**New England only, announcer, copy-**

**Writer, traffic manager, 30, single, vet-**

**Eran. Worked in New York.**

**Box 558J, BROADCASTING.**

**Program director-announcer-engineer.**

**Fire voice, availability of time in program, writing, play-by-play.**

**Want work in larger property, with excess in town above 10,000, $80 week minimum.**

**Currently employed.**

**Newman recently returned from more than four years of accredited reporting in Europe, good background, available for a two- position.**

**Six years broadcasting, B. S. degree in broadcasting. Also strong in radio journalism: Rewrite, local re-**

**claimed.**

**Excellent voice.**

**Available June 1 for responsible assignment in responsible station.**

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**By experienced announcers.**

**Desire selected from community most suitable.**

**Aramon Blum. 1642 East St., Brooklyn, N. Y.**

**FOLDING MONEY FOR FM EQUIPMENT**

Yes, ELECTRONIC SERVICE CORPORATION will buy FM transmitters, antennas, monitors, coaxial lines, speech input, receivers, new, used, complete, parts, or even dismantle complete stations.

We want bargains... real fire sale deals... but it can mean some recovery if your FM equipment not in service.

Maybe we can trade you some AM equipment?

We Want—

REL 466 FM receivers
Any make of STL equipment
Music record libraries
New, spare transmitting tubes
Microphones, consoles, turntables
AM frequency monitors

**ELECTRONIC SERVICE CORPORA-**

**TION also buys military surplus, electronic equipment in tele-**

**type, carrier telephone, AN/TRC-1, ARC-1, and ARC-5 equipment.**

**For NEW RAYTHON SPEECH EQUIPMENT AND ANTENNA TUNING UNITS GET OUR LIST NOW.**

**Available now—immediate delivery**

General Electric VOA-1 noise and distortion meters, brand new, at $300.00 each

General Radio AM modulation monitors, brand new, $475

**Electronic Service Corporation**

431 West Jefferson
Louisville, Kentucky

Steve Cisler
of WKY

**Clay 4811**
Highly Desirable Network Station-$125,000.00
Located in a rapidly growing southwest city with a population in excess of 150,000—one of the most attractive markets in the west. Sales are booming and profits are substantial. This property can be financed with a reasonable down payment and balance in long term notes.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS
WASHINGTON, D. C. CHICAGO SAN FRANCISCO
W. E. Blackburn Horizon W. E. Black
Sterling 341-2 Randolph 6-4550

For Sale (Cont'd)

Equipment etc.
GE 3 kw FM transmitter and monitor. Box 1072, BROADCASTING.

W. E. 11212 limiter. $300.00. 4-106 Lang
Lehigh. Bok-Kut GI-16 turntable. $85.00. 3-48 pack pan
E. in use. $80.00. RCA 4541B Stromberg remote amplifier. $140.00. Box 681J, BROADCASTING.

FM equipment—will sell complete RCA 3 kw transmitter, including antenna, amplifiers, monitors, turnable, etc. for $12,000. Will consider offers for individual items. Box 681J, BROADCASTING.


Two 300 tower supporting towers. Brand new, top quality, with insulator, 250 foot height, bargain price. KROWS, 464 Nineteenth Street, Oakland, Calif.

Immediate delivery, approximately twenty thousand feet ground wire, two Presto turntables, one W. E. limiting amplifier. All excellent condition, priced to sell. Wire or phone Manager. Radio Station WCAI, Elizabeth City, North Carolina.

Wanted to Buy

Stations manager. Southwest, California 9984. or RCA products coaxial cable. latest station 180 foot height, Two 3 Stromberg remote elers.

16 rack cabinet 3/40, exciter. Self 250L condition. $175.00. J. Eric Williams, 1126B Light St., New York.

Equipment for sale. Complete FM station now in operation. 3 kw GE transmitter, new, FM monitor, 11212 limiter, 606' 31/2 Communications Produc
t_castal cable, latest RCA storage transmitter, 2 and 1 latest RCA turntables. 8-6 GE antenna and coax. Also RCA 250L-RTA transmitter. Sell all or part. Radio Station Cleveland, Mississippi, self supporting B-K AM or FM 100 foot tower. Insulators No. 990 and 992. Tower A1 shape. Will install, delivered for shipping. Blueprints and hardware. Reasonable. Chicago Steel Erection Co., 2102 E. 71 St., Chicago.

Wanted to Buy

Stations

Experience general manager, 15 years fully rounded radio in markets up to 50,000 wishing to purchase all or part interest in single or two station market. Prefer west coast or mountain type. Will prove references, record profit of 40. family, seeking permanent location. Write 566J, BROADCASTING.

Southwest, California preferred, single market daytimer or small indie in city of 50,000-$60,000 range by present prog
man long on radio experience. Take all offers. Write 566J, BROADCASTING.

Stations

25 years radio experience and proven management abil
in buying stations. Write Box 636J, BROADCASTING.

Help Wanted

Salesmen

SALES ENGINEERS

Large electronic equipment manufacturer in the East has several desirable open-

ings for Sales Engineers. No travelling. Experience in broadcast transmitters, audio or video equipment essential. En-
geering degree desired but equivalent experience may be substituted.

Give full details, including age, education, experience and salary desired.

Box 648J, BROADCASTING.

Radio Salesmen

We need radio salesmen for each of five stations—some network, some independent—days and fulltime—markets from 40,000 to 600,000. Apply by letter only with all details of ex-
periences, salary, etc. Envelope picture. Sell us on your hiring.

HERALD W. CASSILL
Radio Stations Consultant
P. O. Box 303
Poughkeepsie, N. Y.

Technical

Radio Marketing

RESEARCH

World's largest Marketing Research

firm has several interesting travel pos

itions in Radio and Television department.

Single men or married men with

out children can qualify. Age brocket, 25 to 35.

Radio servicing experience or equivalent training is necessary.

Men with one year of college or military service training in the fields of Radio—Radar or Elec
trronics will receive immediate consideration.

This is a combination of Tech

nical and contact work but is not a sales position. However, cor

is required: cor allowance and travel expenses provided.

Good starting salary. Excellent opportunity for promotion; salary increases on merit.

Write, giving in detail, age, educa
tion, marital status, military service, work experience, salary expectation, phone number and address for early interview.

Box 584J, BROADCASTING

Employment Service

EXECUTIVE PLACEMENT SERVICE

Confidential, nation wide service placing qualified, experienced men

in network and major market positions. Write for free catalog.

Howard S. Fraker

TV & Radio Management Consultants
720 Broad Bldg., Washington 5, D. C.
JACK BLACK, program manager WGN Newport News, to WNO Norfolk, as program director.

TONY SHARPE, program director WTRY Troy, N.Y., to WBBC New York, as program director. ANDY ENGRICH, chief announcer WTRY, named program director, succeeding Mr. Sharpe.

DAVE DRUBECK, assistant program director for program director Hollywood, is named program director of station.

BUD SUNKEL appointed program director WFRS Paris, Ill.

RAFF ANDREWS, sportscaster KBE Berkeley, Calif., to production staff KPH-O-TV Phoenix, as director-announcer.

RALPH W. WOLFORD appointed acting program director WJER Dover, Ohio, succeeding WILLIAM L. FELL, who is on indefinite leave of absence due to illness. GENE REHRER named to announcing staff WJER. He was with WSTS Southern Pines, N.C.

WILLIAM DITZEL, WIZE Buffalo, to WHMA -FM Toledo, as chief announcer. JIM BLACK, program director MBS, succeeded Mr. Ditzel.

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OPERATION MORALE

Military, Civilians Join Media Forces

RADIO and video continue to spearhead home-front morale-building and recruiting drives. Following are examples of programs produced by both the military and civilians for the benefit of GI's and GL-families. Earlier reports were carried in Broadcast- ing & Telecasting, March 19.

WCSS Amsterdam, N. Y., records messages from families of servicemen and mails them anywhere. There is no charge for the recording, discs, or mailing. Listener response is reported to be heavy.

WIP, Philadelphia each week sends crews to the Philadelphia Naval Hospital with tape recorders to interview veterans newly returned from Korea.

ABC, in cooperation with the U. S. Marine Corps, April 28 began a variety series, Marines Pass in Review, from Hollywood, Marine personnel from Camp Pendleton in Oceanside, Calif., will be used.

NBC also will eulogize the Marine Corps in a series originating in the Hollywood Palladium. The series, The Marine Corps Show, will be presented in cooperation with the U. S. Marine Corps Recruiting Service and will feature Jerry Gray and his orchestra and guests.

Features Guard

KIWW San Antonio followed with tape records and a sound recording truck a National Guard unit into simulated battle through dusty, tick-infested terrain near the Alamo City. Five hours of on-spot recordings were condensed into a half-hour broadcast illustration of the GI training program.

KTSA San Antonio for the "Army network" originates a show prepared by the radio-TV staff of the Fourth Army Headquarters, Fort Sam Houston, Tex. This Fourth Army Show is taped on Ampex by KTSA and carried in other major markets of the five-state Fourth Army Area. Stations airing the show are KTRH Houston, WWL New Orleans, KRLD Dallas, KVVO Tulsa, KROD El Paso, KGOM Albuquerque and KSLA Little Rock. The show is being given Class A time.

WSB Atlanta sent a special events man on a flying jaunt to visit Georgia servicemen stationed duty from Texas to California. The WSB representative, Carleton Morrison, is equipped with a tape and record player and conducts interviews for feature newscasts and his Sunday program, News in Person.

KYZZ Houston through recruiting stations made in Korea brought to Houston families the voices of sons serving at the battlefield.

Don Martin School of Radio Arts, Hollywood, each week sends staff members with recording equipment to California training camps. Message home from the troops are made and mailed without charge.

WMCA New York will inaugurate Salute to the Armed Forces Sundays, 9:30-10 p.m., beginning May 6, with a mid-day salute dedicated to a parachutist jump by Voice of America Correspondent Robert Lasher, and an interview with a wounded Korean veteran, CPL. James A. Upright, who will be honored as the program's first "Serviceman of the Week."

NEW KMJ HOME

Cost Estimated at $70,000

KMJ Fresno, Calif., has moved into a new home at 1618 Van Ness Ave. The move came as the McClatchy Broadcasting Co. unit is nearing its 28th anniversary, June 12.

The new home, a one-story modern building, was built and outfitted at an estimated cost of $70,000. KMJ formerly occupied quarters in The Fresno Bee building, and is expected to be ready for occupancy by the end of the month.

KMJ operates on 580 kc with 5 kw. The new home was designed by Dunbar Beck, a fellow of the American Academy of Rome, in cooperation with the firm of Baro- vetto & Thomas of Sacramento. Studios are fully air-conditioned.

NORTHERN TOWNE

Cable TV System Approved

A new cable TV system in the city of Topeka, Kansas, has been approved by the state regulatory authorities. The new system, owned by Northern Towne, Inc., will provide cable television service to the city's residents.

The system will offer a wide range of programming, including local news, sports, and entertainment. It is expected to enhance the quality of life for the residents of Topeka by providing a variety of viewing options.

Delta cables will be installed throughout the city, allowing for the delivery of high-definition programming. The system will also feature an interactive channel, allowing viewers to access a variety of information and services.

The approval of the cable system is a significant milestone for the city of Topeka. It will provide residents with access to a range of programming options, including local news, sports, and entertainment. The system will also feature an interactive channel, allowing viewers to access a variety of information and services.
NBC Follows CBS

(Continued from page 23)

news from President Joseph H. McConnell in a closed-circuit talk at 5 p.m. Thursday, were asked to agree to an effective date of July 1, although station contracts require a 90-day notice for rate changes. If required to give full notice, NBC could not put the reductions into effect until Aug. 3.

NBC affiliation contracts for the most part entailed the following two-station networks to cancel their affiliation, upon notice, in event of a general rate reduction.

The requested July effective date also coincided with the effective date of the CBS changes.

Coincident with its rate announcement, NBC said it is “under-taking a basic economic study of radio network values for future long-range planning to enhance the medium’s commanding position in the American economy.”

Subjects to be covered in this basic study, it was understood, include rates, station compensation, network compensation, programming methods, and sales methods.

NBC told its affiliates that “the rate reduction was made in order to put the NBC network on a par with competitive stations and ensure for it a healthy economic future.” It also asserted “that all stations will benefit equally by increased business to be achieved by the new rates.”

The announcement said that morning advertisers “will continue to pay the same amounts as under current rates through a revision of discount arrangements.” These changes were not disclosed immediately.

The SPAC members were reported to have registered strong protests against the rate cuts, but were told the decision had been made.

All SPAC members were present, with the television representatives meeting separately. SPAC members are Jack Harris, KPCR Houston; chair; Bill T. Murshy, TV director of Crosley Broadcasting Corp., vice chairman; C. Robert Thompson, WBN Buffalo; B. T. Whitmire, WFBC Greenville, S. C.; Milton L. Greenebaum, WFM Saginaw; Howard E. Fill, WSPA Montgomery, Ala.; Ralph Evans, WHO Des Moines and NBC Studios, Des Moines; KDKY, Salt Lake City; Richard O. Dunning, KHQ Spokane; Martin Campbell, WFAA-TV Dallas; E. R. Vadeboncoeur, WTIC New London, Conn.; Dean Fiter, WDFL-TV Kansas City.

Neither NBC or CBS has offered a public explanation of their decisions to make reductions applicable to stations in non-TV areas as well as those in television markets.

Although their officials still offer only a guarded “no comment,” it is generally felt certain to follow the NBC announcement with reductions.

Meanwhile, leaders of the special Affiliates Committee to block rate reductions, temporarily marking time pending a decision on the committee’s permanent following its initial rebuff by the networks [Broadcasting + Telecasting, April 30], reportedly were canvassing the possibilities of taking some legal action in support of the reductions. Forty-five NBC affiliates whose contracts do not give the network power to change their rates without their approval. Just what they might think, if this course is decided upon, could not be ascertained.

NARSC Stand

Spokesmen for the National Association of Radio Station Owners said they did not officially consider the rate question, but that a board meeting probably will be called shortly.

Station sales representatives contacted by Broadcasting + Telecasting appeared for the most part to be approaching the whole rate question with caution.

At least one major station representative firm was making plans for a thorough analysis of the entire rate question—not only network rates, but those of ASCAP, transcription libraries, etc.

Several representatives reported the talk of reductions found little inclination to cut local station rates, but that, on the other hand, they thought increases would result.

Should they think one prime result of the network cuts would be a reduction in the amount of network time accepted by affiliates.

Nor did they feel it would be unwise for stations to cut rates in the amount of network time thus reclaimed from the networks. They emphasized that in many cases spot rates already are higher than network rates.

In most cases it was assumed that time thus reclaimed from the networks—within the limits specified by affiliation contracts—would be sustained and in some instances cooperative programs scheduled outside of network option time.

These station representatives also felt the networks would find their affiliates less cooperative in acceding to network requests for an exchange of network time for station time.

Nor was it felt that local advertisers are clamoring for cuts in lo-

NBC Layoffs

A BELT-TIGHTENING program was under way throughout NBC’s AM operations last week, with layoffs slated for an estimated 80 to 85 persons in New York, the network’s other radio divisions.

Officials estimated the dismissals would affect approximately 50 persons out of 3,500 in New York, and from 30 to 35 elsewhere.

They described the move as “completely routine and ordinary.” It was, they said, a “business-like” step of the sort that business organizations frequently take after an annual review of operations.

Efforts are being made, it was reported, to have the network’s television operations, which are not affected by the economy move, absorb as many as possible of those released from AM employment. All AM departments are affected.

NBC’s Economy Board, assigned to review operations and trim what appears to be excess weight, is composed of Charles R. Denny, executive vice president; John K. Herbert, vice president and director of radio sales, and Charles (But) Barry, vice president in charge of radio network programs.

In Chicago, cuts were reported to be going into effect.

Some authorities expressed a belief that one overall result would be that local advertisers will become more firmly entrenched in stations’ schedules, with national advertisers ultimately finding it difficult to break back into some of the more choice non-network-option hours if they relinquish them now.

Network spokesmen, on the other hand, took the position that continued usage of network programs is essential to their affiliates’ operations, with many of their most lucrative adjacencies built around network-program time.

Referring to the bid of Marschalck & Pratt, advertising agency handling the Eeese Reporter, for a reduction in spot rates [Broadcasting + Telecasting, April 30] one representative said he knew several stations which have advertisers "standing in line" for network programs, if Eeese should choose to cancel.

All AM Units Affected;
Economy Reasons Given

Costs Growing Pains

(Continued from page 55)

Press vice president, showed research data on popularity of news shows.

Attending the meeting were: Joseph H. McConnell, WTAM-WNBK (TV) Cleveland; Bert Charles, WKVO Columbus; Carl George, WGBR Dayton; Nate Miller, Jack Perry, Robert F. Hodous, Vernon A. Nolte, WHIZ Zanesville; Robert Mack, Bus Heller, WIMA Lima; R. W. Richmond, WHKK Akron; Robert Beer, WATZ Ashland; Truman A. Morris, WJEH Gallipolis; Gene Trace, WBB Youngstown; Forest H. Respess, WHOK Lancaster; Robert C. Fehlman, WBHC Canton; Robert W. Ferman, KDKY Cincinnati; John A. Rogers, WCLT Newark; Len Pattee, Broadcast Music, Inc.; Westford F. Shannon, WSPD-TV Toledo; George Field, RCA Thesaurus; Harold Fitzgerald, SESAC Inc.; Joel Stovall, William B. Hines, WKBK Cincinnati; Fred A. Palmer, WRFD Worthington; George Scroup, WUKE Akron; William Lemmon, WJJW Cleveland; Len Nasman, WYU Youngstown; Gladys Hastings, Madge Cooper, Robert T. Musen Jr., WMRN Marion; C. N. Evans, WIZE Springfield; Oliver Gramling, Gerald Swisher, Associated Press; Ada Karna, WING Dayton; William R. McNinch, WINE Chillicothe; James L. Ulmer, WMGO Mar- ietta; Roger O. Berk, WAKR Akron; Phil S. Bradford, WCOL Columbus; R. O. Sunnerstrom, WLOL Lima; Robert M. Sprouse, WMRN Marion; James Leonard, WLWC (TV) Columbus; J. M. O’Hara, WMAN Mansfield.

Farmers

FARMERS

Prefer WIBW because we’ve served their interests for 24 years. WIBW is the farm station for Kansas and ad-

joining states.

May 7, 1951 • Page 87
FCC Actions

(Continued from page 79)

APPLICATIONS RETURNED
License for CP
WENE Cambridge, Ohio—Returned application for license for CP to change call letters to WQNH.
WEW-TV Nashville, Tenn.—Repeated application for license of attorney, W E W - T V Nashville.

Educators' Comment

(Continued from page 56)
in that area. KPBC-TV also asked FCC to add a section to its proposed rules whereby it would be obligatory to protect areas from co-channel interference which are already receiving adjacent channel interference.

The IBEW Chicago Local 1031 president noted that because of the impact from the TV freeze, 8,000 TV workers have been laid off in the Chicago area alone.

On the education front, Mayor W. B. Hartfield of Atlanta expressed hope for TV channel reservations there.

Iowa State College, operator of WOU-A-TV Ames, last week announced it has received two grants from the Ford Foundation’s Fund for Adult Education [BROADCASTING • TELECASTING, April 30, 16]. Grants involve a total of $260,000.

City councils and/or mayors of these cities have notified FCC of their support for TV reservations:

Baltimore, Seattle, Pittsburgh, Toledo, (“emergency measure” asking for VHF reservation in lieu of UHF), Stockton, Calif., Rockford, Ill., Wilmington, Del., Portland (Ore.) reported that it is actively proceeding with preparation of its application and urgent reservation. Several groups filed reservation support in the Pittsburgh area.

Los Angeles, Calif.—College, Pacific College; Malcom, P. Gies, director general, Toronto World, Local Order of Moose of U., Michigan, Augusta, Me.—University of Maine, Tuane, U., New Orleans; Occidental College, Los Angeles; Pacific College, Lawton, Okla.; Planning Board of Tyler (Texas); Oklahoma City public schools; Westminster College, New Wilming-

CONTEST COMPETITORS

(Continued from page 17)

WICX Concord, N. H.—Assignment of license from Richard Aubrey Reeser to Western Maryland Co., to new corporation, Western Maryland Bus.
AGENDA OF MEETING, WOAB Cambridge, Mass., to new corporation, Western Maryland Co., to new corporation, Western Maryland Co.

WCVI Connellsville, Pa.—Consent to transfer Conditional Authorization to license, from J. Wylie Dilsicoll, to Robert D. Russell, to license, 26, 30, 31.

WTVX Columbia, S. C.—Assignment of license from Glunz Smith to CBS.

WIRB Erie, Pa.—Assignment of license from W. E. Johnson, to W. E. Johnson, to license.

WPAM Washington, D.C.—Assignment of license from WPNX, Inc., to WPNX, Inc.

WIRX Milwaukee, Wis.—Assignment of license from Glunz Smith to CBS.

WINS-AM Milwaukee, Wis.—Assignment of license from WPNX, Inc., to WPNX, Inc.

WISU-TV Altoona, Pa.—Assignment of license from Family Broadcasting, Inc., to Family Broadcasting, Inc., to license.

WITF Harrisburg, Pa.—Assignment of license from WITF, Inc., to WITF, Inc., to license.

WITL Harrisburg, Pa.—Assignment of license from WITF, Inc., to WITF, Inc., to license.

WJIN New York City—Assignment of license from WJIN, Inc., to WJIN, Inc., to license.

WJJF Kansas City, Mo.—Assignment of license from WJJF, Inc., to WJJF, Inc., to license.

WJLI New York City—Assignment of license from WJLI, Inc., to WJLI, Inc., to license.

WJWX New York City—Assignment of license from WJWX, Inc., to WJWX, Inc., to license.

WJJF Kansas City, Mo.—Assignment of license from WJJF, Inc., to WJJF, Inc., to license.

WJLI New York City—Assignment of license from WJLI, Inc., to WJLI, Inc., to license.

WJWX New York City—Assignment of license from WJWX, Inc., to WJWX, Inc., to license.

WILL Kankakee, Ill.—Assignment of license from WJLI, Inc., to WJLI, Inc., to license.

WJXI New York City—Assignment of license from WJLI, Inc., to WJLI, Inc., to license.

WJWX New York City—Assignment of license from WJWX, Inc., to WJWX, Inc., to license.

WJRF Grand Rapids, Mich.—Assignment of license from WJRF, Inc., to WJRF, Inc., to license.

WJUI New York City—Assignment of license from WJUI, Inc., to WJUI, Inc., to license.

WJFX New York City—Assignment of license from WJFX, Inc., to WJFX, Inc., to license.

WJXK New York City—Assignment of license from WJXK, Inc., to WJXK, Inc., to license.

WJWH New York City—Assignment of license from WJWH, Inc., to WJWH, Inc., to license.

WJLU New York City—Assignment of license from WJLU, Inc., to WJLU, Inc., to license.

WJXU New York City—Assignment of license from WJXU, Inc., to WJXU, Inc., to license.

WJYR New York City—Assignment of license from WJYR, Inc., to WJYR, Inc., to license.

WJYV New York City—Assignment of license from WJYV, Inc., to WJYV, Inc., to license.

WJWA New York City—Assignment of license from WJWA, Inc., to WJWA, Inc., to license.

WJXK New York City—Assignment of license from WJXK, Inc., to WJXK, Inc., to license.

WJXU New York City—Assignment of license from WJXU, Inc., to WJXU, Inc., to license.

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WJYR New York City—Assignment of license from WJYR, Inc., to WJYR, Inc., to license.

WJYV New York City—Assignment of license from WJYV, Inc., to WJYV, Inc., to license.

WJWA New York City—Assignment of license from WJWA, Inc., to WJWA, Inc., to license.
TV Price Support

(Continued from page 55)

stability into the TV business."

About 8 million families of the 20 million in TV areas, Mr. Abrams continued, are without TV sets. But, he said, they have found it difficult to buy because of downstream payment requirements of Regulation W of the stabilization program.

Mr. Abrams said that he did not know how long the new prices, which were the lowest in Emerson history, would be maintained, particularly if "restrictions become more stringent" and "materials less available." In any event, not more than 60 days, he said.

The reduced prices will apply to those sets already in the hands of distributors and dealers, he said.

In his Albany address Mr. McDaniel supported the claim that the TV market is far from saturated. Ratio of TV homes is between 50% and 60% in the oldest TV areas, and well below that figure in some other areas, and there still remain those who will trade in small screen sets for newer models.

Manufacturers Accustomed

Radio-TV manufacturers are accustomed to abnormal business, he declared, with sales records and slumps occurring frequently. Cutbacks in TV production and growing interest on the part of the public in TV programs will help clear current inventories, he said. He predicted opening of the UHF band will increase TV set sales and open new markets.

Mr. McDaniel said he did not believe the public will wait for combination UHF-VHF sets, since no present set will be made obsolete by UHF because converters will be available. He said a customer has no assurance when UHF will become available due to lack of certainty, with extra investment for combination sets a waste of money.

Color Prospects

(Continued from page 56)

further pointed out.

"A bigger national advertising budget certainly seems to be needed," observed the CBS executive, "in view of the falling away of advertisers who contend, in the face of rising costs all along the line in production, that advertising costs are rising; let's cut them.

Mr. Hausman readily conceded advertising costs are rising, "but they are not rising with anything like the speed of other costs." In support he offered the tale of a hypothetical advertiser who, at the conclusion of World War II, allocated $100,000 for various media, including network radio. Reaching 25 million people, his cost was $2.22 per thousand, Mr. Hausman said.

Pointing out that the wholesale price index since that time has risen 66%, he declared "a similar buy today-reaching more people-would cost $7.74 per thousand, Mr. Hausman said.

"The potential of television is an addition to existing media," Mr. Hausman said. "It is further justified by the barrier against which advertising is sold today.

"I think it becomes quickly evident that television is the most logical fulcrum any of us have to increase the use of all advertising," he concluded.

Reviews Situation

Mr. Coy's NNPRA talk included a summary of the television situation in the wake of the FCC's city-by-city hearing on proposed TV allocations.

He pointed to the increased use of color advertising in newspaper and magazine media as a trend in the film industry towards more movies as exemplifying the demand for color.

"Color is a new dimension that we see far towards spreading the dominance of television as a advertising medium," the Chairman stressed. "And color in television costs approximately the same as color in newspapers-

Mr. Coy also said:

- IF FCC can begin granting applications around the first of December, new stations will start going on the air by middle of next year.
- The 40 TV applications on hand will require air time and resources of AM broadcasters and other interests to construct video outlets.
- The rate-cutting movement in AM broadcasting will continue.
- It's not known how deeply defense requirements will affect TV production.
- TV transmitters do not require much materials there's optimism that a reasonable amount of materials will be made available during 1952.
- Outlook for 1953 is quite bright, according to Director of Defense Mobilization, the Charles E. Wilson, who expects to begin lifting controls by middle of year.

B&B Personnel Shifts

TOM CARSON has joined and Mary McKenna has been promoted in the radio-TV time buying division of B&B Radio & Bowles, New York. George Kern, director, announced last week. Mr. Carson was with Foote, Cone & Belding, New York, as a special radio-TV consultant. He takes title of TV supervisor and coordinator of all Procter & Gamble time-buying activities. Miss McKenna was named supervisor of time-buying for General Foods and Best Foods.

Hearings Code

(Continued from page 57)

were asked to testify. Both witnesses subsequently were cited for contempt, though the committee expressed belief their refusal was mere抽象 than nothing. The Senate has showed no inclination to consider their cases [BROADCASTING • TELECASTING, April 23].

The committee, whose chairmanship passed from Sen. Estes Kefauver (D-Tenn.) to Sen. Herbert R. O'Conor (D-Md.) last week, also recorded its belief that any TV "will become a major part of the credit for the vital impact" of its work rested with television. The report added:

"Never, prior to that time (the recent hearings) had a Congressional hearing received such a public airing of such diverse and far-flung portions of the public's entire and cultural activities as the hearings, which it is hoped the hearings will be of the public's entire and cultural activities as the hearings, which it is hoped the hearings will be of the public's entire and cultural activities as the hearings."

Code Need Seen

But because of legal implications and the new issues raised by the medium, the committee said it feels that "a code of Congressional procedural should be worked out, so as, among other things, to inscribe the national dignity and maximum effectiveness of legislative power over which and the teleview as well as to preserve the constitutional rights of citizens."

Other members who had a hand in preparing the report include Sen. W. Tobey, Gen. Alexander Wiley (R-Wis.) and Lester C. Hunt (D-Wyo.).

The decision to hold the Thursday afternoon hearing, closed doors, was announced by Chairman Richard B. Russell (D-Ga.), who said earlier that if the sessions are opened to the public, "we will try to not to play favorites" and it should be done "before the television and the radio." Sen. Russell referred to a statement by the Senate on the fact that the Oiohnaw would not permit radio-TV coverage. The issue is whether national security would be endangered by open sessions, he said.

Sen. Russell felt the case could be gained by throwing open hearings to Russia's Pravda newspaper representatives and not permitting radio and TV coverage, thus denying the American people an opportunity to see the show.

Asked whether there would be much difference between probable "leaks" from executive sessions and full coverage of open hearings, the committee chairman felt it is entirely a different matter when

news is given out by committee members than when it falls from the lips of Gen. MacArthur in open session.

Sen. Russell also told his colleagues that several letters saying "If you do not let me see Gen. MacArthur on television... I will never be for you again," and added:

"I hope the General will appear on television a sufficient number of times to permit all the people to see him and get his views... But when we are dealing with secret matters, it is not to be putting on a television show from which we cannot exclude agents of our enemies." Gen. MacArthur had been asked to testify in closed hearing and had indicated no preference for appearing in public sessions, he added.

No course had been chosen by the committee last Thursday following the General's appearance. But Armed Services staff members indicated that the radio-TV broadcasting was not to be put in a television show from which we cannot exclude agents is not to be putting on a television show from which we cannot exclude agents of our enemies."

A Radio-Television Broadcasting Law would be needed. But Armed Services staff members indicated that the radio-TV broadcasting industry would be notified when hearings were set to allow them to place time to instant necessary equipment.

Minority Leader Kenneth Wherry (R-Neb.) took exception to the closed sessions, contending the "truth" could have been brought out in public and thus "unite people more quickly." Sen. Taft, in turn, denied his remarks on radio-TV broadcasting had reflected the sentiments of the GOP Policy Committee.

On the House side, Rep. Javits told colleagues that the Rules Committee "does not now look to favor the bill (H Res 62), although it carefully leaves full control over such telecasting and broadcasting to the Speaker of the House." But Armed Services Committee, until the resolution from the committee, he observed:

Other proposals suggesting a board review of TV's role on Capitol Hill and the broadcasting blanket congressional coverage still were pending before the Senate and House Rules committees.

FOLLOW THE LEADERS

CHEVROLET

SELL THE LONG BEACH-LOS ANGELES MARKET WITH KGER

5000 WATTS

LEADING INDEPENDENT IN SO. CALIFORNIA
FOR 25 YEARS

For Availabilities, Contact:

GALEN O. GILBERT
KGER, LONG BEACH

The Station of the American Home

BROADCASTING • TELECASTING

May 7, 1951 • Page 89
VIRGINIA GROUP OPPOSES GENERAL RATE REDUCTION

GENERAL cut in radio rates opposed by Virginia Assn. of Broadcasters in resolution adopted Friday during spring meeting at Hot Springs, Va. (early story page 81). Other resolutions included Senate ratification of NABRA pact and honored memory of B. Walter Huffman, former NAB field director, and John W. New, former commercial manager of WTAIR Norfolk and past VAB president.

Charles P. Blackley, WTON Staunton, secretary-treasurer, elected VAB president. James H. Moore, WLSL Roanoke, re-elected vice president, and Robert H. Smith, WCYB Bristol, elected secretary-treasurer. New board members are Frank Koehtel, WROY Roanoke; John L. Cole, WHLF South Boston; John Schults, WMVA Martinsville, retiring president; C. R. Mailet, WFLO Farmville, and Campbell Arnoux, WTAIR Norfolk, re-elected.

Sen. Robert A. Taft, Republican leader vacating at Hot Springs, told VAB radio is important factor in political campaigns. Radio and TV rapidly becoming most important instrument in evolution of national political policy, he said.

Fred Dabney, Richmond manager of Ketchum, MacLeod & Grove, Pittsburgh, agency, said radio has done "magnificent job" in getting people interested in showrooms of members of Virginia Chevrolet Dealers Assn. No curtailment in radio planned, he said, though TV will be used later when agency can get what it wants. Harold Essex, WSJS Winston-Salem, N. C., NABT District 4 director, reviewed association work.

FCC RULING PERMITS COMMERCIAL FM FACSIMILE

IN WHAT is regarded as step toward commercial facsimile transmission, the FCC last Friday ruled, effective June 13, that FM stations may transmit simplex and multiplex facsimile in accordance with Standards of Good Engineering Practice Concerning FM. Simplex transmissions may not exceed one hour between 7 a.m. and midnight, may not be counted toward the minimum operation requirement, and station must notify FCC of intent to transmit in that manner.

Multiplex transmissions must not reduce quality of aural programs below engineering standards, except for a period of not more than 30 minutes. Violations result in FM receivers not equipped with filter or similar equipment. Permission for simplex and multiplex transmission also extended to non-commercial educational FM stations. Ruling followed petition of Hogan Labs, New York. Extensive hearings held in 1949.

LIMITATIONS ON STAFF URGED IN FCC DISSERT

STAFF members of new FCC Broadcast Bureau (story, page 37) should be restricted from participating in FCC decisions, proposed decisions and review of decisions, Comr. Robert F. Jones stated in dissenting orders issued Friday defining functions of Bureau, and duties of Office of General Counsel, Chief Engineer and Chief Accountant. He said such persons should act only "as a witness or counsel in public proceedings."

Comrs. Rosel Hyde and Frieda B. Hennock concurred in adoption of Bureau order, but they and Comr. Jones believe one provision for duties should read "Examine and analyze applications in the radio broadcast service." They would delete order's phrase "and make recommendations to the Commission thereon." On the orders for the General Counsel, Chief Engineer and Chief Accountant, Orders, Comr. Jones favored adding provision specifying such separation of staff.

AT&T RELAY CREWS MEET

FIRST transcontinental TV network came step nearer last week as AT&T completed construction work on last of 107 radio relay stations in coast-to-coast route, when crews working east from Ore. and west from San Francisco met northwest of Denver. Bell system engineers expect radio relay to be ready for cross-country telephone service by late August, for TV program transmission before end of year.

AFRA 'RED' PROCEDURE

PROCEDURE for handling charges of Communism against radio-TV performers announced Friday by AFRA-industry group formed last September for that purpose. [BROADCASTING * TELECASTING, Sept. 25, 1960]. As set forth in statement issued jointly by AFRA, AAAA, ANA, NABT and major networks, plan calls for employers of talent to file charges against performers or actors to president of AAAA, who relays to AFRA, which relays to performer and invites written reply. Both charges and reply remain in AFRA confidential files, to be released "only upon specific request" from AAAA president.

SAMUELS MOVES TO MORRIS

FRANK SAMUELS has resigned from ABC Western Division vice presidency to join William Morris Agency as head of West Coast radio-TV department. Contract with Morris is for three years. He heads ABC as soon as successor is appointed. One candidate reportedly under consideration for vacant post is Donn Tatum, Don Lee vice president, who had been reported as moving to ABC in June as assistant to Mr. Samuels.

CLOSURE

Circuit (Continued from page 4)

spot campaign on 300 markets starting June 18 through July 28. Young & Rubicam is agency.

CBS, first of networks to back Broadcast Advertising Bureau with full payments for its segments, will be first to pull out if BAB undertakes research project designed to thwart network rate cut. Network contention is that no amount of research will change result and that quarter-million dollar project would be money wasted.

THERE'S no unusual speed in House Commerce Committee to clear FCC procedural bill. McFarland Bill (S-658), now on deck (see story, page 29), faces much study and paper work, according to committee. In addition to its prospective use, the resolution on bill will be up coming, prolonging miserable fourth visit in House unit in past two years.

OAKITE RELIES ON RADIO; USING 30 SPORT SPOTS

FRANK A. CONOLLY, manager of package division for Oakite Products Inc., told BROADCASTING * TELECASTING that "best proof of our belief in radio" is that after all these years (22) we are still counting on this medium to increase our sales just as we did in the beginning." As far as TV is concerned, Oakite is studying impact of television. Oakite is currently using a total of 30 spot radio and TV programs, including Songs by Bing Crosby, Tex and Jinxy, Woman's Page of the Year, For Women Only, and Kitchen Rappers. Seven of the 30 are TV shows. Spots are run in metropolitan areas including New York, Albany, Pittsburgh, Washington, Los Angeles and many others.

FINANCE GROUP NAMED

NABT Finance Committee membership announced Friday by President J. Miller, after conferring with President-elect Harold E. Fellows. Committee meets June 2-3 prior to NABT board meeting. Chairman is William B. Quarte, WMT Cedar Rapids, Ia. Other members: Robert D. Swezey, WDSU-TV New Orleans; Ben Strouse, WWDC-PM Washington; William A. Fy, WHAM Rochester; Harold A. Jones, WOR New York; Robert F. Miller, WOR Radio and TV boards meet separately June 4-5, with joint meeting on 6th.

'FUNCTIONAL' EXTENSION

FCC Friday announced its April 11 policy statement letter on legality of "functional music operations" would apply equally to all FM stations in such operations. Earlier letter, sent to four FM outlets [BROADCASTING * TELECASTING, April 16], held that service was in violation of Rules and Regulations; asked return letters by April 30 outlining intent to comply with "lawful" requirements. Licensees, in past engaged in "functional music operations," but since discontinued, are to advise FCC. Response deadline is May 22. Comrs. George E. Sterling and Robert F. Jones dissented. Comr. Frieda B. Hennock did not participate in action.

TV AURAL RULE CHANGED

AURAL transmitters of TV stations may not operate separately from visual transmitters, except in certain instances, FCC announced Friday in responding to filings of Broadcast Bureau and Regulations, effective June 13, it was said exception would be made for actual tests of station equipment and experimentation; for emergency "fills" when visual equipment fails, during which program material to permit listener to stay tuned will be allowed.
She spurs extra sales for 5,500 retailers in WLW-Land!

During February, more than 5,500 retailers in Ohio, Indiana, Kentucky and West Virginia enjoyed the terrific selling impact of the fourth, and biggest, “Ruth Lyons Month”—a merchandising and promotion campaign by WLW and WLW-Television. Throughout the month, the magic words “Ruth Lyons recommends” prompted extra thousands of her loyal audience to buy products advertised on her daily simulcast shows—“Morning Matinee” and “Fifty Club.”

Behind this Extra promotion for Extra sales went—

<table>
<thead>
<tr>
<th>STORE POSTERS</th>
<th>46,000 attractive “Ruth Lyons Month” display posters were distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRICE MARKERS</td>
<td>WLW provided retailers with 13,000 specially designed price cards</td>
</tr>
<tr>
<td>TRADE PAPER ADS</td>
<td>Ads in all regional trade papers publicized the event to retailers</td>
</tr>
<tr>
<td>ANNOUNCEMENTS</td>
<td>WLW and WLW-Television used 103 promotional announcements</td>
</tr>
<tr>
<td>SPECIAL PROGRAMS</td>
<td>Four fifteen minute shows on WLW featured the event</td>
</tr>
<tr>
<td>TAXI POSTERS</td>
<td>Display on Cincinnati Yellow Cabs publicized the month</td>
</tr>
<tr>
<td>LETTERS</td>
<td>Sales representatives of products promoted were informed of the campaign in advance</td>
</tr>
<tr>
<td>AD MATS</td>
<td>300 tie-in mats were supplied dealers for local advertising</td>
</tr>
<tr>
<td>NEWSPAPER ADS</td>
<td>Ads on the event were used in Cincinnati, Dayton, Columbus, and Fort Wayne</td>
</tr>
<tr>
<td>EASEL DISPLAYS</td>
<td>Specially made displays were used in selected stores</td>
</tr>
<tr>
<td>WANT LISTS</td>
<td>Convenient “Want Lists” were supplied to 1000 retailers</td>
</tr>
<tr>
<td>NEWS BULLETINS</td>
<td>...kept dealers throughout the area informed</td>
</tr>
<tr>
<td>BUY WAY</td>
<td>Two editions of this merchandising newspaper for retailers carried the “Ruth Lyons Month” story</td>
</tr>
<tr>
<td>WHOLESALERS’ BULLETINS</td>
<td>Wholesalers urged their customers to cooperate in the promotion</td>
</tr>
<tr>
<td>RECORDED PITCHES</td>
<td>...BY Ruth Lyons were used on p.a. systems in 21 stores</td>
</tr>
<tr>
<td>PLUS</td>
<td>the full time coordinated efforts of WLW’s large Merchandising Department</td>
</tr>
</tbody>
</table>

WLW AND WLW-Television

Croley Broadcasting Corporation
ARTHUR GODFREY talks to millions of housewives over WJR Monday thru Friday.

The buying habits of millions of housewives (and their families) in the rich Great Lakes area are conditioned by their listening habits of many years.
Stay tuned to these profitable buying habits with WJR—the great Voice of the Great Lakes... Remember!... First they listen... then they buy!

FREE SPEECH—Mike Represented nationally by Edward Peary & Company
Radio—America's greatest advertising medium