A HIT!
PHIL BAKER
and his
Personal
selling in Baltimore

You just ought to hear Phil Baker do his 2-hour show (2 to 4 p.m. every weekday) on WITH. He does everything himself... and what a salesman! There are just a few availabilities right now on this terrific show—at WITH's well-known low rates. They'll be snapped up fast, so call your Headley-Reed man at once for the whole story.

TOM TINSLEY, President  •  Represented by HEADLEY-REED
The novelty of seeing just any radio studio, or just any radio show, has faded long ago. Today it takes exceptional programs and name stars to make visitors out of listeners.

Over the past two years WHAS Studios have played host to an average of over 4,800 visitors each month. The same quality programming that brings visitors to our studios by the thousands makes WHAS the listener's favorite throughout Kentuckiana. WHAS is Kentuckiana's most powerful salesman.

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market
Speaking of
The Cream
of Your Market...

WTRY talks up Albany-Troy-Schenectady for two main reasons.

Albany-Troy-Schenectady is one of the 43 rich markets wherein over half the nation's sales are made and

WTRY has the largest audience in Albany-Troy-Schenectady, morning, afternoon and evening; the lowest cost per thousand homes reached.*

From every influential marketing standpoint: population, per capita earnings, and retail sales, this great metropolitan area is in the cream of your market.

And WTRY is the most efficient medium in the market.

WTRY fills the most stringent marketing requirements. It concentrates your message where the money is spent, and performs this vital service at the lowest available cost.

For more details about Albany-Troy-Schenectady and the rest of the 162 leading markets in the country, send to J. Walter Thompson Co., for your copy of their free booklet, "The Cream of Your Market."

* Fall-Winter Hooper, Oct. 1950—Jan. 1951

Represented by Headley-Reed

This is WTRY . . . . . . . The Columbia Broadcasting System
ANNOUNCEMENT expected shortly of sale of WLAV-TV Grand Rapids by Leonard A. Verduls to Harry M. Bittner Sr. and associates, who operate WOOD Grand Rapids and WDFW Flint, as well as WFBM-AM-TV Indianapolis. Price understood between $1,300,000 and $1,400,000.

NFA'S NEW restrictions on station construction (see page 23) source of consternation to FCC, which hadn't been consulted in advance. Strong move to set up within FCC liaison with defense authorities looking toward relaxing of implied construction “freeze,” particularly as it applies to CBS. An FCC official reaction was that FCC never consulted it so why shouldn't Commission expect similar treatment.

AGITATION OVER network rate cuts, possible sale of ABC and resultant anguished appeals by affected stations may result in radical legislative proposals. Talked about is bill to preclude network ownership of more than one or possibly two stations. Theory is this would further networks—both AM and TV—to function on same basis as newspaper press associations or syndicates.

DEAL in closing stages for NBC to acquire 30-acre tract adjacent Warner Bros. studios in Burbank for eventual NBC West Coast television production center. Price reported around $750,000.

IF CBS purchase of ABC jells, Edward J. Noble, ABC board chairman, will become member of CBS board and Robert E. Kintner, ABC president, is slated for high CBS executive position. Talks about is bill to preclude network ownership of more than one or possibly two stations. Theory is this would further networks—both AM and TV—to function on same basis as newspaper press associations or syndicates.

DON'T RULE out possibility of Harry Plotkin, FCC assistant general counsel in charge of broadcasting, as assistant chief of newly created Broadcast Bureau under Curtis B. Plummer, erstwhile chief engineer (BROADCASTING • TELECASTING, May 7). Commission is awaiting recommendations of new broadcast chief for deputy post as well as for five division heads. Mr. Plotkin, beaten out by Mr. Plummer for top slot, is being urged by Chairman Coy and others to accept second position, which logically would go to lawyer.

SPECULATION AT FCC on selection of successor to Curtis B. Plummer as chief engineer, centers around several of A. L. McIntosh, chief of Frequency Allocation and Treaty Division, or Edward W. Allen Jr., chief of Technical Research Division. It's possible one or other will be acting chief engineer prior to June 4, when Mr. Plummer takes over newly created job as chief of Broadcast Bureau.

NBC officials reportedly well pleased with affiliates' first reactions to request they agree to July 1 effective date of NBC network radio rate cut, instead of Aug. 3, which would be

(Continued on page 106)

Upcoming

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

(More Upcomings on page 102)

Bulletins

NEW JERSEY Broadcasters Assn. Friday went on record as “feeling that rate increases for radio time are justified and that individual stations should immediately revise their rate structure in view of the fact that cost of operating stations are now at an all-time high, and New Jersey radio stations are today delivering more circulation and more radio homes than ever before.” NJBA concluded two-day meeting at Atlantic City (early story page 30).

BELMONT RADIO Corp., Chicago, for its Raytheon TV division, will sponsor news report and entertainment on NBC stations in areas having TV service, Sundays 2:45-5 p.m. from June 17, with John Cameron Swayze. Agency is Henri, Hurst & McDonald, Chicago.

GENERAL MILLS BUYING HEAVY LBS SCHEDULE

GENERAL MILLS, Minneapolis, buying 10 programs per week (two 15-minute strips Monday-Friday) over approximately 200 Liberty Broadcasting System stations in southeast and southwest for Gold Medal Kitchen-Tested Flour and Cheerios, through Dancer-Fitzgerald-Sample, New York, plus 16-minute show in five southeastern states on LBS network for Red Band Flour, through Knox Reeves, Minneapolis.

Gold Medal Flour will sponsor Hymna of All Churches and Cheerios has bought LBS sustaining program, name and type not specified. Three-year contract effective mid-June. Expansion is contemplated within next two or three months. Name, time, and type of show for Red Band Flour, under 52-week contract, still in formative stages.

WOODS, MILLER GET DEGREES

"RADIO...can become one of the most potent weapons in the arsenal of democracy," Mark Woods, ABC vice chairman, said in speech prepared for delivery Saturday before Mid-Century Congress at Colgate University, Ithaca, N. Y., at which he was to receive honorary Doctor of Laws degree (see photo, page 26). Against "iterated impact" of radio and television as administered in America "no curtain of iron or of ignorance—can long stand undrawn," he said. NARTB President Justin Miller also spoke at convocation and received degree.

Business Briefly


MEDIA STUDIES Nesco Inc., Chicago, considering radio and television in current media discussions with its new agency, Needham, Louis & Brown, Chicago.

AGENCY LOOKING Erwin, Wasey & Co., New York, looking over participation programs in about 60 markets for fall radio campaign for its clients, Pertussin and Musterole.

CONFUSING NPA ORDER ON BUILDING PROTESTED

GOVERNMENT order limiting radio-TV station construction "completely ignores" public welfare and defense effort objectives in certain instances, NARTB advised National Production Authority Friday. NPA officials have agreed to conference with FCC early this week.

In conference with NPA's general counsel office, Ralph Hardy, NARTB government relations director, said interpretation of order would preclude possibility of new building. He cited condition that construction must further defense order by providing facilities near defense plants and military establishments, and noted that radio applicants (many AM) proposed building in population centers.

Mr. Hardy protested that neither broadcasting industry nor FCC had been consulted in advance, despite claim in regulation. He also explained many broadcasters use existing facilities and use substantially less steel than other builders, some of whom need no authorization in cases involving less than 25 tons. Newspaper printing and duplicating plants also required to file, NPA said Friday in clarifying amendment (see story page 23).

Walter W. Watts, special assistant to Defense Production Administrator, told BROADCASTING • TELECASTING Friday that if any broadcaster presented a "good case" for authorization, he probable "will be given reasonably favorable consideration." Radio-TV centers and other projects would be out, but broadcaster could use existing buildings, he noted.

BATSON LEAVING NARTB-TV

CHARLES A. BATSON, in charge of NAB TV Dept. until recent reorganization, has resigns to return to active broadcasting, NARTB announced Friday. He had been with association for five years and had set up pattern for present NARTB-TV organization. Eugene S. Thomas WOR-TV New York, NARTB-TV board chairman, had been accepting resignation with regret. He joined NARTB President Justin Miller in praising Mr. Batson for role in directing association's TV activities during vital industry's developmental period.

MAGGINI NAMED VP

DONALD J. MAGGINI, with Kenyon & Eckhardt, New York, since 1944, has been named vice president.
"May We Quote You?", a weekly half hour program Thursdays at ten-thirty during which prominent Delaware leaders in government, education, religion, business and other civic endeavors report to the people under questioning from three of Delaware's top reporters. Pictured are United States Senators John J. Williams and J. Allen Frear, Jr., who came home from Washington specifically to appear on two of the telecasts. Each on his program developed his views on important and pressing state, national and international issues.

This program is one of many local features carried by this station in an endeavor to meet the public needs of the communities it serves.

WDEL-TV
WILMINGTON, DELAWARE

Represented by
ROBERT MEEKER ASSOCIATES  Chicago  San Francisco  New York  Los Angeles

ROADCASTING  TELECasting

May 14, 1951  Page 5
For the first time in radio advertising history

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

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

WASHINGTON, D. C. METROPOLITAN NETWORK

WARL AM & FM, Arlington, Va. 780 KC, 1000 W.
WFAX Fall Church, Va. 1220 KC, 250 W.
WPIK Alexandria, Va. 730 KC, 1000 W.

WBCC AM & FM, Bethesda, Md. 1120 KC, 250 W.
WAY Silver Spring, Md. 1050 KC, 1000 W.

For details, write or phone Jack Koste, Indie Sales, Inc., national reps., 60 E. 42nd St., NY—Murray Hill 2-4813; or J. Douglas Freeman, commercial manager, Munsey Bldg., 1330 E St. N.W., Washington, D. C.—Sterling 1772.
A word to time buyers:

WCUM puts Cumberland to bed...not to sleep!

And the good people of Cumberland were wide awake on the day that the City Furniture Company advertised some mattresses for sale! From one show—just one—they completely sold out the item! Just read this letter from the advertiser:

“This is to verify the fact that radio advertising on WCUM pays. I sponsor a program on WCUM in Cumberland Monday through Saturday at 9:45 A.M. One Tuesday we advertised mattresses and before the day was over we sold out completely the 50 mattresses we put on sale. It was through radio advertising on WCUM that we moved this item and many others.”

(signed) Robert E. Friedland
City Furniture Company

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

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

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

CUMBERLAND, MD.
1490 on your dial
FM 102.9 MC
Look twice at WFIL -

First Choice for Philadelphia...the City

If you want to regularly reach 4 out of every 5 Philadelphia radio listeners...if you want to influence buying patterns for more than 1,800,000 people in the city's radio homes...if you want saturation coverage where it counts, in the point-of-sale area at the center of America's 3rd Market...then your first choice is WFIL, only Philadelphia station with a growing audience...day and night!
WM. FULTON KURTZ, Philadelphia banker—He is president of The Pennsylvania Company for Banking and Trusts, one of 241 banking institutions in WFIL-adelphia with total assets of nearly 7 billions of dollars.

IMOGENE GLUCK, Wildwood housewife—She and other "chiefs" of the 14-County area's 1,342,000 households supervise buying power that amounts to $5,345 per family per year. She's a "regular," a WFIL fan.

MILTON H. PAGEL, Norristown retailer—Page's Men's Store, and 57,000 other retail stores in America's third largest market, account for $685,371,000 in general merchandise...much of it advertised on WFIL.

First Choice for the 14-County Market

More than half the 4,400,000 people in America's 3rd Market live outside city limits...account for half the sales. And WFIL's penetrating signal extends like a blanket far beyond this 14-County Retail Trading Area whose combined buying power is $6,638,759,000. This is where WFIL's voice is strongest...where people spend the most. For consistent pulling power schedule WFIL.
W. H. Case, director and senior vice president Campbell-Ewald, N. Y., named to head agency's creative and TV staffs for all offices. Frank W. Townshend, vice president, named manager of N. Y. office. Mr. Case, who will continue to headquarter in New York, will devote more time to supervision of the DuMont Labs account, with which he has been closely associated for many years. Mr. Townshend has been assistant general manager of agency's Detroit office. He has been with firm since 1935.

Thomas K. Carpenter, Jr., director of radio and TV commercials Kenyon & Eckhardt, N. Y., named vice president and copy chief.

James Albert Wales, vice president Walter McCreery Inc., N. Y., to Chas. W. Hoyt Co., same city, as account executive.

Marvin Louis Mann was one of the first employees of Weiss & Geller Agency, Chicago, back in 1937. Now, as a new business and radio and television specialist, he is responsible for having brought Groucho Marx back to the air, originating the first two-hour telecast, giving Writer Cy Howard his first agency production and writing job, and developing shows which were the most expensive ever broadcast in their class.

A businessman with a penchant for show people and showmanship, Marvin Mann knows hundreds of stars in the talent field. Because of his business acumen, however, he bridges the usual gap between management and talent. He dipped into talent himself before venturing into business.

A native Chicagoan, he was graduated from Francis Parker High school and the U. of Michigan. He majored in business administration, and after graduation approached A. D. Lasker of Lord & Thomas for a job. He was advised to first get five years' advertising experience.

He got five years of experience, but not in an agency. For a while Mr. Mann worked on individual mortgages at a large Chicago investment firm, Edgar Greenbaum & Sons. Then he supervised sales promotion and advertising for a family business, ownership of six retail stores in Chicago. In 1937 he was ready for the complete transition to an agency, and was hired as one of the first employees of MacDougall & Weiss, now known as Weiss & Geller. Mr. Mann, who started working on new business and still does, also handles work of vice president, secretary, radio and television director and account executive.

Two accounts—Visking Corp. (meat casings) and Selby Shoe Co.—have been in the house 18 years. He began buying spot radio time in 1939. When the agency handled the Axton-Fisher tobacco account.

Mr. Mann built the Groucho Marx show for Elgin-American (compacts, cigarette cases), keeping the star on three years. He also built the country's first two-hour telecast, aired on Thanksgiving Day 1948 for Elgin via ABC, on which George Jessel, Phil Regan, Phil Silvers and the Hartmans made their first TV appearances. Weiss & Geller is believed to

(Continued on page 68)

WILLIAM C. STANNARD, senior account executive J. Walter Thompson Co., Montreal, appointed vice president Erwin, Wasey of Canada, Montreal; F. E. THOMAS senior account executive Erwin, Wasey of Canada, Toronto, named vice president at Toronto office.

WILLIAM P. GENT Adv. Co., Toronto, has been enfranchised by Canadian Assn. of Broadcasters.

IRENE HESS, O. L. Taylor Co., Chicago, to Ruthrauff & Ryan, same city as timebuying assistant to HOLLY SHIVELY.

RAY W. STULTZ to Leo Burnett, Chicago, as manager of personnel department.

ROBERT F. STEINHOFF, BBDO, Chicago, to Needham, Louis & Brorby, same city, as account executive.

JACK H. LEWIS announces formation of new advertising firm the J. H. Lewis Adv. Agency, Mobile. Mr. Lewis was associated with Morris Timbes Inc., Mobile, before opening his own agency. Offices are located in First National Bank Building.


RANDY SMITH, advertising and promotion manager KNBC San Francisco, to West-Holliday Co., S. F., as promotion manager effective June 1.

HARRY BETTERIDGE announces formation of advertising and public relations firm to be known as Betteridge & Co., Detroit. Mr. Betteridge was cofounder and executive vice president Denman & Betteridge Inc., Detroit.


ALFRED HANSEN, account executive J. Walter Thompson, Chicago, to Biow Co., N. Y., as supervisor of account operation on Eversharp, Ansco and Whitehall.

JOHN LILLBACK, copy chief and radio-TV director Cox & Tanz Adv. Agency, Phila., recalled to active duty with Air Forces.


JEAN FERGUSON appointed account executive Mervin & Jesse Levine Inc., N. Y. She was with Sterling Adv., N. Y.

W. C. (Andy) ANDERSON, advertising department Purity Stores, S. F., to Foote, Cone & Belding, S. F., as assistant account executive.

DEUTSCH & SHEA Inc., N. Y., moves to larger quarters at 230 W. 41st St. Phone remains Longacre 4-9500.

ALFRED F. CALABRO, assistant traffic manager Marschalk & Pratt Co., N. Y., named traffic manager.

ROBERT PRIES, production department Foote, Cone & Belding, S. F., elected president of Production Managers Club of Northern California.


JAFFE Agency, Hollywood, opens New York office. PAUL RADIN is vice president in charge of N. Y. quarters at 38 E. 57th St. Mr. Radin was vice president Buchanan & Co. for 10 years.
It's an unshakeable fact—

**BROADCASTING**—Telecasting is the preferred publication among radio buyers and national radio advertisers... receiving more first votes for news and advertising effectiveness than all other journals combined—preferred, in fact, FIVE times more than the next-best publication.

These are undisputable, unbiased facts proven by one of the country's leading research organizations—Fact Finders Associates, Inc. This survey is a FIRST. Never before in the radio trade paper field has such a study been made by personal, over-the-desk interviews. 178 key radio buyers at agencies in New York, Chicago, Detroit, San Francisco and Los Angeles—as well as 26 advertising managers of the 50 largest radio sponsors—were asked their preference. These 204 top buyers represent groups responsible for over 75% of all national radio and TV billings.

We repeat—this is a completely impartial survey!

No publication saw or supplied any names on the list of persons interviewed. Fact Finders compiled its list with the cooperation of four leading national representative firms—Edward Retty Company, The Katz Agency, CBS Radio Sales and the O. L. Taylor Company. None of the interviewees knew for whom the survey was conducted.

Here is just a partial list of other firms who regularly call on the Fact Finders organization for surveys:

- American Home Foods, Inc.
- Batten, Barton, Durstine & Osborn, Inc.
- Brandeine Wheeler & Staff
- Cunningham & Walsh
- Corn Products Sales Co.
- Diamond Match Company
- Ellington & Company
- General Foods Corporation
- Geyer, Bevans & Kanger, Inc.
- Gold & Russell, Inc.
- Hill & Knowlton, Inc.
- J Walter Thompson Company
- Leo F.astroff Co.
- Marschalk & Pratt Company
- Mason Int.
- New York Herald Tribune
- National Cash registers Co.
- The New Company
- This Week
Here are the questions asked... the answers given. In short, the facts.

1. Of all the trade publications, which one gives you the best information about what is going on in the broadcast field?

   | BEST                           | BEST                        |
   | BROADCASTING                   | BROADCASTING                |
   |                               |                             |
   | Publication A                  | Publication A               |
   | 120                            | 20                          |
   | 313.7% ahead of the next-best  | 445% ahead of the next-best |
   | Publication B                  | Publication B               |
   | 18                             | 18                          |
   | Publication C                  | Publication C               |
   | 8                              | 8                           |
   | Publication D                  | Publication D               |
   | 5                              | 5                           |
   | Publication E                  | Publication E               |
   | 4                              | 4                           |
   | Publication F                  | Publication F               |
   | 3                              | 3                           |
   | Publication G                  | Publication G               |
   | 1                              | 1                           |
   | Publication H                  | Publication H               |
   | 0                              | 0                           |
   | Miscellaneous                 | Miscellaneous             |
   | 2                              | 1                           |
   | No Vote on this rank           | No Vote on this rank        |
   | 17                             | 34                          |
   | Total mentions                 | Total mentions              |
   | 206*                           | 204                         |

*Two voters ranked two magazines equally.

What's the conclusion? Just this...

**Broadcasting**-Telecasting continues to be the leader in its field for the 20th consecutive year. It is the overwhelming choice of radio buyers and stations alike. The latest survey only adds further proof of Broadcasting's dominance — a dominance that is now greater than ever.

No if's, and's or but's... if you want to reach the people who count in radio advertising — and be sure they see it — put your message in the pages of Broadcasting-Telecasting.
Point of Sale...

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Manager Mal Glasscock has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availabilities is as convenient as your telephone. Call either National Spot Sales or WRC, whenever you are.

Washington enjoys excellent position in the first ten major markets in the country...you'll find WRC's results are a telling reason in these years of hard selling.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

strictly business

"DO YOU KNOW what Household did? Their advertising man dropped in to see me with no warning today and before he left my office he had bought a package!"

This type of comment is common among radio station men all over the country. For Household Finance Corp. does not direct its advertising campaigns from an ivory tower of statistics, graphs, charts and business barometers. HFC believes that best results are obtained from working in the field, seeing stationmen personally and discussing face-to-face with them the most suitable medium.

That is why HFC emissaries are well known to radio and TV men from coast-to-coast in 29 states.

(Continued on page 97)
"To what radio station does your family listen most?" As part of an independent survey made by students at North Dakota Agricultural College, this question was asked of 3,969 farm families in 22 prosperous counties within 90 miles of Fargo. 74.6% of the families named WDAY: 4.4% said Station "B", 2.3% Station "C", 2.1% Station "D", and so on.

WDAY was a 17-to-1 choice over the next station . . . a 3½-to-1 favorite over all other stations combined!

In Fargo's home county, WDAY was the first choice of 87.2% of the families, as against 5.8% for Station "B". In its home county, WDAY was a whopping 15-to-1 choice over the next station . . . a 6½-to-1 favorite over all other stations combined!

BMB figures, Hoopers and mail-order returns all tell the same amazing story on WDAY and the rich Red River Valley.

Get all the facts. Write us direct, or ask Free & Peters!

WDAY • NBC • 970 Kilocycles • 5000 Watts

FREE & PETERS, Inc., Exclusive National Representatives
Sales Up 42%
says Williams of Whiteland, suburban appliance dealer

More Proof that WISH DOMINATES ALL INDIANAPOLIS in the morning!

American Tobacco Co., N. Y. (Lucky Strike cigarettes), to sponsor three new five-minute programs on NBC and MBS: Kenneth Banghart and the News on NBC, Monday-Friday, 2:35-3 p.m., effective June 4; Mutual to carry MBS News (tentative title), Monday-Friday, 8:55-9 a.m., no newscaster specified as yet, and Talk Back (tentative title), starring Happy Felton, Monday-Friday, 10:55-11 a.m. Both MBS programs effective July 8, and all three will originate from New York. Agency: BBDO, N. Y.


General Mills, Minneapolis, renews Live Like a Millionaire on full NBC network from June 1 for 52 weeks. Now half-hour show, it will be cut to 25 minutes, 1:30-1:55 p.m. Agency: Knox-Reeves, Minneapolis.


Ash-Kelvinator Corp., Detroit, June 9 starts Paul Whitman TV Teen Club on ABC-TV, Sat., 8-9 p.m. Plans undecided for sponsor's Morton Downey series on CBS-TV. Agency: Geyer, Newell & Ganger, N. Y.

Spot . . .

Scudder Food Products, L. A. (Laura Scudder peanut butter, potato chips, etc.), planning special June radio-TV promotion campaign to celebrate firm's 25th anniversary. Present plans call for TV film spots on four L. A. stations—KLAC-TV KFI-TV KTTV KTLA; two San Francisco stations—KPIX KRON-TV; and KFMB-TV San Diego; radio spots on KNX Hollywood and undetermined number of Coast stations. Agency: Davis & Co., L. A.

Agency Appointments . . .

Rolley Inc., S. F. (perfumes and cosmetics) appoints Buchanan & Co. Inc., S. F., to handle advertising for Sean & Ski, new lotion. Television will be used. MacAlan Gardner and Ruth Brown are account executives.

West Coast Soap Co., Oakland Pow-Wow Cleanser and White Navy Soap appoint Buchanan & Co., S. F. to handle advertising. Radio and TV are being considered.

Sinclair Oil Corp., N. Y., appoints Kenyon & Eckhardt, same city, as agency for its subsidiary, Sinclair Research Labs.


Adpeople . . .

Marshall N. Terry, charge of television operations Crosley Broadcasting Corp., Cincinnati, appointed director of advertising The Trailmobile Co., Cincinnati.


Tom Aleyea, sales promotion manager KOMA Oklahoma City, appointed advertising manager Hindleilter Tool Co., division of H. K. Porter Co. Inc., Tulsa.

We'd Like to Advertise Your Product just for the “SELL” of it!

WE GOT the market—WNAX’s 267 BMB-counties in Minnesota, the Dakotas, Nebraska and Iowa have an after-taxes purchasing power of $3.9-billion. Yes, Big Aggie Land has more spending money than San Francisco, Philadelphia or Washington, D. C.

WE GOT the listeners—a recent Diary Study conducted by Audience Surveys, Inc. reaffirms WNAX’s overwhelming domination. Of the 52 stations mentioned in the study, WNAX received top rating in 439 (88%) of the 500 quarter-hours studied. Listeners like WNAX best 89% of all daytime quarter-hours . . . 84% of all evening quarter-hours.

WE GOT sales success stories galore—Most likely there’s one for your type of product or service. Ask your Katz man today.

WE AIN’T GOT no tv in WNAX’s Big Aggie Land!

Your product or service should be on WNAX just for the “SELL” of it!

AFTER JUNE 15, “THE MIDWEST ADDRESS OF CBS”
COLLECT
all Summer long

At sea about where to spend this Summer?
Stay in KMOX-land. You'll find Summertime here is a perfect season for collecting!

They shell out a lot of money. People in KMOX's 73-county territory spent just as much last Summer as they did every other season... more than $800,000,000!

And they're bound to spend even more this year. Because St. Louis, the nation's sixth industrial city, is working overtime filling $277,000,000 worth of new defense orders. Business, too, keeps going full blast all year round (with 750,000 employed). What's more, every Summer more than 3,000,000 tourists roll into Ozark vacation grounds (most of them in KMOX's primary area) and spend $200,000,000 during their stay.

They do a lot of listening. The Pulse of St. Louis shows that during the Summer months KMOX gets an average Monday-Friday daytime rating of 7.5... just as high as the average for other months of the year!

Don't get left high and dry this Summer. Just use KMOX and collect. For details call...

50,000 watts KMOX
Columbia Owned • "The Voice of St. Louis"
Represented by Radio Sales
**open mike**

**Rate Cut Footnotes**

**EDITOR:**

So radio's on the way out, is it?
The enclosed picture was taken
Thursday, May 3, 1951, at Convention
Hall, when Queen for a Day, a radio show, played to a capacity
audience of 13,000.
The show was here Friday, the
next day, and we again played to a
capacity audience.
The only promotion used to pull
this crowd of 5,000 people in two
days was radio.
We at WIP do not think of reduc-
ning our rates—quite the con-
trary, we raised them in February
of this year. Why AM broadcas-
ters should take a defeatist attitude
is more than I can understand.
Benedict Gimbel Jr.
President
WIP Philadelphia

**EDITOR:**

...If radio has lost listeners, so
have newspapers lost readers. It
stands to reason that if radio must
adjust its rates because of TV, then
the newspapers must fall in line,
because their medium has also suf-
f ered the loss.
Robert Wason
Vice President
WLOW Norfolk, Va.

**EDITOR:**

Along with current uproar about
network rate cuts I have this com-
ment to make from one indepen-
dent operator:

(1) Instead of cutting time rates
for network broadcasts, why not
squeeze some of the useless excess
charges out of talent and produc-
tion, geared to Hollywood or New
York names and usually not worth
the cost?

(2) It seems to me that if the
networks are determined to make a
rate cut stand, that the least that
could be expected is that all sales
will be made at the adjusted rate,
and no more deals, etc. Frankly,
I believe if networks and stations
would fix a fair rate, and then
HOLD IT they would make more
money in the long run than by
chiseling or dealing off a high rate
now. After all, it is the amount of
money they take home which pays
the bills.

(3) If a firm stand is not taken
by all stations, network or indi-
viduals, to cut the chiseling, the at-
tempts by agencies and advertisers
will extend down into local spot
rates (as they already have been
started), and this problem will face
every station.

As an industry we have a weak
reputation for integrity of rates.
But those stations with a FAIR
RATE and the guts to HOLD TO IT
are doing MORE BUSINESS.
There is plenty of room for more
converts to this philosophy.

S. A. Cieder
Vice President, Operations
WKYW Louisville

**EDITOR:**

...There's no question in my
mind that the announcement of
rate cuts by the national networks
is and will continue to create a
great deal of instability in the
broadcasting business, but I believe
the positive point of view that you
have taken in BROADCASTING

Telecasting will serve as a level-
ing effect on all of us in this
business.

And in this connection maybe a
little good news once in a while
will be good for all of us, and so I
should like to report that at an
Intermountain board of directors'
meeting on Thursday, April 26,
1951, the writer made the following
report: April 1951 compared to
March 1951, gross sales up 6%.
May 1951 compared to March 1951,
gross sales up 20%.

First quarter 1951 compared to
first quarter of 1950, gross sales
up 21%.

April 1951 compared to 1950,
gross sales up 41%. May 1951
compared to May 1950, gross sales
up 18%.

May 1951 is, of course, a pro-
jected figure, but we have learned
through years of experience that
we can project monthly in advance
and come darn close to our pro-
jected figure.

Again congratulations on the
most encouraging point of view
that BROADCASTING * Telecasting
has taken over the past 60 days.
I am sure that with a continuance
of that policy advertisers through-
out the country will come to the
realization that AM radio is here

(Continued on page 70)

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**"Bought any pork lately?"**

- - - then you'll understand why

WIBW listeners are rich

Our listeners are mostly farmers. They
raise lots of hogs—sell them at prices that
bring millions of extra dollars into Kansas.
And they get the same high prices for every-
thing they raise.

Coming right on top of ten years of huge
crops and top prices, this makes Kansas
farm families and agricultural communities
one of America's most desirable markets.

* Kansas Radio Audience, 1950

**WIBW**

SERVING AND SELLING
**THE MAGIC CIRCLE**

WIBW - TOPEKA, KANSAS - WIBW-FM

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Page 20 • May 14, 1951
"..."patternmaker" for the industry

The test pattern produced by RCA Monoscope Cameras is the standard by which picture quality has been judged since the beginning of electronic television...in TV stations...in laboratories...in TV receiver production. These are the standard test-pattern cameras used by many TV receiver manufacturers. These are the standard "picture micrometers" used by TV stations to make precision measurements of video transmissions.

Deliberately designed to excel in all things, RCA Monoscope Cameras have earned the extraordinary respect of television men. Evenly lighted patterns as steady as Gibraltar. Resolution as fixed as the cut of a diamond. Operation as reliable as a ship's chronometer.

Type TK-1A pictured here is RCA's newest Monoscope Camera—built to the highest standards known. It can be delivered to you with the familiar monoscope pattern (shown above)—or with a pattern of your own choice.

Ask your RCA Television Equipment Sales Engineer for prices. Mail the coupon for data.
These Hoopers prove KWKH's tremendous popularity in Shreveport. In the morning, KWKH gets 265% as many listeners as the next station—actually gets more listeners than all other stations combined! In the afternoon, KWKH gets 195% as many listeners as the next station—barely misses getting as many listeners as all other stations combined!

But KWKH's 50,000-watt signal reaches far more people outside of Shreveport than inside. KWKH gets a Daytime BMB Audience of 303,230 families in 87 Louisiana, Arkansas and Texas counties. 227,701 of these families—or 75.0%—are "average daily listeners" to KWKH.

Write direct or ask The Branham Company for all the facts on this powerful, 25-year-old CBS affiliate.
NEGOTIATIONS for the sale of ABC took a complicated turn last week as the giant communications empire, International Telephone & Telegraph Co., and the nationwide theatrical chain, United Paramount Theatres, began spirited bidding against each other and CBS.

At the time this story went to press, Edward J. Noble, chairman of the board and majority stockholder of ABC, was negotiating with all three. It was impossible to forecast with certainty which of the three would emerge as the buyer, but authoritative sources felt sure that within days Mr. Noble would close a deal.

As one executive close to the negotiations put it: "ABC is up for grabs." All three prospective buyers, as of last Friday, were said to be negotiating on a basis of an exchange of their own stock for ABC's, a situation that developed after IT&T and United Paramount entered the bidding.

It was learned that CBS, which began negotiating with Mr. Noble at least a month ago [CLOSED CIRCUIT, April 23], had hoped to acquire ABC by offering a combination of CBS stock and cash or debentures.

Wants Stocks Deal

It was understood that Mr. Noble wanted a 100% stock transaction, without cash or debentures. Such a deal, it was said, would not only put him in a better tax position than would a sale involving cash, but also would provide him with a financial interest in the network he hoped to acquire. Mr. Noble's history is that of successful speculator in securities.

CBS was negotiating for ABC, with General Tire & Rubber Co., owner of Don Lee and Yankee networks and the biggest stockholder in MBS, as a third party.

If that deal went through, General Tire would fall heir to ABC as a network, and to those ABC properties that CBS could not absorb, owing to FCC limitations on the number of television stations that can be held under common ownership.

General Tire would sell its Don Lee and Yankee interests, thus stepping into Mutual, and become the owner of ABC, less three TV properties in Chicago, Detroit, and possibly San Francisco, that CBS would pick up, but with the Boston TV outlet, since International Tire added to the ABC lineup. CBS would take the Chicago and Detroit ABC TV stations, and probably San Francisco too.

IT&T and United Paramount Theatres were going it alone in the negotiations, without third parties. IT&T owns no broadcasting properties and hence would take over ABC intact. United Paramount would also take over the entire organization, except in Chicago, where it already owns a TV station, WRKB. It would have to sell off the ABC Chicago TV station.

Competent observers felt that the prolonging of the negotiations for the sale of ABC was intended not only as a means of forcing a higher price out of the competitive bidders but also to give Mr. Noble plenty of time to arrive at the present and future values of CBS, IT&T and United Paramount stock.

It was believed, however, that he would reach a decision soon. It was pointed out that the present negotiations were the first ever to be admitted by ABC. Although it has been authoritatively reported on numerous other occasions that Mr. Noble had considered selling ABC, neither he nor any of his top executives would confirm it.

A week ago ABC officially announced that it was negotiating with CBS [BROADCASTING • TELECASTING, May 7]. It was after that, word was out that IT&T and United Paramount entered the bidding.

Dropping Unlikely

Observers pointed out that having gone as far as he had in talking with three prospective buyers, Mr. Noble would find it awkward to call off the whole deal. It would be impossible for him to state in this instance, as he has in others, that ABC was not for sale.

A failure of the current negotiations would leave the ABC organization in turmoil, it was said. Morale of the ABC staff would be disturbed by uncertainty over the future, and beyond that the attitude of ABC affiliates would be profoundly influenced.

(Continued on page 89)

BUILDING BOTTLENECK

NPA OK Demanded

By JOHN OSBON

THE SPECTRE of serious disruption in new AM-FM broadcast station construction—and the prospect of curtailment in future station grants and equipment projects—loomed sharply over the industry horizon last week.

The government issued an amended order which removed radio and TV broadcasting stations from an exemption list dealing with erection of new facilities.

Under a new regulation, effective last Thursday, permittees who have not yet begun construction are required to obtain authorization from the National Production Authority. The action embraced all industrial facilities and public and private construction projects.

This would involve applying to the local NPA office which would refer them to the Construction Controls Division in Washington for decision.

While the new order does not per se constitute a flat ban on new construction merely restricts any building or other equipment projects by the undersigned area—authorities view the announcement with a mixture of confusion and alarm.

In some quarters, the action was regarded as tantamount to a construction freeze as FCC moved all new TV allocations plan.

The new regulation apparently caught the FCC and certain NPA officials by surprise. It was indicated that neither the Commission nor authorities in NPA's Electronics Products Division, broadcasters' claimant agency, had been consulted in advance of the announcement.

Full Impact Unknown

It was emphasized, however, that broadcasters who already have commenced building prior to May 1 would be permitted to continue. The fate of others, who have been issued CPs or grants, however, still hang in the balance as FCC weighed the import of the order.

The order is expected to have far-reaching effects on such equipment as towers, studios, transmitters and related products for where construction is involved.

The action also evoked a stoup of cries from broadcasters, their attorneys and radio-TV equipment companies, many of whom deluged the Commission and NPA with requests for an interpretation of the controversial regulation.

It was not clear last week what course of action FCC would chart in light of the order, which raised questions involving policy toward future AM-FM grants, cases in hearing and possible new yardsticks for the Commission in procedure on future broadcast applications.

It was held possible the FCC would find itself compelled to adopt new standards to supplement the precept of "the public interest, convenience and necessity."

Under the NPA edict, one ground for consideration of any authorization would be "the type and quantity of materials on hand, and needed for the facility, and the effect on the community at large if the authorization were denied." Government authorities made plain, however, that permits would be issued on the "merits of individual cases" in each community and stressed that authorization in any case would not automatically entail priorities for materials.

On the basis of the best thinking

(Continued on page 31)

May 14, 1951 • Page 23
GOP COVERAGE

"52 Convention Plans Mapped

GROUNDWORK for broadcast coverage of the Republican national convention next year was to be laid at a special meeting of the GOP National Committee in Tulsa last Friday and Saturday.

Radio and television requirements for use of working booths, workrooms, studios and accreditation were to be submitted to Republican leaders by Bill Henry, chairman of the Republican Correspondents Assn. convention committee.

GOP officials convened over the weekend to select a convention site and date for 1952, with the choice resting between Chicago and Philadelphia. At press time a subcommittee had voted unanimously to recommend the convention be held in Chicago on July 21.

In any event, coast-to-coast radio and television coverage of both the Republican and Democratic national meets is assured, with particular emphasis on TV [Broadcasting • Telecasting, May 7]. Both cities possess comparable broadcast facilities. Meanwhile, the Democratic National Committee announced a series of regional and national convention meetings will be held in Denver May 23-25. The committee is expected to follow the suit of Republican leaders as to convention site. Use of facilities in one city by both parties will save an estimated $30,000, it was understood. Site and date will be announced May 25.

Mr. Henry reportedly will proceed to Denver where he will submit similar radio-TV plans to Democratic committee officials. Plans for broadcast coverage of speeches by administration leaders are expected to be completed during the Denver meeting. Ken Fry, radio-TV director for the national committee, hopes to announce a schedule sometime in the next fortnight. Officials from 24 states will attend the Denver session.

The question of sponsorship of the conventions also is expected to arise on both the GOP and Democratic party fronts, though local committees might tackle the problem in some instances.

Auto Radio Survey

A SPECIAL Pulse Inc. survey in 17 major U.S. markets to find out the number of automobiles with radios will be made this month, it was announced in New York last week. Growing out of a January 1951 Pulse study of the car-radio situation in New York City which found that 770,000 radio-equipped cars, or one for every 3 radio families, the newly-announced survey will be made available to the industry at no charge when completed, Pulse announced.

HOLLINGBERY

All Salesmen Are Made Part Owners

ALL SALESMEN of George P. Hollingbery Co., station representative firm, have been made part owners, the company's founder, George P. Hollingbery, announced last week.

In taking this action, he said, the company will incorporate, thus giving every member of the sales staff a stake in the business.

Officers of the new corporation, under this plan, are Mr. Hollingbery, president and active head; F. Edward Spencer Jr., executive vice president, New York; Fred F. Hague, eastern sales manager and vice president, New York; Frank McCarthy, midwest sales manager and vice president, Chicago; Harry H. Wise Jr., vice president, Los Angeles; Knox LaRue, vice president, San Francisco; R. N. Hunter, vice president, Atlanta.

The company was founded in 1936 by Mr. Hollingbery. Four of the five original employees are still in the company. In all, 17 salesmen share in the ownership. The firm represents 36 AM and 3 TV stations. Headquarters are at 307 N. Michigan Ave., Chicago. New York headquarters are at 500 Fifth Ave.

MAGAZINE SPOTS

ABC Sets 'Journal' Drive

IN A sponsorship deal with a unique twist, ABC reported last week it had placed a Ladies' Home Journal spot campaign on its Mary Margaret McBride cooperative program, with stations to handle billings and national representatives to get custom orders.

The contract originated when the Curtis Circulation Co., Journal distributor, wanted to proceed immediately with a campaign. Ernest Lee Jahncke, ABC vice president in charge of radio, who completed arrangements by telephone and had the first commercial on the air on the next day's program (May 4), hailed the accomplishment as a clear demonstration of radio's superiority in speed and flexibility.

RIPLE TO WLAW

William a. Ripple, vice president and general manager of WTRY Troy, N.Y., has resigned to become general manager at WLAW, the new ABC outlet for the Boston area, effective June 1. At the same time he resigned as vice president and director of the Connecticut Radio Foundation, operator of WELI New Haven.

Mr. Ripple, 39, is well known in the broadcasting industry. WLAW Lawrence is the ABC 50 kw outlet for the Boston market, replacing WCP Boston.

Mr. Ripple, a radio veteran since 1932, joined WTRY in 1940, supervising construction of the station's new 5 kw transmitter building and tower. As vice officer of WELI, he supervised the merger of several companies as Connecticut Radio Foundation.

WOAI's Rate Answer

IN STUD-HORSE type, WOAI San Antonio 50 kw NBC outlet, shews its answer to Assn. of National Advertisers and networks on rate cuts. Operator of one of two TV stations in its market, WOAI states in full page ad that since 1942 its percentage of increase in radio families is 108%, while increase in its hour rate has been only 13%. Instead of cutting rate by 5%, as ANA recommended, rate might logically increase 84%, it argued. Ad is the first of a series telling WOAI's story, and why no decrease is justified, either spot or network. Campaign, it was thought, might lead the way in encouraging other stations which can show by fact and figures that increases rather than cuts are indicated, to join in resistance.
EDUCATORS SEEK FORD FUNDS

By EDWIN H. JAMES

THE VAST TREASURY of the Ford Foundation, most richly endowed philanthropy in the U. S. and perhaps in the world, may be tapped for hitherto undeveloped sums to finance educational television.

Broadcasting Telecasting learned last week that James Webb, Young, senior copy consultant at J. Walter Thompson Co. and consultant to the Ford Foundation, has been making a painstaking study of TV on which he will base recommendations for grants by the foundation.

First indications that such a study was underway were given April 13 by Sen. William Benton (D-Con.) former partner in Benton & Bowles, when he introduced a resolution calling for senatorial investigation of educational TV.

Sen. Benton, without identifying who the parties were, said at that time that "one of America's most distinguished advertising leaders" was "making a study of television for one of our great philanthropic foundations."

Last week it was learned that the advertising leader was Mr. Young and the foundation was Ford.

Mr. Young, who has been dividing his time between his New Mexico ranch and Ford Foundation headquarters in Pasadena, Calif., serves not only as a consultant to the foundation but also as a member of the board of directors of two corporations that the foundation has recently established—the Fund for the Advancement of Education Inc., which has an interim grant of $7,154,000 from Ford, and the Fund for Adult Education, which has $3 million of Ford money in its pocket.

Previous Grants

The Fund for Adult Education has already made grants totaling $650,000 for educational TV and radio; $90,000 to the Joint Committee on Educational Television, to be spent in stimulating educators' interest in TV; $200,000 to Iowa State U., owner of WOI-TV Ames, Iowa, for experimental TV programming; and $500,000 to Lowell Institute, Boston, for production of five series of educational radio programs, to be produced by the National Assn. of Educational Broadcasters.

Indications are that these grants are only the beginning.

Lowell Institute's Cooperative Broadcasting Council, whose members include Harvard U., Boston U., Massachusetts Institute of Technology, Northeastern U., Tufts College, Harvard Radio and the Boston Symphony Orchestra Assn., was reported in informed quarters last week to have prospects of obtaining a substantial Ford Foundation grant for television operations.

Last week a spokesman for Ford last week said that he had no statement to make regarding the report of a possible Ford grant. Ford Foundation executives, on the other hand, as others pertaining to future appropriations, were understandably unavailable.

Ford operates under so strict a deadline for anonymity that it does not even announce grants after they are made. It leaves the breaking of such news up to the discrecion of recipients.

Presumably Lowell Institute would use a Ford grant, if such were forthcoming, to operate a station on channel 2 in Boston, which under the FCC's proposed allocations is reserved for education.

Whether the funds would be used both for construction and operation of a station was not known, although it was said it was informed quarters that Ford probably would adopt a policy of making grants only to assist in operating stations that somebody else's money could not fill.

Supported Boston Reservation

Last week Lowell Institute's Co-operative Broadcasting Council filed a comment with the FCC applauding the reservation of Channel 2 in Boston. The council did not say, however, whether it intended to apply for it.

Although as yet the Senate has not voted on Sen. Benton's proposal for a sweeping inquiry into TV, it was assumed that such an investigation would be great help to the Ford Foundation as well as other philanthropies and educational groups contemplating excursions into television, in making up their minds how to jump.

The Senator, whose personal interests and business holdings are ramified— including the Muzak Corp. and the Encyclopedia Britannica — can be expected to pursue his enthusiasts inquiry into TV, in the view of authoritative observers.

Personal Friendship

Indeed, it is said, it is not beyond possibility that Ford Foundation interests in TV will be influenced by the Senator's views. He has a close personal relationship with the foundation's top executives.

Robert Hutchins, president of the Ford Foundation, is a director of Encyclopedia Britannica Inc., which is Senator Benton's property. Mr. Hoffman also was chairman of the board of trustees of the Committee for Economic Development at the time that Mr. Benton was vice chairman.

Robert Hutchins, associate director of the Ford Foundation, was president of the U. of Chicago during the time that Mr. Benton was vice president of the U. of Chicago (1937-45) and was chancellor of the U. of Chicago when Mr. Benton was his assistant to the chancellor (1940-46).

Mr. Hutchins and Mr. Benton were classmates at Yale, class of 1921.

Scoot Fletcher, president of the Ford Foundation, also is a Ford director of the Ford Broadcasting organization that has been granting funds to educational radio-TV, is former president of Encyclopedia Britannica Films, which is Mr. Benton's property.

He is also a former executive secretary of the Committee for Economic Development, of which Mr. Benton was vice chairman and Mr. Hoffman chairman.

Mr. Fletcher was general sales manager of Studebaker Corp. during the time Mr. Hoffman was president of Studebaker Corp.

Chester Davis, associate director of the Ford Foundation, former president of the Federal Reserve Bank of St. Louis, is a member of the board of trustees and of the research committee of the Committee for Economic Development, of which Mr. Benton was vice chairman of the board of trustees and

(Continued on page 108)

LICENSE FEE REQUEST

HALF the battle for supporters of the "fees and charges" proposal before Congress apparently had been won last week.

This is the legislation that would require, such as the FCC, to charge for Telecasting Telecasting, May 17).

Written into the appropriations bill (HR 5880) for independent offices covering fiscal 1962, which starts this July 1, the section on fees and charges would permit any government agency to set a "charge for price" as may be determined feasible.

The section was passed by voice vote with no objection raised in the House. It now awaits approval by the Senate Appropriations Committee, where the funds bill rests.

If passed by the Senate and signed into law by the President, perhaps the FCC could charge broadcasters for services rendered, after interpretation so determined. The government, it is understood, would regard the law as a "winner."

While this section remains unscathed by an economy-minded House, the actual budget for FCC operation suffered a deep cut. Leading the floor fight for this slashing were Democratic Reps. Eugene Cox of Georgia and John Rankin of Mississippi. The Congressmen vigorously attacked the FCC in asking for the reduction (see story, page 30).

President Truman had asked for $6,850,000 for the FCC's fiscal 1962 operation. This figure was pared to $6,575,000 by action of the House Appropriations Committee. It corresponded to the current operating budget and also reflected a general overall 10% reduction applied to the independent offices funds bill, which covered some dozen other agencies as well.

FCC Fund Slash

However, after the axe had fallen on the House floor, FCC was given a proposed even $6 million. This figure, which may be changed again by the Senate. Most likely the funds bill will be considered at joint Senate-House conference, before final passage.

Direct reference to FCC's stake in the license fee measure was pointed up on the House floor during the lower chamber's heated debate.

This insight into Congressional thinking was disclosed by Rep.

Now Up to Senate

Sidney R. Yates (D-Ill.), a member of the House Appropriations Committee, who worked closely on the funds bill.

"Taxpayers," he told the House, "pay every dollar of the charges and of the costs that go into" hearings held by the FCC. He said the Commission conducts extensive hearings "first in connection with a construction permit; secondly on the question as to the allocation of the position of a particular broadcaster in the spectrum of megacycles over which the FCC has control."

Rep. Yates declared, "The companies pay nothing other than taxes, and I think it is only fair that in exchange for the franchise fee they pay, they should have the broadcasting company and the protection which the government affords to such broadcasting company ... assure it freedom from interference in the operation of its broadcasting facilities in the particular point of the spectrum which it occupies, that it should pay some of the expenses of the hearings."

"It is perfectly proper that the franchised company make a profit, and there has been much profit making. Such companies should assume a greater share of the costs, because, regulation is necessary."

May 14, 1951 • Page 25
BAB’S BIG CHANCE

Pellegrin Urges Rate Action

BY FRANK E. PELLEGRIN
Vice President
WE ARE surrounded by threatened calamity in the radio industry, and our trade journals and other infor-
mation sources are filled with reports of the responsible spokes-
men who are calling the present rate cut an example of the most serious crisis to confront the industry in 25 years. Everybody is saying it is time for someone to do something about it. The BAB could leap to the pinnacles by giving this problem No. 1 priority.

(1) I believe the root of the entire problem lies in the fact that for 25 years radio has outdone itself in research which pinpoints the actual listeners to a given program or commercial, rather than to measurements of “gross or potential exposure” of principal competitors, the newspapers and magazines, have done just the opposite. As a result, we are in trouble and they are not.

Advertisers and agencies long ago refused to accept the staggering figures of “radio homes” or “radio sets” — which is our closest parallel to the “circulation” figures of newspapers and magazines. Instead, they insisted that we provide figures on actual listening, minute by minute, not a day of the week, not a state, and correspondingly demand from newspapers and magazines actual readership figures, page by page. Why not? If a minute-by-minute count of listeners is fair for radio, why is not a page-by-page, column-by-column, inch-by-inch measurement equally fair for newspapers and magazines, and equally important and informative to advertisers?

Gauge to Be Applied

What is the common denominator of radio and newspapers-magazines? I think it is a minute of listening to radio, and a minute of reading in space media; stated more simply, why isn’t it a minute used per inch?

Therefore, comparable research should be demanded of all media.

(2) Radio cooperated to its own downfall by acceding to the listener-research demanded by advertisers, but it did not insist that, about, demand and require that competitive media cooperate in like manner.

Radio has spent over $57,000,000 in research which limited its “circulation”, whereas newspapers and magazines combined have spent only a paltry $80,000,000 in research which counts and certifies its total “circulation”, which says not one thing about inch-by-inch readership.

Isn’t radio to blame for thus permitting its competitors to rejoice in a芤tural with murder for the past 25 years?

(3) The present rate-cut stance...

PETTY'S CHANCE

Pellegrin Urges Rate Action

BY FRANK E. PELLEGRIN
Vice President

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(3) The present rate-cut stam-
By RUFUS CRATER

THE incendiary radio rate question, overshadowed momentarily in network minds by CBS’ bid for ABC (story page 23), moves toward the showdown area this week when the specially constituted Affiliates Committee meets in New York to chart its own future.

Technically, the first question to be settled by the Committee when it convenes later this week is whether to disband or to organize for a continuing campaign to sell radio and bolster its rate structures in the face of cuts already announced by CBS and NBC and imminently expected from ABC and Mutual.

This technicality appeared to industry leaders to have been answered already by the fact that before the end of last week 166 stations had contributed an estimated $10,600 to the committee’s war chest for a permanent organizer. Returns were still coming in.

The committee’s leadership’s thinking on the subject was reflected in their selecting the meeting to be held at BAB headquarters under the direction of Committee Chairman Paul W. (Fritz) Morency, WTIC Hartford.

ABC, MBS’ Rates

While the 13-man committee awaited its session—which, barring any last-minute compromise, would result in its recommendation that the Committee’s composition be announced by this week—a closer look into the workings of the committee’s relationship with the network was made.

ABC executives nevertheless were known to be formulating their rate position, which is expected to be announced by Friday. There was no indication, however, that the plans for them had been anything more than delayed.

The delay to some extent was believed to be due to the negotiations looking toward acquisition of ABC by Columbia and other interests, which not only would give networks their biggest upheaval but also might make any network a topic for speculation of comparable magnitude throughout last week.

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To Harvest Farm Dollars

Best Tool Is Radio

Radio, as essential to the farmer as any piece of equipment he owns, is being used with conspicuous success to sell everything from tractors to ideas in the agricultural areas of the country.

Take these three examples:
A. The Howard County Farm Bureau Co-op Inc., sponsor of two six-week, 15-minute programs on WIOU Kokomo, Ind.
B. Aubrey & Co. Feed Mills, sponsor of the five-week, 10-minute Market Digest on WHAS Louisville.
C. Aluminum Co. of America, Alcoa, Tenn., sponsor of the Tuesday, Thursday, Saturday, 15-minute Voice From the Farm on WNOX Knoxville.

The Howard County co-op is owned and controlled by farmers and sells farm supplies, feed and implements. Its sales records, since it began using WIOU Feb. 1, 1950, are among the more spectacular radio stories in recent years.

In the nine months after it began sponsoring its WIOU show, Indiana Farm Journal of the Air, 6:30-6:45 a.m., Monday-Saturday, the co-op's gross sales jumped more than $250,000 over sales for the corresponding period of the year before. Its radio expenditures were less than 1 1/2% of the sales increase.

After its sales boost in the first nine months of its radio campaign, the co-op added another WIOU program, 10-U Farm Service, 12:15-12:30 p.m. Monday-Saturday. Both programs are conducted by Dix Harper, WIOU farm service director.

Since Oct. 31, 1950, when the second program was added, the Howard County Co-op's sales have been running 94 1/2% bigger than for corresponding months a year before.

Some items of merchandise that were moved by the radio advertising for the co-op included:

Implement sales in Howard county went up 15% in 1950 over 1949. Some 1.2 million gallons of fuel were sold—a 29% gain over 1949.

Uses One-Week Drive For Spring Orders

In a one-week campaign last December the Co-op's radio commercials urged farmers to place orders for spring supplies of fertilizer. The state co-op had set the Howard county quota at 700 tons, based on previous years' buying and an expected increase in demand.

But as a result of the radio campaign, the Howard County Co-op booked orders for 1,803 tons in four days and had to stop taking orders because the entire fertilizer supply available for the next two and a half months had been sold.

The Co-op Hatchery sold 200,000 baby chicks during 1950 and by January 1, 1951, had booked orders for 62,500 chicks for spring delivery. That was 4,500 more than their quota and the first time the hatchery had reached its quota since it started operations in 1939.

The WIOU farm department prepares and airs more than two hours of farm program material daily and its success is attested by having received National Safety Council awards for distinguished service to safety on the farm in 1948 and the Public Interest Award for Exceptional service to safety on the farm in 1948 and 1949. The Indiana Farm Journal of the Air received the first award in agricultural broadcasting at the Fourteenth American Exhibition of Educational Radio Programs at Ohio State U. in May, 1950.
**CENSORSHIP TRENDS**

**AMERICAN LIBERTY** stands upon three giant pillars of the spoken word, the printed word and pictures, Brig. Gen. David Sarnoff, chairman of RCA, said in a statement to a "trends in censorship" meeting sponsored by the National Council of Freedom from Censorship of the American Civil Liberties Union in New York last Wednesday night.

"Since the advent of radio broadcasting," he continued, "a new pillar has been erected—freedom to listen. In this age of television, another new pillar has been established—freedom to look. The structure of American liberty is supported by these three pillars of public information—the spoken word, the printed word, and pictures.

"Wherever people are kept uninformed or misinformed, liberty is in jeopardy," Gen. Sarnoff said. "The television audience, then, live in the dark and are denied the attributes of freedom which require light to grow as a plant requires sunshine. Freedom is the sunlight which gives strength to the press, to speech and to radio and television in America."

In another statement to the meeting, CBS President William S. Paley said that "to speak one's own thoughts, free from governmental reprisal, is a fundamental right of a free people. The preservation of that right requires the free and fearless exercise . . . and it can be jeopardized by misuse or abuse against the public interest, particularly in times of emergency or crisis."

**FCC's Viewpoint**

FCC Chairman Wayne Coy, in his statement, said that "the tremendous revenues it now broadcasts, consisting now of 3,000 aural stations and 100 television stations, will not realize its potential as a means of preserving liberty unless we are zealous in assuring that all sides of controversial issues are fully and fairly represented.

"The Commission," the chairman continued, "considers this as a most important point in deciding applications for renewal of license of broadcasters. In reaching such a decision the Commission is guided by the station's overall operation during the period of its license. Best wishes to the Civil Liberties Union in its fight to preserve our precious liberty of freedom of speech." A hope that "all barriers will be torn away and that there eventually will be true mass communication among free men everywhere" was expressed in a statement of Joseph H. McConnell, NBC president.

**ABC Vice President Robert Sauder** said that "freedom of expression is the foundation stone of this network in the field of controversial issues. We do not believe in censorship excepting where duly constituted authority exercises it for purposes of national security where it is reasonably likely to suffer damage by the publication of certain types of information. This latter concession would seem to be reasonably in accord with legislation in arms strife, in which the United States or its military allies are involved; and it would be our general view that even such cases should be kept in mind in the critical period only."

**Reel's Belief**

AFRA National Executive Secretary A. Frank Reel expressed the belief that "any people, anywhere in the world, can be trusted to act intelligently if they are aware of the facts. I am come to the conclusion that the greatest single obstacle to world peace today is the existence of the Communists' 'Iron Curtain.' It seems obvious that we cannot fight the enemy's iron curtain by establishing one ourselves. Full freedom of expression, therefore, is as vital today as it was in 1776. It is the most important of those basic principles that must be preserved."

H. V. Kaltenborn, veteran commentator who recently celebrated his thirtieth year in radio with publication of his recollections, said he believed "the very life of censorship existed in radio today. Mentioning the G. A. Richards case, Mr. Kaltenborn expressed the opinion that Mr. Richards had been unrightfully accused and said he was glad that FCC had prosecuted the matter.

Elmer Rice, playwright, struck out at all minority groups seeking to restrict free expression, reminding his audience that all its members were of minorities and urging their tolerance as one of the prices of enjoying freedom. Red Channels, a listing of radio TV performers allegedly having pro-communist or communist affiliations, Mr. Rice said, had deprived hundreds of performers of employment without their having had a chance to defend themselves.

The meeting was attended and supported by leading figures in radio, television, the theatre, films, publishing, art and industry, heard discussions of censorship threats in each of the fields represented.

WFDR New York made a tape recording of the meeting and scheduled it for broadcasting the following night.

**BROADCASTING • Telecasting**

**BROWN ATTACK**

.Files Further Network Charges With House

GORDON P. BROWN, owner of WSAV, Rochester, N. Y., has fired another broadside against alleged coercive and anti-trust practices of the major networks.

The broadcast, out spoken foe of further statement to the House Interstate & Foreign Commerce Committee. In it he supplements his previous testimony before the Committee on the McFarland Bill (S. 668) [Broadcasting • Telecasting, April 9].

Committee has indicated it will accept the addenda.

Mr. Brown's four-point supplement based on "four situations" which arose within in the past month, leads off with the charge that the recent CBS rate cut is an attempt to "control" rates charged by all stations.

"The radio networks are about to exercise complete control of the radio industry to the extent of its possible ruination," he said.

Cites NBC

Mr. Brown referred to the "NBC attempt to control these affiliates rates" of last winter. He added that "failing" in such a scheme were able to "muster some resistance."

"CBS, no doubt, feels that they have a right to control the rates of all independent affiliations," he commented, based on a "serious misinterpretation" of the FCC's authority in the anti-trust proceedings of Mr. Brown's case in West Side Batman vs. CBS. He disputed this right and quoted a portion of the Solicitor General's memorandum on this case in September 1948.

Mr. Brown's second point was that the networks, last week submitted a answer to McFarland Bill testimo-ny of Joseph Ream, CBS executive vice president [Broadcasting • Telecasting, April 30].

Quoting Mr. Ream as saying that the networks are "merely sales agencies," the Rochester broadcast pointed to CBS's acquisition of Hytron Radio & Electronics Co. and subsidiaries, a recording company, transcription firm and other industries.

NBC, he said, owns "every type of corporation imaginable . . . even to the ownership of the Broadway hit play, "Call Me Madam."

Third point of Mr. Brown was to support his original claim that the independent station had a right to seek rebroadcast of material from the sponsor and not the key station of a network. He contra-dicted Mr. Ream's testimony which claimed one problem, the difficulties with the musicians' union. Mr. Brown maintained that if there was such a difficulty, it would be a violation of the penal provisions of the act not entitled "Coercive Practices."

Fourth and final point dealt with Mr. Brown's charges that networks sought to coerce and influence agencies and advertisers to dis-criminate against stations seeking to rebroadcast their radio shows for the second time in the same area. Allegation had been branded by Mr. Ream as "fairy tale."

**Sarnoff, Coy Speak**

**FCC POSTS**

**Division Selections Pending**

**SELECTION of top personnel to serve under FCC Broadcast Bureau Chief Carter Plummer was still pending last week. The newly-appointed head under the complet-
ed reorganization of the Commis-sion along functional lines [Broad-casting • Telecasting, May 9], was away from his office all last week on a trip to Colorado.

It's expected that he will make the selections for these and other places shortly, with an eye to effective starting date of June 4 for Bureau operations.

Plummer's deputy director as well as heads of the divisions under the Bureau will probably call for GS 15 government ratings which provide for a minimum base of $10,000 per year. Bureau Chief is understood to be one grade higher.

Divisions are Aural Facilities, Television Facilities, Renewal and Transfer Hearing, and Rules and Standards.

Speculation last week again centered on the possibility of Harry Plotkin, assistant general counsel in charge of the broadcast opera-
tions, moving into the post of deputy director of the Bureau. Slight, if any, increase in salary would be rate hike of $1,000 which Plotkin's long service in his present grade.

Questioned shortly after the an-nounced reorganization as to the possibility of his becoming a special assistant, Mr. Plotkin refused to comment. Likewise, the Chairman's office would make no statement.

**FM SETS SOUGHT**

Heavy Demand in N. C.

PLEA for more FM-AM table radios to meet demand in North Carolina was made to General Electric Co. last week by Joe Horne, president of WCEC-WFMA (FM) Raleigh, N. C.

In a letter to Ernest H. Vogel, manager of marketing, General Electric Co., Mr. Horne said 700 of a consignment of 1,000 FM-AM sets ordered April 15 had been sold. He said the remaining 300 could be sold promptly.

The letter voiced concern over fear that GE would not produce any more FM-AM sets until mid-summer. He said the demand should go up because of severe static and interference during the warm months.

May 14, 1951 • Page 29
FCC ‘PINKO’ PROBE

Kearney Leads Faction

AMMUNITION for a proposed, so-called “pinko” probe of the FCC was being fired this week by at least one faction in Congress.

It was apparent that this Congressional group, led by Rep. Bernard W. (Pat) Kearney (R-N.Y.), is attempting to declare open season on Capitol Hill for hunting alleged “pink” elements in the FCC.

Rep. Kearney, who has introduced a resolution in the House (H Res. 198) to set up a special committee to investigate the organization, personnel and activities of the FCC [BROADCASTING • TELECASTING, May 7], may receive strong support in the House Rules Committee from Rep. Eugene Cox (D-Ga.).

It was Rep. Cox and Mississippi Democrat John Rankin who steamed up a cut in FCC funds in the House May 4 (see editorial, page 56, appropriations story page 25).

Both Congressmen bitterly denounced the Commission. Rep. Cox charged FCC “is using its power to deny us our anger.” Rep. Rankin asserted funds should be withheld from FCC until it “cleans house.”

Whether these scouring attacks on the FCC will dovetail with Kearney’s probe is moot. Rep. Cox told BROADCASTING • TELECASTING that he has not yet taken a position on the Kearney Resolu-

Reg. Cox, who fathered a probe of FCC during 1943-44, said the Kearney resolution would have to be considered as a request for “an entirely new investigation in an entirely new atmosphere.”

It was learned that Rep. Harris Ellsworth (R-Ore.), part-interest holder in KRNR Roseburg, Ore., has quizzed Rep. Kearney about his proposal.

While Rep. Kearney has been holding back on making an “official” and detailed statement on the purpose of his probe, evidence in preparations for his motion was made known to form a general outline of what the Congressman would hope to accomplish.

Interested in Personnel

Primarily, it is interested in FCC personnel. It is understood that Rep. Kearney believes he has information which indicates alleged “leftish and pinkish” tendencies both in “ideas and thinking” within the FCC.

He thinks that such an important agency in the government should be screened carefully. Rep. Kearney apparently wants “heart-to-heart” talks with members of the Commission and the FCC’s key personnel.

It is further known that the New Yorker wishes to know more about the granting of licenses to certain stations. It is understood that he is of the opinion that “ undue influence” was extended within the FCC. He is known to have “correspondence” in his possession dealing with the general situation.

Other factors have been pointed out. Rep. Kearney is second ranking GOP member of the House Un-American Activities Committee.

Congress is of an investigative mood. It has turned into FCC personnel and activities, with a search for alleged communist sympathizers, would possibly fit into the political pattern. It could well cast valuable votes in anticipation of the national elections in 1952.

Rep. Cox set off the one-day anti-FCC crusade, which succeeded in its aims by bumping its 2% of available funds for fiscal 1952, by saying the agency “because of its miscuevous behavior [has been] one of the most dangerous.” He called the Commission “an aggregation which with few exceptions has been for the past 15 or 16 years made up of pinks and reds and it has been operated by communists apparently, what would be expected of hired agents of Moscow.”

Alluding to the ill-attended Allen hearings, Rep. Cox declared “there must have existed in the Communications Commission a Communist cell in order for Amerasia to have obtained the highly secret documents it got from that source.”

An almost equally antiquated case—that of Metropolitan Broadcasting, which had operated WQWQ Washington, which was doused off by Rep. Cox. The corporation has since been reorganized and the stock has changed hands.

Charging that the FCC’s “legal department has for years controlled the Commission,” Rep. Cox accused the FCC of “impounding” monies intended to develop broadcast, has sought to dominate, to control, and to terrorize the communication operators everywhere.”

Cox Attacks Coy

Directing his fire at Chairman Woy Coy, Rep. Cox alleged FCC as being “dominated” by The Washington Post. In support of this allegation, the Georgian talked of Chairman Coy when he was vice president in charge of the Post’s radio operations (WINX). He asserted that after Mr. Coy became chairman, “in 1948, Eugene Meyers and The Washington Star were permitted” to purchase majority stock in WTOP-AM-FM-TV from CBS.

Rep. Cox stated flatly: “As a matter of fact, of all the agencies of the government, there is nothing about which Congress should busy itself in the interest of purging and set up in its stead a new agency that will be imbued with the love of its own country.”

From Rep. Rankin came the observation that Rep. Cox’s statement “shows that this outfit is literally honey-combed with Communist or fellow travelers.”

In reference to his committee probe of FCC in the early forties, Rep. Cox asserted that the “White House, then presided over by President Roosevelt, intervened” and “impounded” files of the FCC that armed forces, as well as of the Budget Bureau. “... Insofar as I know there they still are,” he said.

Chairman Albert Thomas (D-Tex.) of the House Appropriations Subcommittee on Independent Offices, sworn to FCC’s defense. It was his committee that had commanded the job FCC has accomplished in its functional reorganization [BROADCASTING • TELECASTING, May 7].

Rankin ‘Has Forgotten’

Confronting Rep. Rankin, the Texan said Rep. Rankin “has forgotten what the FCC does. I know the gentleman would not want to cut out the regulatory powers of that agency which holds down our long-distance and telephone rates...”

On personnel, Rep. Thomas said he could not agree with the arguments presented. Referring to Comr. Robert F. Jones, Rep. Thomas said: "He is no more a Communist than this table is. He is a loyal American, and the same applies to Wayne Coy, the able Chairman, and to other members of the Commission." Later in debate, he named Comrs. George Sterling and Paul Walker as members of the Commission whom he considered had equal "character and integrity."

He reminded his colleagues that FCC has a "tremendous load" and cited various cuts in personnel voted by the Congress in recent years.

NEW YORK timebuyers were guests at a buffet luncheon hosted by WRVA Richmond, Va., in the WRVA thea-

"er where the station’s "Morning Call" with John Cooks originates every Saturday morning. In the foreground are (i to r) Fred Cusick, Dancer-Fitzgerald, Sample & Co., Gertrude Scanlon, BDD, and Henry Uebermeyer, CBS radio sales. Jack Stone, WRVA prom-

motion manager, is at upper left.

In Case of Attack; BAB’s Rate Role

NEW JERSEY broadcasters faced two critical problems at their spring meeting last Thursday—the radio rate crisis and the role they will take in any enemy attack.

Meeting at the Ritz-Carlton Hotel, Atlantic City, the state’s station operators were told they will be the "first means of direct communication with the public." The state’s station president, Carl Mark, WTTM Trenton, presided at the two-day meeting as association president. The bare meeting was made possible through the cooperation of the state’s station that will bill giving radio equal privileges with the press in immunity for news sources.

Closier cooperation among radio stations to aggressively sell the medium was urged by Mr. Ryan. He told the broadcasters that radio should be sold on the basis of its total values, and that it should offer documented proof of cumulative audiences, well designed merchandising and other sales research equipment to realize its full sales potential.

Pointing out that there are today more hours of radio listening than in 1946-47, according to Neilson, operation, which distributed sales tactics such as P.I. deals, unmitigated rate cutting and other unconstructive tactics.

With respect to rates Mr. Ryan explained that the advertiser will stand by until he is sure that the rates are at the lowest point. Responsible broadcasters can and should get together locally to plan and promote, he said.
RATE CONFUSION

Hooper Sets Revision
Urged by Michaels

REVISION of Hooperizing figures covering TV listening to remove confusion arising from comparisons with radio reports was announced last week by C. E. Hooper, head of the research firm bearing his name. In a letter to Bill Michaels, station manager of KABC San Antonio, Mr. Michaels had contended that radio was prejudiced because audience research was limited to the percentage of all homes, whereas Hooperizing TV figures are based merely on percentage of TV homes.

Mr. Hooper informed Mr. Michaels that he felt the confusion worked "to the definite disadvantage of AM and advantage of TV." Explaining this position, Mr. Michaels wrote:

Ever since I can remember until TV entered the picture, a

RADIO-TV STUDY

House Group Interested

SPECULATION that the House Committee on Un-American Activities may turn a probing eye to the radio and television industry sometime before Congress adjourns was held out last week.

There was a feeling among some for at least a minor investigation of possible Communist infiltration in the broadcasting field, although one member declined to be quoted by name and others were unreachable.

The possibility of hearings involving radio and television personalities advanced as the committee prepared to resume sessions on its Hollywood entertainment probe tomorrow (Tuesday).

It was understood, however, that the radio-TV phase would not be pursued exclusively until completion of the present hearings.

Longing for a possible broadcasting probe was the disclosure last week that at least one radio writer and one TV producer already have been subpoenaed from the committee. Their identities were not revealed.

Chairman John Wood (D-Ga.) of the committee and Chief Counsel Frank Taverner Jr. were unavailable last week, with the result that no authoritative answer on the radio-TV query could be obtained.

But one committee member expressed feeling that the current entertainment probe should not be limited to motion pictures but be extended to radio and television industry and even radio.

Sam Moore, former head of the Radio Writers Guild and a radio writer, already has testified before the committee. He contended that television entertainers, also has either been served or tabbed for subpoena and is expected to appear in future sessions.

A Republican member who is said to favor such a probe is Rep. Harold Veale (R-N.J.), a former FBI investigator. Still another in Rep. Joe Waggoner (D-Pa.) second ranking majority member on the committee.

BROADCASTING • Telecasting

PRESIDENT Truman's "Campaign of Truth"—envisioning a worldwide network ring of radio stations and ship-borne transmitters designed to pierce from Curtain countries—was temporarily deprived of supplemental funds on Capitol Hill last week.

The Senate elected to by-pass floor debate on fresh Voice of America appropriation and containing the recommendations of the Senate Appropriations Committee and, earlier, the House. But State Dept. officials were to have requested completion of additional monies for new transmitter facilities during hearings on the department's regular 1951-52 budget. The Voice supplemental was cut 90%.

At the same time the upper chamber also backed up substantially the recommendations of the Senate Appropriations Committee for the Federal Civil Defense Administration. Radio transmitter and other equipment for "the nerve system of civil defense" was not affected, however, and in fact received a boost over House levels. But appropriations to educate "the man on the street" by radio, TV and other media were pared.

In backing House action that pared the Voice appropriation from a requested $97.5 million to $9,533,939, the House said it also had denied these additional $88 million to keep track of its for the Civil Defense Administration. Radio transmitter and other equipment for "the nerve system of civil defense" was not affected, however, and in fact received a boost over House levels.

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RING PLAN FUNDS

program. The committee vote was 10-9 for the cut.

Edward W. Barrett, Assistant Secretary of State for Public Affairs, had told the Senate Appropriations Committee during hearings that the proposed $97.5 million was "exclusively a capital investment budget solely for the construction of the very major radio equipment which will be used in the TV project for production of radio programs."

The "Ring Plan," he said, envisioned a system of 14 strategically-located relay bases, fed through local transmitters, and completed, "literally blast the Voice of America through to all critical areas." He said one-third of the project "has been completed or is in the process of completion."

Seven Transmitter Project

The $9 million-plus figure voted by the Senate for the Radio and Senate represents funds earmarked for seven transmitter projects already authorized, with the remaining original tabbed for new facilities [BROADCASTING • Telecasting, April 16]. Mr. Barrett estimated that $50 million of the sum requested would have been used to build orders for electrical equipment, power plants and steel.

Foy D. Kohler, chief, International Broadcasting Division (Voice), said that as a result of findings by James D. Shouse, Crosley Corporation, and the Senate President, John Miller and others, the Voice hopes to initiate new programs on the continent, to be integrated with the shortwave operation out of the U. S.

Sen. Joseph McCarthy (R-Wis.), sitting in on the State Dept. request, took an active part in the line of questioning, particularly on queries involving department personnel and distribution of small portable radio sets overseas, as well as the proposed Vagabond project to broadcast to "first nations" overseas.

Tests get underway in July. Such a project, according to Mr. Barrett, may cost slightly more to install and operate.

Mr. McCarthy stated that he was "much more disturbed" about the broadcast of certain "tripe" than what appeared to be Communist propaganda. He referred to a program giving women advice on knowing "whether or not you are truly in love."

On civil defense funds, the Senate slashed in half funds voted by the House. The House, according to the House Appropriations committee, monies appreciably. The warning and communications system, comprising organizational equipment and operating costs, was allotted $4 million.

The Senate group, however, pared Audio-Visual and other media information services from the House appropriation of $900,000 to $600,000 after strong protests from Millard F. Caldwell Jr., Federal Civil Defense Administrator. The House had slashed operating costs considerably, and the Senate subsequently urged greater emphasis on the educational program through radio, TV and other media.

NEW AM STATION

WANT Richmond Now on Air

WANT Richmond, Va., began broadcasting May 4 on 900 kHz, a 1 kw daytime, affiliated with WBC. Alan B. Harmon is general manager, Theodore Austin program manager and radio engineer. Sports and music are featured with Negro disc jockeys, Milton Johnson and Wilbur Lewis.

The station brings Washington Senator baseball games to Richmond, sponsored by Old Georgia Town Beer, made by the Christian Heurich Brewing Co., Washington.

Electronics Conference

An industrial electronics conference will be held May 22 at Hotel Carter, Cleveland. The conference will be sponsored jointly by the Cleveland sections of the Institute of Radio Engineers and the American Institute of Electrical Engineers. Among those scheduled to speak are Dr. Eugene Mettallam consultant engineer; Edward W. Chapman, chief FCC laboratory; Wilbur F. Brisker, chief engineer; I. C. Coggshehal, national president of IRE, and Marvin Hobbs, chief, electronics division, Munitions Board.

Senate Upholds Cut

Senate, May 14, 1951 • Page 31
SET TARIFFS CUT
Import Levy down 25 to 50%
LEVIES on the import of radio and television sets, as well as a host of musical instruments, will be pared drastically—from 25% to 50%—under an agreement reached at a 30-country tariff conference held in Torquay, England. The reduced tariffs are expected to become effective upon ratification by each country, sometime within the next six months.

At the same time it was agreed that duties on zinc, aluminum, lead and other raw materials—all vital for electronics manufacture—will be cut anywhere from 20% to 30%. Countries involved in the agreement include England, France, Canada, Italy, Germany, Norway, Turkey and Sweden, all of whom will, in turn, cut their levies on import of U.S. goods.

On the American radio-TV and other equipment producers is likely to be price cuts in a number of items, possibly radio-TV sets and phonographs, and thus stiffer competition in the United States—providing price boosts don't nullify the lowered imports.

Export demand for radio receiving tubes and receivers is increased steadily in recent months. Dollar value of tubes covered by applications for export licenses during the first quarter of 1951, for example, has almost equaled total exports to many countries for all of 1950.

Mounting export demand for tubes is attributed to expanded defense programs, greater dollar availability, TV developments, need for replacement tubes, advance buying and duplication of orders. Because of these demands, an Electronic Equipment Advisory Committee has advised the Commerce Dept.'s International Trade Office (ITO) that priority assistance is greatly needed to further mutual defense efforts.

Top exporters of all electronic equipment, likewise for the first quarter of 1951 were Italy, Belgium, France, Sweden, Switzerland and Spain. Export applications approved for that period totaled $1,567,000 compared to $1,556,800 for the 12 months of last year.

AFRA CONTRACT
HCL Negotiations Opened
LOS ANGELES Local, American Federation of Radio Artists, is slated to open contract negotiations this week with 13 independent stations for cost-of-living increases for staff announcers. The union's reopening contract was signed with the National Bureau of Broadcasters.

In accordance with a clause contained therein, the contract could be reopened in six months, if the cost of living index shows increased. Stations negotiating are KFAC KFWB KFVY KMPC KGJ KKKD KLAC Los Angeles; KXLA KWKW KALI Pasadena; KGER and KROF Long Beach, and KIEV Glendale.

PREPARATIONS for the 47th annual convention of the Advertising Federation of America in St. Louis, June 10-13, are at a pre-convention rally at the Advertising Club of New York by (l to r, seated): Roger Barton, editor, Advertising Agency; Mrs. Sara Penneyer, vice president; James T. McCannery & Co.; Ned Baron, sales promotion manager, Interstate Department Stores Inc.; (standing) John A. Thomas, head of television account service for BBDO; Elton G. Barton, AFA president, and Eugene S. Thomas, general manager, WOR-TV New York. All are scheduled to speak at the convention.

AFRA MEETING
Convention to Draw VIP's
ADVERTISING and media executives will mingle with top government and military officials at the 47th annual convention of the Advertising Federation of America, to be held June 10-13 at the Chase Hotel, St. Louis, with the convention theme of "Advertising's Opportunities in a Mobilization Economy."


Other Highlights
Other agenda highlights:
Tuesday morning general session, on "Special Advertising Problems in 1951," will include reports on "Prospect and Consumer Service" by Roger Barton, editor, Advertising Agency; "Government Regulations" by Ralph Hardy, government relations director, NARTB; "Government Taxes" by J. K. Lasser, tax consultant, and "Future of Our Economy" by Dr. Paul Nystrom, Columbia U. professor of marketing. Fairfax M. Cone, board chairman, Foote, Cone & Belding, will be the luncheon speaker.
Millard Caldwell, Civil Defense Administrator, will address the general club session Monday afternoon. Tuesday afternoon will be devoted to the annual AFA business meeting. Three departmental sessions will be held June 10-13 at the Chase Hotel, St. Louis, with the conven-

doing on "Advertising's Opportunities in a Mobilization Economy."

Sponsored convention entertainment includes a Sunday cocktail party, a "trademark" costume party on Monday and a "speakerless" banquet and dance on Tuesday.

BOYD RESIGNS
PRB Being Dissolved
P.R.B. Inc., New York program packaging firm, is being dissolved, it was announced last week. Malcolm (Mal) Boyd, vice president and general manager, has resigned to commence theological studies toward priesthood in the Protestant Episcopal Church.

On the eve of the fall of 1949, P.R.B. Inc. is equally owned by Buddy Rogers as president, his wife Mary Pickford as director and Mr. Boyd, past president of the National Society of Television Producers, Mr. Boyd continues membership in American Television Society of New York, Academy of Television Arts & Sciences, and Motion Picture Science & Sentences, and Hollywood Ad Club.

PRB's dissolution will not affect applications of Miss Pickford for TV facilities in Winston-Salem and Durham, N. C. [BROADCASTING TELECASTING, April 25, 1949]. Speculations are heard that Miss Pickford will vigorously pursue these applications as soon as the TV freeze is lifted.

STORE JINGLES
WBS Reports Sales Upsurge
UPSURGE in buying of commercial jingles by department store and menswear establishments was reported by WBS, Western Broadcasting System. Many of the local buyers, it said, were using radio for the first time.

WBS spokesmen were reported to feel that such firms were "wide open" for being sold radio time "when presented with the right tool to do a selling job in their communities," although no general trend was seen. World affiliates during April reported 28 contracts for 26-or-more weeks with such sponsors.

RALEIGH DROPS
NBC's "People Are Funny"
BROWN & WILLIAMSON Tobacco Corp., Louisville (Raleigh cigarettes), following the May 29 broadcast and after nine years, discontinues People Are Funny with Art Linkletter on 168 NBC stations, Tuesday 10:30-11 p.m. (EDT) with transcribed repeat on 71 NBC stations, Saturday, 7:30-8 p.m. (EDT).

Cancellation resulted from "inability to make a reduced budget deal with NBC for a lesser number of stations in their Tuesday time spot which would have allowed extra money for TV spot announcements," according to John Guedel, producer and co-owner with Mr. Linkletter of package, Raleigh agency is Russell M. Seeds Co., Chicago.

KOwil SUES
Pastor Asks $100,000
SUIT for $100,000 damages has been filed in Los Angeles Federal Court by a member of the Ministerial Association of San Antonio, Calif., by Rev. Clayton D. Russell who charges his reputation was injured by intimations that he was favorable to Communism.

Russell, pastor of People's Independent Church of Christ, Los Angeles, according to the complaint, broadcast his sermons and other programs on station KCMO until Oct. 24 last, when they were suddenly canceled. In explanation of the termination, the pastor charges, KOWL released a statement that Russell's programs appeared on lists of persons "supposed to be friendly to Communist front organizations.

However, the station added: "We have watched his sermons closely and he has never uttered a word that could be objected to and we do not think he is a Communist. But we don't want to take any chances."

In addition to damages, Rev. Russell asks the court to compel KOWL to restore his broadcasts.
COPYRIGHT LAW

INQUIRY has been made by a number of the Copyright law should be extended to include the rights of authors of poems and novels.

The law already affords rights to authors of dramatic works.

If the bill were enacted, it is claimed radio and TV stations would have to ask permission of the author before airing the composition itself or an excerpt.

As pointed out by Vincent Wasilewski, NARTB attorney, who opposed the amendment (HR 3889) to the copyright law, it would penalize the broadcaster for carrying an individual's speech wherein a quotation from a literary work is included, even though the speaker cleared the quotation with the author. The station, itself, it was understood, would also have to seek permission.

Incomplete Overhaul

The NARTB spokesman agreed that Congress overhaul the act completely rather than act on it piecemeal. He said the $250 penalty involved against the broadcaster would apply, under the act, if the station happened to air any part of the author's works.

He said such a provision might go beyond its intention and be interpreted as preventive to the "reciting of a poem on the floor of Congress."

A Congressman, who transcribed his program for rebroadcast by the home station, not only would have to clear any quotation with the author but the station airing the speech also would necessarily need the author's approval.

Mr. Wasilewski said "the sole effect of this bill is to put into the hands of the author and book publishers a very big bargaining stick in the form of the $250 infringement penalty... any small group of authors or publishers will be able to form a license or syndicate and then go to every broadcasting station in the country and negotiate with each for a license."

If, however, the provisions of the bill are to be a contract, he theorized, "it would be a... simple matter for the group to monitor that station...and if the station should broadcast a copyrighted literary work—even an advertisement—the station would be faced with a

House Judiciary subcommittee on broadcasting to broaden protection for dramatic works.

Inability of $250 at the minimum. Consequently the station would be coerced into taking the license, not as payment for something it intends to utilize in its broadcasts, but more as an insurance policy that it would not infringe upon the copyright of the literary work.

The Authors League of America said it regretted that Congress did not foresee radio, TV and long-playing records when it drafted the copyright law. John Schuman, the league's general counsel, spoke in favor of the measure, asking Congress to stop the presentation or retransmission of copyrighted novels or poems.

For the broadcast of these literary works, Mr. Schuman declared, the authors collect no royalties.

The American Book Publishers Council in a statement entered in the record echoed this sentiment.

Another group testifying was the American Society of Composers, Authors and Publishers. Herman Pinkelein, general attorney, pointed out that today long-playing records can condense a novel into a single reading. These developments, he said, have been brought about to the phonograph record manufacturers and to the recording artists but no comparable return to the author. This would apply to the broadcast of these records as well as to live performances.

AP'S NEWS FILM

SHOWS INCOME POTENTIAL

A COLOR film about public interest in radio and news presentations was "Income Potential," was shown at the spring meeting of the Kansas Assn. of Associated Press Broadcasters in Wichita April 29, AP reported last week.

The film was shown to 36 broadcasters and five AP representatives attending the meeting by Oliver Gramling, AP assistant general manager.

A monthly contest for the best new story turned in by a radio member was voted by the association, which discussed plans for radio members protecting AP on news break, and elected as vice chairman Thad Sandstrom, of KSEE Pittsburg, Kan. The term of Chairman George Gow of KANS Wichita has six months to run.

LABOR DISPUTE

AFL, CIO Compete in L. A.

AFL's IBEW and IATSE planned further steps this week to check the "invasion" by CIO's NABET into the radio and television fields.

Nine Los Angeles representatives of all local AFL entertainment unions were elected to meet early this week to consider plans drawn up by a special sub-committee. The recently appointed sub-committee, made up of representatives of eight AFL unions, has been meeting to plan the organization of radio and TV technicians and engineers in the Los Angeles area.

First step in the AFL plan to maintain its foothold was the signing of renewal contracts two weeks ago with seven stations covering broadcast engineers. The stations were KFGJ KFVD KFAC and KRRD Los Angeles; KKW and KALI Pasadena and KGER Long Beach.

At present IBEW represents television workers locally at KTLA KLAC TV KTTV NABET represents at KNBH TV and KECA TV IATSE At KTLA and KFIP TV NABET advocates setting up one union for all engineers and technicians.

April Box Score

STATUS of broadcast station authorizations and applications at FCC as of April 30 follows:

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>2374</td>
<td>668</td>
<td>109</td>
</tr>
<tr>
<td>2284</td>
<td>522</td>
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<tr>
<td>2</td>
<td>5</td>
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</tr>
</tbody>
</table>

May 14, 1951 • Page 33
Building Bottleneck (Continued from page 23)

in authoritative legal and government circles last week, it appeared that the issuance of authorizations and permits for new TV station facilities within any one community would be studied.

Grants or permits already issued by the Commission would be taken into consideration by NPA before recommendations are made. The existence of current AFM-FM-TV facilities in any one community would be studied.

In the latter instance, the view of competent authorities is that authorization for, say, an AM station facility in a city already claiming four or five such facilities, would be denied. A request to commence FM station construction in a market with few or no such stations, on the other hand, probably would be allowed, it was speculated.

In cases where AM or FM facilities are virtually non-existent, permits might be authorized to alleviate “handicap” and not deprive the community of a vital service.

The NPA order also specifies construction of television stations, but this is regarded as academic in view of the fact that no new TV station grants. Manufacturers of radio-TV equipment—the regulation spells out “building, structure, or project”—are not affected save those who would seek to expand present plans, it was explained.

Interpretations Offered

The regulation poses various situations involving station construction in various steps. NPA’s general counsel office offered these interpretations, ruling that authorizations would be needed where:

1. A broadcaster has been granted a CP but has made no expenditure or simultaneous or begun actual construction.

2. A broadcaster may have obligated “moderate or reasonable funds” for equipment but has done nothing toward construction or site clearance.

In the latter instance, NPA authorities felt that any such authorization would be granted if filed.

Broadcasters who already have completed certain construction phases on designated sites—like the sinking of piling—would not be required to file application, but the order provides that “no person shall accept an order for, sell, deliver . . . material, equipment or supplies (transmitters, steel towers, etc.) who knows, or has reason to believe, will be used in violation of . . . the order.”

The chain of procedure for applying for authorization, as tentatively seen last week, would be along these lines:

Broadcasters are instructed to apply on NPAF-24 to their nearest Dept. of Commerce regional office in the area where construction is desired. The local office would then process the applications to NPA, which would then channel them to the agency’s Construction Controls Division in Washington. Applications must be accompanied by complete, detailed plans and specifications, as well as a list of the materials to be used.

 Authorities in the Construction Controls Division indicated last week that they probably would consult with FCC’s Electronics Products Division and also FCC on occasion. The division then would submit its recommendations to NPA Administrator Manly Fleischmann for final determination.

Cottone Is Liaison

FCC General Counsel Benedict Cottone has been serving as liaison for the Commission in its contacts with NPA. Mr. Cottone said last week he has attended some preliminary meetings with the agency but expressed surprise at the order. He added that no specific procedure has been evolved relating to FCC-NPA liaison.

Officials emphasized that requests will be considered “on the merits of individual cases” on the basis of types of materials needed and the possible hardship a denial of the request would have on the respective community. This period to which the government will act, it was stressed. Other considerations will involve “the defense effort” and essentiality “to maintenance of public health, safety and welfare.”

In issuing the regulation, NPA said the action was taken to “promote further conservation of steel and other construction materials in the interest of the defense program and to coordinate requirements of the industry with NPA’s Controlled Materials Plan.”

At the same time officials expressed hope that the new program also will help save vital supplies of copper and aluminum which, together with steel, will be allocated under NPA’s Controlled Materials Plan beginning July 1. The order is aimed primarily at use of structural steel, which may become more plentiful in the next few months.

As of now, further radio-TV construction is “less essential” alongside of defense and defense-supporting programs, it was held. Failing under the order would be proposed radio and television centers and other projects. The original order was directed at new buildings for amusement, recreational or entertainment purposes.

The order was issued following a meeting of NPA officials with a Construction Industry advisory committee. Broadcast industry advisory representatives were not consulted, nor were publishers’ industry representatives. Twenty new stations were approved last week without previous consultation with Electronics Products Division and its chief, John G. Daley.

Follows Equipment Order

The virtual construction ban came into effect last week, only a few days after NPA had tabbed commercial radio and TV equipment (transmitters, amplifiers, radio receiving tubes and other equipment) needed and allocated allocations of steel, copper and aluminum for the industry. The earlier order made no such provision for telecasting.

Designation of transmitting tubes and other equipment as “essential” was held in informal quarters as partly academic now, especially in cases involving new station facilities as distinct from orders for replacement of existing facilities.

Meanwhile, the government did take the steps last week to assure a supply of nickel for use by the receiver and transmitter industry during May and June. NPA allocated 200,000 and 180,000 pounds for those respective months, but pointed out that even this sum represents a reduction in the “minimum nickel requirements” given by an industry advisory committee.

These quantities should, however, permit industry over the minimum operating basis in light of industry conservation programs and the increasing scarcity of the metal.

The tube industry had assured government officials earlier that adequate supplies of tubes would be channeled through tube distributors for replacement purposes. NPA officials said the order for new home radio and television sets will be available “only after all other needs have been met.”

In a blanket move aimed at all nickel users, NPA also clamped a limitation on deliveries for May, cutting them to 15% of

(Continued on page 38)
LISTENERS (NOT SEASONS)

MAKE THE AUDIENCE!

By now, almost everyone agrees that Summertime radio provides as many (if not more) listeners than any other season. This fact has been proven by many surveys and just plain common sense. Less than 7 percent of the nation’s people are on vacation at any one time. And when they go, today’s vacationers take their radios with them. Iowa Radio Audience Surveys show that even during the past two years there has been a tremendous increase in sets used during the summer. Families owning portable sets has increased by 66,019 — families owning radio-equipped autos has increased 145,462 since 1948.

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

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives
Spirited Bidding

(Continued from page 25)

threats of ABC and CBS and that "legal action will be taken against the officials of CBS and ABC if property of ABC are thrown on the market as a result of such agreement."

"We feel constrained to advise you in behalf of shareholders of ABC and CBS as well as the contractors having contracts with each of these companies that we will oppose before all governmental agencies and in any attempt to merge these operations," Mr. Lamb wrote.

McLamb sent a copy of his letter to William S. Paley, CBS chairman of the board.

The CBS proposal involved the acquisition by that network of ABC stock at $14 to $16 per share. Total ABC shares outstanding as of last Jan. 1 was 1,890,017, of which Mr. Noble, his family and the Noble Foundation held about 900,000, or 57%.

Assuming CBS were able to buy the entire outstanding stock of ABC, a not inconsiderable problem in view of the fact that much of the minority bloc is held by small shareholders, the total cost of the sale would be about $25,500,000.

Under the CBS proposal, that network would take ownership of WENR-TV Chicago, WXYZ-TV Detroit and possibly KGO-TV San Francisco, all of which ABC wholly owns.

The rest of the ABC properties, including WJZ-AM-FM-TV New York, WBAL-AM and the Baltimore clear channel outlet in Chicago; WXYZ Detroit, KGO San Francisco, and KECA-AM-FM-TV Los Angeles, would be acquired by General Tire at a figure of $12,500,000, or $15 million, assuming that the whole transaction involved 100% of the ABC stock.

Total Price

That would mean that CBS had paid some $13 million for the three ABC TV stations in the three major markets. This, of course, is only the beginning of the transaction, with the prices per station estimated at approximately $5 million for WENR-TV Chicago, and about $8 and $5 million each for KGO-TV San Francisco and WXYZ-TV Detroit.

It was understood that the plan of General Tire was to dispose of both Don Lee and Yankee networks, including six of the seven AM stations it now owns. Exceptions were the seventh AM station, WNAC Boston and its only television station, WNAC-TV.

General Tire would be left with ownership of the five ABC owned AM stations, plus its original WNAC Boston, and of three TV outlets, WNAC-TV Boston, which it already owned, and ABC's KECA-TV Los Angeles and WJZ-TV New York, neither of which CBS could retain because of FCC limitations.

Authoritative sources said that CBS was the logical purchaser of the Don Lee and Yankee networks from General Tire, in which case it would make General Tire, which is now the biggest Mutual stockholder (38%) because of its ownership of Mutual members Don Lee and Yankee, would be pulling out of Mutual to take over the reorganized ABC.

For Mutual itself to take over the Don Lee and Yankee properties would mean a realignment of the cooperative structure of the network. Individual station stockholders, however, could acquire the Don Lee and Yankee facilities.

Also available for sale from General Tire, are W. H. Macy & Co. (WOR New York) and the Chicago Tribune (WGN Chicago), each holding about 15%; and Gimbels Bros. (WIP Philadelphia), the Cleveland Plain Dealer organization (WHK Cleveland), and CKLW Windsor-Detroit, each holding about 7%.

What caused the CBS-General Tire deal with ABC to bog down was Mr. Noble's desire to unload his ABC stock in exchange for ABC stock, rather than for cash.

CBS was unwilling to trade only in stock, preferring to offer a combination of CBS stock and de-bentures. CBS, presumably on advice of lawyers, feared that to deal with Mr. Noble on exclusively a stock basis would lead to a dilution of CBS stock and that such a deal might have anti-trust implications.

CBS a month ago acquired 100% ownership of Hytron Radio & Electronics Corp. for stock valued at some $20 million. To embark on another stock transfer of the dimensions desired by Mr. Noble would be to risk devaluation of CBS shares, it was feared.

At about the same time that it bought Hytron, CBS borrowed $15 million from two insurance companies, but that money was not involved in the Hytron deal.

The reappearance of IT&T as a prospective buyer of ABC introduced a new element into the negotiations. A week before, it had been reported that IT&T was one of several third parties to the ABC-CBS deal.

Earlier Talks

Six weeks ago IT&T was disclosed to have held exploratory discussions with Mr. Noble, but a deal failed at that time because of an inability to compromise on price.

Although IT&T's cash position is excellent (it recently sold its Spanish telephone system for some $30 million), the international communications giant was said to have managed a registry into the ABC picture by offering what Mr. Noble wanted, an exchange of stock.

IT&T stock on the New York Stock Exchange closed at 12 last Thursday. On the same day ABC closed at 15%. ABC stock has never paid a dividend. IT&T paid 50 cents in the past 12 months.

Because IT&T has no radio or TV station holdings, it was assumed that if its quest for ABC were successful, it would retain all ABC properties intact.

IT&T, headed by Col. Sosthenes Binh, is a holding company owning far-flung communications interests, largely in Latin America. Not long ago it purchased the Farnsworth company, manufacturer of radio and television receivers. Its acquisition of ABC would place it squarely in competition in broadcasting and manufacturing with RCA and with CBS, with its newly acquired manufacturing resources.

The third prospective buyer to appear last week was United Paramount Theatres, another company that had been mentioned as a possible third party in an ABC-CBS deal.

Like IT&T, United Paramount had previously dickered with Mr. Noble to no avail. Controlled by the Balaban organization, United Paramount is the licensee of WBBK (TV) Chicago, its only TV property.

If it consummated a deal with ABC, United Paramount would be obliged to sell either WBBK (TV) or ABC TV Chicago, which it would acquire. It would probably find a ready buyer for either of these properties in CBS.

United Paramount was separated from Paramount Famous Players, the company that produces films, after the motion picture consent decree which forced partition of production and exhibition organizations.

WILCOX-GAY

Firm Leases Calif. Plant

LEASING of a Burbank, Calif., plant for manufacture of majestic TV and radio receiver sets and Wilcox-Gay Records for West Coast distribution has been announced by Wilcox-Gay Corp., Charlotte, Mich.

Operation of the plant, which has 85,000 square feet of floor space and is said to have been adapted to straight-line mass production, is scheduled to begin within 30 days.

Coincident with the announcement, United Wireless reported the largest quarterly earnings in its history. Net earnings after taxes were $355,787 for January through March 1951; and net sales for the same period amounted to $3,707,658. For the same period a year ago, a net loss of $227,224 on sales of $1,320,560 was reported.

Regan to CBS

THE Phil Regan Show, sponsored by Pepsi-Cola Co. and featuring Phil Regan in a tour of armed forces camps and defense plants, will move from NBC to CBS, beginning with the broadcast of June 3, 5:30-5:55 p.m. Agency is Blow Co., New York.

AFCE ELECTIONS

DaviVoted President

GEORGE C. DAVIS, Washington consulting engineer, was elected president of the Assn. of Federal Communications Engineering at annual elections in the Occidental Hotel in Washington April 30.

In addition to elections, the members discussed possibilities of modernizing the communications regulatory counsel and the engineering practices, which, said Mr. Davis, have been changed little since 1935. Other officers elected were:

James C. McNary, vice president; Dr. Frank G. Kear, secretary; Frank H. McIntosh, treasurer, and Lester L. Hargreaves, second vice president; Ronald H. Culver, and John Creutz, members of the executive committee.

Page 36 * May 14, 1951
Here's WOAI coverage and cost for which the ANA recommends a 5% decrease—

<table>
<thead>
<tr>
<th>Year</th>
<th>Radio Families</th>
<th>Minus TV Families</th>
<th>Net &quot;Radio-only&quot; Families</th>
<th>Basic hour rate (network)</th>
<th>% Increase radio families</th>
<th>% Increase hour rate</th>
<th>If rate were adjusted to audience increase, WOAI'S rate should be</th>
</tr>
</thead>
<tbody>
<tr>
<td>1942</td>
<td>349,610*</td>
<td></td>
<td>349,610</td>
<td>$300</td>
<td>+108%</td>
<td>+13%</td>
<td>$624</td>
</tr>
<tr>
<td>1951</td>
<td>767,365**</td>
<td></td>
<td>725,865</td>
<td>$340</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*NBC Survey, 1942:  **BMB — 1949 + 3.6% adjustment to 1951:  ***NBC Estimate, March 1951

WOAI INSTEAD OF CUTTING RATE MIGHT LOGICALLY INCREASE FROM $340 TO $624 OR 84%
ADWOMEN ELECTIONS

Helen Berg Renamed Pres.

HELEN BERG, vice president and director, Her Majesty Underwear Co., was re-elected president and Nadine Miller, director of press and public relations, C. E. Hooper Inc. was chosen vice president of the Advertising Women of New York at the club's annual business meeting at the Waldorf-Astoria Hotel last Tuesday.

Other new officers are: Ruth Volckmann, office manager of Sawyer-Ferguson-Wakler Co., treasurer; Hilda Klei, educational director of public health committee, Paper Cup & Container Institute, corresponding secretary; Marjorie Reiner, assistant news editor, Printers Ink, recording secretary. Grace Johnson, ABC director of continuity acceptance; Jean Wade Ridline, BBDO vice president, and Dorothy Kemble, MBs director of continuity acceptance, were re-elected to the board of directors. The new officers will be installed at a dinner at the Waldorf-Astoria tomorrow (Tuesday).

SPOT-A-DAY CAMPAIGN

Chicago Sponsor Leads Radio Results

A CHICAGO sponsor who has used only one participation spot daily since mid-January on an independent station in one market is so thoroughly sold on radio's delivery per dollar that he's made it a must for future distribution areas.

The story of Thure (Terry) Anderson of suburban Park Ridge started three years ago when he ventured into the packaged food business. For many years, Mr. Anderson had known for a long time that beef has "more universal acceptance" than any other meat. He decided to experiment, and set up a cooking and slicing production line in the basement of his home. He borrowed a barbecue sauce recipe from his mother-in-law, drafted up his family for the work, and in a year and a half produced 25,000 pounds monthly. In the meantime, he had started a beef by-pass to his line of beef with a gravy and sliced beef barbecue — and had frozen-packaged all of them. When the pound volume needed to be increased, he leased a plant nearby.

Now, on an early-morning disc show starring Bill Evans and broadcast five times weekly on WCFL and KLB, he's found a hit — and has a hit. Freezer boxes containing frozen, unknown products are creating customer demand and building distribution — all this for $26.50 daily or $122.50 weekly.

The sponsor terms results unbelievable and startling, and says it in a quiet voice. During Lent, for example, when meat products traditionally hit the bottom of the barrel sales-wise, Terry Foods Inc. saw a 9% greater volume than in December and January. This return was possible also because there were fewer shipping days during February. Mr. Anderson figures radio alone is responsible for the increase and actually sees the increase as between 39% and 43%, inasmuch as his volume normally drops from 30 to 35% during Lent. Sales were sustained even during the post-Lent season, when meat sales usually hit a low-level also, Mr. Anderson said. He has earmarked a standing 5% of his net to advertising, almost all of which will continue to be used on radio.

The company, a family corporation, distributes now in about 2,000 areas, two-thirds of which are large supermarkets. When Mr. Anderson borrowed a slicer and started his business three years ago, he gained distribution in only about 300 supermarkets. Then, during the first year, retailers in towns outside Chicago have ordered Terry Foods in response to customer request, as the WCFL signal reaches many of the smaller Illinois towns where people listen regularly to the music station.

The sponsor, who thinks AM is a far better buy than television during the day, devised the Bill Evans Show because of the personality of the medium, a successful local announcer with many commercial shows. Although 11 other products are sold each morning, Mr. Anderson believes the sincerity and personalized approach of the star — combined with the audience WCFL delivers — can sell the product effectively. The same type of program will probably be used for Terry Foods participations in other markets later. The company in now making plans to get a federal permit for interstate shipment.

University Elections

THOMAS D. RISHWORTH, director, Radio House, U. of Texas, has been elected president of the University Assn. for Radio Education. Elections were held in conjunction with Institute for Education by Radio-Television sessions in Columbus, May 3-4. Others elected were:

Leo Martin, U. of Alabama, vice president; Samuel B. Gould, Boston U., secretary-treasurer; Joe Calloway, Michigan State; Robert Hudson, U. of Illinois, and Mr. Martin, directors.

Ralph Hardy, headquarters, Washington, was named industry representative. The U. of Kentucky was elected to full membership — 18th university to be accepted in the association.

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**MORNING, AFTERNOON AND NIGHT . . .**  
All day . . . every day

**KELO IS FIRST . . . in listening**

A SURVEY OF THE RICHEST FARM REGION OF THE UPPER MIDWEST

<table>
<thead>
<tr>
<th>Distribution of Listening Homes Among Stations:</th>
<th>Morning Periods</th>
<th>Afternoon Periods</th>
<th>Evening Periods</th>
<th>Entire Survey</th>
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</thead>
<tbody>
<tr>
<td>KELO</td>
<td>20.5%</td>
<td>22.2%</td>
<td>29.1%</td>
<td>24.8%</td>
</tr>
<tr>
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<td>11.6</td>
<td>13.1</td>
<td>11.4</td>
<td>12.0</td>
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<tr>
<td>STATION B</td>
<td>5.3</td>
<td>4.9</td>
<td>3.0</td>
<td>4.2</td>
</tr>
<tr>
<td>STATION C</td>
<td>3.7</td>
<td>4.0</td>
<td>7.9</td>
<td>6.6</td>
</tr>
<tr>
<td>STATION D</td>
<td>0.2</td>
<td>0.5</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>STATION E</td>
<td>1.4</td>
<td>1.0</td>
<td>1.0</td>
<td>1.0</td>
</tr>
<tr>
<td>STATION F*</td>
<td>19.6</td>
<td>18.3</td>
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</tr>
<tr>
<td>STATION G</td>
<td>0.3</td>
<td>0.2</td>
<td>0.2</td>
<td>0.2</td>
</tr>
<tr>
<td>STATION H*</td>
<td>0.3</td>
<td>1.4</td>
<td>0.5</td>
<td>1.0</td>
</tr>
<tr>
<td>STATION I</td>
<td>14.6</td>
<td>12.6</td>
<td>16.0</td>
<td>17.8</td>
</tr>
<tr>
<td>STATION J</td>
<td>1.4</td>
<td>1.3</td>
<td>1.6</td>
<td>1.5</td>
</tr>
<tr>
<td>STATION K</td>
<td>17.6</td>
<td>17.2</td>
<td>19.8</td>
<td></td>
</tr>
<tr>
<td>STATION L</td>
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<td>0.6</td>
<td>0.6</td>
<td></td>
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<tr>
<td>Other</td>
<td>4.2</td>
<td>6.4</td>
<td>5.6</td>
<td></td>
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</table>

* Indicates Limited Time Operation

Survey Periods: Monday through Sunday 8:00 A.M. to 10:00 P.M.
---Sunday 12:00 Noon to 10:00 P.M.

**KELO IS FIRST**

for farm information

This personal interview survey was conducted in the KELO general area concurrent with the regular coincidental telephone survey conducted during the month of March, 1951.

**QUESTION 1. Upon what station do you depend most for farm information?**

<table>
<thead>
<tr>
<th>KELO</th>
<th>27.8%</th>
</tr>
</thead>
<tbody>
<tr>
<td>STATION A</td>
<td>18.0</td>
</tr>
<tr>
<td>STATION B</td>
<td>16.6</td>
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<td>STATION C</td>
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<td>STATION D</td>
<td>9.1</td>
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<tr>
<td>STATION G</td>
<td>1.9</td>
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<tr>
<td>STATION H</td>
<td>1.5</td>
</tr>
<tr>
<td>STATION J</td>
<td>1.4</td>
</tr>
</tbody>
</table>

100.0%

**QUESTION 2. Upon what station do you depend most for news?**

<table>
<thead>
<tr>
<th>KELO</th>
<th>25.2%</th>
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</thead>
<tbody>
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<td>STATION A</td>
<td>20.8</td>
</tr>
<tr>
<td>STATION B</td>
<td>17.9</td>
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100.0%

**THE ONLY HUNDRED MILLION DOLLAR MARKET IN THE DAKOTAS**

**KELO is FIRST**

for general news

Represented Nationally by THE JOHN E. PEARSON CO.
DEFENSE ROLE OUTLINED

LATEST HOOPER REPORT SHOWS:

WBNS, Columbus, has the 20 top-rated programs – Day and Night!

Keep company with the top-rated programs on Central Ohio's top station. Cash in on these ratings with your own spots and programs.

The ten top-rated daytime shows on WBNS are: Aunt Jenny, Ma Perkins, Our Gal Sunday, Wendy Warren, Arthur Godfrey, Big Sister, Guiding Light, News Roundup, Helen Trent and Rosemary; followed by the ten top-rated night-time shows, including Jack Benny, Mr. and Mrs. North, Mystery Theatre, Amos and Andy, Dr. Christian, Mr. Chameleon, Bing Crosby, Our Miss Brooks, Chet Long and Godfrey's Talent Scouts. That makes 20 out of 20 . . . a good batting average in any league.

For time availabilities, write or call your John Blair representative.

CENTRAL OHIO'S ONLY CBS OUTLET

WBNS IS BATTING 1000 IN THE BIG CENTRAL OHIO LEAGUE

WBNS, Columbus, has the 20 top-rated programs – Day and Night!
LET'S HAVE THE FACTS

Yes, let's have the facts about the metropolitan Washington area. Population — 1,464,400, and the amazing story of WOOK, a UBC station.

WOOK has more listeners than ANY of the nine other Washington area Independents during the key daytime periods.

WOOK has more listeners during the entire afternoon period than the AVERAGE COMBINED LISTENING AUDIENCE OF TWO NETWORK STATIONS.

WOOK has more listeners during the key daytime periods than the COMBINED LISTENING AUDIENCE OF ANY TWO INDEPENDENT STATIONS.

Let's have the facts about WOOK

<table>
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<tr>
<th>(Time)</th>
<th>WOOK Audience</th>
<th>Independent A Audience</th>
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Average rating 2. WOOK. All above figures from the 1951 American Research Bureau report.

Let's have the facts.

WOOK gives more listeners for the dollar.
You can't cover the Washington area without WOOK.

For more information, write, wire or phone United Broadcasting Company, 1143 Connecticut Avenue, N. W., STerling 7265 Washington, D. C. and ask Forjoe or Radio Representatives about . . .

THE AMAZING STORY OF WOOK
WOOK is a UBC Station
Summer is only colossal!
Take a long look at Southern California in the Summertime.

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

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

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

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

**KNX Los Angeles**
ATTENTIVE listeners to an address by FCC Comr. Frieda B. Hennock (r) at the Institute for Education by Radio and Television are Benjamin Fine, education editor, New York Times, and FCC Comr. Paul A. Walker.

IERT MEET ENDS

Demands More TV Use For Education

DEMAND for more and better use of the new TV medium for educational purposes featured the 21st Institute for Education by Radio-Television, which wound up its sessions May 6 at Columbus, under auspices of Ohio State U. [BROADCASTING • TELECASTING, May 7].

Hennock said educational TV will serve as a "pilot plant" for commercial TV, with educators bringing to the medium the high moral purposes which characterize their endeavors.

Speaking in a panel on TV’s impact, Miss Hennock conceded commercial station’s right to a profit "but not a profit of 1,000%.” Dr. Benjamin Fine, education editor of the New York Times, said his four-year-old daughter announced she had "just learned on TV the best way to poison Mommy.” Mrs. Donald P. Cottrell, wife of the Dean of Education at Ohio State U., said parents must guide children in program selection.

ATTENTIVE listeners to an address by FCC Comr. Frieda B. Hennock (r) at the Institute for Education by Radio and Television are Benjamin Fine, education editor, New York Times, and FCC Comr. Paul A. Walker.

The Good Old Summertime

IN MIAMI

Who’d think we’d ever see the day when Miami’s Summer tourists would outnumber the Winter tourists of just a few years ago? Well, everything—the number of inquiries flooding the Chamber of Commerce, more hotels, transportation company reports—everything indicates that this will be Miami’s biggest Summer Season—not to mention the nearly half a million year-round local residents in Dade County!

As far as the local advertisers are concerned—we’re nicely UP over last year. We can do a good job for you, too. Just call our Rep...The Bolling Company.

Established January 18, 1926

JAMES M. LeGATE, General Manager

5,000 WATTS • 610 KC • NBC

UNOFFICIAL side meeting during the institute draws this trio (l to r): Kenneth Bontlett, dean of University of Radio & TV Center, Syracuse U.; James C. Hanrahan, general manager, WEWS (TV) Cleveland, and Dr. I. Keith Tyler, director of the institute.

Cites TV Faults

Mrs. Charles G. Weeks, president of Greater Cleveland Radio Council, said major faults of TV are bad sound tracks, poor kinescoping and too many variety shows. She said TV is following some of radio’s bad program practices, listing "soap operas, lengthy and ridiculous commercials, horror and crime stories.”

Lt. Col. Paul D. Guernsey, Washington, chief of the Attitudes Research Branch of the Armed Forces Information & Education Division, criticized "glorified nose-counts” which may appear to determine effectness of informational devices. Sound methods of obtaining and measuring constructive mass education will continue impeded, he said, as long as researchers “continue to be plied with turbid and heady ‘concoctions of words’ which intoxicate the educators into forgetting or losing sight of their unresolved problems and unacceptable responsibilities.”

M. Robert Rogers, vice president and general manager of WGMS-AM-FM Washington, criticized commercial broadcasters who think of “public service” in terms of civic announcements or programs that run free, calling the attitude “utter lunacy.” He said: "All radio programming in the United States is public service, whether station-sponsored or advertiser-sponsored.”

Page 48 • May 14, 1951
YOU MIGHT GET A 12' 8'' BLACK MARLIN*

BUT...

YOU NEED WKZO-WJEF AND WKZO-TV TO LAND BUSINESS IN WESTERN MICHIGAN!

WKZO, Kalamazoo, and WJEF, Grand Rapids, catch the biggest radio audience in Western Michigan. In their home cities, listener-preference is so heavy that we've even quit subscribing to Kalamazoo Hoopers! Out in the country, 1949 BMB figures give WKZO-WJEF a 46.7% increase over 1946 in unduplicated Daytime Audience—a 52.8% increase at night! Yet WKZO-WJEF's combination rate is 20% less than the next-best two-station choice in Kalamazoo and Grand Rapids!

When it comes to television, WKZO-TV is the official Basic CBS Outlet for Kalamazoo-Grand Rapids. Coverage includes five Western Michigan and Northern Indiana markets with a buying income of more than one and a half billion dollars! WKZO-TV telecasts to more receivers than are installed in such metropolitan markets as Atlanta, Kansas City and Rochester. WKZO-TV, Channel 3, is first choice on most of the 120,269 sets within the 1 MV line.

Write direct or ask Avery-Knodel, Inc. for all the facts!

*In 1926 Laurie Mitchell got one this long, weighing 976 pounds, in Bay of Islands, New Zealand.
'RED' ACCUSATIONS

AFRA-INDUSTRY Committee procedure for handling accusations of Communism against performers as originally announced May 4 in New York [Broadcasting & Teletcasting, May 7] was corrected and amplified in a second announcement last week.

The committee, which includes representatives of AFRA, AAAA, NAB, and the major networks, was formed under AFRA management after General Foods' dismissal of Jean Muir from The Aldrich Family radio cast, after receipt of protests based on Red Channels.

The latter publication, compiled from sources as diverse as House Un-American Activities Committee reports and The Daily Worker, listed radio and television performers alleged to have Communist or Communist-front affiliations. Miss Muir denied any sympathy with Communism, which she termed "vicious and destructive."

Also preceding formation of the AFRA-Industry Committee was announcement early last September by Rabbi Benjamin Schultz that a Joint Committee Against Communism in New York, of which he was coordinator, and which had been "assured the assistance of local patriotic organizations from coast to coast," would "watch national networks. . . ."

Last week's AFRA-Industry Committee announcement described the procedure it had "unanimously" adopted as designed both to "prevent Communist inroads" and to "protect radio and television actors and employers from irresponsible charges." It was adopted "substantially as recommended by a subcommittee after several months of study," the announcement said.

The Procedure:
1. When an AFRA member is "publicly accused by an identifiable source of disloyalty or adherence to an organization or organizations described as subversive," he may file any sort of written statement he likes in reply with AFRA.

2. AFRA will keep such statements in a "locked and confidential file."

3. Any employer or prospective employer of an accused performer may request such statement through the AAAA president, who will forward the request to AFRA's national executive secretary. If such request cites publication and date of charges made, a copy of any statement on file in reply to them will be released to firm or person making request.

4. If no statement is on file, AFRA will notify performer of the request and permit him to file a statement. "In either event the employer or prospective employer, after first notifying the performer, may release such statement for the sole purpose of refuting any disloyalty charge."

5. "If it is understood and agreed that by consenting to this procedure AFRA is not on behalf of itself or any of its members admitting the veracity of any charges which have thus far been made. Nor is AFRA in any way attesting to the validity or veracity of any of the statements which may be filed by its members. If any performer by his own actions outside of union activities has so offended American public opinion that he has made himself harmful to the best interests of an advertiser or broadcaster, that is the individual performer's personal responsibility and it cannot be shifted to his union. A letter of transmittal from the national executive secretary of AFRA to the president of . . . (the AAAA) . . . setting forth transmittal understandings, shall accompany each statement."

6. "The Industry-AFRA conference shall continue in existence in an attempt to find further solutions to the problems which caused its creation."

7. "It is understood that the representatives of industry may work out a similar plan with other crafts in the industry. . . ."

KING CHANGES

Brandt Succeeds Feltis

RESIGNATION of Hugh M. Feltis as vice president and general manager of King Broadcasting Co., Seattle (KING-AM-FM-TV), effective June 1, and appointment of his successor, Otto Brandt, ABC vice president, were announced last week.

It was learned that Mr. Feltis will open a radio-television consultant office in the Central Bldg., Seattle, advising stations, advertisers and agencies on commercial management, program problems, network relations, etc.

Announcements were made by Mrs. A. Scott Bullitt, president of the King Broadcasting Co., who said Henry B. Owen will continue as executive vice president. Mr. Owen is now on loan to the Office of Price Stabilization.

Mr. Brandt, who was elected ABC vice president in charge of TV stations last January after serving as director of television stations since April 1945, joined the ABC station relations department in February 1942. He previously had served with NBC for eight years.

He was named manager of the eastern division of the ABC stations department on April 1, 1948, and was promoted to national director of station relations in January 1949, continuing in that position until his appointment as director of television stations. His successor at ABC has not been named.
In Northern California
MORE PEOPLE LISTEN — more often — to KNBC
than to any other radio station

KNBC's 50,000 watt Non-Directional transmitter reaches all the markets of Northern California...

... KNBC has the biggest, most loyal audience in the San Francisco-Oakland Metropolitan Market — the seventh largest, fastest-growing major market in America.

... And as a plus, KNBC penetrates the rich, fast-growing markets throughout Northern California. PLUS MARKETS like Stockton-Modesto, Ukiah-Mendocino, Napa-Santa Rosa, Santa Cruz-Monterey, Sacramento, San Jose-Santa Clara, and Eureka-Humboldt County.

ONLY KNBC can reach all these markets — in one, big economical package. KNBC sales reps will show you how...

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

PLUS-Market Case History
San Jose-Santa Clara

- Population — 288,938, an increase of 65.2% from 1940-1950
- Effective Buying Income* — $415,346,000 up 166.4%
- Retail Sales* — $302,670,000, an increase of 206.2%
- KNBC Audience — Week after week, almost nine-tenths (89%) of the radio families listen regularly to KNBC

*Sales Management's 1951 Survey of Buying Power

KNBC
Northern California's NO. 1 Advertising Medium
50,000 Watts — 680 K.C. San Francisco Represented by NBC Spot Sales
in West Virginia...
your dollar goes...farther with...
"personality"

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

NEW CBC HOME
Canada Radio Bldg. Opens

CANADIAN Broadcasting Corp. Friday (May 18) officially opens its 12-story Radio Canada Bldg. on Dorchester St. in downtown Montreal. A former hotel, it has been changed in three years to be headquarters for CBC engineering staff, administrative and personnel staffs, all CBC French-language programs, local English-language programs, and international shortwave broadcasts in 14 languages daily. When Montreal's TV transmitter goes on the air next summer it also will be programmed from the Radio Canada Bldg. More than 600 CBC employees will use the building.

There are 26 studios in the building, each in a different color scheme, and each suspended on springs or rubber within the framework of the walls. Within the studios all acoustic tile has a different treatment on its reverse side, and by merely reversing a few tiles within the studio anyone of a dozen different acoustical results can be achieved.

The master control can carry programs to five transmitters, eight outgoing networks, seven incoming networks and the output of the 26 studios in the building. Twenty-seven individual programs can be routed through the master control simultaneously. The recording room can accommodate 12 disc recorders and eight tape recorders, each with its own control panel, clock and overhead speaker.

BLUME RESIGNS
Leaves FCC for Law Firm

FCC HEARING Examiner Jack P. Blume resigned from the Commission effective May 1 to become resident Washington partner in the radio law firm of ex-FCC Chairman James Lawrence Fly and Peter Shuebрук. Firm name becomes Fly, Shuebruk & Blume.

Mr. Blume will devote full time to Washington operations of the firm, which expects to open offices May 15 at 1028 Connecticut Ave. N.W. Messrs. Fly and Shuebruk will divide their time between Washington and the New York offices of the firm at 30 Rockefeller Plaza.

Mr. Blume joined FCC in March 1946 as regional attorney at Chicago. He moved to Washington in early 1947 as chief of the Law Dept.'s Review Section, being appointed hearing examiner in June 1947 with establishment of the hearing examiners under provisions of the Administrative Procedure Act.

He graduated in 1934 from City College of New York and obtained his law degree in 1937 from New York U. Law School. He engaged in private practice from 1937 to 1943, when he joined OPA as deputy hearing administrator.

Among his cases while hearing examiner have been the Mansfield Journal, Paramount-Dumont, WTUX Wilmingtn, Del., San Francisco and Detroit TV cases, as well as several other broadcast and common carrier proceedings.

Alaskan Baseballcasts

ALASKA Broadcasting System broadcasts of live major-league baseball games through Liberty Broadcasting System facilities will have two sponsors for the Saturday and Sunday games, not five as previously reported by Broadcasting • Telecasting, May 7. Blatz beer through Kastor, Farrell, Chesley & Clifford, New York, will be the sole Sunday sponsor, and Philip Morris through Biow Co., New York, a participating Saturday sponsor. Procter & Gamble's Tide through Benton & Bowles, New York, and Hill Brother's coffee through N. W. Ayer, same city, have scheduled one-minute spots announcements on the broadcasts and Lucky Lager Beer through McCann-Erickson, San Francisco, has arranged for chain-breaks.
"You give me a paean*,"

said the account executive

(for an a.e. he had a big vocabulary)

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

"The hell with that," said the copywriter.

For once a copywriter won an argument:
The ad ran this way:

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

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

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

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

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

Please ask the Katz man for additional data.

5000 WATTS
600 KC
DAY AND NIGHT
BASIC COLUMBIA NETWORK

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

BROADCASTING • Telecasting May 14, 1951 • Page 45
Sterling Denies Petition For Delay

PATH has been cleared for final FCC action on the WMIE Miami, Fla., transfer case, following denial by Comr. George E. Sterling of FCC General Counsel's petition for added time in which to file exceptions to the proposed grant of transfer. [Broadcasting • Telecasting, March 19].

In Comr. Sterling's action, announced May 4, no sufficient reason was found to grant an added delay. Vigorously opposing further extension, Attorney Paul M. Segal, counsel for WMIE, charged that additional delays "have played into the hands of malicious and unscrupulous competitors of WMIE who have long been seeking to destroy it."

WMIE said it is losing considerable business as the result of an alleged "campaign" against it by certain radio and newspaper competitors. Mr. Segal is a member of the Washington, D. C., law firm, Segal, Smith & Hennessy.

The initial decision by FCC Hearing Examiner Leo Resnick was issued in mid-March. It would approve Arthur B. McBride as part owner of the station. Mr. Resnick had concluded that there was no evidene in the Commission record to disqualify Mr. McBride from being a radio station stockholder.

Mr. Resnick had proposed to grant WMIE assignment of construction permit from Lincoln Operating Co. as trustee for Sun Broadcasting Corp. to Sun Coast itself. Sun Coast is chiefly owned by Mr. McBride and his Cleveland business associate, Daniel Sherby.

Sen. Estes Kefauver (D-Tenn.), has objected to the failure of the FCC initial decision to consider evidence gathered by Senate Crime Investigating Committee staff members [Broadcasting • Telecasting, April 5].

Committee's Charge

The crime committee's "second interim report," charged Continental Press with being controlled by "gangsters who constitute the Cape- pone syndicate" and again named the national racing news wire service in its final report [Broadcasting • Telecasting, May 7].

Continental Press is owned by Mr. McBride's son, Edward J. McBride, and managed by his brother-in-law, Thomas Kelly.

Mr. Resnick also had given Mr. Sherby and Continental Press a clean bill of health.

In argument setting forth "no need for any additional time" on the case, WMIE rebutted various possible grounds for FCC delay, such as shortage of available personnel, work load, and size of the hearing.

Station also contended "no lawful cause" has been set up in the Commission counsel's motion for further extension of time, saying that objections of general counsel was factual.

WMIE described itself as the only independent, regional station in its area, operating with 5 kw night and 10 kw day. There are 11 stations in the Miami area, four of them affiliated with national networks. The four are WQAM-NBC; WQAM-WMB, with Mutual, and WGBS, with CBS. WGBS was not named in the brief as being in active competition with WMIE.

While giving a review of the WMIE case, the brief pointed to the radio advertising trend toward a fall-off in network business and an increase in national spot business. Result, according to WMIE, is that the leading high-power independent in a good market has "been rapidly increasing its earning power by extending the number of stations in the area." Such a development apparently is indicated in the Miami area, Mr. Segal's brief said.

According to the WMIE counsel:

The applicant [WMIE] sincerely believes, and urges the Commission to consider the probability that there is joint action on the part of the three competing stations to defeat the placing of radio advertising on WMIE in the stations' best interest, to cause it to operate at a loss and to drive it out of business. The Commission will of course recognize the importance of such a contention and give it the treatment it deserves.

In the nature of things direct and positive evidence is seldom accessible.

Counsel went on to say: "In the present case there is much evidence of a common design and a joint operation to the ends indicated."

WMIE's brief alleged Daniel P. Sullivan, now employed by the Greater Miami Crime Commission, had been compiling a campaign before the FCC against WMIE.

The brief attempted inference that this campaign had, at least in part, allegedly conducted with the knowledge and perhaps aid of the stations named in the brief.

Gambling Issue

WMIE also strongly attacked the connecting of the station with violation of the FCC's standards on the broadcasting of gambling information.

In defending its position, WMIE said the Crime Commission "takes the position that Continental Press Service is organized to supply information to bookmakers. The Crime Commission is familiar with the case of McBride vs. Western Union. The argument specifically mentions that one of the customers of Continental Press Service is WINZ at Miami Beach. The Crime Commission also knows that WMIE and WMW, also on Miami Beach, have been a long time broadcast such things as the morning line, jockey changes, track conditions at," both WIOD and WKAT broadcast racing news, the brief asserted.

In outlining the alleged con-

VANDIVERE

Joins Weldon & Carr

EDGAR F. VANDIVERE Jr., formerly with the FCC, has joined Weldon & Carr, consulting radio engineering firm, as senior physicist in its Washington division.

Mr. Vandivere studied physics and mathematics at Emory U., continuing with graduate work at Duke University from 1936 to 1942, was physics instructor at Clen-

Mr. Vandivere is a long-time radio industry executive.

From 1948 until he left, Mr. Vandivere was chiefly concerned with research on propagation and antennas and with development of associated engineering standards. He directed preparation of the technical specifications for the Daytime Skywave Hearing. In 1946 he was vice chairman and later chairman of the government-industry committee which analyzed skywave data and prepared new skywave charts for the Clear Channel Hearing.

Subsequently, he was named a member of the Ad Hoc Committee on VHF propagation and chairman of various other government-industry technical committees concerned with NARRA.

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certed campaign against WMIE, the brief referred to an April 14, 1950, editorial, "Only Issue Is McBride," but by the Miami Daily News (WIOD). Mr. Segal claimed the article was written by James M. Cox, who controls the newspaper and radio outlet involved. WMIE counsel asserted: "Not only did Cox use his newspaper to vent his spleen and attempt to influence the advertisers of the Miami area, but he also undertook to see to it that his vicious editorial was called to the attention of the FCC. He accordingly instructed an employee of his, one J. Leonard Reinsch, to see to it that copies of the editorial were furnished the Commission. Reinsch accordingly sent copies of the editorial personally to the Chairman of the Commission and to its General Counsel. This was obviously an attempt and an illegal attempt to influence the Commission."

Mr. Segal said "the same James M. Cox is author of the incredible and ridiculous fairy tale seeking to link Mr. McBride with Alphonse Capone."

Existence of a joint effort to discredit WMIE, Mr. Segal alleged was manifested "by the fact that the newspapers, their radio stations, WKAT, and WQAM, also the Commission concentrate all of their complaints against WMIE and deliberately and consistently ignore palpable and notorious violations by other radio broadcasting stations."
Building Strength for the Free World

Highlights from the Annual Report of Standard Oil Company (New Jersey)*
for 1950...a year of record activity

Standard Oil Company (New Jersey) is an American corporation which has, in varying degrees, investments of capital and technical knowledge in a large number of operating oil companies, both in the United States and abroad. In 1950, these companies:

IN THE U. S. A.
Drilled over a thousand new wells, with an unusually high proportion of producers...
Improved and expanded refineries in New Jersey, Maryland, Louisiana, and Texas...
Completed a new continuous wax-making plant at Bayonne, N. J. ...
Added 370 miles to Texas crude oil pipeline systems...
Started doubling the capacity of a products pipeline across Pennsylvania...
Let contracts to increase by 85% the capacity of a pipeline from Baton Rouge to the Southeastern states...
At government request, re-activated two government-owned Butyl rubber plants; also continued operating two others which have been producing constantly since 1943...
Invested over 20 million dollars in laboratory research for new and improved processes and products.

IN WESTERN EUROPE
Proposed a plan which ended gasoline rationing in England...
Went ahead of schedule in construction of a new refinery at Fawley, England, to be the largest in Europe...
Expanded, improved or started construction of refineries in Norway, Belgium, West Germany, France, and Italy...
Open many new service stations, which served not only local motorists, but some 18,000 American tourists...
Supplied 28% more fuel oil than a year ago, to meet needs for industrial expansion...
Met the greatest demand for asphalt for new road building ever experienced in these areas.

IN THE MIDDLE EAST
Stepped up oil production substantially in Saudi Arabia...
Opened the vitally important Trans-Arabian Pipeline system from oil fields on the Persian Gulf to the Mediterranean...over 1,000 miles of 30- and 31-inch pipe...
Started construction of a large-diameter pipeline extending 550 miles from Iraq to the Mediterranean.

IN THE FAR EAST
Expanded production of crude oil in Indonesia and explored for oil in Papua...
Increased output of refineries in Australia, Sumatra, Japan.

IN CANADA
Produced nearly 50% more oil than a year ago...
Made new oil and gas discoveries in Ontario and Alberta...
Operated nine refineries at 14% greater output than a year ago...
Opened a new 1,100-mile pipeline system from Alberta to Lake Superior, to carry crude oil toward the major Canadian refineries and markets.

IN SOUTH AMERICA
Set a new production record in Venezuela, second largest oil-producing country in the world...
Operated the big Aruba refinery in the Netherlands West Indies at a higher rate than ever before...
Met sharply increased call for products throughout the continent, to support the vigorous post-war development.

IN OCEAN TRANSPORT
Received the last 4 of 12 super-tankers ordered two years ago...
Ordered 6 more new tankers...
Operated an ocean-going tanker fleet of 117 vessels, totaling over 2 million deadweight tons.

IN EMPLOYEE RELATIONS
Continued the same favorable labor relationships that have prevailed for more than three decades, with no strikes in domestic operations.

THE YEAR ENDED...THE JOB GOES ON. In 1950, for the first time, world use of oil outside the Iron Curtain passed 10 million barrels a day. For comparison, it was just over 7 million in 1945, the peak war year.
This is significant to free people everywhere. Oil supplies in today's world are closely linked to living standards and national strength. It seems clear that more and more the world will look to oil to help keep it free and progressive. More and more it becomes clear, in meeting that need, that the American-developed business process of risk and result...of competition spurring corporate ingenuity and responsibility...is a strong and flexible system for promoting the welfare of people.

* We will be pleased to send a copy of the full report to anyone wishing it. Write Room 1626, 30 Rockefeller Plaza, New York 20, N. Y.

FINANCIAL SUMMARY

Standard Oil Company (New Jersey) and Consolidated Affiliates

Total income from sales, services, dividends and interest...$3,198,266,000
Net income...$408,223,000
or $13.48 per share
Dividends...$151,028,000
or $5.00 per share
Taxes paid...$276,000,000

Taxes collected for governments...$294,749,000
Wages and other employment costs...$548,205,000
Spent for new plants and facilities...$295,132,000
Number of stockholder-owners...222,000
Number of employees...116,000
Faithful Servants

☆ RCA-design 892-R air-cooled power amplifier tubes have been demonstrating their long life and dependability in hundreds of the nation’s leading 5- and 50-kw AM transmitters for many years. For the finest in power tubes...buy RCA.

RCA Tube Distributors are anxious to give you the best possible service on your broadcast tube requirements. You can count on the co-operation of your local RCA Tube Distributor...and he’s as close as the phone on your desk.

LEGAL NOTICES ON AIR
Florida Bill Proposes Radio Authorization

REVENUE from legal notices, longtime a financial mainstay of many small market newspapers, may soon be available to Florida radio stations.

A bill was introduced May 4 in the state legislature at Tallahassee and voted out of committee for floor consideration that same day which would authorize radio stations to handle legal notices.

If passed, the measure would provide a boom to hundreds of stations, particularly those located in county seats.

One Washington observer, a radio pioneer, expressed the opinion that the legislation, if passed, probably would be adopted by other states.

The Florida bill would not interfere in any way with present publication requirements, but would prove an additional method of serving publics.

In all cases in which personnel services could not be obtained in suits, and process would be permitted by publication, the proposed bill would give a radio station in the same county as the court the authorization to broadcast the notice once weekly for four consecutive weeks.

The bill noted that the station

SET OUTPUT
Radio Same, Television Up

PRODUCTION of radio receivers during the first quarter of 1951 was 27% above the same period last year, according to Radio-Television Mfrs. Assn. TV production was 37% above the same quarter in 1950, it was found.

Preliminary figures for the second quarter indicate a drop in TV production but RTMA pointed out that the greatest proportion of the 10,600 output came during the third and fourth quarters.

RTMA’s estimates, including both member and non-member companies, showed 4,285,697 radios and 2,199,669 TV sets manufactured in the first three months of 1951, compared to 3,343,600 radios and 1,605,200 TV sets, respectively, a year ago.

The figures show that 95% of TV sets in the first quarter had picture tubes 16 inches or larger, with 3,672 having tubes 22 inches or larger.

March production included a five-week period. Breakdown of first quarter production follows:

<table>
<thead>
<tr>
<th>Month</th>
<th>Television</th>
<th>Home Radios</th>
<th>Portable Sets</th>
<th>Auto Sets</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>645,716</td>
<td>792,410</td>
<td>72,483</td>
<td>692,372</td>
<td>2,199,699</td>
</tr>
<tr>
<td>February</td>
<td>670,716</td>
<td>792,410</td>
<td>72,483</td>
<td>692,372</td>
<td>2,207,789</td>
</tr>
<tr>
<td>March (five weeks)</td>
<td>874,574</td>
<td>1,037,745</td>
<td>72,483</td>
<td>692,372</td>
<td>3,166,022</td>
</tr>
</tbody>
</table>

Total: 2,199,699, 2,605,352

WAGE POLICY Explained by Cool

WAGE and salary stabilization programs definitely cover radio and television talent employed by advertising agencies, the Advertising Agency Financial Management Group was told by Ola C. Cool, Labor Relations Institute of New York director, at a luncheon meeting in New York fortnight ago.

Mr. Cool, speaking on “Wage and Salary Stabilization Problems in the Advertising Field,” gave a detailed explanation of how the 10% wage increase formula of Regulation No. 6 applies in advertising, along with a plan for operation under Wage Stabilization programs. Barron Proctor, group president, presided.

Lyle Warrick

LYLE WARRICK, 27, special events director at WTTV and WTVT (TV) Bloomington, Ind., died May 5 after a long illness. Mr. Warrick, a prominent Indiana radio personality, formerly was associated with WSUA Bloomington, WISH Indianapolis and WAOU Vincennes. A native of Bloomington, he was a graduate of Indiana U.
COAL RESEARCH PLANS FOR FUTURE.
Coal men recently met in Columbus, Ohio, to review and plan further the work of Bituminous Coal Research, Inc., which is sponsored by leaders in the industry. BCR work has led to greater mine safety, better coal preparation, more efficient mining machinery, and better utilization. BCR also looks to the future—to a practical synthetic fuels industry—new products through coal chemistry—and the revolutionary coal-power gas turbine. Coal men predict that newly planned research will mean not only still greater productivity and better coal, but also wider and more efficient use of coal in the future.

BRITISH EXPERTS STUDY AMERICAN COAL MINING METHODS.
Sixteen British coal mining experts were recently in this country to study American coal production—to see how, on a man-for-man basis, the average American miner is able to out-produce the average British miner by 5 to 1. American coal producers showed them how the most highly developed modern mining machines and the stimulus of free competition have made our coal industry the most productive in the world.

SAFETY PAYS—INSURANCE PREMIUMS LOWERED!
The coal mines' safety record of 1950 was the best in history. It brought tangible benefits to management as well as the miners. The State of Pennsylvania estimates that, as a direct result of the decrease of accidents, coal industrial insurance premiums will be lowered this year by more than 4%. Labor and management, working together, have both gained . . . because coal mining in Pennsylvania—as in other states—is safer than ever before.

"COAL RUSH" BY INDUSTRY.
The New York Times reports that major American industries are now staging a virtual "coal rush." Electric utilities, and plant after plant in such industries as food, soap and chemicals, are converting 100% to coal for their power. Industry is, as the Times article puts it, "waking up to conditions." There is no fear of coal rationing. The highly mechanized American coal industry is now at its highest level of productive efficiency—up 30% in 10 years. The nation is assured of a dependable and plentiful supply of its basic fuel—bituminous coal.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.
As John Blair & Company starts its 19th year of exclusive representation of leading radio stations, we welcome WWDC of Washington to our roster. We are pleased as well to number Washington, the 9th metropolitan market, among the great American cities on our list. The hard hitting, aggressive management at WWDC assures us that our new association will be a long and happy one.

We have watched WWDC grow during the past ten years to a dominant position in this always-rich market. Today with the cream of WWDC's established local shows PLUS the best of MUTUAL, we believe that WWDC offers more for your advertising dollar than any other medium in Washington. One of our representatives will be happy to tell you the whole story.
s in radio join
P and WWDC

John BLAIR & Company, NATIONAL REPRESENTATIVES

Offices in: NEW YORK, CHICAGO, ST. LOUIS, DETROIT, DALLAS, LOS ANGELES, SAN FRANCISCO
Freeze to Ice-Cap

LAST WEEK radio-television lost its aura of essentiality in this volatile defense economy. It's supposed to be temporary—until better controls on critical materials can be evolved.

The net effect, nevertheless, is that under the new NPA construction order, an equipment freeze is imposed upon the new station construction. There are the usual appeals procedures. Simultaneously, regulations affecting nickel, used in loudspeakers, and cathode ray tubes, forestalled lightened production ahead in the receiver field.

This could be the beginning of what many thought would be the effect of the Korean outbreak—an equipment freeze superimposed upon the TV allocations freeze. That should come about just about the time there are first signs of the thawing of the four-year-old TV freeze, if only in UHF, must be regarded as sheer coincidence.

The mysterious aspect of the new construction ban is that it came out of the blue—a complete surprise to the FCC and to those doing business with NPA. There wasn't the customary customary TV industry business representatives. It countermands an order of last January which exempted radio and TV.

The experience of World War II, when a tight equipment freeze was imposed on every thing except construction "certified as essential in the war effort" must be used as the index to this new dilemma. Defense production officials and new orderers are saying simply that there will be no approvals "in the field" of new construction of transmitters or studios, but that applications must be backed to Washington. Anyone who had experiences with the priorities procedures of the last war knows their futility.

As it stands now, those projects under way can be completed. Hollywood-type studios are cut, along with motion picture theaters and hot-dog stands. New station installations might go on if they aren't too numerous, and if the Washington authorities do not follow the World War II pattern of confusion and frustration, compounded.

Radio should not be a serious issue in this new austerity. TV again is the problem child. The President and Defense Chief Wilson have stated repeatedly that a healthy civilian economy must be maintained.

TV occupies a unique place in the civilian economy. In the scant six years since World War II, we have seen TV as being an important part of the economy save food, clothing, housing and transportation—in those parts of the country where the federal government has permitted it to exist. Yet many areas are still deprived of television—which is still a "regional" medium, regional to the extent of 107 stations covering only 68 markets.

Before the controls are drawn taut, the case for radio-TV should be forcefully presented to the appropriate defense authorities. The inequity of banning radio-TV construction at about the time the allocation lid comes off, should be made crystal clear.

Below the Belt

IN OUR government of checks and balances, it is the prerogative—indeed the duty—of Congress to probe into the activities and personnel of any and all agencies of Government.

The FCC has had its share of those inquiries. It has been the butt of many a Congressional diatribe. It has been called almost everything in the book. And much of it, in our judgment, has been justified, as past volumes of this Journal covering a 20-year span, will attest.

The FCC of today isn't the paragon of bureaucratic perfection by quite a stretch. But it is still the fact that the FCC is the agency in Government. We think it can get along with less money, less red tape, less made-work and fewer people just sitting out jobs until they can retire.

Proper inquiries into FCC activities, in our view, should be encouraged. Irresponsible ones, motivated by disgruntled individuals or flannel-mouthed legislators with axes to be ground, should be shamed.

The FCC was hit below the belt the other day. Rep. Eugene Cox (D-Ga.), who headed the first FCC investigation eight years ago, and Rep. John Rankin (D-Miss.), who spits vituperation at all minorities, joined hands. They branded the whole FCC a Communist cell.

Mr. Cox wanted to snip half a million off the FCC's budget, and get it. Mr. Rankin wanted to abolish the FCC altogether—until the last vestige of his imagined junior Kremlin is cleaned out.

Mr. Rankin's approach was pure nonsense. We believe the FCC of another era had its philistines and reds or the type that had been the talk of the town.

The FCC of today is a different story. It is a democratically elected board who watch over the airwaves for the benefit of the American people and the diversity of the American public.

Some of the current FCC board members can stand up to the best in the free world. It was Mr. Cox, who should know better, who gave to his House colleagues a lot of archival, rhetorical eye-wash, and who slandered Chairman Wayne Coy. He talked about a com missioner's wife who is vice president of a Communist-front organization. He meant the wife of an ex-commissioner who failed of re appointment three years ago. He was alluding to a departed era.

Mr. Cox charged that the Washington Post "is pretty well dominates the Commission," because Chairman Coy was head of the radio operations of that newspaper before he became chairman in 1947. That canard is unpatriotic. Mr. Cox has declined to participate in any decision having the remotest connection with Washington Post radio or TV activities, and has absent himself from the proceedings.

The cut in FCC appropriations, as advocated by Mr. Cox, may stand. The FCC wouldn't be incapacitated if it did. But fairness and equity, we believe, demand a repudiation of the irresponsible and unfounded charges which were vitally untested in the Congressional Record.
In the Nation's Capital...

WTOP's news programs are more-listened-to than ever before...

The 6 to 7 p.m. evening news hour delivers 4,462* MORE homes than last year

*The Pulse Inc., March-April 1950 vs. 1951
Hope "Cappy" Told Him Where to Get Off!

"Cappy" Fisher—who just retired after thirty-five years as a railroad conductor—was telling about a certain salesman who was often one of his passengers.

"That man was so busy," says Cappy, "he used to bring a dictaphone on the train to catch up on his letters. On one trip he'd been rushing around so much he clean forgot to bring his ticket. Left it on his desk."

When Cappy started to tell him not to worry about the ticket he forgot, the salesman busts out with "Who's worried about the ticket? It's just that now I don't know what city I was going to get off at!"

Capp might have been pulling our leg, but from where I sit, lots of us get so wrapped up in ourselves we often forget "where we're going." Some folks get so narrow they even beudge their neighbors the right to enjoy a glass of beer now and then. Let's not forget that just as trains run on steam and oil, democracies run on freedom and tolerance!

Joe Marsh

From where I sit by Joe Marsh
Children's Programs also prove KEX Preference

YOUNGSTERS prefer KEX programs and influence purchases of KEX advertised products

5,000 eager youngsters jammed the auditorium of Portland's leading department store, Meier & Frank Company, to witness the annual Easter Party. “Drawing cards” for the show were KEX stars Uncle Bob and Merrie Virginia.

Throughout the years only KEX children shows have enjoyed a continued success in the Pacific Northwest, and five sponsors have been associated with these shows since their inception. Consistent program promotion and personal appearances are keeping these KEX leaders way out in front of other kid shows.

Proof? Check your audience reports!

“The Squirrel Cage”
Every afternoon from 4:15 to 4:45 Uncle Bob holds forth with his little friends, “Gus the Goose” and “Gabby the Squirrel.” It's fascinating fun for small fry.

“The Merrie Circle”
Rounding out each afternoon of kiddie fun, Merrie Virginia takes her listeners to the land of make-believe with her many puppet characters, including “Gulbert” and “Sir Percival Penguin.” This program from 5:00 to 5:30 provokes hundreds of letters weekly from the entire Northwest.

P.S. Not only do these shows earn ratings — but they rate parental approval. Contact KEX or Free & Peters for availabilities now!

Oregon's Only 50,000 Watt Station
ABC AFFILIATE IN PORTLAND
WESTINGHOUSE RADIO STATIONS INC.
KEX•KYW•KDKA•WBZ•WBZA•WOWO•WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

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WILLIAM DOTY EDOURDE appointed NBC radio and TV spot sales representative in Southern California succeeding ROBERT E. HOWARD resigned. Mr. Edouarde was with KFWB Hollywood as sales manager, and earlier was associated with Badger, Browning & Hersey, N. Y.

RALPH L. STUFFLEBAM, commercial manager KSTL St. Louis, appointed director of FM at KXOK-AM-FM St. Louis.

PAUL ADANTI, station manager WHEN (TV) Syracuse, appointed director and vice president Meredith Syracuse Television Corp., subsidiary of Meredith Publishing Co., Des Moines, Iowa. Company also owns WHEN.

LEO BORIN, program supervisor WHAY New Britain, Conn., appointed manager of station. He will also continue his program duties. THOMAS MEADE appointed sales manager WHAY.

HOWARD R. HAWKINS, general attorney RCA Communications since Jan. 1, 1949, elected vice president and general attorney of RCA Communications Inc.

A. DONOVAN FAUST, assistant general manager WLWD (TV) Dayton, appointed assistant general manager WDTV (TV) Pittsburgh.

WINSTON S. (Red) DUSTIN, vice president and general sales manager of Ktno Stations (WNOE New Orleans, KNOE Monroe, La.), named executive secretary of Cordell Hull Foundation for International Education, Foundation, which plans multi-million dollar endowment for education of Latin American students at Vanderbilt and other U. S. universities, constitutes largest private project for interchange of students and eventually plans to cover entire world. Mr. Dustin has been identified with project from its start. Trustees include Frank Houston, Chemical Bank in New York, James A. Farley, UN Ambassador Warren Austin and other leading figures.

HARRY W. ZIPPER, executive assistant to J. KELLY SMITH, CBS vice president in charge of O&O stations, named production business manager, KTSL (TV) Houston. He will work with JAMES MELICK, executive assistant to management CBS Hollywood.

JOSEPH HERSHEY Mc Gillivra Inc. N. Y. appointed national representatives for WBIS Bristol, Conn.

EDWIN C. DERRYBERRY, account executive WTJF (TV) Miami, called to active duty with Air Force.

ART CURTIS assistant to merchandising manager Hotpoint Inc., Chicago, to sales department WBBM Chicago.

LaVERLE TEED, John Keating Radio Station Representatives, Portland, Ore., appointed radio consultant for firm.

R. C. LOCKMAN, account executive KNX Hollywood, to KTTV same city, in similar capacity.

B. W. JASPER appointed account executive WXGJ Richmond. He was with WCSI Columbus, Ind., as sales manager.

MEL GOODRIDE, Bendix Appliances, South Bend, MBS Chicaago, as network account executive. He also worked at J. Walter Thompson, Chicago.

THE KENNEDY Co., Phila. appointed Philadelphia representative for WOND Pleasantville, N. J. JOHN G. STRUCKELL appointed acting general manager WOND. He was with WWBZ Vineland, N. J.

JOHN B. SOELL, Du Mont Television Network, named account executive. He was account executive with WMCA New York for two years.

ARTHUR M. SWIFT, salesman WOOD Grand Rapids, on temporary duty with Air Force, stationed in Detroit.

NORMAN GLENN, supervisor of NBC sales promotion division, radio advertising and promotion, named to Radio Network Sales staff. VINTON FREEDLEY Jr., formerly with American Tobacco Co., Poole, Cone & Belding and BBDO, also named to Radio Network sales staff [Broadcasting • Telecasting, April 30].

PERSONS...

HECHT S. LACKEY, owner and general manager WSON-AM-FM Henderson, Ky., elected governor of District 233 of Rotary International. . . . J. CLIFFORD LEE, president KFMX San Bernardino, elected to three-year term as director-at-large on board of California Tuberculosis & Health Assn. . . . C. K. SPICER, business manager WBT-AM-FM and WXY (TV) Charlotte, N. C., elected first president Charlotte Chapter of National Office Management Assn. . . . JOHN H. POOLE, president KALI Pasadena, Calif. is on two months tour of Europe. . . . ROGER CLIPP, general manager WFIL-AM-FM-TV Philadelphia, named chairman of Variety Clubs convention to be held in Philadelphia in May. Vice President Alben W. Barkley, Loretta Young and Morton Downey are scheduled to attend. Faye Emerson and Ken Murray will originate their network television shows from Philadelphia during the Variety Clubs convention. Mr. Clipp will also serve as chairman of special events committee for Philadelphia’s observance of Armed Forces Day, May 19.

JOHN D. SCHEUER Jr., assistant to general manager WFIL Philadelphia will speak at Fourth Radio and Television Institute to be held at Pennsylvania State College, July 11, on WFIL-AM University of the Air. Several hundred men and women in the radio-television industry and in the education field are expected to attend . . . ROBERT E. DUNVILLE, president and general manager Croley Broadcasting Corp. at Cincinnati headquarters, returned to his home last Tuesday after a hospital sojourn. He suffered what was described as a "mild cardiac attack" three weeks earlier. . . . HENRY P. JOHNSON, managing director WIGN Birmingham, Ala., has adopted four-month-old girl, Margaret Ann.

BASEBALL HEARING

KFSB Goes to Court

MAY 17 has been set for a circuit court hearing in Joplin, Mo., wherein the local KFSB will seek the right to broadcast baseball games of the St. Louis Cardinals. Station's counsel has filed for an injunction against such a ban which is effective when the Joplin baseball team of the Western Assn. plays at home.

Defendants are the Cardinals, Griesedick Brewing Co. as sponsor, Ruthrauff & Ryan, agency, and the Joplin baseball team. Anti-trust, restraint of interstate commerce and monopoly are alleged. According to reports, KFSB is disregarding the ban.
Murrow takes to tape

45 miles of news-packed sound tape is one week's raw material for Ed Murrow's "HEAR IT NOW", Peabody Award winner for 1951

History repeats itself for the benefit of CBS audiences every week as Edward R. Murrow airs his skillfully woven account of the week's happenings, "Hear It Now". On-the-spot tape recordings from the world's newsfronts—45 miles of them—go into the making of "Hear It Now". These capture the actual voices and surroundings of the men who make the news, reproduce every sound with life-like fidelity.

There is no needle scratch, crosstalk or backlapping with tape, and its high fidelity remains through thousands of playings. Tape recordings can be made anywhere, anytime... in the studio, on the street, in moving vehicles... and the tape is easy to cut and dub into.

Want to know more about the shortcuts, new twists, savings you can make with tape? Write to Dept. BT51, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and we'll arrange to have a representative give you the whole story.

IMPORTANT: There's more than one brand of sound recording tape on the market. Insist on the "SCOTCH" brand, the lubricated tape that means matchless fidelity, clarity of reproduction, freedom from distortion. Used by all major networks and recording companies.

Broadcasting * Telecasting

May 14, 1951 * Page 61
OPERATOR RULE

‘Severe Hardship’—NARTB

SEVERE hardship would be imposed, especially on small stations, by the FCC’s April 5 proposed rule granting 30-day exemption from the first-class operator rule, according to a special NARTB committee engaged in a study of the problem [Broadcasting * Telecasting, May 7].

While the FCC’s proposed rule is designed to provide relief, according to the committee, its 30-day limit will force stations into procedural snarls worse than the hardship the rule is designed to relieve. Exemption of 120 days instead of 30 days should be granted, the committee suggested, with stations filing an interim report at the 90-day point to show what efforts are being made to hire first-class operators.

Stations would be put to heavy expensive and time-consuming effort in supporting applications for relief every 30 days, the committee contended, with more than 30 days likely to be required to comply with requirements. “In fact, a station would be well advised to begin preparing its second justification before action had been taken on its first application,” the committee argued. “The Commission must make the basic period of relief sufficiently long to make it meaningful.”

Since the proposed FCC ruling permits filing with field engineers, the committee felt these engineers should have the right to terminate examinations if stations failed to make a good showing at the 60-day interval.

The 30-day rule proposed by the Commission is contrary to sound administrative practices, the committee contended, citing regulatory practices in support of its claim.

Another practical objection centered in the difficulty of hiring temporary operators on a 30-day basis, especially in view of the present national labor shortage.

The brief was filed by Bernard K. Brown, Esq., for the News-Telegraph Company whose membership comprises William C. Grove, KFBO Cheyenne, Wyo.; chairman; Marshall Pragia, WATO Oak Ridge, Tenn.; and Harold Essex, W5JS Winston-Salem, N. C.

KPPC DENIED

FCC Reverses Proposed CP

REVERSING an initial decision, FCC last week denied a construction permit to Pasadena Presbyterian Church to change transmitting equipment and to increase power of KPPC Pasadena on a share-time basis with KGJF Los Angeles. Requested power boost was from 100 w to 250 w, operating on 1540 kc.

The initial decision was reversed on grounds that there was more than 2 mv/m and 25 mv/m contours overlap by KPPC compared to required 5 and 2 mv/m contours of KGJF.

In a dissenting opinion, Comr. Paul A. Walker said that FCC’s rules and standards should be enforced “with reason.” Asking such an interpretation in this case, Comr. Walker indicated granting of both applications as recommended by Examiner Basil P. Conner would permit “increased benefits to many thousands of listeners.”

Kfst REVOCATION

Suspended Pending Hearing

FCC has suspended its order revoking the construction permit of KFST Fort Stockton, Tex., until hearings, which are to be held in Fort Stockton, are concluded [Broadcasting * Telecasting, March 19]. No date has been fixed for the hearings over which Comr. Paul A. Walker will preside, FCC said in an action May 3.

The basis for the revocation order was alleged ownership misrepresentation of KTXC Big Spring, Tex., whose bid for license renewal was also designated by the Commission for hearing.

Actions on KTXC and KFST had been deferred a long time as a result of a letter from Leon R. Lyon regarding alleged contracts granting part interests in KTXC to V. T. and E. W. Anderson. Mr. Lyon was original permittee of KTXC and program owner KFST in equal partnership with the Andersons and Clyde E. and George T. Thomas, all of whom were now seeking FCC permission to have participated “in the illegal transfer” of KTXC.

Extends Deadline

DEADLINE for filing proposed findings in G. A. Richards’ stations case were prolonged seven days to today (May 14). Renewal proceedings involve KMPF Hollywood, WJR Detroit and WAGR Cleveland.

In giving additional time last Monday, Examiner J. D. Cunningham noted illness in the family of a FCC General Counsel staff member as well as enormity of hearing record as justification for the extension. Richards counsel has already submitted its proposed findings [Broadcasting * Telecasting, May 7].
Truscon Builds

World's Tallest Radio Tower

Truscon has fabricated for the United States Government a 1,212-foot tower recently erected near Rome, New York.

The 1,212-foot giant overshadows every other man-made structure in the world, except the 1,250-foot high Empire State building. It is truly a tribute to the skill of the men at Truscon who designed, engineered, and produced it. Not many years ago a tower of this type and height would have been considered impractical to build. Work on the structure began on Truscon's drawing boards in the spring of 1948. Erection was started in September 1950.

Nearing completion last November, the tower had its first test of consequence during the storm that brought record snow and 125-mile-an-hour winds to the eastern section of the country. In this blow the tower swayed approximately seven-tenths of the seven feet it is calculated to sway in a 150-mile-an-hour hurricane.

Requiring 772 tons of fabricated steel, the great structure is supported by 4 miles of guy cables, most of which are anchored almost a quarter of a mile away from the base. The new tower will be used by scientists at the Griffiss Air Force Base near Rome (N. Y.) for the study of Loran, a radio navigation aid first developed during the last war.

Today, rising skyward in many nations are many hundreds of Truscon-built "fingers of steel" over which pour communications for the attentive ears and eyes of the world's people. Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance on your tower problems. Call or write today.

A construction photograph shows giant tower's base. More than 1400 cu. yds. of concrete was used to form base pier and guy anchors.
MICHAEL AWARDS

1,200 Attend 2nd Annual Academy Dinner

SECOND annual "Michael Awards" of the Academy of Radio & Television Arts & Sciences were presented at a dinner at the Waldorf Astoria Hotel in New York last Monday evening.

Seven special citations were presented, including a "pioneer television award" to Dr. Allen B. DuMont, president of Allen B. DuMont Labs and the DuMont Television Network, and a "national public service citation" to the Kefauver Crime Investigating Committee. Some 1,200 persons, including broadcasting, newspaper, government and social leaders, were on hand for the banquet, proceeds of which were donated to United Cerebral Palsy's $5 million May campaign.

Award winners were announced as follows:

Radio—Best comedian, Groucho Marx (NBC); best situation comedy, Jack Benny Show (CBS); best dramatic program, "Theatre Guild on the Air" (NBC); best news interpretation, Edward R. Murrow (CBS); best consistent news commentator, Walter Winchell (ABC); best classical music program, "Symphony Hall" (NBC); best mystery program, "Dragnet" (NBC); best children's program, "Quiz Kids" (CBS); best music composer-producer, "Theatre Guild and Homer Fickett (NBC)."

Television—Best comedian, Milton Berle (NBC-TV); best variety program, "Toast of the Town" (CBS-TV); best situation comedy program, "The Phil Silvers Show" (CBS-TV); best dramatic program, "Playhouse 90" (CBS-TV); best mystery program, "Suspense" (CBS-TV); best panel quiz, "What's My Line" (CBS-TV); best children's program, "Super Circus" (ABC-TV); best musical variety program, "Fred Waring Show" (CBS-TV); best producer-director, Max Liebman (NBC-TV); best news commentator, John Cameron Swayze (NBC-TV); best commercial presentation, "Lucky Strike cigarettes" (NBC-TV)."Best male vocalist, Perry Como (CBS); best female vocalist, Dinah Shore (CBS)."Best announcer, Bud Collyer (NBC-TV)."Best sportscaster, Bill Stern (NBC-TV)."Most promising television star, Sam Levenson (CBS)."

"Michael Clations"—Irving Mansfield for originality and creativity in the conception of program ideas (CBS); Barry Gray, public affairs award (CBS); Arthur Godfrey, "Mr. Mike" (CBS); Eddie Cantor, humanitarian award (NBC-TV); Bob Hope, Americanism award (NBC); the Kefauver Committee, national public service citation; Dr. Allen B. DuMont, pioneer television (DuMont)."Radio-television forum and discussion programs—American Forum of the Air, best forum program (NBC); Meet the Press, best discussion program (NBC-TV)."

GE RESEARCH

To Triple Facilities

THE NEED for more research and development looking toward improved electronic equipment for the armed forces has prompted the General Electric Co., Syracuse, to plan tripling of its facilities at Electronics Park and the addition of 175 new employees.

Dr. W. R. G. Baker, GE vice president and general manager of the company's Electronics Dept., said the size of the 190-acre lab building will be increased from 33,000 to 101,000 sq. ft. by the addition of two wings. Construction starts this month. Activities carried on in the laboratory include not only military research but basic studies in the whole field of communications. About 162 people currently are employed at the Electronics Lab.

COUNCIL PICKUP

Col. Springs Allows Tape "REVOCABLE" permit to take record meetings of the Colorado Springs (Col.) City Council has been granted KVOR, that city. By vote of 6-3 the council approved delayed broadcasts, long proposed in Rocky Mountain cities.

James D. Russell, KVOR president, appeared before the council May 8 to explain his request, saying the object was to heighten public interest in council proceedings. The tape will be edited to remove less interesting portions and a narrative will be added by Hal Bumpus, KVOR newsmen.

Mr. Russell said military matter of a confidential nature would be deleted. "We have no bones to pick," he continued. "We are not in a position, nor do we have the slightest desire to editorialize. It will be straight news reporting."

One of the three dissenters objected to recordings on the ground they would cause misunderstanding. A new member felt he had not been on the body long enough to have his opinions broadcast.

FRAUD BILL

House Committee Cites FCC

CITING FCC testimony on the projected radio fraud bill [BROADCASTING • TELECASTING, April 30, 23, 16], the House Judiciary Committee has said "radio misuse to perpetrate frauds has increased to an alarming degree."

This recognition of fraud via radio was given in the committee's report on HR 2948, which was approved a fortnight ago for House action.

Taking cognizance of fraudulent operators who by-pass the mails and use only "wire and radio facilities," the committee said "the ingenuity of swindlers gravitates naturally to those unethical practices beyond the specific sanction of law."

Mail Issue

It went on to say, "even in those cases of radio fraud where the mails have played a role, it is sometimes difficult to prove the use of the mails to the satisfaction of the court and so prosecutions often fail. Because of the greater facility in proving the use of radio, this bill if enacted might often rescue a prosecution which would otherwise be defeated on technicalities."

The fraud bill would apply to any person who transmitted or caused to be transmitted by way of interstate wire or radio communication any fraudulent scheme. The amendment to the U. S. Criminal Code also includes television. Maximum penalty carried would be a $1,000 fine, five years imprisonment, or both.

Dartmouth Granted CP

TRUSTEES of Dartmouth College Thayer School of Engineering, Hanover, N. H., have been granted CP license for a Class 1 experimental radio station to be used for basic research in physics of the ionosphere. Frequencies within the band 15.5 to 10 mc to be assigned with conditions.

300 Million DOLLARS WORTH covered with ONE STATION

This Rich Lebanon Valley Market is Unique... WLB

LEBANON, PA. • 1000 WATTS • 1270 KC

The STAR MARKET of Central Pennsylvania

BROADCASTING • Telecasting

JULIAN F. SKINNELL—Operations Mgr. REPRESENTED BY RAMBEAU
Mr. Heverly: You'll find the truth about

ZENITH UHF TUNING

in the May issue of

RADIO COMMUNICATION

YOUR LETTER, Mr. Heverly, published in Broadcasting for April 16, described Zenith’s full-page advertisements on their UHF television tuning as "one of the most flagrant examples of poor advertising I have ever seen, and a discredit to the TV manufacturing industry", and "... a disgrace to the advertising profession and the agency [Critchfield & Company] that places it."

If Zenith is giving UHF television what you called the "patent medicine" treatment, it is a very serious matter in your city of Seattle, where 2 out of the 5 proposed commercial allocations are UHF. It is still more serious to the people in your state generally, because 17 out of the 27 stations proposed are UHF. In fact, the future expansion of TV depends largely on UHF reception, because the FCC plan calls for 1,230 UHF commercial assignments, with only 484 on VHF. This makes UHF doubly important.

Your letter asked: "What are the Zenith tuning strips? Probably slabs of bakelite upon which the new tuning coils are mounted. What is the provision to receive tuning strips? Mere space for mounting? Why would any other receiver require outside adapters or converters any more than Zenith?" All those questions are answered by an article entitled "Zenith VHF-UHF Tuning" which appears in the May issue of RADIO COMMUNICATION Magazine. It presents detailed information, 14 photographs and wiring diagrams, and a full account of Zenith UHF performance.

You got a little ahead of us, Mr. Heverly, on the subject of Zenith UHF tuning, but usually, before management and engineering executives ask the questions, we are out with the answers, presented in a clear, readable, well-illustrated style. That’s why readers look to RADIOCOM for the facts they need. They rely on this Magazine, trust it, depend on it.

If you aren’t already a subscriber to RADIOCOM, fill out and mail the attached coupon today. A 3-year subscription costs only $6.00, but mistakes in judgment, due to lack of full and accurate information, may be awfully expensive.

Mail This Coupon Today • • •

RADIOCOM, Inc., TV Building, Great Barrington, Mass.
Please enter my subscription to RADIO COMMUNICATION for:
[ ] 3 years (36 issues) $6.00
[ ] 1 year (12 issues) $3.00
My remittance is enclosed [ ] Please send me a bill
Name ___________________________________________
Address __________________________________________

May 14, 1951 • Page 65
JIM BUTLER, now in Radio Advertising at KXYZ-Dallas, is following the footsteps of her daughter who provides a new twist to a career story. Ruth Crane, star of Modern Women over WMAL-TV Washington, is losing her assistant, Mary Beth Larrabec, to maternity. Mrs. Larrabec's place is to be taken by her mother, Mrs. Mary Louise Roberts Jr.

WALTER VAN BELL, former ad staff member, appointed art director, and HAROLD SHEPARD, sales promotion writer, named supervisor of sales promotion division of NBC's radio advertising and promotion department. Mr. Shepard succeeds NORMAN GLENN, now in Radio Network Sales [see Front Office].

BYRON DOWTY, sales department WDTV (TV) Pittsburgh, appointed production director. He will have charge of all programs, both live and film.

BOB RECTOR appointed announcing staff KMOX St. Louis. He was with WNAX Yankton, Mo. and M. BUTLER, WVLN Olivey, III., to KMOX as late night disc jockey.

BOB DALTON, WBNL Richmond, to announcing staff W M A L - A M - TV Washington.

OTT ROUSH, program manager WSIX Nashville, Tenn., appointed production manager WHC Memphis.

LOU ANDES, assistant program manager WPIX (TV) New York, and TONY AZZATO, film department manager, assigned, respectively as production supervision and control-room direction, and assistant to program manager in charge of administration.

LLOYD DENSING, director-producer WTOP Washington, named director of program service WTOP-AM-FM-TV. Mr. Dennis will be responsible for program promotions in all media.

SAM ABELOW, producer in CBS program department's public affairs division and producer of CBS radio and television show "Your World," is resigning effective May 18, to write a play. He has been with CBS since 1945; previously was freelance radio writer in Boston.

NATIONAL NIELSEN RATING TOP RADIO PROGRAMS

<table>
<thead>
<tr>
<th>CURRENT</th>
<th>RATING</th>
<th>HOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVENING, ONCE-A-WEEK (Average For All Programs)</td>
<td>(7.7)</td>
<td>17.7</td>
</tr>
<tr>
<td>1</td>
<td>Lux Radio Theatre (CBS)</td>
<td>17.3</td>
</tr>
<tr>
<td>2</td>
<td>All My Children (CBS)</td>
<td>12.6</td>
</tr>
<tr>
<td>3</td>
<td>KDKA-Movie Magazine (ABC)</td>
<td>13.0</td>
</tr>
<tr>
<td>4</td>
<td>Red Skelton (CBS)</td>
<td>12.0</td>
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<tr>
<td>5</td>
<td>FDR McGaw and Molly (NBC)</td>
<td>10.0</td>
</tr>
<tr>
<td>6</td>
<td>New Book (NBC)</td>
<td>9.0</td>
</tr>
<tr>
<td>EVENING, MULTI-WEEKLY (Average For All Programs)</td>
<td>(6.9)</td>
<td>9.7</td>
</tr>
<tr>
<td>1</td>
<td>Beulah (CBS)</td>
<td>9.0</td>
</tr>
<tr>
<td>2</td>
<td>Lone Ranger (ABC)</td>
<td>8.0</td>
</tr>
<tr>
<td>3</td>
<td>TV Barn (CBS)</td>
<td>7.0</td>
</tr>
<tr>
<td>WEEKDAY (Average For All Programs)</td>
<td>(5.1)</td>
<td>7.3</td>
</tr>
<tr>
<td>1</td>
<td>Romance of Helen Trent (CBS)</td>
<td>9.5</td>
</tr>
<tr>
<td>2</td>
<td>Our Daily Life (CBS)</td>
<td>8.4</td>
</tr>
<tr>
<td>3</td>
<td>Wendy Warren &amp; the News (CBS)</td>
<td>8.6</td>
</tr>
<tr>
<td>4</td>
<td>Arthur Godfrey (Lipp. &amp; Myers) (CBS)</td>
<td>8.4</td>
</tr>
<tr>
<td>5</td>
<td>Popular Young Family (NBC)</td>
<td>7.8</td>
</tr>
<tr>
<td>6</td>
<td>Guiding Light (CBS)</td>
<td>7.8</td>
</tr>
<tr>
<td>7</td>
<td>Aunt Jenny (CBS)</td>
<td>7.8</td>
</tr>
<tr>
<td>8</td>
<td>Big Sister (CBS)</td>
<td>7.8</td>
</tr>
<tr>
<td>9</td>
<td>Ma Perkins (CBS)</td>
<td>7.5</td>
</tr>
<tr>
<td>10</td>
<td>Road of Life (NBC)</td>
<td>7.4</td>
</tr>
</tbody>
</table>

DAYS, SUNDAY (Average For All Programs) (2.8) 9.0
1 | Our Town (CBS) | 9.0 |
2 | The Shadow (CBS) | 7.5 |
3 | Miracle Knot, Private Eye (MBS) | 5.8 |

DAYS, SATURDAY (Average For All Programs) (3.6) 9.0
1 | Theatrical Quartet (MBS) | 7.5 |
2 | Armstrong Theory (CBS) | 7.5 |
3 | WNAX Yankton (CBS) | 5.7 |
4 | Grand Central Station (CBS) | 5.7 |

NOTE: In 1941, home is obtained by adding to the "Nielsen-Rating" (%) of 1935-1936 the 64% of 1960 estimated United States Radio Homes. (*) Shows reached during all or any part of the program, except for stations living only 1 to 5 minutes.

Copyright 1951 by A. C. Nielsen Co.
Senators and representatives who have studied the matter say non-military expenditures could be cut back 5 to 7 billion dollars without crippling essential Government functions.

Every dollar our Government can cut from non-military spending is a dollar saved for the defense effort. It is also a dollar cut from the amount our Government must get from you in taxes, or by borrowing. Every dollar so cut helps check prices by holding down demand for goods and services.

Your money is at stake

All of us as taxpayers are already feeling the pinch of increased taxes, and there are more ahead. As consumers we are already feeling the rise in prices. So every one of us has a personal stake in how our Government meets the responsibility of cutting non-military expenditures.

Calling on representatives in Government for economy in non-military spending is one of the most effective ways of aiding defense and combating Inflation—the Sixth Column Enemy—at the same time.

Of course, cutting back means giving up some things, but this must be done in order to help pay for defense. Government's only source of money is the people—and one of those people is you.

Five more things that must be done to check Inflation:

1. Increase production: To meet military needs, provide civilian necessities, help keep prices down.
2. Support taxes needed to put our Government on a "pay-as-you-go" basis.
3. Accept controls: To assure military materials and to keep prices down by reducing competition for these materials.
4. Increase savings: To provide investment money for greater production, lessen the demand for goods, and build a reserve for our own future needs.
5. Buy only for real needs: To prevent bidding against each other for scarce goods.

None of these things will be easy to do. But everybody will agree that it's worth making sacrifices if they result in preventing the Sixth Column Enemy—INFLATION—from bleeding our economy.

This message is one of a series on Inflation. It is brought to you by the life insurance companies and their agents in the interest of keeping America strong and protecting the purchasing power of the dollars of their 83 million policyholders.

You can help check Inflation by doing your part and by letting your representatives in Government know that you support every action they take to check Inflation.
MARX LEVA, Assistant Secretary of Defense, received Certificate of Appreciation for civilian service on occasion of his resignation, effective May 1. Award was presented by Defense Secretary George C. Marshall for Mr. Leva’s legal and legislative efforts in Dept. of Defense. Mr. Leva returned to resign to private law practice.

DONALD B. GATLING, acting chief, Div. of Investigation, Bureau of Anti-Deceptive Practices, has received award for leadership in administering Federal Trade Commission’s advertising study in radio, TV and other media fields. He was one of 23 FTC members to receive “incentive” award for “outstanding achievement.”

WILLIAM B. LINDSEY, sales manager Universal Recorders, Hollywood and HELEN ELIZABETH HAVENS, secretary to Lloyd Sigmon, vice president, the same city, announce marriage.

S. W. CALDWELL Ltd., Toronto (transcribed program distributor), has sold 30 portions of CBS Summer-Side, P.E.I., to augment station’s increased airtime from 6 p.m. to midnight.

JACK SNADER, production assistant and office photographer, Studebaker Telecriptions Corp., Beverly Hills, inducted into Army.

CARTER S. KNIGHT, regional sales representative WFGM-Fitchburg, Mass., to New England Housewares & Electrical Appliance Buyers Guide as advertising sales representative.

LOUIS G. COWAN will put another TV show on air shortly when WGN Chicago originates Down You Go for DuMont TV Network. Plans are to carry package Wednesday, 8 to 8:30 p.m. (CDT) as sustained until it is sold. Show will feature quiz panel playing variation of parlor game, Hang the Butcher.

PATRICK J. BRADY, chief industrial engineer Sylvania Radio & Tube Div, in Burroughs Air Corp as a consultant, was named assistant to vice president William E. Schiro.

FREDERICK SCHIRMER, vice president sales & quarters Rector & Co., to profits in the Radio Field of the State Dept’s national information program.

The Michigan & Howie Radio Show to be the first one of a series of nine special live shows will be produced and presented by Radio Show Corp., 31 W. Washington St., Chicago. The show will air from 6:30 to 7 p.m. (Central Standard Time) on WBBN Chicago. This is in 1946, and the merchandise did sell, Mr. Mann says. The company will sponsor another show this fall. Additional broadcast accounts handled by Mr. Mann are Hope Side Hosiery, College Good Food Products, Hiler & Co. (soup mixes), Associated Products (Fudge-Dyke deodorant), Fox Head Brewing Co., and Reid-Murdoch (Morpheus foods), which buys the first quarter morning segment of Arthur Godfrey on CBS.

Mr. Mann took a leave from the agency for a year in 1942 when he joined the Army Air Corps as a first lieutenant in combat intelligence. He has been married nine years to the former Paula Jeann, a stage and motion picture actress known as Jo Ann Carter with whom he met in Chicago when she was playing in a Broadway show. They have two children, Richard, 7, and Jean Paul, who will be 6 in June. They live on Chicago’s north side.

The agency executive likes to play tennis and golf, go deep-sea and bass fishing with his wife (two times a year) and vacation in Palm Springs and Canada. He still keeps enough hours free to see showfolk friends in Chicago, the West Coast and New York.

JOHN WARD DAWSON, in charge of equipment engineering for Stanford Research Institute, named chief engineer for Electronics Div. Sylvania Electric Products Inc., N.Y.

NATIONAL UNION RADIO Corp., Orange, N.J., announces new type U. 8007, secondary fed, triode receiver band amplifier tube having a transmission of 25,000 microwaves at frequencies up to 20 megacycles.

TECHNICAL APPLIANCE Corp., Shelburne, N.Y., offering new equipment bulletin to trade covering application of Taco Special Twin-Driven Yagi antenna in overcoming problem of channel interference.

TELEVISION TRANSMITTER Div. of ALLEN B. DU MONT Labs Inc., Clifton, N.J., offering several new equipment bulletins to those interested in telecasting operations or plants. They describe in detail latest products of division, including operational features, engineering data, illustrations and diagrams of interest to station managers, engineers and planning personnel.


BERGEN WIRE ROPE Co., Lodl, N.J., maker of industrial cables, including twisted lead-in wires for TV; power cables for marines construction, etc., purchased by REEVES SOUND-CRAF Corp., N.V. HAZARD E. REEVES, president of Reeves Steendraft, said Bergen Co. would be operated as wholly-owned subsidiary.

H. B. FANCHER, assistant division engineer of commercial products for Combined Equipment Div. General Electric, Syracuse, appointed division engineer.

HAROLD L. OLESEN, executive assistant to the president, Electronic Instrument Corp., Newark, N.J., retires.


HILLIS HOLZ, engineering department WHAT New Britain, Conn., appointed chief engineer.

ALFRED ROLLOFF, WAGA-TV Atlanta, to control-room crew WSB Atlanta.

JAMES E. BOYD named transmitter engineer WSB-TV.

RODRICK MORRISON named mike boom man WSB.

WOOD ROBINSON, transmitter engineer WSB Atlanta, father of daughter, Karen Virginia.


THE NATION’S Richest Farm Market

Survey average of 50.8% tuned every hour to good listening.
Respects

(Continued from page 56)

met a young lady by name of Norah H Hicks, with whom he conducted a business course. It so happened the station relations department needed a secretary, and he hired Norah for one week. She remained a year, after which time Malcolm Neill and Norah Hicks were married and went househunting in Toronto's suburban areas.

At the ABC tall, youthful Neill became acquainted with many of Canada's broadcast station owners and managers. It was his job to interpret and enforce CBC broadcasting regulations under the Canadian Broadcasting Act, interpret network policies (the CBC controlled all networks in Canada), and be a liaison officer between the private stations and the CBC. During the war years he also had to supervise censorship regulations for both the CBC and the private stations. He served as assistant first, and, when he resigned in 1940 to form his own station representation firm, and under Jack Radford, who resigned in 1947 to buy CJFR Brockville, Ont.

Called Home

In August 1945 Malcolm Neill received a long awaited call from his father to come home. The elder Neill felt that his sons could now handle the business, so he resigned to operate the hardware business, the other to handle CFNB while Stuart Neill, a past director of the Canadian Assn. of Broadcasters, would devote more time to travel and hunting. Malcolm Neill took over management of CFNB.

"CFNB is operated on a policy that we must actively support everything which builds the community," Mr. Neill explains. "Fred-erick in itself is a small market and it is our purpose to do everything that we can to build it into a larger market. Since CFNB started operation, the population has increased from 8,000 to approximately 22,000, and although we of course cannot take full credit for this, we do feel that the tremendous amount of promotion we have broadcast on Frederick as both a residential area and an ideal site for small industries, has played its part in building the community.

"One very concrete action which we effected in 1948 was the setting up, in conjunction with CFBC St. John, and CRBF Moncton, of Limited, a news service specializing in local and regional news. It seemed to me that the news field provided an excellent opportunity for a valuable service to the community. Radio Press has far exceeded our expectations in this regard."

CFNB does a great deal of educational sustaining broadcasting as part of its community work, in view of the fact that the city is the capital of the province of New Brunswick and has the provincial university and various schools. As background for his present post of chairman of the board of the CAB, Malcolm Neill has had considerable experience in the past few years. Locally he is president or director of a number of community organizations, and has been president of the Alderbrook Presbyteries since its organization. Since 1947 he has been president of the Maritime Assn. of Broadcasters, which covers the stations in the provinces of New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland. As president of the regional organization he has been a CAB director, and last year was president of the CAB. He was elected chairman of the board at the annual meeting of the CAB at Quebec on March 1.

The Neills have three children, Andrew, age 8, Eric 3 and Deborah, born last summer. Mr. Neill belongs to the Fredericton Golf Club, Curling Club, Gun Club, and to the Headquarters New Brunswick Area Officers' Mess. He also belongs to Rotary, to the junior and senior chambers of Commerce and is secretary to local branch of the Canadian National Institute of the Blind. When he is not busy with his many outside activities, and CFNB, he likes to take pictures of his young family, look after his garden and go hunting and fishing.

Fire Board Cites

KANS Wichita, Kan., for the second straight year, won the National Board of Fire Underwriters' Gold Medal Award in radio, announced in New York last week.

WTVN (TV) Columbus, Ohio, received a special television award, the first such award given.

WJEF Grand Rapids, Mich., received a first honorable mention award in radio, and honor award citations were presented to WDSR Lake City, Fla., and KIRO Seattle.

Among newspapers honored were the Commercial Appeal, Memphis, Tenn. (WMC, WMC-PM, WJII-TV); Twin City Sentinel, Winston-Salem, N. C. (WSJS, WSJS-FM); and the Gazette, Alexandria, Va. (WYAX)."

Judging the radio stations were Don Hovannes, CBS commentator and news analyst; Seymour Siegel, director, WNYC New York; and Henry Wade, manager of the fire prevention campaign of the Advertising Council.

Defense Role

(Continued from page 40)

of civil defense instructions during and after air raids, but only unclassified operating regulations prepared by the FCC.

The mention of "classified operating regulations" presumably was in reference to FCC's emergency broadcast plan already unfolded to the industry [BROADCASTING • TELECASTING, April 23, 2].

Amateur radio operators will make an "important contribution" to civil defense communications, the agency observed. Their knowledge can be used to augment such established services as police and fire.

State and local officials were asked to survey existing communications facilities and make arrangements for their emergency use, as well as provide for secondary systems.

According to present plans, FCC hopes to get out a detailed technical manual sometime next month. The communications manual, delayed while FCC and the Defense Dept. crystalized broadcasters' participation and assignments for amateur radio frequencies, would serve as a followup to President Truman's blueprint for United States Civil Defense designating communications as the "nerve system" [BROADCASTING • TELECASTING, Sept. 25].

More than 1,200 leaders representing 250 organizations attended the two-day sessions devoted to the general theme that "there can be no real preparedness without civil defense" and that there can be no survival for the U. S. without public participation. Aside from President Truman and Gov. Warren other public officials attending were FCDA Administrator Millard F. Caldwell, Secretary of Labor Maurice Tobin, Vice President Alben Barkley, Reps. John W. McCormack (D-Mass.) and Sam Rayburn (D-Texas) and Secretary of Defense George C. Marshall.

Forum discussions ranged over a number of topics, including public affairs, communications, national organization, health and emergency welfare, operational services. Clem Randau, FCDA executive director, presided over a technical services forum.

Truman Warns

President Truman told the conference that "the threat of atomic warfare is one which we must face, no matter how much we dislike it." The lives of millions "may depend on the development of a strong civil defense" and the ability of the nation to avert an atomic war.

Administrator Caldwell called for a program "co-equal with our military efforts" in the interest of national security. Civil defense may be a reality for 5, 10 or 20 years, he added. Gov. Warren stated "a partial program is no program" and "either we are prepared or we are unprepared."

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Open Mike
(Continued from page 20)
to stay for a long long time to come
and that it will continue to give ad-
vertisers greater values as we go into
the future.
Lynn L. Meyer
Veise President, Charge
of Sales
Intermountain Network

* * *
EDITOR:
I have intended to drop you a note
since spotting the ridiculous new
letter in Tidg magazine on April 6, with
particular reference to George Duram, the ANA radio-
TV chairman. Perhaps you have
seen it, but I am referring specif-
cally to his statement:
"When printed media hiked prices the buyer can generally see
why—raising paper or printing
costs, etc., but radio—" Mr. Duram said pointedly, "air is free!"...

Don't Mr. Duram know any-
thing about increasing operating
costs of a radio station, such as
technical and engineering equip-
ment, salaries, and no end of other
items such as these?
Misleading statements such as
these should be challenged!
Daniel C. Park, President
Indiana Broadcasters Assn.

[EDITOR'S NOTE: For amplification of
Mr. Park's theme, see "On Reason and
Emotion, an Editorial," in this publica-
tion's April 19, page 24.]

No Joy in P.I.'s
EDITOR:
I was rather upset, on reading your
article on "P. I. Flag Waving" on
page 50 of your May 7 issue, to
note that the last paragraph re-
ferred to Maxwell Jacobson & Co.

I am sending you herewith a copy
of the letter which was sent to some
500 stations that do not have rep-
resentatives.
The Joy Hosiery deal is a mail
order item and, in inquiring if the
station felt they could do a job, I
indicated what our order cost
should be in order to guide them in
making a decision.

Please note that I ask what sort of
schedule they would suggest our
using and what the cost would be.
Why this was construed as a P. I.
deal, I do not know...
Bae B. Elbroch
Radio-TV Director
Maxwell Jacobson & Co., Inc.
New York

[EDITOR'S NOTE: The letter that was
sent to stations follows: "Our client, the
Joy Hosiery Mills, would like to
try running their men's socks—we've
orders for $2.00, with a year's guarantee
on your station. This is a copy
righted guarantee which accompanies
ready-made socks...

"I am enclosing copy herewith and
will appreciate your letting me know
if you feel your station could do a job.
To guide you further, we should re-
ceive orders of 59.

"If you feel your station can do a
job, I will appreciate your advising us
by return mail as to what sort of
schedule you would suggest our using,
and what the cost would be."

We regret that a legitimate campaign
was mistaken for a P. I., but we cannot
help it. Guidance, Miss Elbroch for
writing the second paragraph of her
letter to stations so that misinterpre-
tation was possible.]

Oops!
EDITOR:
I would like to call your atten-
tion to a slight error in the story
on the Alfred P. Sloan awards,
page 51, May 7 issue of Broad-
casting * Telecasting.

The C. W. Kelley Transport Co.,
Hutchinson, Kan. was cited for its
Kelley Safe-T Club, aired on
KWHK Hutchinson, Kan. (You
did KWWH Shreveport La.)

You might mention that last week
KWHK was advised that we had
also been awarded the Na-
tional Safety Council's Public In-
terest Award for 1960 on the same
program.

Vern Minor
General Manager
KWHK Hutchinson, Kan.

* * *
More MacArthur
EDITOR:
We read with interest your re-
cent write-up in the April 30
[issue] in which you described the
radio and television coverage of
General MacArthur's arrival and
welcome in Chicago.

We'd like you to know that
WSDR Sterling-Dixon was the only
outside of Chicago station to carry
a direct broadcast from Chicago
on MacArthur's welcome. WSDR
under the direction of Sam Bart-
lett, general manager and Johnny
Rhower, program director, sent
three crews into Chicago and
broadcast direct from the airport,
a description of the parade from
two different locations throughout
the loop and General MacArthur's
address from Soldiers Field at
night. All these were handled by
direct phone lines from Chicago to
Sterling. This station employed
a crew of 14 to handle the job...

John E. Rhower
Program Director
WSDR Sterling-Dixon, Ill.

Sandler, the Seer
EDITOR:
A few days ago the Associated
Press carried an item on its sports
wire giving the National Hockey
League All-Star Team for 1951-52.
They should have consulted our
sports director and saved them-
selves a lot of trouble. On Jan. 28
our sports director, Jack Sandler,
saw the All-Star Game list and
when the official team was an-
nounced a few days ago he had
picked the team man for man...

Gaylord Avery
Sales-Program Director
KOWH Omaha

DEFENSE BUYING
Budget Provides Windfall
MANUFACTURERS of commu-
nications and electronics equipment
for the armed forces can expect a
windfall of military orders early
this fall on the basis of the 1951-52
defense budget submitted to Con-
gress by President Truman.

The $60-billion budget calls for
an estimated $347 billion to be
allocated for major electronics and
other defense programs. The break-
down was given on the apportion-
ment among ships, planes, tanks,
artillery, trucks, ammunition, and
guided missiles but authorities esti-
minated that electronics and commu-
nication firms would receive about
$3.4 billion—or roughly 10%—on
the basis of past allocations.

President Truman stated that
most of the funds in the budget
would be spent for military equip-
ment and supplies and for con-
structing bases and other facilities.

Electronics equipment (trans-
mitters, radar, receivers, radio
trainers, etc.) also figured in action
on the fourth round of defense
appropriation, passed by the House
April 26 and sent to the Senate.

The U. S. Air Force made no re-
quest for procurement monies on
the ground that “presently avail-
able funds will permit continued
procurement on a partial financing
basis.”

The U. S. Navy, however, said
it has $539 million still available
and seeks another $191 million “for
communication, radar, and sonar
equipment for the active forces
and shore activities.”

The Navy’s Bureau of Ships was
given $203,285,000 for “urgent
procurement” and for maintenance
with the notation that procurement
be initiated as soon as possible.

N. C. State Meeting
NORTH CAROLINA Assn. of
Broadcasters will hold its Spring
meeting at the Carolinaan, Nags
Head Beach, May 24-25. Sched-
uled speakers are: Carl Haverlin,
BMI president; Richard P. Do-
herty, employee-employer relations
director, NARTB, on wage stabil-
ization and manpower problems;
E. Z. Jones, on leave from WBBE
Burlington and now State Civil
Defense Director, on civil defense
plans pertaining to radio; Earl
Wynn, head of communications
department of U. of North Caro-
olina; Cecil Hoskins, general man-
ger of WWNC Asheville, N. C., on
the FCC emergency communica-
tions plan; and Casex, WJJS Winton-Salem, NARTB
director.

Sandler, the Seer
EDITOR:
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Press carried an item on its sports
wire giving the National Hockey
League All-Star Team for 1951-52.
They should have consulted our
sports director and saved them-
selves a lot of trouble. On Jan. 28
our sports director, Jack Sandler,
saw the All-Star Game list and
when the official team was an-
nounced a few days ago he had
picked the team man for man...

Gaylord Avery
Sales-Program Director
KOWH Omaha

Why buy 2 or more...
dO I big sales job
on "RADIO BALTIMORE"
Contact
EDWARD
PETTY CO.
Dear Pop:

This is me, Mickey — and writing too. Yeah, I can write. I'm a pretty smart cat, if I do say so.

Anyway, Pop, I think you pulled a boner.

'member that memo from WOR-tv that you left on the desk at home?

Well, I read it. And I want to say that you're a dope to forget a piece of paper that says:

1. Audience-wise, WOR-tv, is the leading independent tv station in New York.

2. One mystery program on WOR-tv brings any sponsor 415,900 viewers at a lower cost-per-thousand than many of the "top" mystery shows on network stations.

3. Fifteen WOR-tv programs pull an audience of over 1/ of a million viewers per broadcast.

I could go on, Pop — but the main thing is...read that memo over and help keep me in better style — and you, too — by making more money in recommending a real sales-making tv station to your clients.

As always,

Mickey
"steady as she goes in San Francisco"

6 MONTHS IN-A-ROW

(OCT., NOV., DEC., '50—JAN., FEB., MAR., '51)

KRON-TV carried more once-a-week and multi-weekly programs with largest share of audience than the other two San Francisco stations combined...

HOW'S THAT FOR PROOF

KRON-TV PUTS MORE EYES ON SPOTS

Represented nationally by FREE & PETERS, INC. . . . New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Sts., San Francisco
Further Delay in Hearings Possible

By LARRY CHRISTOPHER

PROSPECTS of several weeks' further delay in commencement of FCC's hearing on city-by-city allocation proposals—and consequent added delay in finalizing TV allocations and full lifting of the freeze—appeared last week following the deluge of some 700 formal comments at deadline Monday on the Commission's revised TV plan.

We never dreamed there'd be so many," one FCC official commented in amazement.

So did the Commission clerical staff as it struggled through late Wednesday to clear the flood and get the briefs into the public docket—so the press, lawyers and engineers could begin to examine them.

Even the "dry run" of comments to the 1949 proposal failed to fully prepare all concerned for last week's experience, observers agreed.

June 11 will probably be asking date for extension of the deadline for replies and counter-proposals, already once delayed and now set for May 22.

The June 11 date for commencement of the city-by-city allocation proposal hearing would be delayed to June 18, according to present proposals. In fact last week a joint request for such extensions was being considered among the Federal Communications Bar Assn., the Assn. of Federal Communications Consulting Engineers and NARTB-TV. Each was polling its constituency on the proposals and action is expected early this week.

An exhaustive city-by-city hearing—lasting two to possibly nine months—was seen in various quarters last week as commercial broadcasters and organized education set their teeth for what is generally considered the final grinding out of a last opportunity to enter TV broadcasting.

**Partial Freeze Lift?**

What action FCC may take in the meantime on its proposal for partial lifting of the freeze remained open conjecture by the end of the week. Few comments on the subject were received, and they were mixed.

Highlights among the vast array of comments on FCC's revised TV plan, issued in late March (BROADCASTING • Telecasting, March 26 et seq.), included:

- **Majority approval** was expressed on broad engineering and allocation policies contained in Commission's "third notice" of proposed allocations, except on issue of reservation of channels for noncommercial educational stations.
- Most briefs dealt only with juggling channels from here to there; minority addressed themselves to "general" issues.
- Legality of educational reservation was vigorously challenged by NARTB-TV and handful of commercial broadcasters.
- **Lawfulness** of pre-determined allocation to specific cities by rule-making procedure was challenged by FCBA and a few broadcasters, with oral argument on issue asked prior to city-by-city hearing. Such hearing would be rendered "moof" if FCBA's position prevailed. NARTB-TV, however, supported fixed allocation.
- **Alternative to fixed allocation** suggested by FCBA and others in its use plan only as informal "guide" as in AM.
- First commercial broadcaster to go on record and challenge educational reservation was Fred A. Knorr (WKMH Dearborn, Mich.), whose detailed brief also questioned fixed allocation.
- **Education's well-organized bid for reservation was spearheaded** by new permanent Joint Committee on Educational Television. Backed by funds from Ford Foundation's half-billion dollar kitty, JCEF "coordinated" filing of more than 200 educational comments, prompted additional individual briefs.
- JCEF plans extensive presentation for each city "reserved" to education in allocation proposal, plus others desired so reserved.
- "Bulk package" from U.S. Conference of Mayors, rounding up support from cities coast-to-coast, was among those jumping the FCC's "freeze"... But if the momentum of such efforts were checked, it might be viewed as a new approach to the problem of TV allocation in areas where educational interests, although small, have been strong.

The Joint Committee on Educational Telecasting • BROADCASTING

TV at the Stretch

IT WILL TAKE days to analyze, dissect and collate the some 700 separate pleadings which inundated the FCC at deadline last week for comments on the Third Report covering TV allocations.

Even a cursory perusal, however, shows:

1. That the political grail is on, under the guise of "reservation for education."
2. That the majority of legitimate applicants want a prompt thawing of the freeze.
3. That, aside from the unanimous opposition to the educational grab, the land-cradle will be for VHF in the larger markets, through proposed shifts in proposed assignments.

Whether the FCC will be able to carry through with its arduous plan to stick to the fundamental framework of the allocations in the face of this plethora of proposals is too early to foretell. Obvious errors and inequities in its original plan certainly will be remedied. But if it goes far beyond, it is evident that the whole allocations scheme goes to pot, and a fresh start and new delays will be entailed.

The Joint Committee on Educational Telecasting • BROADCASTING

AN EDITORIAL

The duopoly regulation. More than five stations—wherever located—violate the FCC rules. One member of the board of regents, in passing, observed it might be desirable to sell time to defray expenses. Just a little bit pregnant?

There are a thousand-and-one pencea offered the FCC in the snowstorm of comments. There are more than implied threats of litigation, which could thwart thawing of any phase of the freeze for the foreseeable future.

It seems to us the FCC has two MUST moves: (1) throw out the educational reservations in their entirety and let the educators come forward on the same footing as all other applicants in competitive quests for facilities; (2) to correct obvious errors in its proposed Third Report, narrow separations where engineerly feasible to provide additional VHF opportunities.

Then lift the freeze promptly, and let the full force of free competition in the American Way take its course.

May 14, 1951 • Page 73
SYNOPSES of all available formal comments filed at deadline last Monday on FCC's further revision of its national television reallocation plan are included in this list. The listing confines itself to Appendix C of the Commission's "third notice," i.e., proposals to switch channels from one area to another to effect a better allocation. Comments on general issues are included in the previous story, page 72. Additional education comments not available early in the Greenwood College copy are included in the listing at the bottom of this page.

Santa Barbara—KIST. Add Ch. 13. local and national. Favor reservations.

COLORADO
Denver—Sen. Edwin C. Johnson (D-Col.) Add Ch. 5; remove reservation Ch. 6; reserve Ch. 26; delete Ch. 9 (reserved) at Boulder, substitute Ch. 22 and reserve. Two alternate proposals affecting Colorado Springs, Cheyenne. Wyo., Rawlins, Wyo., Alliance, Neb. Durango-KIUP. Add Ch. 6. Montrose—KUBC. Favors allocation.

CONNECTICUT
Hartford—WTIC. Add Chs. 3, 81 or 83; reserve Ch. 3 from New London, Conn., substituting Ch. 23 there, reserve Ch. 81 if feasible; or substitute Ch. 81 or 83 at New London. Two alternate plans including New London, Providence, Montpelier, Vt., Lewiston, Me.


New Haven—WVEL. Supports allocation to New Haven.

Willimantic—WNYC. Add Ch. 11 from New London to Ch. 8 and Ch. 12.

DELAWARE
Wilmington—WDEL-TV. Supports reallocation from Ch. 7 to Ch. 12.

FLORIDA
Fort Lauderdale—WUXI. Add Ch. 9, affecting Miami, West Palm Beach and Fort Myers.

Gainesville—WRUF. Change Ch. 5 from educational to commercial.

Jacksonville—WJXT. Add Ch. 2. Substitute Ch. 11 for Ch. 2 at Daytona Beach. Eliminate Ch. 13. Substitute Ch. 3 for Ch. 6 at Thomasville, Ga.

Jacksonville—WPDQ. Add Ch. 10. Eliminate educational Ch. 7.

Miami—WGBS. Submits three more allocation plans to give more channels to Miami: affects West Palm Beach, Fort Lauderdale, Miami—WIGD. Three alternate plans suggested to free city five channels. Affects Tampa-St. Petersburg, Jacksonville, West Palm Beach, Orlando, Daytona Beach and Fort Myers. Miami—WQAM. Add Chs. 9, 11 and 13. in lieu of Chs. 7 and 10; also add Chs. 21 and 33; affects West Palm Beach and Fort Myers.


Miami Beach—WATX. Add VHF channel. Would affect UHF and VHF allocations in 12 other cities.

Vero Beach—WEAL. Add Ch. 2, substitute Ch. 11 for Ch. 2 at Daytona Beach.

Tampa—WDAE. Remove Ch. 3 reservation.

Tampa—WFLA. Remove Ch. 3 reservation.

GEORGIA
Atlanta—WAGA-TV. Supports allocation.

Atlanta—WGST. Add Ch. 7.

Atlanta—WSJ-TV. Supports allocation. Consents to change from Ch. 8 to 11.

Atlanta—City Council. Supports reservation.

Rockdale—WRCF. Add Ch. 11, substituting Ch. 7 for 11 at Atlanta; also supports reservation Ch. 6 for commercial use and Ch. 60 for education.

Athens—U. of Georgia. Supports reservation.

Walterboro—WJBO. Add Ch. 8.

IDAHO
Boise—KIDSH. Change reservation from Ch. 4 to Ch. 9.

Boise—Consent to switch from Ch. 4 to Ch. 7.

ILLINOIS
Carbondale—Southern Illinois U. Add Ch. 5 to 8. Requests reservation: Illinois to Terre Haute; Ch. 10.

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FURTHER comments in support of noncommercial, educational channel reservations as proposed by the FCC, are tabulated here. These are in addition to those obtainable earlier at the Commission last week and which are reported in the tabulation above along with commercial broadcasters' comments.

Alabama
Mobile—Public Broadcasting.

Arkansas
Fayetteville—U. of Arkansas.

Arizona

California

Colorado

Connecticut

Delaware
Wilmington—Public Schools.

District of Columbia
Washington—George Washington U.; American University; Archbishop of Washington; Howard U.

Florida
Jacksonville—Duval County Board of Public Instruction. Tallahassee—Florida State University. Sarasota—Supervisor of Public Instruction of Palm Beach County. 

Georgia
Atlanta—Public School Board. Macon—Wesleyan College.

Idaho
Moscow—U. of Idaho.

Illinois
Chicago—U. of Chicago; Chicago (Continued on page 105)

SYNOPSIS of all available formal comments filed at deadline last Monday on FCC's further revision of its national television reallocation plan are included in this list. The listing confines itself to Appendix C of the Commission's "third notice," i.e., proposals to switch channels from one area to another to effect a better allocation. Comments on general issues are included in the previous story, page 72. Additional education comments not available early in the Greenwood College copy are included in the listing at the bottom of this page.

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Jacksonville—Duval County Board of Public Instruction. Tallahassee—Florida State University. Sarasota—Supervisor of Public Instruction of Palm Beach County. 

Georgia
Atlanta—Public School Board. Macon—Wesleyan College.

Idaho
Moscow—U. of Idaho.

Illinois
Chicago—U. of Chicago; Chicago (Continued on page 105)
AN AMBITIOUS educational television program envisioning construction of a New York state-wide network of 11 stations at an initial cost of approximately $3.5 million was outlined to FCC last week by the Board of Regents of the U. of the State of New York.

The board announced it "proposes to undertake the construction of non-commercial educational television stations in each of the population centers of the state," and "will include in its next budget (a request for) the funds necessary for the construction of the television stations."

The regents' plan calls for the board to underwrite construction costs "on behalf of all of the educational and cultural institutions in the state," and to bear the technical operating costs, with program expenses carried largely "by the institutions participating in the programming plans," plus perhaps some state aid.

Board to Direct

Programming would be apportioned among the institutions under the board's supervision, which included 126 for higher education, more than 7,000 secondary and elementary schools, 640 libraries, 60 museums, and 140 historical societies as of 1949-50. The board would coordinate programming.

Spokesmen for educational interests felt FCC's five-station limit on common ownership of television stations would not be applicable in the non-commercial field. They pointed out that FCC has indicated the eligibility rules will be similar to those in non-commercial FM, implying the question of multiple ownership is not in issue.

The board asked FCC to make an informal drawing up its eligibility rules that "full provision" be made for "the unique character and organization" of the New York educational system and for the regents' plan "to make full use of television broadcasting as an integral and important part of that educational system."

The U. of the State of New York includes "all secondary and higher educational institutions which are now or may hereafter be incorporated in this state, and such other libraries, museums, institutions, schools, organizations and agencies for education as may be admitted to participation to be incorporated by the university."

The 13-man Board of Regents is the constitutional head of the State Education Dept.

Cities where the regents propose to establish TV stations are New York (two) and Buffalo, Rochester, Albany, Schenectady, Troy, Binghamton, Scranton, Philadelphia, Richmond, Baltimore, Atlanta, and Poughkeepsie (one each).

This would take some changes in FCC's proposed channel allocations, which is the board's statement was filed.

To permit "the earliest experimentation and development of non-commercial educational television," the board asked FCC to allot educational TV VHF Channel 7 in Buffalo and 10 in Rochester in addition to UHF Channels 23 and 21 which are set aside for educational groups in FCC's proposals.

These, FCC was told, "are the only two large metropolitan areas in the state which now have VHF television and in which VHF channels are still available," and accordingly the only ones which have requested for educational groups non-commercial educational experimentation, the board said.

The board also asked FCC to reserve either UHF channel 19 or 31 in New York City, in addition to the proposed reservation of No. 25.

"New York contains one of the greatest concentrations of sources of educational programming in the world," the regents said. They contended one station "will be inadequate to provide the programming that a systematized state-wide educational program by all institutions available in that city, and at the same time provide the educational programming to satisfy the important but special needs of the city itself."

The board also requested that the channels proposed for Malone and Poughkeepsie—UHF 20 and 21, respectively—be earmarked for educational interests. Stations in those two communities are proposed to serve the "less needed in large metropolitan areas.

(Continued on page 87)

UHF Transmitter

FRED WEBER, executive vice president and general manager, WFGT Atlanta City, disclosed last week that the station has placed the first order for RCA's new commercial type TTU-1B UHF transmitter since it was announced at the June convention of the BTA. In addition to the 1 kw UHF transmitter, WFGT has ordered complete antenna and monitoring RCA equipment. The station plans to go on the air with telecasting as soon as FCC approval for the new service is given.

In addition to the Saturday lineup at CBS-TV, the network is assured of approximately 96 minutes of supplementary programming plans, 45 with four shows as yet undecided and five cancellations. The latter are the aforementioned Camellia Vaugn Monroe show, Bulova's Frank Sinatra show, Nash-Kelvinator's Star of Family, Mandalay's At Home Show and the Big Band Show.

Programs as yet undecided for CBS-TV fall renewals are: Block Drug's Danger, Ford Motor Co.'s Ford Theatre and General Electric's Fred Waring Show, and Toni's and Pillbury's continuation of the first half-hour of Arthur Godfrey & His Friends. One new firm order, however, is expected to be announced by the network early this week for the Tuesday, 8:59 p.m. period.

These facts also were known about the somewhat indecisive summer programming plans. Lehn & Fink will sponsor part of the Doodles Weaver Show, scheduled to take over the 10:10-11 p.m. period Saturday nights on NBC-TV. The network had originally planned to put Ben Blue in the hour preceding the Doodles Weaver show, but as yet no sponsor has signed and it is understood the show will be considered too expensive to run as a summer sustaining show. Instead the network currently is planning to run a western film from 8:59 p.m., and carry a hayride program originating in Cincinnati from 9-10 p.m., on a co-op basis.

FALL LINEUP

BY FLORENCE SMALL

IN A SPECIAL up-to-deadline survey of fall television programming plans of all forms, networks, BROADCASTING TELECASTING was able to piece together the proposed composition of the important Saturday night lineups as they appear on the networks' drafting boards.

At NBC-TV, the current plan is to drop the Jack Carter Show, currently on Friday, 9-11 p.m., and add a new show 9-11 p.m., featuring Sid Caesar and Imogene Coca in the 8-9:30 p.m. time spot. This would be followed by an All Stars show, a variety of songs and sketches to be another version of the Wednesday night Four Star Revue, currently featuring four alternating comics.

The specific format, talent and sponsorship of the Saturday all-starrer is still undetermined, due in part to the fact that the present sponsor of the Wednesday night show, Motorola, Norge, and Pet Milk, have not yet made their decision as to fall plans.

It is thought, however, that their present Wednesday time slot, 8-9 p.m., will be released to the Kate Smith Show.

In addition, the 10:30-11 p.m. period will continue to be sponsored by American Tobacco Co., with Your Hit Parade; and earlier in the evening, 7-7:30 p.m., the Victor Borge Show, is expected to stay as at present.

On CBS-TV, Saturday nights, the 7-7:30 p.m. period becomes available, with the Sam Leveneve Show, sponsored by Tintair, moving to Tuesday, 9-9:30 p.m. It will replace the Camel show with Vaughn Monroe, which is dropping its time. It is hoped that at least one agency, BBDO, New York, is considering putting a comedy show in the vacated Leveneve spot.

The 7:30-8 p.m. period on Columbia will continue to be sponsored by Sylvania Electric with Beat the Clock, followed by the Anheuser-Busch, Saturday Night Show. There will be another version of the Wednesday night Four Star Revue, currently featuring four alternating comics.

The specific format, talent and sponsorship of the Saturday all-starrer is still undetermined, due in part to the fact that the present sponsor of the Wednesday night show, Motorola, Norge, and Pet Milk, have not yet made their decision as to fall plans.

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NEW GRID PLAN

NEW approach to the controversy over live telecasts of college football games developed Thursday as WWJ-TV Detroit announced a plan to carry only the second half of games, with no restrictions on sponsorship.

Disclosure of the WWJ-TV idea came as the Dept. of Justice was examining a proposed plan scheme submitted last month by National Collegiate Athletic Assn. That plan [BROADCASTING * TELECASTING, April 23] would permit only one game in an area on any given Saturday, with at least one Saturday blackout.

Harry Bannister, general manager of WWJ-TV, indicated the plan had been submitted to Fritz Craig, U. of Michigan athletic director, receiving endorsement of the Big Ten committee. The Big Ten gave its backing to the project to NCAA's Television Committee in New York for possible national adoption.

Willard E. Walbridge, WWJ-TV general manager, said his plan would be to join the Big Ten group in submitting the proposal to the collegiate organization.

WWJ-TV proposal would pick up the game during the payent at half-time. This is designed to meet the major argument of NCAA that telecasting of games hurts attendance. Payment for sponsor- ship rights, it is understood, would serve as compensation for any seats not sold. In the case of U. of Michigan, these rights would run over $50,000 for a season.

The WWJ-TV announcement came, also, as growing restlessness was apparent among colleges them- selves over the potential blackout. Already talk has been heard that a number of major institutions, including U. of Pennsylvania and Notre Dame, are unhappy about the NCAA restrictions. Campus rumblings include talk of a break with NCAA by some colleges who fail to accept the NCAA premise that TV is ruining attendance.

Justice Dept. Watches

The Dept. of Justice is known to be concerned lest a wave of public indignation arise if the NCAA is able to control all its members. Football telecasts proved one of TV's most powerful attractions last fall as circulation much higher next autumn the Department is studying the antitrust angles of the situation.

First there is the possible restraint of trade involved in NCAA serving as a clearing house in charge of member-college scheduling. Secondly, of course, is the potential for discriminating a college from membership for violation of the arbitrary plan.

If TV is denied equality of access to college games comparable to that afforded other media, the legality of the arrangement will receive atten- tion, it is believed.

No comment on the WWJ-TV plan could be obtained at NARTB. The association's TV organization adopted a resolution at the Champ convention last month resolving to work on behalf of freedom of contract negotiation in college football telecasts. The convention also favored passage of legislation (HR 3224) providing telecast of West Point and Annapolis games, since they are tax-supported institutions.

Legislation requiring Ohio State U. to ask competing schools for permission to put OSU games on TV was passed last week by the Ohio General Assembly. Governor Hollenbeck signed the bill March 24. Vote was 93-17. The bill now goes to the Senate.

NCAA's Television Committee adopted at its annual meeting held in Washington, Chairman is Tom Hamilton, U. of Pittsburgh athletic director. The plan consists of a moratorium on live telecasts during an experimental period ending Nov. 24, carrying these limitations:

One only game would be telecast in any one area on any given Saturday. The time of the game would be seen more than twice, once at home and once when it plays away from home; on at least one Saturday a blackout may be imposed and no games may be telecast in a particular area.

NO WARNER SALE

Lurie Offer Turned Down

NEGOTIATIONS for the sale of the Warners' television properties ultimately 24% interest in Warner Bros. Pictures Inc., which reportedly would have led to release of the film company's pictures beginning this summer, were terminated Thursday after two days of meetings.

A syndicate headed by Louis R. Lurie, San Francisco real estate operator, had offered $20 million for the stock interest held by brothers Harry M., Jack L., and Albert Warner and members of their families. The company's chairman had been offered $26 million for sale for television use, in event of acquisition of the Warners' interest by the Lurie group.

Harry Warner, president of Warner Bros., announced termination of the negotiations and said he and his brothers would remain in the business. He gave no detailed explanation but said the breakoff came "most amicably."

SUMMER SHOWS

CBS To Retain 85% of Clients

CBS ESTIMATED last week that at least 85% of its television net- work clients will retain their usual broadcast periods during the summer, without hiatus.

Foreseeing a record volume of CBS-TV summer business, the net- work said accounts already com- mitted to keep their present time-periods—either for present shows or replacement replacements—in- clude the following:


Half-Game TV Urged

ASCAP LICENSES

industry Committee Gives Opinions

ALL INDUSTRY TV Per Program license Committee has sent all video station operators copies of an opinion letter of the ASCAP licenses for television, prepared by Simon H. Rifkind and Stuart Sprague of committee counsel.

Opinion highlights include:

Difference in duration of per program license (expiring Dec. 31, 1951) as compared to the January 31, 1951 license (expiring Dec. 31, 1955) is such as to withhold from the local station the "genuine economic choice" provided for in the consent decree entered against ASCAP on March 14, 1950. Discrepancy between proposed rates of the two licenses is so sharp that it, in our opinion, de- stroys the freedom of choice the decree was intended to protect.

Failure of ASCAP to provide for a reduced rate for incidental music in the proposed TV per program license, such as the one-quarter charge for incidental music in the AM per program license, "would appear to be in conflict with the mandate of the decree against discrimination in fixing fees for various types of licenses."

Proposed basing of per program fees on card rate as published in Standard Rate & Data, which does not reflect quantity of frequency discounts, which does not take into account local market variations on Standard Rate & Data, violates the decree's provision that "the local market discount based on money actually received by it for the use of its television broadcasting facilities. Bad faith in the setting of license fees, are subject to adjustment in AM per program license agreements but not in the proposed TV forms, an "omission from the proposed TV form of a provision which the panel found a necessary feature in the AM form and was based on money actually received by it."

Definition of term "participat- ing program" in the proposed per program license, which ASCAP to take the position it had the right to insist upon fees for spot announcements, time signals, weather reports, etc., at station breaks or other intervals, although such spots did not use any ASCAP music," in conflict with the decree provision that ASCAP must furnish competing program licenses to pay any percentage of revenue derived from programs containing no ASCAP compositions.

There is no limit to the number of musical compositions which may be withdrawn from use under the proposed license agreement, the blanket licenses set the maximum withdrawals at 75%, which counsel do not believe is adequate to meet the "undue burden on the local station." The total number of songs used would best be served by per program licenses, requiring them to employ additional clerical help.

Failure to comply with the reporting requirements of the license would render the station subject to a claim for enforcement, "without considera-

tion as to whether or not the failure to report was an innocent mistake."

The per program license fees are 10% more for TV than for AM, is "discriminatory and unreasonable" until "some court of competent juris-

diction has determined that broadcast-

ing use constitutes a greater use of the copyright than a radio broadcast-

ing use."

Points Submitted Already

Counsel added: "We have already presented to the Anti-Trust Divi-

sion of the Dept. of Justice some of the points discussed in the let-

ter. We plan to elaborate our posi-

tion further on the subject in the future. We hope that the Dept. of Justice will continue to cooperate with the television industry in en-

forcing the terms of the decree."

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THANK YOU, Jack O’Brian*

Thanks you, Happy Felton for making this remarkable article possible

TV advertisers and TV timebuyers — everywhere — you can’t beat good showmanship, and that’s what WOR-tv, channel 9, sells — at very low cost — and which can sell more and more of your products and services.

WOR-tv
channel 9
at 1440 Broadway,
in New York

* (back cover editor of the N. Y. Journal-American)
This is the minute the TV demonstration makes a woman a customer.

Actually, the sale began when an advertiser accepted Radio Sales’ suggestion for using TV in Salt Lake City: participations on KSL-TV’s live kitchen program.

It worked. So well that, after 26 weeks, the sponsor concentrated all his Salt Lake City advertising on KSL-TV and renewed for another 39 weeks… using even more time on each program.

Radio Sales has been in television since its early days… has kept a close watch on television development. Out of close study and experience has come the “know-how” which makes for most effective television advertising. For the sponsor we’ve just told you about… and for you.

Radio Sales
Radio and Television Stations
Representative… CBS

Representing WCBS-TV, New York; WCAU-TV, Philadelphia; KTSL, Los Angeles; WTOP-TV, Washington; WBTV, Charlotte; KSL-TV, Salt Lake City; WAFM-TV, Birmingham; CPN and the leading (the CBS) radio station in 13 major markets.
YESTERDAY and TODAY in Central Indiana at WFBM-TV "First in Indiana"

Today . . . . there are 148,000 Sets in use in WFBM-TV's coverage area.

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMpletely Covered by WFBM-TV.

Represented nationally by The Katz Agency Inc.

Weekly Television Summary

May 14, 1951, Telecasting Survey

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Separate Aural, Visual Requirements Defined

Report 163

(4) The broadcast of a test pattern accompanied by a musical composition for the purpose of demonstration, sale, installation or orientation of television receivers or receiving antennas is not consistent with this subsection.

(5) Music accompanying the transmission of a test pattern upon which is visibly imposed a moving text consisting of continuous program material, such as a running newscast or news commentary, is consistent with this subsection.

(6) Music accompanying the transmission of a test pattern upon which is visibly imposed a clock indicating the time of day, or a test that is changed at spaced intervals, is not consistent with this subsection.

Survey Compares Time For Viewing, Working

NEARLY one-fifth of U. S. telecast owners spend more time in front of their receivers than they do at work, according to a survey by Encyclopaedia Britannica Films.

In this firm also discovered that half of those queried—51%—like television commercials "fairly well." Another 14% think the sponsor's message "fine and like it very much." Only 36% voted they do not like commercials.

Three to one viewers thought commercials were too long.

Commercialists that break up a film or dramatic program are more resented than on the variety-type program. More viewers were re-resistant.

(Continued on page 88)
YOU CAN DO More—
AND DO IT Better on WMAR-TV

MORE

TOP RATED* QUARTER HOURS BETWEEN 7:00 P.M. AND MIDNIGHT
THAN ANY OTHER BALTIMORE STATION

Also the following shows lead in one or more quarter-hours before
7:00 p.m. during the week: The Sunpapers TV News, Americans at
Work, Laurel and Hardy, Film Theatre of the Air, What's My
Line, Versatile Varieties, The Steve Allen Show, The Garry
Moore Show, The Woman's Angle, Hollywood Serial Theatre,
Bride and Groom, The Bailey Goss Show, Boots and Saddles,
Happy Town, Grand Chance, The Big Top and The Collegians.

Also

HIGHEST RATED LOCAL SHOW
Wrestling from the Coliseum: Tuesdays 10 - 11 p.m.

HIGHEST RATED NETWORK SHOW
Arthur Godfrey's Talent Scouts: Mondays 8:30 - 9:00 p.m.

WMAR-TV
CHANNEL 2 ★ BALTIMORE, MD.

* According to the American Research
**TV STABILIZING AMPLIFIER**—Does a Better Job than any other stabilizing amplifier on the market. Some of its notable advantages are: automatic correction of sync and blanking, adjustable sync percentage, improved LF characteristics, automatic clipping of white spikes.

**UTILITY VIDEO AMPLIFIER ASSEMBLY**—Improved Band Width and Adjustable High Gain. Provides accurate output monitoring even when feeding telephone lines. Maintenance is low because negative feedback eliminates peaking coils and permits wider tolerance in tubes and components.

**VIDEO PATCHING EQUIPMENT**—Quick and Convenient Adjustment of video distribution circuits are provided by these complete G-E units. Common grounds are avoided by isolation between jacks and shields. Dual control plugs are self-aligning. Easily installed. Exceptionally high reliability. Oxidation is avoided through the use of gold-plated contacts.

**VIDEO SWITCHING RELAY CHASSIS**—Saves Space yet permits easy expansion of system inputs or outputs. Each chassis is adaptable to preset control and you get fast transfer through a single transfer relay.

**TV ELECTRONIC MIXER**—Lap, Fade, and Dissolve at constant, preset rates at the touch of a finger at control panel. Unique bypass feature permits you to release three channels for rehearsal use while carrying program. It's all-electronic—operation is practically automatic.

These General Electric studio rack units are interchangeable with any TV system!
Here's a way to replace obsolete studio rack equipment with new G-E units that meet all existing RMA performance standards.

Study the items shown on these pages. With them you can modernize your sync distribution system ... get better performance, better handling of poor input signals ... more flexibility in video patching ... smoother studio control all around.

All General Electric studio units are designed specifically for easy maintenance—dead front construction, no exposed voltages. Standard video controls are used throughout. Kits are available to accommodate any position of rack mounting angles.

In addition to the equipment shown here, General Electric makes a complete line of studio gear, including camera channels, sync generators, and projectors. The broadcast representative at the G-E office near you will tell you more. Call him or write: General Electric Company, Electronics Park, Syracuse, New York.
PRICE SUPPORT

By KAY MULVihil

Still proving to be one of Northern California's top personalities on both AM and TV is KSFO-KPIX's women's director, Faye Stewart.

In addition to her women's program, which has been aired daily on KSFO for the past seven years, Faye is seen five days a week on "KPIX Kitchen," where she demonstrates and prepares meals for the budget-wise housewives. And for the men, who delight in doing the cooking for themselves, Faye heads KPIX's Monday night "Mr. Cook Show."

Acclaimed in local radio and TV circles as "the woman who tells ... and sells!" ... Faye has consistently convinced advertisers of her master sales ability in both media.

AWARD FOR KPIX

For the second consecutive year, KPIX has been awarded the National Safety Council's "Public Interest Award" in recognition of exceptional service in promoting public safety.

One of the seven television stations in the nation to receive the Award, KPIX was the only station representing the West Coast.

KPIX CHANNEL 5

Represented by The Katz Agency, Inc.

SAN FRANCISCO

KSF

360 KC

Represented by Wm. G. Rambeau Co.

TVS/COMMERCIALS

BETWEEN

PRICE SUPPORT

THREE more TV set makers last week joined the ranks of manufacturers combating the current lull in TV set sales by guaranteeing factory prices at their current levels [BROADCASTING • TELECASTING, May 7]. Ernest A. Marx, general manager of the Receiver Sales Division, Allen B. DuMont Labs, wrote DuMont TV distributors Tuesday that, until Sept. 10, they are guaranteed not to reduce prices below the published price schedule of last Nov. 1.

Further, he said, during this period, the company will not introduce any new models which would "conflict with the normal sale of the current line." Mr. Marx said new models are not planned before that date, and then only if inventories allow for such an introduction on a healthy basis." In fact, he said, "it is questionable whether a new line could be produced during the summer that would offer as much in quality, styling, price and performance as the models now available."

The price guarantee applies to all merchandise purchased by distributors during the guaranty period, extending from May 9 to Sept. 10.

General Electric Co. was another manufacturer joining the group which will continue to hold TV set prices at current levels for the next four months, according to Arthur A. Brandt, general sales manager of the receiver section. He said the policy will help stabilize the market and protect investments being made by distributors and dealers, he said.

Prices Guaranteed

Guarantees against price reduction of television sets produced by John Meck Industries, Plymouth, Ind., also was issued for the period between May and Sept. 15 in Chicago. John Meck, president, described the offer as "as good as or better than that made by any competitive manufacturer." It was said to eliminate the uncertainties of dealers who may have been reluctant to order merchandise they need because they fear price changes which may result from government price regulations or fluctuations within the industry," he said.

Also on the set price front last week, Admiral Corp., Chicago, indicated that it is introducing a 14-inch tube model which retails for $159.95, including tax. Vice President R. A. Graver described the model as the "finest picture ever offered by the company," which has 2 million sets, even though it contains "all the technical features of the most expensive Admiral sets."

The new model is an addition to, rather than a change in, the line, Mr. Graver said. Admiral's line includes 36 models ranging in price from $159.95 to $895, including excise tax.

Gerald D. Tripp, president of Television-Electronics Fund, Chicago, predicted consumer demand for TV sets will rise sharply after the summer decline, with bargain prices "dissipating a study of the TV industry's inventory position."

The study indicates three months ago a "singly rising inventory of unsold sets," he said, figures for the first of the year showing over a million sets unsold nationwide (250), will be tied-down by demand.

He estimated the May 1 inventory at between 1,750,000 and 1,850,000 sets, or a 3%—month supply.

ALLOCATIONS

Hill Review Hearings Loom

PRELIMINARY hearings probably will be held on the Benton Resolu- tion (S Res 129) calling for a review of the TV allocation status in light of educators' demands, Sen. Ed C. Johnson (D-Col.), chairman of the Senate Commerce Committee, announced.

In a letter to Thad H. Brown Jr., TV general counsel of NARTB, who had forwarded the organization's convention protest against the Benton request [BROADCASTING • TELECASTING, April 30], Sen. Johnson said committee plans call for hearings on whether the resolution is "good policy. Mr. Johnson said full consideration of "all views" would be in order, and specifically named the NARTB as one of the groups welcomed.

It has also been disclosed that a number of letters has been received by the committee, following Sen. Benton's introduction of the resolution, reflecting an "inescapable" demand in Washington that the FCC be hand-written with names and addresses only.

If approved by the Senate committee, the resolution would direct the Senate Commerce group to launch an investigation and hold extensive hearings on the entire allocation question [BROADCASTING • TELECASTING, April 16].

The Commerce group is currently gathering information from government agencies, which would be concerned with the resolution proposal. The FCC is one of the key agencies.

Also revealed in the letter to Mr. Brown was the information of Senate Majority Leader Ernest W. McFarland (D-Ariz.) to head the special subcommittee appointed to hold a preliminary inquiry.

Super Circus Sponsor

BAUER & BLACK, Chicago, for the second consecutive year, will sponsor the last half-hour of ABC-TV's Super Circus for five Sundays in June from June 10 through Leo Burnett, Chicago. The program, aired from 4 to 5 p.m. (CDT), will be tied-in with a national campaign to select "Miss Curity of 1951."
WHY You Can Operate Zenith TV from Your Easy Chair

THIS MIRACLE TURRET TUNER IS THE SECRET... and only Zenith has it!

You sit anywhere in the room... blissfully relaxed... with Zenith's wonderful "Lazy Bones" Remote Control in your palm. You press lightly with your thumb, and change programs one after another! No jumping up, nor one knob to touch or re-tune! This operation of the tuner by remote control is possible because Zenith's Turret Tuner is truly a miracle of automatic precision and stability!

Yes, all the necessary adjustments are made for you automatically, all at one time... and this tuner is so heavy—so sturdy—that even years of constant use will not cause its contacts to lose their precision and let the picture drift and fade!

And that's not all... this tuner is so much more sensitive that even in far outlying locations, it takes signals too weak for other sets to handle, and turns them into beautifully clear, steady pictures!

What's more, there is no other tuner in television so easily, quickly, inexpensively adapted in your home to receive the proposed new ultra-high frequencies on present standards, without an external converter!

Please remember—ONLY ZENITH HAS THIS TURRET TUNER. So regardless of what you read or hear, before you invest in television be sure to see for yourself that Zenith is different from all others... indeed, the Royalty of Television. Your Zenith dealer invites you to prove this in your own home, before you buy.

Above, New Zenith® "Aldrich," Console TV. New 165 sq. in. 2-in-1 Screen gives instant choice of circular or rectangular type pictures. Period cabinet, Mahogany veneers and hardwoods. $369.95. Includes Federal excise tax. Prices subject to change without notice.
REBROADCASTS

Brown Asks Low-Power Units

SERVICE to communities in areas cut off from TV reception by the nature of the terrain is proposed by Gordon Brown, WSAY Rochester. He would utilize special low-powered television retransmission stations.

In filing comment with FCC on its proposed allocation plan, the Rochester broadcaster included a request for establishment of "The Limited Common Carrier Television Rebroadcast Class."

Such a station would use only a few watts with directional antenna, it was proposed. "But in many cases it would not be necessary in order to provide a usable interference free channel for the station without causing interference to the dominant station on the transmitting frequency of the retransmission station," it's noted.

In his recommended programming, Mr. Brown again brings out his oft-spoken creed that the advertiser alone should deal with a retransmission station. Insofar as commercial shows are concerned, such stations would deal directly with "the sponsor who produces and pays for the talent, production and broadcast facilities for the original broadcast of his television show," according to the proposal.

Sustaining a show retransmission would entail negotiations with the dominant station originating the program. "However, it is suggested for network sustaining shows with permission to come from the network."

Among other program recommendations, Mr. Brown asks that where the retransmission station serves a community without a radio outlet, that the transmitter be used to originate and broadcast full audio radio programs of interest. Retransmission of FM network programs could also be considered, he said.

However, present FCC Rules and Regulations as amended less than a fortnight ago (see story page 80) specifically point out that separation of aural and visual transmitter is not to be allowed for such purposes.

Mr. Brown further points out that his corporation, Federal Broadcasting System, would set up such a service in a valley community near Rochester with 1,000 potential TV set owners. Those people would be willing to pay $8 per month or $36,000 total per year to receive programs as proposed, according to Mr. Brown.

WPIX STRIKE

5% Raise Forms Impasse

A STRIKE at WPIX (TV) New York Thursday of 61 technical employees, members of local 1212, Radio & Television Broadcast Engineers, IBEW, forced the station to cancel all live programs, substitute film, and operate with supervisory personnel, pending outcome of concurrent Federal Mediation and Conciliation Service meetings.

The strike was called when negotiations for a new contract to replace the old one, which expired May 1, reached an impasse over a union proposal for a 5% across-the-board wage increase. Negotiations have been under way since mid-April.

The union, in a prepared statement, said that the wage increase proposed was the same as that granted by the network.

Meanwhile, with cameramen as well as engineers on strike, picket lines established by the union appeared to be a matter of form only, since all live programs had to be cancelled. Station programming was confined to films. George Hel- ler, TVA national executive secretary, said that the question of crossing picket lines was entirely up to the performers.

Both sides met throughout Thursday with Federal mediators without further announcements.

THEATRE VIDEO

50 RCA Systems Ordered

RECEIPT of new orders for more than 50 RCA instantaneous theatre television systems were announced last week by Walter A. Buck, RCA vice president and general manager of the RCA Victor Div.

The new contracts, Mr. Buck pointed out, do not include those already received by RCA from Warner Bros. Circuit Management Corp., KRO Theatres and the Com- ford-Publix chain, under which installations are now in progress.

Hazel Bishop Schedule

HAZEL BISHOP, New York (Hazel Bishop Lipstick), currently spending over a million dollars a year in television, is expanding its TV schedule by starting sponsorship of its own program, featuring Freddy Martin, Thursday, October 26, 28, 30, and 31, on 62 NBC-TV stations. Raymond Spector Co., New York, is the agency.
TILTED ANTENNA AIDS SIGNAL

Doubles Strength, Says Jolliffe

Dr. Jolliffe stated, to determine the likelihood of increased interference with distant stations assigned to the same or adjacent channels resulting from the gain signal strength produced by the tilted antenna, an occasional reception is noted far beyond the normal service range of a station. Research will also be carried on in the VHF field, to see if tilted antennas will show commercial correspondence in signal strength of these commercially-licensed stations and in their effective program areas.

Educational Networks

(Continued from page 75)

program, FCC was told.

The regents recognized that their request for an additional New York channel and for the only station in Malone and Poughkeepsie confronts the Commission with "a nice problem" in view of the scarcity of tilters. Alternatively, they suggested that FCC write rules to give the board "equitable" access to all commercial stations in New York City. If a second fulltime non-commercial channel cannot be provided, and also to give educational interests at least the right to share the Malone and Poughkeepsie channels with commercial interests.

In the other cities where it proposes stations, the board supported FCC's reservation proposals—channel 17 at Albany-Schenectady-Troy, No. 46 at Binghamton, No. 14 at Ithaca, No. 43 at Syracuse, and No. 25 at Utica-Rome.

The board summarized "some of the functions and advantages" of its plan as follows:

"(A) The great state of New York has a population of nearly 15 million . . . residing in widely scattered communities. The plan will tend to raise and make more uniform the standards of education throughout the state. It will extend to the rural communities the educational and cultural benefits now available only in the populous metropolitan areas.

"(B) The plan will foster, with great economy, an expansion of education in the state, formal and informal, for in-school purposes and out-of-school purposes, in television service areas and in areas without television service.

"(C) Television, as a vehicle for the educational and cultural development of the adult population of the state . . . will probably, outside, in impact and economy, anything the imagination can project for it today. The plan will allow a tremendous expansion of effort in this direction on a coordinated statewide basis.

"(D) The plan will permit the creation of a simulcasting network, under proper arrangements, can be made available to the educational systems of other states."

Lewis A. Wilson, state commissioner of education, and Jacob L. Holtzmann, a member of the board of regents, reviewed the proposals at a news conference.

Dr. Wilson said the plan had been discussed with state legislature leaders and that their response has been entirely satisfactory.

Mr. Holtzmann estimated that sets could be provided for classrooms at $100 and $150 each, and that maintenance of the stations would amount to $250,000 a year, aside from programming.

Mr. Holtzmann, who is head of a special regents committee on television for education, reported that "we believe it is as important for our educational system to have television channels as to have schoolhouses, and I don't know which will be more important in the future."

The regents' special committee, which formulated the recommendations on which the plan is based, is composed of Mr. Holtzmann, Vice Chairman Edward R. Rastman, and Regent Roger W. Strauss.

Mr. Holtzmann said special credit should go to Dr. Wilson, the education commissioner, and Miss Frieda B. Henneock, FCC Commissioner and outspoken champion of educational TV.

The official comments were filed through Henry G. Fisher, of the Washington law firm of Fisher, Willis & Panzer.

SALES METHODS

Dennis Urges Simple Approach

WALTER L. DENNIS, assistant to the vice president, Allied Purchasing Corp., and radio-TV director, Allied Stores Corp., is scheduled to unfold his ideas on selling the educational plan today (Monday) at a U. of Maryland Management Conference, College Park, Md.

In a straight-from-the-shoulder talk Mr. Dennis will outline his views on "Getting Results From Television Advertising," highlighting these points:

○ Television is an intimate medium as against the pretentious formality of motion picture theatre presentation.

○ The merchandise should be the star of every performance in the commercials. On this point, Mr. Dennis favors demonstration of the goods in action, in as nearly as possible the actual conditions under which the article would be used.

○ The selling message should be clear-cut, sincere, straightforward and informal. Artificial animation is not only very expensive but distracts from the fundamental selling points of the merchandise.

Educational Networks

(Continued from page 75)

In central Ohio you have a choice of four excellent TV participation programs—top-rated shows with proven records for producing sales results for national advertisers.

EARLY WORM PARTY

with Irwin Johnson
top favorite local star
10 to 11 a. m.

Central Ohio's largest TV audience participation program, televised from the luxurious Town and Country Room of The Neil House.

JAMBOREE

6 to 6:30 Sat. evening

A popular half-hour variety show with a touch of the rural theme. Featuring Ray Rose and the talents of 8, this show is given "as a surprise gift to Columbus' highest rated local programs. Reservations accepted.

SNADER TELESCRIPT

"SPOTLIGHT REVUE"

6 to 6:30 p. m.

Top talent variety acts on 31/4 minute movies. . . . offering a pre-determined setting for your TV spot. Snader Tele- scription Library is offered exclusively in Columbus over WBNs-TV.

WBNs-TV

COLUMBUS, OHIO

Channel 10

CBS-TV Network—Affiliated with Columbus Dispatch and WNBS-AM

Sales Office: 33 North High Street

CBS-TV Network—Affiliated with Columbus Dispatch and WBNS-AM

Sales Office: 33 North High Street

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sentiment of commercials on shows with full continuity than on the variety program.

Other salient points in the survey: Only one out of 50 watches his set less than 10 hours weekly; one quarter of the people questioned watch 10-20 hours weekly and about one-third see TV between 20 and 40 hours a week. It also found that reading seems to suffer the greatest loss of devotees because of television.

**KECA-TV, KLAC-TV Increase Rates**

KECA-TV and KLAC-TV-Hollywood have both announced rate increases. KECA-TV has issued rate card No. 4, which increases its Class A base hour rate from $900 to $1200 effective tomorrow (May 15). One minute or less in Class A is increased from $150 to $250; eight-second spots from $75 to $110. Comparable increases will be carried out in other time classifications, according to Robert F. Laws, station and ABC Western Division TV sales manager.

Increase of $250 over the present Class A hourly rates has been announced by KLAC-TV. New rate is $1,000 per hour. Increases also were made in other Class A time slots. Rate for 40 minutes now is $800; 30 minutes, $600; 20 minutes, $600; 15 minutes, $400; 10, $390; five, $250.

Videodex Reports On April Ratings

VIDEODEX last week issued its April 1-7 report, giving top 10 television shows in 63 markets. The listings are broken down into percentage of TV homes and number of TV homes. Top 10 listings follow:

| % TV HOMES | 1. tweezer Star Theatre (61 cities) | 55.1 |
| 2. Tyejon (32) | 47.4 |
| 3. Jack Benny Show (36) | 45.8 |
| 4. Rinistole Theatre (48) | 45.2 |
| 5. Your Show of Shows (61) | 29.5 |
| 6. Hee Yat Your Life (61) | 28.8 |

**CANADA DELAY**

Sees First Station by '52

First Canadian TV transmitters at Toronto and Montreal will not be ready until early 1952, instead of late this year as had been contemplated, A. D. Dunton, chairman of Canadian Broadcasting Corp., told a Canadian group on May 4. No Canadian advertisers assembled for the 36th convention of the Assn. of Canadian Advertisers [Broadcasting * Telecasting, May 7], that construction delays and building material shortages made it impossible to get the Toronto station on the air till January 1952 and Montreal transmitter in late spring or early summer of next year.

Scheduled to give out the latest in TV data for Canada, Mr. Dunton stated that because of the delay in the report of the CRTC Commission on Arts, Letters & Sciences, he was as much in the dark about the future of TV policy in Canada as was his audience.

John P. Cunningham of Cunningham & Walsh, New York, outlined the effects of TV on the living pattern. He reported on his firm's Videotext surveys and other studies that led him to believe that TV surveys is that radio listening does not exist in TV homes at night, except by a few individuals. But he was careful to explain: "Don't write off radio yet. Radio is still supporting TV, and TV is not yet ready to commit matricide."

Mr. Cunningham also reviewed effects of TV in UN telecasts and the Kefauver committee in building a more informed electorate. They urged advertisers to use self-control in their use of advertising on TV, to better programs for their products and argued that government control is better than having government control.

**JACKSONVILLE**

Fights for Channel 2

The struggle to retain TV Channel 2 for its area continues. Jacksonville, Fla., has gone to the U.S. Court of Appeals for District of Columbia. City, which operates WJAX and at one time held a construction permit for Channel 2, has asked the Court for a stay order against the FCC's current proposed allocation. The new plan will move the controversy from Channel 2 to Tallahassee and Daytona Beach, precluding its use in Jacksonville.

Appellant's television CP was withdrawn by the Commission following statements concerning the time to have the extension for station construction. That also was taken to the Court of Appeals, [Broadcasting * Telecasting, Nov. 6, 1950].

In its current petition, filed by Robert L. Irwin of Dow, Lohnes & Albertson, it's pointed out that if the court reverses the earlier FCC decision the Commission is putting itself in position of being able to refuse or abide by mandate of the Court based on the fact that to do so would render the station useless.

Channel 2 to Jacksonville, which would be in violation of the Rules and Regulations of the Commission.

Petition asserts that it "appears" FCC's proposal to take Channel 2 from Jacksonville is "arbitrary and capricious and motivated by a desire to bar and prevent the appearance of statutory rights of appeal and this Court of jurisdiction of the appeal now pending."

The appeal was engineered on a statement proposing Channel 2 from Jacksonville, in lieu of, instead of 2, be given Tallahassee; Channel 11, instead of 2, be allocated Daytona Beach; and Channel 2 be assigned to Jacksonville.

WJAX-TV had been granted Aug. 8, 1948; application for extension of construction permit was filed June 28, 1949; and application on designation June 1, 1949. The hearing examiner's subsequent initial decision proposed granting the additional construction time. However, FCC General Counsel filed exceptions and, after oral argument July 26, 1950, the Commission reversed its initial decision and denied the extension.

A petition to consider additional evidence and reconsider the denial was dismissed May 3, FCC announced last Tuesday.

**Cables Cut**

NETWORK television programs along the Atlantic seaboard were interrupted May 8 when a bulldozer operating on a farm near Aberdeen, Md., cut a conduit carrying 14 cable circuits. Twelve of the cables, or six complete circuits, were severed. "Blackout" lasted from about 1 a.m. to 7 p.m. when power was restored. Among those cities affected were Baltimore, Philadelphia and Washington.

**STEPHEN SLENSINGER**

Productions, Hollywood, has worked out a deal with King Features and Cartoonist Chic Young for full TV rights to his comic strip. A new company will be set up to produce the Blondie series, Mr. Slesinger announced, while present firm will continue producing Red Ryder TV film series. Arthur Lake, famous as movie and radio version of "Dagwood Bumstead," has been signed to play the same part on TV.

**INS-TELENEWS**

New York, announces that Terre Haute Brewing Co. will sponsor combination Weekly News Review and This Week in Sports on WJTV-Lansing, Mich., through the Blow Co. Same half-hour combination is carried by WGN-TV Chicago, for Corina Cigars. WGN-TV Chicago has signed for INS-Telenews daily newssheet service.

**BING CROSBY Enterprises**

New TV film series, Cry of the City [Film Report, May 7] will be sold nationally, regionally or locally as sponsors desire. Announcement was made by Vice President Richard Dorso of United Television Programs, distributor of series. Half-hour film prices will vary from $155 to $1,000.

**DAMAGED FILM**

Scratch Removing Process

PHILIP TECHNIC, INC.

FILM considered technically unusable can be reconditioned for use on television, according to Henry Lloyd, vice president of Philip Film Technique, Inc., New York.

Proper renovation of old 35 mm. motion picture film before transferring it to 16 mm. for television use not only improves TV program production standards but also will make available old movie favorites formerly considered unusable, said Mr. Lloyd.

Heretofore specializing in reconditioning and preserving films for educational and industrial institutions, Mr. Lloyd announced that his company was enlarging its facilities to service firms producing movies for TV.

Scratches, oil mottles and abrasions "can definitely be removed," stated Mr. Lloyd, pointing out, this means that video audiences can enjoy more of the great photoplays of the past without blurs, blinks and streaks."
Comments on Allocation (Continued from page 74)

Supports reservation.
KANSAS
Kansas City—Board of Education.
KANSAS—Continued.
Spruce in Ch. 10, affecting
Quincy, Ill., and Hannibal, Mo.

Televising in VHF.

KANSAS
Kansas City—Board of Education.
KANSAS—Continued.
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KANSAS—Continued.
Spruce in Ch. 10, affecting
Quincy, Ill., and Hannibal, Mo.

Televising in VHF.
NARTB-TV took exception to the reservation proposals on the following grounds, among others: (1) FCC's failure to find and conclude that all TV channels are, and should be, equally available to all qualified citizen, and that the record does not support a finding to the contrary. (2) FCC's failure to recognize that the reservation issue is just one part of the broader, more comprehensive TV allocation plan; and upon the basis that the conclusion resulting from the reservation policy has been accomplished arbitrarily without finding or determination with regard to the effect of this policy upon the overall problems involved. (3) FCC's failure to make findings and conclusions with regard to the audience potential of noncommercial educational programs and with regard to the question of wastage of limited spectrum space for the benefit of limited audience. (4) FCC's failure to find wastage of limited spectrum space through usage would result from the proposals in the record as made. (5) FCC's failure to make findings and reach conclusions with regard to alternative methods of obtaining the basic objectives of noncommercial educational TV, including consideration of microwave relay for in-school instruction; and because of FCC's failure to find the proponents of reservation made no showing as a condition precedent to the effect that in-school needs could not be served by wire lines and/or microwave relay. (6) FCC's failure to find the record does not substantiate a need for noncommercial educational reservations in any specific community in the United States. (7) FCC's failure to find the proponents of reservation made no showing as a condition precedent to the effect that any channel so reserved could not be served by wire lines and/or microwave relay. (8) FCC's failure to find the record does not substantiate a need for noncommercial educational reservations for the benefit of limited audience. (9) FCC's failure to find that the record does not substantiate a need for noncommercial educational reservations in any specific community in the United States. (10) FCC's failure to find the record does not substantiate a need for noncommercial educational reservations for the benefit of limited audience. (11) FCC's failure to find that the record does not substantiate a need for noncommercial educational reservations in any specific community in the United States. (12) FCC's failure to find the record does not substantiate a need for noncommercial educational reservations for the benefit of limited audience. (13) FCC's failure to find that the record does not substantiate a need for noncommercial educational reservations in any specific community in the United States. (14) FCC's failure to find the record does not substantiate a need for noncommercial educational reservations for the benefit of limited audience. 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(39) FCC's failure to find that the record does not substantiate a need for noncommercial educational reservations in any specific community in the United States. (40) FCC's failure to find the record does not substantiate a need for noncommercial educational reservations for the benefit of limited audience.
finalized. Relaxation was asked to permit changes more easily where public interest would be served.

FCBA further asked that amendment be made to provide that each applicant seeking frequencies not provided in the allocation would file a summary statement as to why his application should be granted. If the FCC decides not to grant such application, it would set a hearing, and it would afford the applicant to be heard under the rules and regulations prescribed for hearings on applications, FCBA added.

On the subject of the freeze, RCA-NBC told the Commission that “for more people in the United States to get television at the earliest possible date, it is essential that the freeze be lifted as soon as possible.” Noting VHF transmitting equipment is available and UHF equipment availability will be expedited if the freeze is lifted, they stated the Commission “should endeavor . . . to take whatever steps are necessary to bring about expedited lifting of the freeze.”

**Lift VHF Freeze**

Where no issue has been raised respecting VHF in a given community, RCA-NBC urged FCC "proceed forthwith to lift the VHF freeze if practicable." If, in their opinion, the freeze is "not practicable," they requested that the Commission "would consider the following steps:"

1. Provide more stations in more communities.
2. Assign 375 VHF assignments in 375 communities (compared with FCC's 354 assignments in 348 communities).
3. Assign 4 VHF channels to 31 communities (52 by FCC); five more VHF channels to 37 communities (52 by FCC).
4. In the top 50 population centers, assign 4 or more VHF channels to 31 communities (52 by FCC); five more VHF channels to 37 communities (52 by FCC).
5. In top 25 population centers, assign 9 or more VHF channels to 19 communities (111 by FCC); give 5 more VHF channels to 23 communities (52 by FCC).
6. Switch only 19 of existing VHF stations to new VHF channels (FCC would shift 51).

RCA-NBC stated FCC's allocation of the entire UHF "is a constructive step in the direction of serving a sufficient number of channels for television broadcasting." RCA-NBC said this is preferable to FCC's early plan to only partially opening the UHF.

The joint statement said the Commission's reservation of certain channels for education and certain limitations on UHF assignments, making it impossible to choose VHF channels in many metropolitan areas, "indicates the desirability of securing additional channels for television broadcasting if at all possible." RCA-NBC supported the off-set carrier proposal and thought the proposed maximum power of 200 kw "appears to be a realistic one and would open the door of present equipment capabilities."

Although conceding the allocation plan is generally sound from an engineering standpoint, Allen R. Dau, FCC, contended the plan does not constitute an efficient utilization of the spectrum and will foster network and market monopolies. DuMont offered an alternative nationwide plan—a revision of its earlier proposal—which would:

- Provide more stations in more communities.
- Assign 375 VHF assignments in 375 communities (compared with FCC's 354 assignments in 348 communities).
- Assign 4 VHF channels to 31 communities (52 by FCC); give 3 more VHF channels to 37 communities (52 by FCC).
- In the top 50 population centers assign 4 or more VHF channels to 31 communities (52 by FCC); give 5 more VHF channels to 37 communities (52 by FCC).
- In top 25 population centers, assign 9 or more VHF channels to 19 communities (111 by FCC); give 5 more VHF channels to 23 communities (52 by FCC).
- Switch only 19 of existing VHF stations to new VHF channels (FCC would shift 51).

DuMont held the Commission's priorities for allocation are "unrealistic" and not adhered to. In contrast, it said the DuMont plan would give the largest number of people the widest choice of programs while preserving service coverage for the nation's geographic area. DuMont assignments can be economically justified, it was also noted.

To solve the UHF allocation problem, DuMont asked FCC to review results of its project using a Massachusetts Institute of Technology automatic computing machine to determine which it is proposed to feed the entire problem of distributing available UHF channels for the nation as a means of eliminating human errors and guesswork."

DuMont recognized TV's force for education, but cited a survey showing inability of such institutions generally to finance non-commercial outlets. DuMont proposed all channels be available on a commercial basis to such institutions as can qualify in competition with other applicants.

Noting the substantial capital investments of existing stations, DuMont held there should not be interference nesses, and then only to other VHF channels. Public investments in VHF receivers would be protected, it was said. DuMont's proposed plan contemplates 19 changes within VHF spectrum, compared with 31 under FCC proposal.

CBS, with their interest in increasing VHF assignments in Boston, Chicago and San Francisco, ventured that UHF instead of VHF should be reserved for education. The network cited the need for a competitive situation in these cities. It termed the unavailability of VHF as a "grave competitive disadvantage to a network."

CBS offered three plans for adding Channel 9 to Boston; three proposals that would give Channel 13 to Chicago; and four plans whereby Channel 11 or Channel 13, or both, could be added to San Francisco.

ABC indicated opening of the UHF "for immediate regular use with more extensive use of the present VHF channels should enable the Commission and the broadcasting industry to proceed without delay toward provision of competitive television facilities throughout a large part of the country with assurance of stability and without fear of undue rapid obsolescence of equipment purchased by the public during the expansion period."

ABC approved FCC's proposal to allocate the new channels "on a basis which will minimize the extent of the vexing 'in-channel' type of interference such as that from oscillator radiation." ABC thought adoption of the long-range propagation curves, "even though they are based on comparatively meager information in certain respects, will provide a considerable measure of assurance that extensive dislocation of the allocations structure at some future time will not prove necessary."

The co-channel station separations contemplated by the plan, ABC said, "appear to strike a reasonable compromise between the conflicting demands for a maximum number of stations on the one hand and for extension and improvement of service in the suburban and rural areas. . . ."

"The establishment of firm minimum station separations should obviate the gradual deterioration and restriction of rural service, which, as shown by experience, can otherwise occur," ABC contended.

Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee and vigilant watchdog over radio and television developments, told the Commission that proposals limiting Denver to three commercial VHF channels "penalizes and unjustly discriminates against the city and is 'contrary to Congressional policy of fair, efficient, and equitable distribution of TV broadcast service to the people of the United States.'"

(Continued on page 94)
Comments on Allocation

(Continued from page 99)

Erie—WERC. Requests assignment of all commercial channels to UHF, and make Ch. 12 educational.

Evansville—WIVB. Exclusive allocation to Ch. 64, assign Ch. 83 to Oil City, Pa.


Harrodsburg—Patriot News Co. Add UHF second, Ch. 63 to City, Ch. 11.

Johnstown—WJAC-TV. No objection to assignment.

Lancaster—WGAL-TV. No objection to assignment. Chs. 4 to 6.

Lancaster—WLAW. Ask approval of proposed modification of WGAL-TV license to use Ch. 9.

Lock Haven—WBPZ. Asks UHF channel.

McKeenzee—WEDO. Asks Ch. 13 for joint commercial-education use, affects Ch. 4.

Philadelphia—WDP. Add Ch. 12; direct-connection antenna is proposed; affects Winfield, Del.

Philadelphia—Daily News Television Co. Add Ch. 12, with Ch. 7 retained in Wheeling, W. Va., and UHF facilities be given to Wheeling or Binghamton, N.Y.

Philadelphia—Board of Public Education. Favors reservations (has funds).

Pittsburgh—KDKA. Add Chs. 4 and 9, deleting Ch. 9 from Wheeling, Va.

Pittsburgh—KQV. Suggests Ch. 47 or 63 for Wheeling, Del. or UHF facilities be given to Wheeling or Binghamton, N.Y.

Pittsburgh—Board of Public Education. Favors reservations (has funds).

Pittsburgh—WCKU. Add Ch. 5, deleting Ch. 3, other stations.

Pittsburgh—WJAS. Add Ch. 4; add Ch. 9 and delete from Wheeling, W. Va.

Pittsburgh—WWSW. Add Ch. 4, opposition.

Pittsburgh—Favor VHF reservation:


Reno—WHUM. Add Ch. 15; delete Ch. 55, Substitute Ch. 15 for Ch. 15 in Las Vegas.

Scranton—WQAQ. Asks additional UHF channels.

Scranton—Appalachian Co. Supports allocation.


Scranton—Favor reservation, prefers VHF.

Washington—WJZ. Substituting Ch. 9 for Ch. 53, switching Ch. 7 for Wheeling.

Rhode Island

Providence—WPRO. Supports allocation.

Providence—WAR-TV. No objection to reservation from Chs. 11 to 19.

Providence—Providence College. Favor reservation.

South Carolina

Greenville—WFBC. Supports allocation.

Greenville — Supports reservation provided in FM.

Petersburg—WLBT, Petersburg, Va.

Spartanburg—WORD. Add Ch. 7; change Ch. 4.

Sumter—WYK. Assign Ch. 27.

Ky., Knoxville, Tenn., Chattanooga, Tenn., Rome, Ga., University, Ala., State College, Miss., and Columbia, S.C.

South Dakota

Sioux Falls—KELO, Sioux Falls.

Sioux Falls—Sioux Falls College. Asks VHF assignment, if not, reserves UHF.


Tennessee

Bristol—WOPJ. Supports allocation.

Chattanooga—WCHU, Add Ch. 2.

Knoxport—WKPT. Add Ch. 2.


Memphis—KWHC and WMPS. Add Ch. 3; or, allocate Chs. 4, 7, 8 and 11 in place of Chs. 1, 2, 9, 10 and 11.

Nashville—WKDA. Add Ch. 5.

Nashville—WSIX, WLAC (joint petition). Asks another VHF channel separates Ch. 5.

Texas

Amarillo—Public Schools. Supports reservation.

Austin—U. of Texas. Favors reservation.

Beaumont—KFDM. Supports Chs. 4 and 6 for Beaumont and Fort Arthur.

Brackenridge—KSTR. Add Ch. 7.

Dallas—WFAA-TV. Supports allocation.

Dallas—KLIF. Add Chs. 7 and 9, a.

Galveston—KGAQ, Informal approval ch. 49.

Harring—KGKS. Requests Ch. 4 be added to Harlingen and deleted from Brownsville and Ch. 36 be deleted from Harlingen and added to Brownsville.

Houston—KPRC-TV. Favors allocation, but requests, in part, that certain UHF stations in Chs. 2-5 by 287 miles, and Ch. 5-17 by 197 miles to reduce interference.

Houston—KTRH, KXYZ. Add Ch. 5, affecting Beaumont-Fort Arthur.

Galveston—South Texas Television Co. Add Chs. 5 and 10; remove Ch. 9 reservation.

Longview—KPHO. Add Ch. 12 to Longview, only change to reservation. Shreveport, La.; change Ch. 10 to ch. 5 in El Dorado, Ark.; Ch. 59 and 38 presently assigned to Longview may be changed to either Galena or Tustin, Tex.

Longview—East Texas Television Co. Add Ch. 9 at Longview and Ch. 14 at Lufkin.

Lubbock—K计划生育. Transfer Ch. 5 from Amarillo to Lubbock; substitute Ch. 9 for Ch. 5 at Monahans.

McAllen—McAllen Television Co. Supports allocation.

San Angelo—City and Board of Development. Requests reservation.

San Antonio—Planning Board. Supports reservation, urges VHF.

San Antonio—Sherman Television Co. Add Ch. 1, La Salle-Denison area—KRRV. Add Chs. 16 and 17, affecting other cities.

Temple—Ch. 4 and 6.

Texas—Lack's Stores Inc. Add Ch. 14 in Abilene.

Waco—KWTX. Supports allocation.

Weslaco—KTVU. Delete Ch. 2 from Monterrey, Mex., and assign to Weslaco, Tex., maximum, delete Ch. 4 and 5 from Brownsville, Tex., and assigns to Weslaco-Harlingen.

Wichita Falls—KWFT. Supports allocation.

Upland

Ogden—Support reservation; Public Broadcasting Council.

Provo—KOAL. Add Ch. 6.

Las Vegas—KOAL. Add Ch. 2, affecting several offices at once.


Tooele—Oquirrh Radio & Television Co. Switch VHF Ch. 2 from Logan to Tooele; VHF Ch. 12 from Ogden to Tooele; Ch. 12 from Ogden to Tooele; Ch. 11 from Provo to Ogden.

Waco—Public Schools.

Add Chs. 6 to 15; UHF Chs. 6 to 18.

Vermont

Burlington—U. of Vermont. Favors reservation.

Virginia

Bristol—WYCB, Add Chs. 2, 3, and 4, and 16, proposed for Bristol, Tenn.

Charlottesville—City of Charlottesville, Charlottesville Chamber of Commerce, and WATE. Oppose proposed allocation of UHF noncommercial assignment to water.

South Carolina

Greenville—WFBC. Supports allocation.

Greenville — Supports reservation provided in FM.

Petersburg—WLBT, Petersburg, Va.

Spartanburg—WORD. Add Ch. 7; change Ch. 4.

Sumter—WYK. Assign Ch. 27.

Ky., Knoxville, Tenn., Chattanooga, Tenn., Rome, Ga., University, Ala., State College, Miss., and Columbia, S.C.

South Dakota

Sioux Falls—KELO, Sioux Falls.

Sioux Falls—Sioux Falls College. Asks VHF assignment, if not, reserves UHF.


Tennessee

Bristol—WOPJ. Supports allocation.

Chattanooga—WCHU, Add Ch. 2.

Knoxport—WKPT. Add Ch. 2.


Memphis—KWHC and WMPS. Add Ch. 3; or, allocate Chs. 4, 7, 8 and 11 in place of Chs. 1, 2, 9, 10 and 11.

Nashville—WKDA. Add Ch. 5.

Nashville—WSIX, WLAC (joint petition). Asks another VHF channel separates Ch. 5.

Texas

Amarillo—Public Schools. Supports reservation.

Austin—U. of Texas. Favors reservation.

Beaumont—KFDM. Supports Chs. 4 and 6 for Beaumont and Fort Arthur.
Farm Dollars
(Continued from page 38)

in outlets, in a territory where new dealers are not easy to get. And during the radio, the company's advertising is confined to billboards, painted barns and occasional insertions in farm trade journals.

Radio is Aubrey's basic medium.

Glen Aubrey, son of the present head of the mills and one of the principal executives, has said:

"If you have something that the farmer needs, he'll listen. Frank Cooley gives him information in which he is vitally interested. That's a better way to reach the farmer."

The sales history of the company reflects the enormous boost of radio.

From 1947 to 1948, before the mills used radio, business increased 10%. In 1948-49, the first year of its sponsorship of WHAS' Market Digest, sales jumped 35%.

The overall increase from the beginning of its radio advertising to the present is the whopping 225%.

Buys By Radio

Aubrey & Co. uses radio to buy, as well as sell.

When the time comes for Aubrey to stock up on wheat, soy beans or corn, Mr. Cooley slants his commercials to announce that Aubrey is in the market.

Format of the program varies with the time of year. During the tobacco season, Mr. Cooley and Don Davis, assistant farm program director of WHAS, report on 28 tobacco markets in Kentucky. Market news from Louisville, Cincinnati, Indianapolis, St. Louis and Chicago, the five big livestock markets in which WHAS listeners are principally interested, is also reported. The program closes with a weather report.

Aubrey's radio campaign costs from $12,000 to $13,000 a year, a price that has remained constant since the time the firm bought the program. Farm department executives at WHAS believe it is an excellent example of Class C time being used to the greatest advantage.

The Aluminum Co. of America, Alcoa, Tenn., has nothing whatever to sell farmers; its entire production is on call to the government. It undertook sponsorship of the WNOX Voice From the Farm, three years ago, as a public relations campaign.

For one thing, many of its workers are part-time farmers. For another, the company seeks the goodwill of residents of the area where it is situated.

Commercials on the program are strictly institutional. They emphasize cooperation in the defense effort, urging listeners to conserve aluminum, utensils, buying only what they need and putting their surplus money in defense bonds.

The radio campaign has resulted in building friendly feelings for Alcoa throughout the WNOX area, among farmers and government officials alike.

One County Agent recently pointed out how useful the program is to his work. "If I have an idea that I want to get across to the farmers in my county, he said, "I have several choices. I can call them together in small meetings at night. I can call them individually on the telephone or call at their individual farms... each of which takes a great deal of time and reaches only a compara
tively handful of men."

"I can write them a letter, which they probably will read and forget, or perhaps not read at all. Or, I can spend three or four hours helping to make a Voice From the Farm recording, and know that from 75% to 90% of my farmers will be talking about it the next time I see them."

Voice From the Farm is conducted by Cliff Allen, WNOX news and farm editor, and by H. P. Wood, assistant county agent who now devotes his entire time to the program.

It features recorded interviews not only with agricultural experts like county agents, specialists from the U. of Tennessee and the State Dept. of Agriculture but also with farmers who have useful information to give.

Shortly after the program went on the air a corn production contest was adopted. It was continued for three years. One yield of 213.3 bushels per acre by a contestant has been checked.

The contest was changed this year to pastures since many farmers did not have the quality of land or the equipment necessary to raise corn. The entire contest idea has the cooperation and backing of the U. of Tennessee as well as government agencies.

Not long ago, Messrs. Allen and Wood turned up in Sequatchie County a farmer who was still working his fields at the age of 76. He explained he had planned to retire but had decided not to. He said he was learning too much about farming to quit. As he put it, "I've learned more about farming in the past five years than I ever learned in the first 48 I farmed."

Mr. Allen asked him: "But didn't you farm with your head as well as your hands during those first 48 years?"

"Yes," he said, "but the trouble was I never had anybody else's head to use."

It is such evidence as this that encourages the Aluminum company to keep Voice From the Farm on the air.

Radio Reception

BILL in the Florida Senate would direct state's Railroad and Public Utilities Commission to require telephone-telegraph and power companies to stop man-made interference with radio reception on state roads.

WHOS on First?

IN GRAND RAPIDS, MICHIGAN

WLAV AM-FM-TV

ON THE BALL . . .

Detroit Tiger broadcasts always win afternoon audiences in Michigan. In Grand Rapids, it's WLAV and WLAV-FM.

DOUBLE HEADER . . .

WLAV and WLAV-FM are combined to give intense AM local coverage plus widespread noises of 50,000 FM sets.

A HOME RUN . . .

Your advertising message reaches more homes, more business places, more auto listeners, more of everybody you want to sell on WLAV and WLAV-FM.

GET ON BOARD . . .

Any position between 1:00 PM and 6:00 PM is a strong selling position every day on these baseball and planned music afternoons. No other baseball on radio or television.

Note: WLAV-TV will not carry baseball nor will any other radio station in Grand Rapids carry baseball.

For availability call JOHN PEARSON CO.
TV Briefs
(Continued from page 31)
cast facilities" under the Communica-
tions Act.
Suggested Shifts
He suggested shifting of pro-
posed channels in Colorado or
among the states of Colorado,
Wyoming and Nebraska.

Emphasizing that he was speak-
ning solely "in the public interest," Sen.
Johnson pointed out that "no competitive
network system can be effec-
ted without service to and
through Denver as a connecting link
between East and West.

Touching on another factor, he
declared:

"... The people of Denver, under
the present proposal, will be deprived
of the programs of a number of net-
works and the adverse influence of
monopoly will affect national and local
advertisers who seek the Denver mar-
tet." Radio Attorney Arthur Schar-
feld in behalf of several stations
objected to the principle of VHF-
UHF channel interchange on
grounds such policy is not in the
public interest because of technical
differences between VHF and UHF
which preclude free competition in
the same area. As a solution he
suggested commercial stations be
assigned the UHF with educational
groups getting VHF channels.

"If there is sufficient knowledge
of the characteristics of UHF chan-
nels to allocate them to the tele-
vision broadcast service at all," he
said, "the allocation problem of

providing both an adequate and
competitive television service in
the nation can be solved by assign-
ing all commercial television broad-
casting to the UHF band." His
explanation continued:

In addition to serving the public in-
terest by providing for equality of com-
petition in the commercial television
broadcasting service, many perplexing
legal, administrative, and other prob-
lems would be solved by relocating
all commercial television to UHF.

The question of whether Sec. 307(b)
of the Communications Act would be
violated by distributing VHF and UHF
channels as though they are equal
facilities would become moot. The troublesome problem of procedure in
competitive hearings for television
stations located in areas where both
VHF and UHF channels are available
would be eliminated.

The two network system (of VHF
stations) which is threatened by the
paucity of the superior VHF channels
in most communities would be expand-
perforce if all commercial stations were
competitively equal—on UHF. And the allocation difficulties evident in
the Third Notice of Rule Making
would be eliminated there.

There need be no injury to the own-
ers of VHF broadcasting stations and
receivers caused by the assignment of
all commercial television broadcasting
to the UHF band, since a reasonable
period of time can be provided for
existing VHF commercial stations to
move to UHF.

Nor should there be any need to fear
interference from TV stations with a
not sufficiently good television me-
dium. It is not a sufficiently good
television medium, as much above, it is
certainly not good enough to stand
up to UHF as proposed by the Com-
mision, and should not be utilized for
television broadcasting at all time.

Mr. Scharfeld's presentation was
made for WISC Madison, Wis.; W
TODA (FM) Trenton, N. J.;
WERC Erie, Pa.; and the Valley
Television Inc., TV applicant
at Allentown, Pa. WTOA and Le-
high Valley further questioned leg-
ality of a fixed allocation plan. They
noted that Sec. 307(b) of the Commu-
nications Act, among other provi-
sions, grants the FCC authority to
allocate frequencies only when
valid demand is evident, or specifi-
cally, applications.

First commercial station to for-
malty contest legality of the ed-
ucational reservation, and also
legality of the overall allocation
rule-making proceeding, was a
WKMH Dearborn, Mich. Prepared
by the Washington law firm of
Bingham, Collins, Porter & Kist-
ler, the WKMH petition asked oral
argument on the issues before the
June 11 commencement of the city-
by-city hearing. WKMH contended
this hearing would be rendered
moot and the freeze could be lifted
provisionally if its views are found to
be correct.

Under the present PCC plan,
WKMH saw no practical end of
competition in educational illita-
or the overall freeze.

WKMH argued Congress has not
granted FCC the "power and au-
thority to reserve and/or allocate
channels for commercial and/or
non-commercial educational stations
with the result that any such [FCC]
rules and regulations will be in-
valid.

The Dearborn station further
contended the Commission's pro-
posal to "allocate specific facilities
to specific cities or areas prior to
receipt of applications" is contrary
to Sec. 307(b) of the [Communications]
Act but... intent of Congress."

Use as Guide
As a solution, WKMH suggested
the use of its allocation proposal
as a general guide, similar to standard
broadcasting practice. It held such
a procedure would: (a) eliminate
most if not all legal objections; (b)
provide for flexibility as the tech-
ical conditions progress; (c) encour-
egage technical research; (d) permit
lifting of the freeze almost im-
mEDIATELY without need for further
complicated and lengthy hearings
("the hearings on the specific al-
location plan is now just as im-
potent and final to as important
applicants as a formal hearing on
an application"); and (e) remove a
tremendous workload from FCC.

Educational reservation of Chan-
nels 18 at Indianapolis was pro-
tested as illegal by WIRE, WISH,
WIBC and WXEX there.

WISH also pointed out "any for-
form of allocation of television
channels based on partial clas-
sification of licensees or on a
specific type of program service or
both would result in effective cen-
sorship of programs and constitute
an interference with the right of
free speech," also prohibited by the
Communications Act.

WIBC stated it "desires to make
its services available to those that
will be educational television stations.
The record of a number of ed-
cational institutions in radio such as
the U. of Illinois and the U. of
Wisconsin has been a magnificent
one but Petitioner believes that the
rigid allocation of a certain num-
ber of television channels for exclu-
sive educational use is illegal."

Regarding station separation re-
quirements, WIBC asked alternat-
euse of VHF and UHF communi-
gate and 170 mile city-to-city and
transmitter-to-transmitter separa-
tion.

William H. Block Co., TV appli-
cant at Indianapolis, felt minimum
mileage separation requirements
should not be rigid to the extent
no exception may be made in in-
stances where it is demonstrated
public interest would be served
through such relaxation of the
requirement. Firn also thought se-
paration minimums should be based
on transmitter locations rather than
cities.

Indianapolis Public Schools told
FCC they see no money available
for noncommercial licensing and hope
for time on commercial outlets.
Butler U. also cited lack of funds.

Fort Industry Co., in behalf of its
WGBS Miami, requested re-
moving of the educational reserva-
tion of VHF Channel 2 there and
suggested that UHF Channels 29
and 36 be reserved instead. WGBS
also requested...

The Commission adopt the policy
and specifically provide in its Rules and
Regulations that such educational
vision broadcast channel reserved in
this proceeding for noncommercial
educational use, such reservation
will be reviewed as not exceeding
six months, and will be continued in
effect unless such educational organiza-
tions are actively proceeding with
the necessary preliminary
step to file an application for the
specific reserved chan-
nel, including a statement of the
estimated date when such application
will be filed for said specific reserved
channel.

KIOA Des Moines pointed out
"intercontinental allocation is neces-
sity dependent solely upon transmitter
location and not upon city-to-city
separation... there is no justifi-
cation for enforcing the city-to-
co-channel separation of 180
miles, if the separation of 170 miles
between transmitters can be satis-
fied.

KIOA's Stand
Asking elimination of the reser-
vation of VHF Channel 11 at Des
Moines, KIOA pointed out even if
FCC has legal authority to make
reservations, such restriction on the
use of Channel 11 is not sup-
ported by evidence or record
and violates all principles of equitable
distribution of TV broadcast fa-
cilities.

KIOA also charged FCC failed
to give adequate notice of its inten-
tion to reserve VHF channels, point-
ing out the July 11, 1949 no-

cessary comments only "con-
cerning the possible allocation for
noncommercial educational broad-
casting..."
cast stations in the 470 and 890 mc band."

KIOA said Iowa State's WOI-TV at Ames, temporarily "commercial," is already an educational station whose coverage area included Des Moines, hence there is no need for a second VHF reservation for the area at Des Moines when a UHF channel would suffice for local educational use.

McClatchy Broadcasting Co., licensee of stations in California and Nevada and TV applicant at Sacramento and Denver, urged proposed standards to be modified to "permit greater flexibility in the allocation of television facilities in order to provide for their maximum utilization.

Station separation based on distance between city post offices is unrealistic, McClatchy said, indicating transmitter-to-transmitter separation should be the criteria. Firm also urged provision be made for additional assignments at reduced power under certain conditions and to provide for assignments being made available for service extensions and service extensions as mountain ranges.

WIP Philadelphia, which has gone through comparative hearing with DuMont Television Co. there on its application for VHF Channel 12, contended FCC's proposed removal of Channel 12 from Philadelphia would deprive the WIP of due process of law. WIP explained the hearing was completed even before the imposition of the freeze and large sums of money were spent to litigate. No decision has been issued.

Wants Channel 12

WIP urged certain exceptions to FCC's rules to allow retention of Channel 12 there. Included was provision that WQLT-TV Lancaster, Pa., would have to operate with a directional antenna on Channel 4 to protect WBNW Washington and WNBW New York.

WPI-TV Lansing requested modification of provisions so that stations having antennas at such heights as atop a mountain would not be prevented from using sufficient power to cover the metropolitan area required to be served.

KTRH and KXYZ Houston asked that separations in excess of 180 miles not be required in the special case of adding two VHF frequencies there, modifying FCC's proposal for greater separation in the Gulf Coast area because of tropospheric propagation.

WTIC Hartford, Conn., urged that FCC's general rules be enlarged to permit the UHF "flexibility" channels to be assigned to communities for which other channels already are provided in the assignment table. WTIC also asked that minimum separations of directional antennas be relaxed to permit exceptions where public interest would be served.

WZ Detroit told the Commission that "in a commercial atmosphere the VHF spectrum can better be assured by providing in the rules and standards that assignments may be made whenever the VHF-to-VHF channel separation is less than 180 miles provided the transmitter-to-transmitter separation of 170 miles is not exceeded."

WTIC also suggested the rules might provide in cases where the city-to-city separation is less than 180 miles, "a special showing must be made that station assignments will not unduly restrict the location of transmitters in either city."

**Delete Spacing**

**WPDQ** Jacksonville, favoring elimination of a Channel 7 reservation for non-commercial educational television, argued that any reference to spacing between cities "as a criterion of allocation." Station also requested that provision be made for additional residences and that they will not cause interference "greater than would exist with 180 or 170-mile spacing." Such assignments would better fulfill requirements of the Communications Act. WPDQ suggested allocation of VHF Channel 10 to Jacksonville along with other proposals.

WGR, WKBW and WEBR Buffalo, in a joint comment, suggested the following qualifications be added to the separation limitations:

Assignments may be made even though the city-to-city separations are less than indicated provided the required transmitter-to-transmitter spacing is maintained. In such a situation, the channel separation ever a showing must be made that due to natural features of the terrain or construction of airports, locations of bodies of water or similar factors such assignments would not unduly restrict the location of transmitters in either city.

**WXRQ** Richmond, Va., and WOUB or UHF freeze lift until the allocation plan is made final and return of all pending applications. Station assignments should be allowed in the same city and provision for equal allotment of facilities to all networks in two-channel cities.

**Communications Measurements Lab.** opposed the 41.25 mc standard IF, recommended its own proposed 111.75 mc IF and "fold-in" principle of allocation, reducing station separations.

James C. McNary, consulting engineer, cited what he considers to be errors in certain UHF propagation curves used in FCC's revised plan. He also felt use of off-set carrier operation in the UHF will require development of new frequency control apparatus and will probably require continual monitoring of this apparatus from a central frequency standards, such as WWV, to maintain satisfactory operation. He suggested the specification of UHF channel component frequencies be deferred until after an informal engineering conference on the subject.

Mr. McNary noted maximum UHF power of 200 kw as proposed has appeared unattainable until recently but he now is "in possession of information indicating that an amplifier tube capable of a power output of 25 kw is feasible, which, with an antenna gain of 20 and a transmission line efficiency of 80%, would result in an effective radiated power of 400 kw (26db)."

He asked that power in excess of 23 db on Channels 14 through 83 be considered on an individual basis.

A. Earl Colllum, consulting engineer, opposedAppendix A for: Failure to allocate additional TV channel in 75-78 mc range; arbitrary restriction placed on power in upper VHF and UHF channels; limitations on use of tall antennas by reason of adjacent channel interference; arbitrary restriction on use of directional antennas, limiting the maximum excess radiation to 10 db.

**Loyola U.**, the South, of commerce AM station WNL New Orleans and commercial TV applicant for Channel 4, indicated it considers the reservation of Channel 2 there "and the attendant withdrawal of that channel from use for general broadcasting purposes is beyond the power and discretion delegated to the Commission by the Communications Act."

The U. of Missouri, which proposes to apply for a TV station in Columbia, Mo., requested the Commission to authorize 50% commercial operation on channels reserved for educational purposes. The university told FCC that while non-commercial educational outlet is desirable, it is convinced that a station "devoted entirely to education could not be maintained, indefinitely, a program schedule which would be of continued interest to viewers."

With permission for partial commercialization, the university said it felt that 1) more educational institutions would be in a better position to operate stations "to the benefit of the public at large with respect to matters affecting strictly commercial stations," by offering better programs, and 2) commercial programs will "break the monotony of commercial educational fare and enable stations to attract and hold audiences "continuously seven days a week."

The university would help defray operating and production expenses of its proposed station through income received for commercial programs.

**College of St. Thomas, Roman Catholic school at St. Paul, Minn.**, was one of the few educational institutions requesting removal of reservation upon a local channel so it might be used commercially. The college indicated it plans to seek a commercial station there and is willing to compete with commercial applicants in a comparative hearing. It asked lifting of

(Continued on page 108)
**programs promotion premiums**

**PROMOTION DEVICE**

KNX Los Angeles has taken its summer promotion campaign into 19 drive-in theatres. During quarter-hour intermissions, KNX's boast of the "West's Largest News Bureau" is flashed upon the crest screen. Officials estimate that 360,000 patrons are exposed to this promotion device every two weeks.

**LEADS LOCAL POLL**

WGAR Cleveland distributing folder showing cartoon-like drawing of child who is working arithmetic problems on blackboard. Inside is excerpt from Cleveland newspaper listing results of local radio poll and caption "WGAR chalks up another victory." Copy explains it is fifth year station has won top honors in annual poll, and pictures of leading performers are shown. Back cover gives audience ratings and other information about station.

**STATION PREPARED**

WSTV Steubenville, Ohio, installing emergency electric power plant at transmitter site, to be used if regular power should fail. Station has operated last 10 years without needing emergency power, but feels it should be prepared for any eventuality.

**WNAX FACTS**

WNAX Yankton, S.D., sent to 969 Miller Feed dealers in Minnesota, Iowa, Nebraska and South Dakota set of statistics to show why WNAX is of more advertising value. Statistics reported that on average weekday, 36.5% of families in WNAX area who are listening to radio between 12:30-1 p.m. are tuned to WNAX. And, it was added, remainder of radio audience is shared among 51 other stations mentioned in audience survey.

**COMMUNITY SERVICE**

KMHL Marshall, Minn., sending trade brochure based on recent flood and station activities during emergency. Piece is headed "The newspaper is a community service to all serving in the public interest." Inside has statement about station and part it played in broadcasting announcements for police, Red Cross, city health department and many other public service needs. It also contains letters from city officials and officials of Red Cross praising work station did during the emergency.

**DAYTIME DRIVE**

WHLI Hempstead, Long Island, N.Y., has launched "big promotional campaign calling attention to its dominant daytime position on Long Island." Media include trade papers, direct mail, billboards, local newspapers, railroad and yacht club posters, window displays and public exhibits.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

**immediate revenue produced with regional promotion campaigns**

**23 years of service to the broadcasting industry**

**HOWARD J. MCCOLLISTER Company**

**DAVENPORT 3-3061**

**66 ACACIA DRIVE
ATHERTON, CALIFORNIA**

**PAUL W. MCCOLLISTER, General Manager**

**BROADCASTING • Telescasting**
Strictly Business
(Continued from page 14)

This vast activity is directed by a man who in 1932 began work for
HFC as an investigator, and later moved to Chicago where he
graduated from Nicholas Senn High School. Then
joined the Navy and
in 1943, he served
in the Reserve
Department.

With his formal schooling
him, Mr. Schwin heeded
advise of Harree Greeley and went
west. For two years he worked in the
cattle and land businesses in
Montana. The advertising field beckoned and he went to work for
an agency which folded during the depression. It was at this point
that Mr. Schwin joined HFC.

Goes to Headquarters
After showing promise while
working in another branch office, Mr. Schwin was transferred to HFC
headquarters in 1933 as production
man in the firm's advertising
department. Five years later he was made district advertising manager.
Then came Pearl Harbor. In
January 1943 he joined the Navy and
served until November 1945. He
saw action in both the Mediterranean
and the Pacific. When he returned to civilian life, his uni-
form carried the double bars of a
lieutenant.

He has since been promoted to the reserve
rank of lieutenant-commander.

Back in harness at HFC, Newell
Schwin was made director of
advertising. Today he is head of
a department of 37 persons and is
responsible for 630 branch offices in
365 cities.

HFC now uses spot newscasts,
disc shows and announcements in
250 radio markets in the United
States and Canada. This plus
Edward R. Murrow on CBS' 12-
station Pacific network three quar-
ter-hours weekly.

TV-wise HFC buys baseball
show adjacencies and spots in Los
Angeles, Chicago, Philadelphia and
Detroit, in addition to TV spots in
five more markets. Television
money went into spot announce-
ments in February when HFC
dropped People's Platform on CBS-
TV after 1/2 years because of
credit control tightening.

HFC used its first TV show in
November 1948, sponsoring the Red
Wings of the National Hockey
League over WWJ-TV Detroit.
First radio was used in 1929.
WCAU Philadelphia has had HFC
business continuously for 21 years.

One might imagine that with
such a far-flung, active program,
Mr. Schwin would find time for
little else. Nevertheless, he is
a member of Pi Kappa Alpha and
Sigma Delta Chi fraternities and of
the Harvard Club of Chicago.

Two Hobbies
Of hobbies, he has two—photog-
raphy and civic affairs. Mr.
Schwin is currently a member of a
school board in Skokie, Ill.,
the Chicago suburb where he now lives.

Mrs. Schwin is the former Mary
Lowell and is well-known in the
home economics field as a
consultant. She was at one time head of
the home economics departments
for Hotpoint and for Quaker Oats.
The Schwins have two children, a
girl, 14, and a boy, 11.

SATELLITE CASES
WOL, WINX Affected

ACTIONS on synchronous
amplifiers in operation by WOL
(Continued from page 87)

March Times Sales

I lists the top 10 network sponsors in
March with the gross time purchases
of each. Table II shows the leading advertiser in each product
classification.

It is noteworthy that Procter &
Gamble alone accounts for nearly
10% of the gross time purchases by
all advertisers using the national-
wide networks during March and
that the combined billings of the
top 10 network accounts add up to
nearly half of the overall total.

This concentration is also shown in
Table III, listing the network ad-
vertising expenditures of the
various types of products for March
and for the first quarter, with 1960
millions compared to those for the
same periods of 1950.

Table III reveals that the top
three product groups—Foods,
Toiletries and Drugs—account for
$4,027,706 in time during March,
well over half of the total.

When advertising of Smoking Ma-
terials and Soaps & Cleaners,
ranking fourth and fifth among
product groups, are added, the com-
bined gross billings of these five
classes amounts to $12,244,900,
approximately three times the com-
bined gross of the other 29 classes
of advertisers who used the na-
tional networks during the month.

March Times Sales

(Continued from page 87)

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<th>NETWORK</th>
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May 3 Decisions

BY THE COMMISSION EN BANC

Re: Application No. 17730

WFYB Coldwater, Mich.—Designated for hearing in Washington, D.C., on May 22, for application to change frequency from 1000 to 100 kc, change hours of operation from 7 A.M. to 11 P.M., and install DA-2200.

CP Granted

KGDM Stockton, Calif.—Granted CP to change frequency from 1000 to 1000 kc, change hours of operation from 10 A.M. to 10 P.M., and install DA-2200.

WJIO Springfield, Mass.—Designated for hearing in Washington, D.C., on June 2, for application to increase hours of operation from 5 A.M. to 11 P.M., change frequency from 1460 to 1460 kc, and install DA-2200.

CP Granted

WKNO Mobile, Ala.—Granted CP to change frequency from 1460 to 1460 kc, change hours of operation from 5 A.M. to 11 P.M., and install DA-2200.

WGN Chicago, Ill.—Granted CP to change frequency from 1460 to 1460 kc, change hours of operation from 5 A.M. to 11 P.M., and install DA-2200.

WQVI New York City—Granted CP to change frequency from 1460 to 1460 kc, change hours of operation from 5 A.M. to 11 P.M., and install DA-2200.

ST-A temporary authorization CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

May 8 Decisions

BY THE SECRETARY

WXEL-FM Waterloo, Iowa—Granted license for FM station: 105.7 mc, 17.5 kw.

KGAQ Gallup, N. M.—Granted CP to change frequency from 1440 to 1440 kc, change hours of operation from 5 A.M. to 11 P.M., and install DA-2200.

WKBB Dubuque, Iowa—Granted CP to change frequency from 1440 to 1440 kc, change hours of operation from 5 A.M. to 11 P.M., and install DA-2200.

WAIN Columbus, Ky.—Granted CP to change frequency from 1450 to 1450 kc, change hours of operation from 5 A.M. to 11 P.M., and install DA-2200.

WFCW Kansas City, Mo.—Granted CP for approval of ant. and main studio location and specify main studio location.

Following were granted CP's for extension of completion dates as shown:

WFAP-FM Parkersburg, W. Va., to 9-12-51; WBBB-FM Burlington, N. C., to 9-1-51; KCBC-FM Des Moines, Iowa, to 6-24-51; WWVW Logan, W. Va., to 9-1-51; WABA Aguadilla, Puerto Rico, to 8-1-51; KBUH Kahului, Hawaii, to 8-15-51; KCMO Chicago, Ill., to 8-1-51.

May 4 Decisions

BY THE COMMISSION EN BANC

Re: Application No. 17730

FKFT Fort Stockton, Tex.—Upon application for license to hear all matters pertinent to Commission proceedings, desires to be designated for hearing in Washington, D.C., on May 14, 1951; said hearing to be held in Fort Stockton, at a date to be fixed, before the Commission at its presiding office, and order of revocation shall stand suspended.

License Renewal Granted

WGL Washington, D. C.—Granted renewal of license for operation of main station located on South side of Pierce St. between 14th and 15th St. N.W., Washington, D. C., and designated for hearing application for renewal of license of synchronous amplifier located on L Street, N.W., Washington, D. C.

WEXW Washington, D. C.—Designated for hearing application for renewal of licenses of synchronous amplifiers on broadcasting station KEXW, and to change main studio location.

License Granted

WIXT Mobile, Ala.—Maximum power authorized for operation of stations KIVK, KIVQ, and KTVN in Salt Lake City, Utah; permit granted.

KIVK, KIVQ, and KTVN, Salt Lake City, Utah—Maximum power granted for operation of stations KIVK, KIVQ, and KTVN.

KIVK, KIVQ, and KTVN, Salt Lake City, Utah—Maximum power granted for operation of stations KIVK, KIVQ, and KTVN.

Followed by a list of grants, renewals, and other actions taken by the Commission.

May 4 Applications

ACCEPTED FOR FILING

AM-1410 kc

Bests, Ore., New York, Portland, Ore.—CP for new AM station on 1410 kc.

AM-980 kc

WWOC Magna, Utah—CP for new AM station on 1410 kc.

WBJS Bowling Green, Ky.—CP for new AM station on 1410 kc.

WBBB-FM Burlington, N. C.—CP for new FM station.

WPBR-FM Parkersburg, W. Va.—CP for new FM station.

WXEL (TV) Farmingdale, N. Y.—License for CP.

APPLICATIONS RETURNED

WXEL (TV) Farmingdale, N. Y.—License for CP.

KIKI Honolulu, Hawaii—RETURNED application for license for CP.

KKPL Los Angeles—RETURNED application for CP.

Modernization of CP

KLCN-Los Angeles—RETURNED application for CP.

CP-construction permit

antenna cond.

N-night mod.

satellite trans.

trans.

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N-night mod.

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**Help Wanted**

**Managerial**

**Do you have the knowhow to operate a fulltime network station? Do you** want to be in charge of a major market? Do you have the responsibility and to be compensated by a major financial interest? Are you looking for a chance to earn your way into ownership of the station? If so, then read on and apply. You may be the one we're looking for.

**Regional Minnesota station needs** combination manager-engineer for a top man. Box 683J, BROADCASTING.

Immediate opening for experienced announcing engineer with first class ticket. $75.00 per week starting salary. Wire or phone collect, WVSC, Somerset, Pennsylvania.

Immediate opening for first phone engineer in 50,000 watts Texas station. Career potential. Box 682J, BROADCASTING.

Chief engineer, will train for all phases of small station operation. Very pleasant working conditions. $300.00 per month plus overtime. Mails to 1st class address. Immediate opening. Box 671J, BROADCASTING.

Chief engineer, maintenance engineer, all phases. Excellent opportunities. Good pay. Daytime, weekend, vacation, overtime. Contact Mr. J. Klix, Twin Falls, Idaho.

Immediate opening for announcer-engineer. Full details, phone, write or wire. WABC, New York City.


First phone immediately for transmitting engineer with announcing capabilities. Also, experience not necessary.needed immediately by WKBC, Cordele, Georgia.

Immediate opening for engineer, copywriter-announcer. Two weeks vacation plus overtime. Salary $300.00 per month in addition to monthly reporting fee. Box 671J, BROADCASTING.

Engineer, will train for all phases of small station operation. Very pleasant working conditions. $300.00 per month plus overtime. Mail to 1st class address. Immediate opening. Box 671J, BROADCASTING.

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Immediate opening for engineer, copywriter-announcer. Two weeks vacation plus overtime. Salary $300.00 per month in addition to monthly reporting fee. Box 671J, BROADCASTING.
Salesmen

Alert showman seeks opportunity, promotion, salary. Must be flexible; strong, competitive spirit. Marketing experience. Must possess ability to sell large volume. Excellent personal appearance. Must be willing to travel and work nights. Box 668J, BROADCASTING.

Situations Wanted (Cont’d)

Biggest opportunity ideas.

BROADCASTING.

Alert Murphy, Station Manager, interview personally.

Two business group who minded.

sand monthly billing in south, able time.

Small

Box

check tapes baseball

Disc

basis. References

ager. bi-weekly newspaper.

Advertising salesman, strong

Salesmen

includes announcing job

Draft

exempt. Employed sports director midwest

NEWS.

Prefer

jockey news and sportscast.

Draft

BROADCASTING.

Draft

friends.

Prefer

principal. Writing, producing, purchasing, advertising experience.

Draft

1

School. Single,

three major markets

working.

Writer,

two weeks.

30.7,

Sports announcing, commercials and

advertising

Conversant

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SALES ENGINEERS

Large electronic equipment manufacturer in the East has several desirable openings for Sales Engineers. No traveling. Experience in broadcast transmitters, audio or video equipment essential. Engineering degree desired but equivalent experience may be acceptable.

Give full details, including age, education, experience and salary desired.

BOX 648J, BROADCASTING

Technical

RADIO MARKETING

World's largest Marketing Research firm has several interesting travel positions in Radio and Television department.

Single men or married men without children均可 qualify. Age bracket, 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—Radio or Electronic Electronics will receive immediate consideration.

This is a combination of Technical and contact work but is not a sales position. However, car is required; car allowance and traveling expenses provided. Good starting salary. Excellent opportunity for promotion: salary increases on merit.

Write, giving in detail, age, education, marital status, military status, work experience, salary expectation, phone number and address for early interview.

BOX 599J, BROADCASTING

SALES ENGINEERS

Large electronic equipment manufacturer in the East has several desirable openings for Sales Engineers. No traveling. Experience in broadcast transmitters, audio or video equipment essential. Engineering degree desired but equivalent experience may be acceptable.

Give full details, including age, education, experience and salary desired.

BOX 649J, BROADCASTING

Educators Seek

(Continued from page 25)

Mr. Hoffman chairman.

Excursions by the Ford Foundation into television, no matter how substantial in relation to the relatively unimportant industry, are only a minor part of a vast project that the foundation, according to reports, is contemplating.

As of last Dec. 31, the foundation reported net assets of $492,782,000, mostly consisting of Ford Motor Co. stock. Although its annual income is not a matter of record, it was authoritatively reported last week that it was expected to amount to $60 million a year within a few years.

At that rate, the foundation could, in a short time, buy out the whole radio and television industries without spending a cent of its capital, a fact that observers said should be kept in mind when considering Ford Foundation's relatively insignificant grant, due to date for educational radio and TV.

Midwest Money-Maker $35,000.00

A well established independent—the only station in a solid, safe midwest farm market. Owner is being called into service and has authorized an immediate sale of all assets—including $10,000.00 in accounts receivable—for $35,000.00

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

WASHINGTON, D. C.

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

1919 Bayard Ave.

James W. Blackburn

Sterling 4341-2

CHICAGO

Walter J. Phillips

Harold B. Murphy

2535 South Michigan Ave.

Randolph 4-1550

SAN FRANCISCO

Ray V. Hamilton

Howard S. Faison

TT & Radio Management Consultants

735 Bond Bldg., Washington 7, D. C.
FCC Actions
(Continued from page 99)

New AM station.
WBEV - Beacon, Wis., License for CP new AM station.

Modification of CP
WSTK Woodstock, Va. — Mod. CP new AM station for approval of ant. and change transmitter and main station locations.

KOAA-FM Denver, Col. — Mod. CP new FM station to change ERP from 43 kw to 23.4 kw, move height from 400 ft. to 153 ft.

WRCN (FM) New Orleans, La. — Mod. CP new FM station for extension of completion date.

WARD-FM Johnstown, Pa. — Mod. CP new FM station to change ERP to 594 w and change AN.

License Renewal

A License for CP
WILK Wilkes-Barre, Pa. — License for CP to change frequency, power, install new trans. and DA-DM and change trans. location.

WTKM Hartford, Wis. — License for CP new AM station.

License Renewal
WHHS (FM) Raverton, Pa. — Renewal of license.

APPLICATION DISMISSED
WMJR New Orleans — DISMISSED application for acquisition of negative control and change local under-voting trust agreement.

WUMD Montgomery, Ala. — License for CP new TV station.

APPLICATION DISMISSED at applicant's request.

May 9 Decisions... BY THE COMMISSION EN BANC

CP to Replace CP

KGRB-FM Tyler, Tex. — Granted CP replacement application for Class B FM station, with expiration date of six months from date.

WJDI-FM Attleboro, Mass. — Granted CP to replace expired CP for Class A FM station, with expiration date of six months from date.

WGNR-FM Rochester, N. Y. — Granted CP to replace expired CP for new Class A FM station, with expiration date of six months from date.

May 9 Applications... ACCEPTED FOR FILING

Modification of CP

License for CP

WKPT-FM Kingsport, Tenn. — License for CP for changes in FM station.

APPLICATIONS RETURNED
AM — 1200 kc
WSBB New Smyrna Beach, Fla., RERETURNED application for license for CP new AM station.

AM — 1490 kc
Enola, Pa., RETURNED application of Tri-Parish Resty. Co. Inc. for new AM station at 1490 kc 250 w uni.

May 10 Decisions... BY THE COMMISSION EN BANC

Designated for Hearing
KAUS Austin, Minn. — Designated for CP new FM station on 107.9 MHz to communicate with WARY St. Paul, Minn., on May 11.

W. A. Proctor, Kalamazoo, Mich. — Designated for hearing application for new station on 107.9 kc 1 kw DA in consolidated proceeding with applications of Adelaide Lillian Carroll to be held in Washington May 14.

KCIW Broken Bow, Neb. — Denied petition for extension of time to May 24, in which to file exceptions to initial decision in proceeding upon their application.

WICY Evansville, Ind. — Granted petition for extension of time to May 24, in which to file exceptions to initial decision in proceeding upon their application.

By Examiner Elizabeth C. Smith

KCOX Omaha, Neb. and Allentown, Pa. — Granted pet. dealing with hearing in this proceeding shall be held at 10 a.m. May 25, in Washington.

By Examiner H. B. Hutchison

WENM Cleveland, Ohio. — Granted motion requesting that Ken- neth H. Anderson, member of Board of Nebraska, be admitted to practice for purposes of representing respondent, in taking of deposition on behalf of his clients, C. R. Anderson, of Nebraska, on May 8, and in Shenandoah, Iowa, on May 10.

By Examiner Leo Resnick

WSZ Side Radio, Tracy, Calif. — Granted petition for leave to amend their application by reducing power to 5 kw, special hour field, and granting new data in support.

WTHM Taylorville, Ill. — Granted petition for continuation of hearing in proceeding upon application from May 14, to arrive in Chicago, Ill.

By Examiner Panney N. Litvin

KOAA Denver, Col. and FCC General Counsel — Solicit, to date, no local requests for additional time from May 14 to June 30, to present findings of fact by all parties may be filed in proceeding. Request WBBB-FM Denver to reapply and WXXN-FM Albany, N. Y. to file CP.

By Examiner Collin Banister

CP to replace expired CP for new FM station in various respects set

FCC roundup
New Grants, Transfers, Applications

Box Score
SUMMARY TO MAY 10
Summary of Authorizations, Stations on the Air, Applications

New Applications:
WNYC-FM Grand Central Terminal, Hearing...

Docket Actions... FINAL DECISIONS

KPPC Pasadena, Calif. — Commission announced final decision denying application of Pasadena Presbyterian Church (Cape County Bcstg.) for grant of license to operate a station at 1490 kc 10 kw, and directed that it shall continue to operate KFCQ-FM, the now licensee.

KFCQ-FM, Niles, Ill. — Commission announced final decision denying application for changes in license for 1470 kc 1 kw, granted to KFCQ-FM. Granted petition.

KFWJ TV Los Angeles, Calif. — Commission directed that final decision granting application for license for CP new station on 5000 kw 100 kw w, day must be vacated, and a new hearing must be held in Chicago, Ill., to arrive in Chicago, Ill., on May 17.

KJZK-JS Del Rio, Texas. — Commission announced final decision denying application for changes for extension of completion date of CP new FM station.

Docket Actions... INITIAL DECISIONS

KPPC-Petitioner. Ark. — Commission announced initial decision looking toward denial of application for CP new FM station.

WMMB Melbourne, Fla. — Hearing Examiner J. D. Bowd issued his initial decision looking toward grant of application for CP new FM station.

OPINIONS AND ORDERS

WACF-AM, Idaho Falls, Id. — By memorandum order, petition was received, and set aside hearing examiner's initial decision denying in its entirety the petition forth in petition; transcript ordered further corrected with some exceptions.

May 10 Applications... ACCEPTED FOR FILING

WCCF-FM Pontiac, Mich. — Mod. CP new FM station for extension of completion date.

RKSJ-FM Columbus, Neb. — Same.

WNTY (TV) New York — Mod. CP to change ERP, type ant. and other changes for extension of completion date.

License for CP

WSM-TV Nashville, Tenn. — License for CP new TV station and change studio location.

HELP WANTED

Radio Salesman
Top 50 kw network station in America's 3rd market offers excellent opportunity for an experienced radio salesman, preferably in 30's. West Coast. Good agency list to start. Write Box 722J, BROADCASTING.

5000 WATTS
Southwest Network
Roderick Broadcasting Corp.
Dorrance D. Roderick
President

Val Lawrence
Vice President & Gen. Mgr.
Represented Nationally by THE O. L. TAYLOR CO.

Reach This Rich Market Through Your Southwestern Salesmen.

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**FCC Roundup**

(Continued from page 10)

without hearing of application for permit to serve at 1450 kc, with present frequency of 1450 kc. Order May 7.

KGAR Garden City, Kan. and KLMK Lamar, Kan. — License applicant filed petition for reconsideration in connection with that of KFNP Shenandoah, Iowa—order was based on contention that KFNP was of interest to the public and that a hearing should be held on the application. Order May 7.

WLTJ Bartlett, Ill.—Grant of license to WLTJ, without hearing of application because of interest in the public, on the basis of the public. Order May 7.


Resident is to be held for the public and with each one 5% under the interest. Mr. Harrison is to be retained as the number and will own 10%. Order May 7.


WFMY Youngstown, Ohio—Granted transfer of control to Constent Beeg Inc., as owner of license from George H. Grieco of Boston, in consideration of monetary consideration. Granted May 3.

KBZ Pack City, N. Y.—Granted transfer of control to Constent Beeg Inc., as owner of license from George H. Grieco of Boston, in consideration of monetary consideration. Granted May 3.

WNYE New York, N. Y.—Granted transfer of control to Constent Beeg Inc., as owner of license from George H. Grieco of Boston, in consideration of monetary consideration. Granted May 3.

KBZ Grand Rapids, Minn.—Granted license to General Manager Robert D. Kennedy, of Grand Rapids, with present frequency of 1150 kc. Order May 7.


New Applications

**AM APPLICATIONS**

Atlantic, N. J.—LeRoy Bremner and Dorrance C. O'Connor of Atlantic City, to establish new AM broadcasting station in Atlantic City, with frequency 1450 kc. Order May 7.

Largest Night sale:

5000 Watts on 105.1 kc, 3 kw.

WATTS

CALL

Headley-Redd Co.,

National Representatives

Advertisers like to read ads. Too. And so advertising in Printers’ Ink is read by the leading buyers of advertising, not only because they are interested in the stations and markets they might use, but also because they have a professional interest in your copy, layout, etc.
Additional Comments
(Continued from page 74)

Board of Education: Illinois Institute of Technology; George Williams College; Peoria—Bradley U. Rockford—Rockford—College; Public Schools; Springfield—Springfield Junior College; Board of Education. Urbana—School District 216.

Indiana
Bloomington—State U. Lafayette— Purdue U. Indianapolis—Indiana Central College; South Bend—U. of Notre Dame. Iowa

Kansas
Lawrence—U. of Kansas; Public Schools. Topeka—Washburn Municipal U.

Kentucky
Louisville—Louisville Presbyterian Seminary, Baptist Theological Seminary; Louisville Free Public Library; Nazareth College.

Louisiana
Baton Rouge—Louisiana State U. and Agricultural and Mechanical College; Lake Charles—Mayor T. C. Price and others. New Orleans—Xavier U.

Maryland
Baltimore—College of Physicians.

Massachusetts
Boston—Franklin Foundation (Franklin School of Broadcasting), Springfield—Public School System.

Michigan

Minnesota

Mississippi

Missouri

Montana
Billings—Public Schools; Eastern Montana College; Rocky Mountain College; Billings Business College; State Superintendent of Public Instruction; Council of PTA. Great Falls—Public Schools. Missoula—Montana State U.

Nebraska

New Mexico
Albuquerque—Board of Education. U. of New Mexico.

New Hampshire
Durham—U. of New Hampshire.

New Jersey

New York
Buffalo—Board of Education; U. of Buffalo; Canisius College; D'Orville College; New York State College for Teachers. New York City—Child Education Foundation; Columbia U.; Harvard College; New York U.; City College; Fordham U.; Teachers College; New School for Social Research; Fordham U. and St. John's; WVTW—Board of Education; Rochester Institute of Technology; Syracuse—Syracuse U.

North Carolina

Ohio

Oklahoma
Okahoma City—Board of Education. Oklahoma—Public Schools. Oklahoma—Public School System (Multnomah County—KBPS).

Pennsylvania
Pittsburgh—Mercy College, Duquesne U.; U. of Pittsburgh; Board of Public Education.

Rhode Island
Providence—State Dept. of Education; University of Rhode Island. Providence—Diocese of Providence; Rhode Island College of Education; Providence Bible Institute; Superintendent of Schools.

South Carolina
Clemson—Clemson Agricultural College.

South Dakota

Tennessee

Texas

Utah

Virginia
Blackburn—Virginia Polytechnic Institute. Charlottesville—U. of Virginia. Norfolk—Cooper of William and Mary; School Board.

Washington

West Virginia
Charleston—West Virginia State Teachers College; Kanawha County Schools. Morgantown—West Virginia U. Wheeling—Board of Education.


Affiliates Showdown
(Continued from page 27)

continue. Leaders of the committee, which itself rejected the idea of disbanning but left the question up to affiliates throughout the country, appeared well pleased with the returns thus far. In putting the question to the affiliates, after being rebuffed in its attempt to disuade the networks from cutting rates, the Committee said flatly that "if any real effort is going to be made to prevent this thing from being a blight in the radio industry, it must be done by the affiliates."

Among the projects to be charted by the committee for submission to the affiliates—assuming a permanent organisation is decided upon—are research activities, review of rate structures and network affiliation contracts, and a study to make sure that the medium material showing rate's value as an advertising medium gets into the places where it will do the most good.

Committee leaders undertook to dispel speculation that its operations on a more permanent basis would conflict with BAB or other established organisations. The committee has no intention of incorporating any existing structures, members said, and in the case of BAB it will use the bureau rather than compete with it. BAB would be called upon to handle, for example, those phases of research for which it is best adapted.

Difficult Choice
Even so, in many quarters it was felt that a request for basic research by BAB would present the bureau with a difficult choice. For the networks, which in some cases see no advantage to be gained by such basic research, are also members of the BAB board and might withdraw from the organisation rather than support a project of this nature. CBS, for one, might withdraw its owned-and-operated stations from any event [CLOSED CIRCUIT, May 7].

Affiliates committee members, however, take the position that they are not antagonistic toward the networks or any other segment, but instead that their function is as a police force. It is a question of the medium as a whole. In its first report to affiliates, the committee took a

stand urging that research be used for "the advancement of the radio industry" rather than as a means of "obtaining competitive advantage against others in the same industry."

The committee is expected to make another full report to all affiliates following this week's meeting. If it decides to incorporate, the affiliates would also, be given a voice in the formation, election of officers, etc. Although the election stage has not been reached, observers feel the unanimity with which Mr. Morency was chosen to head the committee assures that he would be urged to take a guiding role in any evolution of the committee.

Other commiteemen are:

George B. Storer, Fort Industry Co., who is treasurer; Kenyon Brown, KWPT Wichita Falls, Tex.; Walter Damm, WMJ Milwaukee; R. M. Fairbanks, WIBC Indianapolis; Leonard Kaplan, WCAE Pittsburgh; Edgar Koal, WTWH Thomas, Ga.; Clair McCollough, of the Steinman stations; John Patt, WGAN Cleveland and WJR Detroit; Robert D. Sweazy, WBBI New Orleans; Ben Strouse, WWDC Washington; G. Richard Shafer, WIS Columbia, S. C. and Hugh B. Terry, KLZ Denver.

Preackness Coverage
GILLETTE: Safety Razor Co. will sponsor exclusive radio and television broadcasts of the Preackness, $75,000 turf event, over CBS and CBS-TV, May 19, (Saturday), 5-8:30 p.m. from Pimlico Track, Baltimore, Md.
RTMA TO ASK CONGRESS FOR REGULATION W RELIEF

APPEAL for relief from Regulation W curbing credit on radio-TV set purchases, will be taken at Congress by Radio-Television Mfrs. Assn., following denial of relief by Federal Reserve Board.

Special RTMA committee named to handle project, with Philip Dechert, Philo Corp., as chairman. Group preparing testimony to present to House and Senate Banking & Currency Committees.

Reserve Board refused to amend regulation to permit application of TV set trade-ins against 20% dealer payment requirement or to transfer radio and TV receivers to household furnishings category and thereby cutting down payment to 15%. Board voiced belief present slump in TV set sales is not due to credit controls and doubled a payment of Regulation W would stimulate sales. Raising of rate for sets would create competitive inequalities unless competing articles were given same relief, board held.

RTMA Tax Committee has given House Ways & Means Committee considerable data to support its opposition to Treasury's proposal to increase radio-TV excise tax from 10% to 25%. Higher rate would drastically affect sales and result in loss of revenue from income and excess profits taxes, largely offsetting added revenue obtained, RTMA contended. It pointed out market for TV sets must be found in lower income groups and suggested increased tax will delay growth of TV broadcast industry to profit-making status.

HEAVY DEMAND NOTED FOR NARTB INAUGURAL

OVER 180 acceptances to NARTB inaugural dinner in one week after announcement of affair, according to NARTB Washington headquarters. Harold E. Fellows, WBZ, Boston, was installed as president at dinner, to be held at Captain A. Stalter, Washington. Judge Justin Miller, now president, will become chairman of board.

Proceeds of $20-per-plate dinner will go to Fairy Gillin Memorial Fund [Broadcasting & Telecasting, May 7]. Present indications point to attendance of several hundred.

SHERRILL TAYLOR TO L. A.


AT&T RELAY EXPANSION

AT&T today (Monday) is placing additional radio relay service from Cincinnati and Columbus to Dayton, permitting Cincinnati and Columbus, which have been receiving TV network programs via Bell Systems' facilities since 1945, to originate programs for network.

Closed Circuit

(Continued from page 4)

effective date if stations insist on adherence to notice clause of affiliation contracts. Nor have there been cancellations.

SURVEY of FM set demand among distributors in two-score areas, near completion at NAB, is expected to show supply inadequate in over four-fifths of cases.

YOU CAN write off Kearney resolution (H Res. 214) for select committee investigation of FCC, unless there are extenuating circumstances not now foreseen. New York Representative introduced resolution "by request" of Chamber of Commerce, aiming to prevent setting up Broadcast Bureau. Since parties apparently are "satisfied" with appointments thus far made, resolution probably won't be pressed.

"TELEVISION is going to Warner Bros. what Warner Bros. did to the silent." That comment from Hollywood motion picture-radio personage after story broke that Warner Bros. would sell their empire for $26 million. Deal since called off, but likely to be revived (see Story, page 76).

IN RE strained feeling over standby fees charged by Television Authority for shows using armed services talent, George Heller, national executive secretary, may call on Dept. of Defense this week. Unfavorable newspaper publicity may have prompted personal visit to attorney for department.

ATTENTION educators and regulators: NARTB's TV organization will give telecasters chance to build up record on their most under-rated achievement—educational programming. Despite the insidious dearth of instructional programs; its open secret that many professors and instructors suddenly become dollar conscious if approached to ride TV airwaves.

BELMONT ANWERS

BELMONT DISTRIBUTOR Inc., Chicago, in cooperation with Belmont Radio and its subsidiary, Raytheon TV, same city, began six-week campaign Thursday in Chicago Tribune with full-page ad answering, "Would I wait awhile or buy a TV set now?" Firm answered 11 questions about prices, quality, new UHF channel, excise taxes, credit regulations and color. All six ads will center on theme publicity may be prompted now. Agency is Cowan & Dengler, New York.

MONTEREY STATION SALE

APPLICATION for sale of KMBY Monterey, Calif., to be filed with FCC in few days. Purchasers are Kenyon Brown, WFMT Wichita Falls, Tex.; George L. Coleman, California and Oklahoma businessman, and with Mr. Brown stock owner in KGLC Miami, Okla., and Harry L. Creamer Enterprises. Price understood to be near $50,000. Present owners of KMBY are L. John Miner and Taft R. Wrathall, operating as Monterey Broadcasting Co., partnership. KMBY is 280 w outlet on 1240 kHz.

KFSB SUES BALL CLUB

KFSB Joplin, Mo., filed $15,000 damage suit against local baseball team in wake of cutoff of May 8 broadcast of Cardinal-Giant National League game. The suit is based on the argument hearing May 17 on KFSB plea for injunction against ban of St. Louis broadcasts when Joplin team plays at home. Injunction involves Griesedieck Brewing Co., Ruthrauff & Ryan and Joplin team.
Thirty years ago, on April 21, 1921, KMBC of Kansas City, first radio station in the Heart of America, was founded. For three decades, KMBC has grown—broadcasting in the public interest to the highest degree—developing confidence and loyalty among its millions of listeners—rewarded with audience preference in total rated hours almost 3 to 2 over the closest competition.

For thirty years, the "Heart of America", too, has been enjoying a phenomenal growth—population is greater by 52 per cent. It has prospered—retail sales have increased by three quarters of a billion dollars. Higher ratings, greater population, more money can mean but one thing to KMBC advertisers—lower cost per thousand listeners.

Down through the years, KMBC has remained "first" in radio in the midwest. Kansas City has taken its place among the first markets in the nation.

Now, after thirty years and thirty days, The KMBC-KFRM Team is proud to announce, combined with the 30th Anniversary, the Grand Opening on May 19th, of its new home—a rededication of itself to the service of listener and advertiser—the representation of faith in the future of broadcasting and in the market it serves now... and years to come.

30th Anniversary
The KMBC-KFRM Team
6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC
Now—television "squares away"
with a Bigger Picture—smaller tube!

Ideal for mass production techniques, compact, light in weight, and lower in cost, RCA’s glass-and-metal picture tube was a major advance in television history.

Now comes still another advance—based on principles developed at RCA Laboratories—a rectangular glass-and-metal kinescope. Engineered for the big 17-inch pictures you want in a receiver that takes up less cabinet space—as much as 20% less—the new kinescope gives you finer pictures than ever before...in brilliant focus over every inch of your television screen.

And, as another step ahead, RCA’s rectangular picture tube offers an improved type of Filterglass faceplate...frosted Filterglass—it cuts reflection, and gives sharper picture contrast.

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, N. Y. 20, N. Y.

See the new RCA Victor home television receivers—with the 17-inch rectangular picture screens—at your RCA Victor dealer's today.