Wholeheartedly—
Out of the
Heart of America...

The entire staff of The KMBC-KFRM team cordially invites you to share in the Grand Opening of its new home, Kansas City's radio and television center at concise and Central Gardens, and in the celebration of the 30th Anniversary in broadcasting of KMBC and its founder, Arthur B. Church, on Saturday, May 19, 1951.

Dedication ceremonies: 12 noon - TV Playhouse
Open House 11 to 4 p.m. - Beach Club, Beach, 7:30 p.m.
C.B.A. convention 7:30-9:00 p.m.

Still the Undisputed Leader...
The KMBC-KFRM Team
6th Oldest CBS Affiliate - Programmed by KMBC
Agricultural Leadership is no Mere Accident

The agricultural leadership enjoyed by WLS throughout the rich Midwest is no mere accident. Rather, it is the result of the proper application of radio's ever magic touch. WLS was established by the Sears Roebuck Agricultural Foundation for the sole purpose of serving agriculture. Owned since 1928 by Prairie Farmer, America's oldest farm publication, it is only natural that the station's interest should be toward agriculture.

WLS farm programs are planned and presented by men and women who have spent a lifetime studying the problems of agriculture—know just what times are best for reaching the market—know just what types of programs are needed and wanted. A few of these specialists are pictured on this page—all exclusively WLS broadcasters.

Thru years of service to the vast agricultural industry by these and other station-specialists, WLS by proper application of radio's ever magic touch has emerged as the undisputed agricultural leader in the Midwest. No mere accident—but the result of planned programming and service by the largest informed agricultural staff in radio.

...and in terms of Sales Results

This agricultural leadership has solid commercial value. The over 3½ billion dollar cash farm income (11½% of the nation's total) in the WLS effective coverage area (*) can be most profitably tapped by the 50,000 watt voice of WLS. That is why leading national and regional advertisers have consistently used WLS to sell the 1,738,370 (*) radio families whose economy is so greatly dependent upon agriculture.

When thinking of the Midwest, think of WLS and radio's ever magic touch for effective coverage of this important agricultural market. Your John Blair man has details—or write WLS direct for additional proof.
Miss KGW, on recent Tour Test to Corvallis, made in cooperation with Oregon Motor Association, visits Chapman Manufacturing Company, where Robert Wheeler, Plant Engineer shows operation of hydraulic press. Wood waste from Oregon's basic resource are utilized in making product with a variety of uses. KGW's Comprehensive Coverage was proved effective in Corvallis by this Tour Test. Second picture shows Tour Test car in front of big, new Gill Basketball coliseum on Oregon State College Campus.

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

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

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

TOTAL BMB FAMILIES
(From 1949 BMB Survey)

<table>
<thead>
<tr>
<th></th>
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<th>NIGHTTIME</th>
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<tbody>
<tr>
<td>KGW</td>
<td>350,030</td>
<td>367,370</td>
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<td>Station B</td>
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<td>Station D</td>
<td>192,630</td>
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</tbody>
</table>

Closed Circuit

CBS RATE-CUT post-mortem: Of 197 affiliates, only four are protesting 10-15% reduction (33 off the tenfold of contracts which entitled their consent). Two of four may possibly terminate CBS affiliation.

INCREASE of more than 40% in number of U. S. radio homes in 1940-50 decade will be shown when Census Bureau completes preliminary estimate based on 1950 decennial census. It's expected government agency will find over 85% saturation, with total of more than 40 million radio homes.

IT'S BELIEVED Census Bureau's television set count will show one out of every eight U. S. homes had receiver video as of April 1950, when enumerators knocked on more than 43 million doors. TV circulation doubled between April 1940 and January 1951.

CONSTERNATION permeated National Republican Committee headquarters in Washington last week after Senate Minority Leader Wherry, of Nebraska, all but got on Senator Bill Benton (D-Conn.) bandwagon in connection with educational television. Question posed was whether Republican party officially was advocating something approaching government ownership or at least direct control over radio-TV operations.

FCC WILL go all-out in Senate for restoration of House-inflicted cut in its appropriation of $4,975,000 to an even $6 million, but it's concerned about effect of NPA indicated freeze on all station construction [BROADCASTING • TELECASTING, May 14] which, if it sticks, would substantially reduce FCC work-load and militate against increased funds.

R. J. REYNOLDS Co., Winston-Salem (Camel cigarettes), planning to add another radio spots to its present spot announcement campaign near military installations, through William Esty, New York.

IT MAY BE all moot now that ABC chairman and principal owner, Edward J. Noble, has announced calling off of negotiation for disposition of his network, but Dept. of Justice was at least poised to look into whole transaction last week. It's reported that Senator MacCarran (D-Nev.), chairman of Judiciary Committee, had requested Anti-Trust Division to probe transaction, presumably at request of ABC affiliates.

SELECTION of city for 1952 NARTB convention likely to be teased back into board's lap by its site committee which picked New York at April session but committee decided not to act after comparing higher costs with Chicago rates.

ENTER NAME of Carl Loebier, State Dept. communications expert, as candidate for chief engineer of FCC to succeed Curtis B. Plummer, who, becomes chief of newly created Broadcast Bureau June 4. Edward W. Allen Jr., chief of

Page 4 • May 21, 1951
WGAL-TV is the only television station located in this thriving market. Its coverage area includes: Lancaster, York, Lebanon, Dauphin (Harrisburg), Berks (Reading), Cumberland and adjacent vicinities—with a population of more than one million—spending approximately one billion dollars yearly.*

(*U.S. Census figures)

WGAL-TV PRODUCES RESULTS!

Here's a typical Success Story:

The Keystone Moving Company sponsors a world news and sports program on WGAL-TV three times a week from 12:00 to 12:10 A.M. Recently, one live announcement was made on the program offering, free, a plastic coin holder. The announcement at 12:05 A.M., showed the holder and mentioned its use. 384 requests were received following the telecast. Requests are still being received. Cost per inquiry thus far—less than 7¢.

Show your product—release your sales message—in a proven Buying Market. Let WGAL-TV get results for you!

Represented by:

ROBERT MEEKER ASSOCIATES Chicago • San Francisco • New York • Los Angeles

A Steinman Station

NBC

TV-Affiliate

Clair R. McCollough, Pres.
VACUUM TYPE Capacitors

In the Continental 315 Transmitter... both variable and fixed vacuum type capacitors are used in all tuned circuits in the power amplifier output. The reliability of this type of capacitor has been proven by exhaustive tests and use in many high frequency applications.

Because of the extremely low power factor inherent in this type capacitor ... the stability of tuning is not affected by temperature or aging. Likewise, power losses are minimized because of this low power factor and high circuit efficiencies are obtained.

PRODUCERS OF Complete transmitters • Radio frequency inductors • Isolation inductors • Aluminum coupling cabinets • Antenna coupling units Power division and phase control units • Rectifiers • Amplifiers FM-AM Isolation units Arc-back indicators.

CONTINENTAL ELECTRONICS MANUFACTURING CO.

New home of CONTINENTAL ELECTRONICS MANUFACTURING COMPANY

4212 S. BUCKNER BLVD  DALLAS 10, TEXAS  PHONE  EVergreen 1137

BROADCASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C.
Telephone ME 1022

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WASHINGTON HEADQUARTERS

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BUSINESS: MAURY LONG, Business Manager; Winfield F. Levi, Assistant Advertising Manager; George L. Daim, Ad Manager; Harry Stevins, Classified Advertising Manager; Eleanor Schadl, Doris Orme, B. T. Taisloff, Treasurer; Irving C. Miller, Auditor and Office Manager; Enice Weston, Assistant Auditor.


NEW YORK BUREAU
480 Madison Ave., Zone 22
Plaza 5-5355; EDITORIAL: Ruth Crater, New York Editor; Florence Small, Agency Editor; Pete Dickerson, Assistant to New York Editor; Gretchen Groff, Liz Thackston.

Bruce Robertson, Senior Associate Editor.

ADVERTISING: S. J. PAUL, Advertising Director; Eleanor R. Manning, Assistant to Advertising Director; Kenneth Cowan, Advertising Representative.

CHICAGO BUREAU
800 N. Michigan Ave., Zone 1
Central 4-4115; William H. Show, Midwest Advertising Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU
Tart Building, Hollywood and Vine, Zone 28; El Rancho 8871; William E. Lander, Assistant to Publishing Manager.

TORONTO: 417 Harbour Commission, Empire 4-0715; James Montagues.

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

* Reg. U. S. Patent Office

Copyright 1951 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, $25 Per Copy

BROADCASTING * Telecasting
We're Proud of
Ben Bagdikian

(But We Can't Say
We're Surprised)

Ben Bagdikian is the reporter whose critical study of the "Pitchmen of the Press—Pegler, Pearson, Winchell and Fulton Lewis—won for the Providence Journal-Bulletin

The George Foster Peabody Award

The citation said in part, ... "to a brilliant young reporter Ben H. Bagdikian, who, in a series of lively articles, carried out the most exacting, thorough and readable checkup of broadcasts by Walter Winchell, Drew Pearson and Fulton Lewis Jr."

Naturally this pleases us. But we can't say we're surprised. For Ben Bagdikian is just one member—though a good one—of a first-class newspaper team. Day in and day out—mornings, evenings and Sundays—this team gives the people of Rhode Island a readable, realistic picture of their world, their nation, their state and city.

We don't say that all our reporters get citations, or that all our stories win medals. But we DO say that the combined efforts of this team have won for us the most important prize any daily newspaper can have—the interest and confidence of the people of our community.
For the fifth consecutive year, Mister PLUS stands alone at the peak of the mountain called Sunday Afternoon.

Other networks get up into the foothills, but the view from the top is reserved strictly for Mutual clients.

And what a view!

More than twice as many actual listeners tuned to the Mutual Broadcasting System as to any other network...

Far more than double the homes-per-dollar the difference is... the MUTUAL broadcasting system
Yes, on Sunday afternoons, Mutual clients are getting the largest audiences in all network radio—at the lowest costs of all.

And there's room at the top for you!

---

delivered by any other network...

---

**the close up:**

<table>
<thead>
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<th>AVERAGE RATINGS</th>
<th>AVERAGE HOMES/S</th>
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<td>NETWORK Z 121</td>
</tr>
</tbody>
</table>

Sources: Nielsen Radio Index-Oct. '50-Feb. '51 for ratings; Oct. '50-Jun. '51 for homes-per-dollar data. Averages for all commercial programs (except religious) 12-6 p.m. Sundays.
AN EGG IN YOUR BEER?

Yes, sir... coming up!

If you want more than just talk, talk, talk—if the success of your advertising campaign depends on extra promotion, extra merchandising, extra leg work at the point of sale... the Rocky Mountain Broadcasting System is your answer.

Ask General Mills; ask Miller Brewing Company; ask Purina Ralston—ask any one of many advertisers for whom we have done an an outstanding job. And ask...

GEO. P. HOLLINGBERY CO.
ABOUT THE ROCKY MOUNTAIN BROADCASTING SYSTEM SALT LAKE CITY SERVING ALL OF UTAH • IDAHO • MONTANA • NEVADA PRES. F. C. CARMAN . . . VICE PRES. S. JOHN SCHIE

---

MORTIMER BERKOWITZ, general manager of American Weekly and Comic Weekly-Fax and officer of Hearst organization, to Grey Advertising, N. Y., as vice president and stockholder.

CHARLES H. LILIENFEID, account executive Schwimmer & Scott, Chicago, named vice president.

NEIL O'BRIEN, supervisor-writer Kenyon & Eckhardt, N. Y., named supervisor of all K & E radio and TV commercials.


E. F. PYLER appointed production manager Lannan & Sanders, Dallas.

FILMORE MANDL has bought Walter L. Rubens & Co., Chicago agency of which he has been vice president, and changed name to Filmore Advertising. WALTER L. RUBENS, former president of agency, to Al Paul LeFont agency, same city, as account executive.

ERNEST ALBEN JONES, vice president and head of the New York office of MacManus, John & Adams, Detroit, is a gifted young man who ran a trumpet into a vice presidency.

After a boyhood in Jamestown, N. Y., he took the trumpet to the U. of Michigan where he counterpointed his courses in English and economics with extra curricular sessions with school bands. Mr. Jones blew hot, and soon had lighted a fire of enthusiasm in school authorities that cracked into a variety show featuring the band and managed by Mr. Jones. The following year, when Pontiac put on a series of broadcasts called Pontiac Varsity Show, Mr. Jones, whose reputation had filtered north, was named the student assistant on the program. It was in that capacity that he met W. A. P. John, now chairman of the board of MacManus, John & Adams. Mr. John was so impressed with the young student that he promised him a job at the Detroit agency upon his graduation. However, when Mr. Jones did get his degree the depression had set in. Instead of going to work in the agency, he was offered a job with the Chicago Tribune, but the day before he was to leave for Chicago he received a much more lucrative offer from the Polish Daily News in Detroit. He became business manager of the paper and stayed with it for several months.

By that time Mr. John had an opening for Mr. Jones and invited him to join the agency. Mr. Jones did and was named production leg man on the Pontiac account. In 1941 he was appointed assistant account executive on the $2 million operation of Dow Chemical. Sometime later he became full account executive on Dow and remained in that position until 1948, when he was transferred to the Pontiac account as account executive.

In 1950 he was named vice president, and on Jan. 15, 1951, he became head of the agency's newly opened New York office. Currently the agency is planning a fall TV program for Pontiac. Other radio and TV accounts are Susquehanna Mills, Timken Works, maker of heating units, and Bendix Aviation Corp.

The Jones—she is the former Marian Lois Wellman—have been married since 1939. They have three children, Biff, 9; Christine, (Continued on page 88)
Why don't YOU grab off this Lush Market...

while your competition is "vacationing"?

One year ago, "Sponsor" magazine killed off a sacred cow by adducing facts to prove that the sales opportunity in summertime radio is tremendously bigger than some people think.

Here are a few of "Sponsor's" findings:
1. Only 4.3 percent of people are on vacation in any average week from May to September.
2. While at-home listening drops off somewhat (18% average), a 7% increase in away-from-home listening helps narrow the gap.
3. In summer, as in winter, radio is a habit that can be indulged (and is!) while people are doing other things.

So here we are again on the threshold of another summer season. Why don't you take a practical advantage of some advertisers' prejudices and be here with your product while your competitor isn't! For information on good availabilities, call the nearest HOLLINGBERY representative.

Incidentally:
No other station in Rochester comes within miles of WHAM's coverage of the rich city-and-rural Western New York market.

WHAM
The Stromberg-Carlson Station
Rochester, N. Y.

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

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

May 21, 1951 • Page 11

---

PAUL GERHOLD, manager of research Dancer-Fitzgerald-Sample, N. Y., to Foote, Cone & Belding, N. Y., as director of research.

WILLIAM T. ADAMS, copy chief J. Walter Thompson Co., elected president of Copy Club of Los Angeles.


HENRIETTA SHARON AUMENT appointed public relations consultant Lindsay Adv. Agency, N. Y. She was director of magazine public relations for USO during World War II.

WILLIAM DRAGER, Fuller & Smith & Ross, N. Y., to Kenyon & Eckhardt, same city, in research division as account research director.

HARRISON DAVIS, partner Fielder, Sorensen & Davis, S. F., elected president of San Francisco Advertising Club. ARTHUR M. ARLETT, account executive West-Marquis Inc., S. F., elected vice president, and MARY MULCAHEY, S. F. County Medical Society, elected secretary.

CLAIRE SHERIDAN, DuMont Network, to J. Walter Thompson, N. Y., as program assistant on Kraft TV show.

NIKA STANDEN, New York Herald-Tribune staff, to Kenyon & Eckhardt, N. Y., in copy department.

PEGGY READ, personnel manager Young & Rubicam, S. F., returns to active duty with U.S. Air Force as captain. She is succeeded by NORMA ROGIANI, formerly with agency's contact department.

KIRBY CULVER, McCann-Erickson, N. Y., to Young & Rubicam, N. Y., as account executive.


DOROTHY LAWRENCE, Young & Rubicam, N. Y., returns to Kenyon & Eckhardt, N. Y., in copy department.

MANSFIELD ADV. CLUB, Mansfield, Ohio, admitted to membership in Advertising Federation of America, as 99th senior club to join.

ALBERT J. DUBOIS, Petri Wine Co., S. F., to Brooke, Smith, French & Dorrance, Detroit, as merchandising manager.

BUDD HEMMICK, art director of Good Housekeeping, to Kenyon & Eckhardt, N. Y., as art director.

JOSEPH McNEILL, Merchandising Factors Inc., S. F., to A. Carisle & Co., S. F.

FRANK M. LEONARD named director of public relations Federal Adv., N. Y. He was with Benton & Bowles, N. Y.

ANDERSON, SMITH & CAIRNS Ltd., Canadian subsidiary of Anderson & Cairns, N. Y., opens Toronto office at 50 King St. W., with R. V. BIRTWHISTLE, formerly of McKim Adv. Ltd., Toronto, as manager.

J. WALTER THOMPSON Co. opens new offices at 220 Miracle Mile, Coral Gables, Fla.

GRATTAN ENGLISH, production manager L. C. Cole Co., S. F., to E. A. Donahue Co., S. F., printers and lithographers. JOHN PORTER, Ryder & Ingrah Ltd., Oakland, will replace him.

EDWARD KLETT, president Products Advertising Corp., N. Y., which produces DuMont's Cavalcade of Bands and Cavalcade of Store for Drug Store Television Productions, is on three-week tour to set up promotional and direct point of sale tie-ins in cities in which shows are televised. TED BERGMAN, sales department of DuMont, and BOB JAMESON, DuMont's manager of station relations, are accompanying Mr. Klett.

WALTER W. MCKEE, vice president in charge of sales and merchandis-
open mike

Lessons In Leadership

For twenty years, the Reeves Soundcraft name has been synonymous with leadership in sound recording media. Such leadership, while it carries great prestige and satisfaction, also imposes obligations and responsibilities.

The lessons in leadership we have learned are these:
might attack a in do time. The hydra-would be count it after be annual men, salesmen, a couple leave an $400,000, well spent account $800,000 on -scale, of making this advantage was $400,000, just good to the network to the network would have $800,000 on the solicitation, and since it would be willing to forego its mark-up during the "in the red period," it's apparent that it would break even on this account after the first nine months. From that point onward, the deal would be worth $1 million to the network, less a moderate sales and service expense.

An account like A&P is like a hydra-headed monster; you have to attack all the heads at the same time. The network would have to do a great deal of sales digging out in the field. The network that had a really valuable service to offer A&P and sold it to them through a large-scale, integrated, organized attack would have a much better chance of making a good sale than it would under existing sales methods which just skim over the surface and pick up the easy orders.

The key advantages of this method of operation are:
1. It results in applying maximum pressure where maximum pressure is required—new business.
2. It results in getting added business.
3. It has a great tax advantage. The network could "buy" new business partly at Uncle Sam's expense since the cost of "buying" it is an expense instead of a capital item.

When I heard various estimates of how many million dollar the recent network rate reductions could cost the networks, I couldn't help wondering what would happen if that kind of money were to be poured into an "in the red operation" to bring new advertisers into the fold.

Murray Carpenter
Co-owner & Gen. Mgr. WABI Bangor, Me.

[EDITOR'S NOTE: Mr. Carpenter speaks with experience in both buying and selling radio time. Before becoming a broadcaster he spent 12 years with Compton Adv.]

C. L. Eshleman

CHARLES L. ESHLEMAN, 69, co-founder of the Griswold-Eshleman advertising agency, Cleveland, died last Monday in Cleveland. He had retired from active work in the firm in 1947. Surviving are his widow, Mrs. Lilian Eshleman, and a daughter, Mrs. Herbert Schwartz, of Cincinnati. The firm was founded 38 years ago.

In Quality
The craftsmen using Reeves Soundcraft products know they are the best, we can give them nothing less. The leader cannot compromise on quality.

In Development
Reeves Soundcraft has pioneered in the development of many new devices and methods applicable in the sound recording field. Our laboratories are years ahead of our production facilities—and always will be so long as we choose to lead.

In Pricing
Reeves Soundcraft recognizes it cannot command a premium in price for its products merely because it is an acknowledged leader. We endeavor to produce custom-type products at mass production prices.

Milestones

Mr. Seifert

- JOSEPH M. SEIFERTH, regional vice president of Liberty Broadcasting System's central division in Chicago, last Monday observed his 25th year in radio—and his 34th birth- day. Mr. Seifert, when he was nine years old, started working as an actor on WSMB New Orleans. He continued through high school and Tulane U., as director of the Radio Players, and then became audience promotion manager of WJZ (ABC) New York. He also headed his own television production firm in New York. He has been with Liberty since January.

- Western Slope Broadcasting Co., Grand Junction, Col., this month enjoys a double anniversary. On May 13, KFSD San Diego last month celebrated its 25th year on the air. To mark the occasion, NBC aired a special program featuring Robert Armbruster and his orchestra and Larry Cotton, Evelyn Lynn, vocalists.

- WSPR Springfield, Mass., ABC affiliate, will mark its 15th anniversary June 3. Station was founded by Quincy A. Brackett, president, and Lewis H. Breed, treasurer.

- WNNY Watertown, N. Y., has celebrated its 10th birthday anniversary. Celebration included a (Continued on page 81)
"NAME the Program."

That was the title of a promotion contest conducted by WSBA York, Pa., which station officials hoped would create a ripple of interest in the community. Even they were happily amazed at the tidal wave of enthusiasm it created.

The "Name the Program" contest was the idea of Ethel Grey, new WSBA director of women's programming. The contest was designed for a new 11:18 a.m. program, which is beamed at housewives and the community in general.

A local firm, Bear's Dept. Store, was approached. Bear's not only liked the idea, it provided prizes, shared newspaper and movie-trailer publicity, presented a fashion show tie-in and furnished premises for the prize awarding ceremonies.

Heavy listener response was immediate. Hundreds of entries flowed in throughout the 34 weeks of the contest. On the day that the prizes were awarded 800 persons were jammed into the store cafeteria to see the ceremonies.

Ethel Grey is shown interviewing one of the judges. Behind them are two other judges. The contest winner is at left.

As many more heard the program on other floors through a store-speaker tie-in.

Some say that it was the biggest promotion stunt ever attempted in York by either WSBA or Bear's.

Oh yes! The entry winning first prize termed the program, the 11:18 Local.

Mr. Morse

"BASEBALL and Palm Beach suits both mean the warm weather season to millions of Americans. Therefore, it was natural that our thoughts should turn to baseball when they turned to television as a Palm Beach ad medium in '48 and scored a 'first' in advertising circles."

This advertising philosophy is a fundamental with Albert L. Morse, vice president in charge of advertising for the Palm Beach Co., Cincinnati, manufacturer of suits made from fabrics by Goodall-Sanford Inc. And today Palm Beach expends about $750,000 annually on TV and other media.

Add to this wisdom the company's deep interest in cooperative advertising and you have the basis for an association that may well become as much a byword as baseball and hot dogs or soda pop.

Mr. Morse, who also is a vice president of Goodall-Sanford and who headquarters at Palm Beach's New York branch office, realized four years ago that Palm Beach retailers would look to television, although high programming costs conjured visions of a major stumbling block.

Two thoughts came to Mr. Morse and appeared to resolve the obstacle. One was that film prints distributed to dealers could be amortized in cost over hundreds of stores similar to elaborate newspaper mats. The other prompted the Palm Beach executive to turn to his old friend and neighbor, Waite Hoyt, the Cincinnati sports-caster.

As the plan unfolded, Mr. Hoyt toured Florida baseball training camps with Jack Solomon, Palm Beach's film producer, and together

strictly business

Page 14 • May 21, 1951
HOOPER PROVES THAT YOU'RE RIGHT WHEN YOU BUY KRNT TO SELL IOWA'S RICHEST MARKET

THESE KRNT PERSONALITIES

RACK UP THESE ASTRONOMICAL HOOHERS

MORNING 19 firsts (1 tie) and 3 seconds out of 22 rated periods.
AFTERNOON 16 firsts and 6 seconds out of 24 rated periods.
EVENING 25 firsts and 12 seconds out of 56 rated periods.
LATE EVENING 7 firsts and 1 second out of 8 rated periods.
SUNDAY AFTERNOON 7 firsts and 3 seconds out of 12 rated periods.
SATURDAY DAYTIME 14 firsts (1 tie) & 3 seconds out of 20 rated periods.

KRNT Leads Morning, Afternoon, and Evening

KRNT scores THREE times more "wins" than the runner-up, and more "wins" by far than all 5 other Des Moines stations COMBINED! And look here: Any KRNT quarter-hour newscast out-Hoopers any newscast on any other station in Des Moines! (C. E. Hooper Audience Index, Oct. '50 through Feb. '51). Give a KATZ Man a call for the fabulous facts about this "Know-How, Go-Now!" station.

Represented by THE KATZ AGENCY

BROADCASTING • Telecasting

May 21, 1951 • Page 15
Scarce as good time and program availabilities are today, hardly a week ever goes by in which F&P doesn’t have at least a few top opportunities in the important markets listed at the right. Over a period of time, we can help you build such a choice selection of high-rated, low-cost programs that you may wonder why you ever even considered mere announcements.

Talk it over with F&P, and let us do some digging for you. That’s the way we like to work, here in this pioneer organization of radio and television station representatives.

FREE & PETERS, INC.

*Pioneer Radio and Television Station Representatives*

*Since 1932*

ATLANTA      NEW YORK      CHICAGO

DETROIT      FT. WORTH      HOLLYWOOD

SAN FRANCISCO
**MINNEAPOLIS-ST. PAUL?**

### EAST, SOUTHEAST

<table>
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<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
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<td>NBC</td>
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<td>Buffalo</td>
<td>CBS</td>
<td>5,000</td>
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### MIDWEST, SOUTHWEST

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### MOUNTAIN AND WEST

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AN ILLUMINATING, comprehensive text which combines the academic with the practical, Successful Radio and Television Advertising is designed to explain the basic precepts of radio-TV advertising and “to instill a better appreciation and understanding of the American system of commercial radio.” Co-authors are J. W. Laemmar, J. Walter Thompson Co., Chicago, and E. F. Seehafer, assistant professor of advertising, U. of Minnesota.

Included are special topics here-tofore only touched on in similar texts: Selling time, measuring sales effectiveness, building an audience, merchandising radio-TV, evaluating radio and television circulation and regulating advertising on the air. Thorough coverage is implemented with an analysis of media tools through actual campaign follow-throughs. Over 100 industry specialists contributed suggestions for the work. Early chapters are devoted to an explanation of the American commercial system; radio-television network and station operations; coverage and circulation methods, described as “basic knowledge” to advertisers; makeup of audiences, with accompanying surveys; live talent; function of transcriptions. Spot advertising also is covered in detail, with the statement that this field now represents a $100 million business and continues to expand each year. A section on commercial radio-TV writing takes note of “Dos and Don’ts of Copy Writing” as interpreted through the 1945 Joake study, and the NARTB formula for retail copy. The authors observe that “television is still an infant industry... it offers innumerable unexplored ideas, gimmicks and devices for commercial treatment.” They offer a similar list of suggested “guideposts.” Program preferences and sponsor identification also receive substantial treatment in the book, with recognition of three basic factors: The listener, the sponsor and the timebuyer. Authors recommend pretesting of new programs before the advertiser contracts for sponsorship, and offer steps designed to build high product identification. A special chapter deals with various methods and rating organizations, complete with tables and selected reports. Other sections treat these subjects: Radio-television production and direction; the advertising agency role, including timebuying; retail and national radio advertising; and a summary of the “New Advertising Medium.” Also included as appended data are a timing table for radio commercials and the KYSM Man-kato, Minn., BMB report.

THE STORY OF THE FIRST TRANS-ATLANTIC SHORT WAVE MESSAGE. By The Radio Club of America. New York: 11 West 42d St. 78 pp. $1. CALLED a collector’s item, this story of an historic milestone in radio pioneering has been made available by the Radio Club of America Inc. It is a special commemorative issue of club’s proceedings. Collaborating on the detailed record were John F. Grundy, Bertram Y. Amy, Edwin H. Armstrong, George E. Burghard, Minton Cronkhite and Walter P. Imman, all active in the 1921 feat of demonstrating the use of shortwaves for long-distance radio communication.


A REVISED and expanded edition of a first work, also prepared by Dr. James F. Bender under commission from NBC, this new National Handbook contains 15,285 hard-to-pronounce words with their spelling changed to represent pronunciation and also with phonetical spelling. It runs from Aachen (AH-ken) to zvyme (zighm) and includes some of the most difficult tongue twisters an announcer is apt to encounter. Pat Kelly, NBC supervisor of announcers, wrote the foreword.

DISC-JOCKEY SHOWMANSHIP. Edited and published by Ben J. Murray. New York: DU. 446 pp. THIS reference handbook, Disc-Jockey Showmanship, to be published June 1, will serve as a radio-TV promotion encyclopedia. It contains more than 4,000 radio listener ideas, fan-mail “gimmicks,” audience-building techniques, program promotion devices, exploitation stunts and important data and showmanship practices covering every level of disc-jockey procedure.

TELEVISION PROGRAMMING AND PRODUCTION. By Richard Hubbell. New York: Rinehart & Co. 260 pp. $4.95. THIS is a second edition, revised and expanded, of the volume first published in 1946, which in the intervening years has become established as one of the few books which are required reading for anyone considering a career in video programming. The book is particularly valuable for the student or newcomer in television, as it devotes as much attention to the “whys” of TV, what sort of a communications medium it is and how it differs from the theatre, radio and motion pictures, as to the “how-to-do” explanations of the basic TV program operations.

book reviews

That’s the story from fabulous FLINT!

It’s a story based on this theme: Flint wages were 32% above the national average last year! The people of Flint have the money; they’re willing to spend!

SALES COME FAST IN THE RICH FLINT MARKET!

... and leading the way in coverage, listenership, and sales stimulation is Flint’s First Station—WFDF! Let Flint hear your sales message. It’s sure to, over WFDF!

WFDF—one of America’s pioneer stations—29 years old May 25th.

sell where the money is FLINT!

* * *

* See your latest Hooper

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

Page 18 * May 21, 1951

BROADCASTING * Telecasting
We are in a state of Emergency.
We must build our military strength—and at the same time we must keep our economy strong for the long pull. Inflation bleeds both!

Controls can help “hold the line” — but they can’t cure Inflation!

Just because controls have been ordered by the Government, does not mean we can now afford to sit back and think there’s nothing we individually need to do to check Inflation. Far from it!

To win the battle against Inflation, every one of us must take a personal part. And let’s not forget that if this battle is lost, every one of us will suffer.

What can each one of us do to lick Inflation?
1. All of us can help our Government make controls effective by holding the line on prices. Controls may not be pleasant—“good medicine” often has a bitter taste. Controls are helpful as a “stopgap”—until America’s production has a chance to catch up with demand.
2. Production is one basic weapon against Inflation. When we produce enough goods to meet the demand, prices should stop going up. So everything we personally can do to help “get the job out” helps keep Inflation from striking at us.
3. Save all we can, every way we can. By saving, we take money out of competition for scarce goods. We make money available for more production, and build a reserve for our future needs to be spent in more normal times.
4. Buy only for basic and immediate needs. We must prevent bidding against each other for goods which are in short supply.
5. Support “pay-as-you-go” taxation. Tough as it is to pay more taxes, they help us keep the economy of the Nation strong which is vital for the long pull.
6. If we want to save on taxes as well as help check Inflation, let’s let our representatives in government (Federal, State and local) know that—while we support strong defense—we also support their efforts to cut all spending that can possibly be cut. The time to speak up is right now!

This message is one of a series on Inflation brought to you by the life insurance companies and their agents in the interest not only of keeping America strong but also of protecting the purchasing power of the dollars of the 83 million policyholders in this country today.

Institute of Life Insurance  488 MADISON AVENUE, NEW YORK 22, N. Y.

May 21, 1951 • Page 19
new business

Spot . . . .

CHARLES L. RUMARILL & CO., Rochester, placing spot schedule on all radio and TV stations in Pennsylvania for introductory campaign on behalf of Great Western sherry.

ZIPPO MFG. CO., Bradford, Pa. (windproof pocket and table lighters), launches campaign including use of leading TV stations in 30 key cities throughout country. Twenty-second spots to be aired regularly throughout spring. Agency: Geyer, Newell & Ganger, N. Y.

R & H BEER, N. Y., effective June 5 places Battle of the Boroughs, Louis Cowan package, on WCBS-TV New York. Show may be placed with other brewers in TV markets. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

HOUSEHOLD FINANCE CORP., Chicago, may expand TV spot program schedule after 13-week test. Program, Royal Playhouse, now on WOW-TV Omaha. Agency: Needham, Louis & Ercker, Chicago.

DORMIN INC., N. Y. (sleeping capsules), started spot radio campaign, 52 weeks, using one market, New York, but will expand rapidly to other areas. Agency: Dowd, Redfield & Johnstone, N. Y.

G. N. COUGHLAN Co., West Orange, N. J. (Chimney sweep, Pantastic and De-Moist) launching an eight-week television spot campaign June 25. New York and Chicago stations will be used. Robert Brenner, radio and TV director Lewin, Williams and Baylor, N. Y., is supervising purchase of the spots.

MUTUAL LIFE INSURANCE Co., N. Y., releasing fourth series of 15-minute recorded health programs, free to stations, with recommendations that its field representatives purchase spot or participating announce-

ments on stations carrying shows. Series includes 14 programs, bringing to 84 the number now being offered by company.

McLARENS Ltd., Hamilton (food products) starts musical quiz shows on major market Canadian stations and spot announcements on 38 Canadian stations. Agency: Stevenson & Scott Ltd., Toronto.

LIC RICH Co., N. Y., (licorice flavored soft drink, ice cream and frozen stick) names Hutchins Adv. Co., N. Y., to handle advertising, marketing and merchandising. James Burton, former manager of agency's Hollywood office, will serve as account executive. Product and advertising will be launched nationally within the next 60 days. Radio and TV will be used in introductory campaign.

Network . . . .

LEE PHARMACAL Co., Beverly Hills, Calif. (Shadow Wave home permanent) May 7 started Chet Huntley & The News, Mon., Wed., Fri., 5:30-5:45 p.m. (PDT) and on May 8 The Frances Scully Show, Tues., Thurs., 1-1:15 p.m. (PDT) on 13 ABC California stations. Both contracts 52 weeks. Firm May 12 started for 13 weeks, on alternating week basis, sponsoring second feature film of Saturday Movie Night and Sunday Night Feature move on KECA-TV Hollywood. Placed direct.

BREWING CORP. of AMERICA, Cleveland, Ohio (for Carling's Ale) was to sponsor exclusive TV coverage of Belmont Park's Metropolitan Handicap over NBC-TV last Sat., 4:15 p.m. NBC radio also was to cover, and NBC-TV to cover a preliminary race at 3:30 p.m. Agency: Benton & Bowles, N. Y.

NASH-KELVINATOR CORP., Detroit, June 9, starts Paul Whiteman TV Teen Club show on ABC-TV, Saturday, 8-9 p.m. Agency: Geyer, Newell & Ganger, N. Y.

ADMIRAL CORP. Chicago, renews Lights Out, NBC-TV, Mon. 9-9:30 p.m., for 52 weeks effective July 2, without summer hiatus. Agency: Erwin, Wasey & Co., N. Y.

SIGNAL OIL Co., L. A., June 3 renews sponsorship of The Whistler on 19 Columbia Pacific stations plus one station in Eureka (Calif.), (Continued on page 81)
The Louisville Metropolitan Area ranks 28th in America.

WAVE has a Daytime BMB Audience of 238,490 families. Its BMB Area has an Effective Buying Income of more than one-and-a-half billion dollars*—or 66.4% as much as the entire State of Kentucky!

WAVE-TV was first in Kentucky by more than a year . . . is now a third-year veteran, preferred by the majority of the 86,782 TV set-owners in and around Louisville. WAVE-TV is Channel 5 . . . features outstanding local programming as well as NBC, ABC and Dumont.

Ask Free & Peters for the whole WAVE story, today!

*Sales Management Survey of Buying Power, May 10, 1950
When you buy radio, you're buying results—you're not buying rates. WITH's rates are low... 'way low! And WITH's audience is big... big and responsive! This means that WITH delivers more buying listeners-per-dollar than any other television or radio station in town—and better results. This means that WITH is BALTIMORE'S BIGGEST BARGAIN BUY! When you want to do a big job in Baltimore—for a little bit of money—see your Headley-Reed man and buy WITH—the big independent with the big audience.
By RUFUS CRATER

THE RADIO-WIDE Affiliates Committee to hold the rate line
moved last week to establish itself permanently, called upon the net-
works to say publicly where they stand on radio as a medium, and
asked the radio-baiting Assn. of National Advertisers for a chance
to sit down and explore the whole question jointly and intelligently.

As it acted, the committee re-
ceived support from a new quarter
while being rebuffed from another.

The blow—expected and long
awaited—was an announcement by
ABC on Friday that it will reduce
its radio time costs by 15% be-
tween 7 p.m. and 10:30 p.m.

The support came from the Na-
tional Assn. of Radio & Television
Station Representatives, which set
up a committee—upon authoriza-
tions of the membership—to confer
with Affiliates Committee Chairman
Paul W. Morency, WTIC Hartford,

The Affiliates Committee's let-
er to ANA was offered as "a declara-
tion of interdependence" between
advertisers and station owners, stric-
ting out that "you really don't want
to put us out of business because, as
we both know, radio does such a
tremendous job in moving mer-
chanical for you."

The committee appealed to the advertisers' "in-
telligent self-interest," and asserted
that "only together can we make
radio's greater usefulness a reality."

ABC Participants

Elsewhere on the rate front, ABC announced the station and
network sustaining programming be-
tween 8:15 and 10 a.m. and be-
tween 6:15 and 6:45 p.m. The
reason, officials explained, was
that few stations were carrying
the programs involved—only three
were taking one 15-minute show,
and the largest number taking any
one in those time brackets was 15.

None of the shows were deleted
without advance approval by the

stations which were carrying
them, NBC said.

First action to crack the college
control was taken last week by the
Georgia Tech Club of New York.
The club voted unanimously in pro-
test against the fall football plan
engineered by a committee of the
National Collegiate Athletic Assn.
The Georgia Tech Club adopted a
resolution Tuesday night in which
the NCAA plan was denounced as
an invasion of the community
and the university itself was urged
to assert its right to continue tele-
casting football games.

NCAA's plan would allow only
one, or at most two, college football
games to be telecast in network
areas on any Saturday. Such games
would be available to all networks
and stations in the area and no
college would be permitted to tele-
cast more than one of its home

games during the season.

Georgia Tech's alumni group

took the position that if any games
are telecast in Atlanta, Tech should
have the right. Tech games were
sponsored last year by the Atlanta
Coca-Cola bottler, L. F. Mont-
gomery.

The New York resolution was
adopted after the club had been
addressed by C. L. Jordan, execu-
tive vice president of N. W. Ayer
& Son, a nationally known author-
ity on radio and TV sportscasting.

His talk included references to
data on sports attendance collected
by his son, Jerry, leading research
specialist in the athletic field (see
story page 44).

Plan Termined Illegal

Mr. Jordan termed the NCAA
plan illegal and said it puts hun-
dreds of college athletes at the mercy
of a few big institutions which can
dole out TV rights at their pleasure
to a few lucky members.

He charged the NCAA members at
the Dallas meeting last winter did not
approve any such plan but merely
authorized a committee to develop
a television testing program.

Monopoly angles of the NCAA
plan are being investigated by the

Dept. of Justice. Main weapon in
NCAA's showing is the power to

force broadcasters to pick up another
institution if the NCAA plans to

join them.

Among members' institutions
angered by the NCAA plan are
such leading football exponents as
U. of Pennsylvania, Notre Dame
and Army. Their opposition has
been under cover but signs have
appeared that an open breakoff
from the NCAA plan may occur
within a fortnight.

Both Notre Dame and Penn
have been widely sponsored on TV
during the last two years and both
institutions have expressed them-

selves as pleased with television.

Chevrolet has backed the Notre
Dame home schedule for two sea-
sons on an extensive DuMont net-
work hookup—over 40 stations in
1950.

The power of the NCAA boycott
threat was demonstrated some
weeks ago when the Oklahoma
(Continued on page 38)
MAGAZINE ADS

$2.3 Million Radio-TV Outlay

Currently Life sponsors Kukla, Fran & Ollie on NBC-TV, one day a week, and a small radio campaign in the Midwest on three or four stations plus a schedule in Canada. Time magazine sponsored the Kaufman hearings on ABC-TV.

Spend $300,000

Look and Quick magazines are spending an estimated $300,000 annually. Look is currently running a test TV spot schedule in Los Angeles and modified radio schedule on owned and operated stations of ABC, CBS and NBC (which is an exchange dollar deal in cash).

Newweek, through Lennen & Mitchell, is spending about $35,000 on TV spots for special issues in about 25 markets, in addition to its sponsorship of last month's Kauffman crime hearings on both CBS-TV and DuMont.

Crowell-Collier Publications is reported to be spending $200,000 in a radio campaign for Collier's and Women's Home Companion through Kudner Agency, New York.

The New York Times, through Huber Hogue, New York, allocates about $10,000 for its radio and TV promotion. Early in January it ran a six-week campaign using both media.

Street & Smith Publications is allotting approximately $10,000 to promote its Charm, Mademoiselle, and Living magazines. Early in January the firm used a radio spot schedule in 12 markets and plans are underway to run a similar campaign in September. Peck Adv., New York, handles the ad.

Hearts magazines—Good Housekeeping and Cosmopolitan—are spending about $5,000 in a radio spot campaign during the year. Peck Adv. also handles Heart publications.

Reader's Digest used to employ spot radio, but has not run a campaign since last October and is not currently contemplating resuming such activity.

ZIV STAFF

Five Salesmen Added

APPOINTMENT of five salesmen to the staff of Frederic W. Ziv Co., New York transcription firm, was announced last week.

Al J. Madden will work from San Francisco through a territory including Reno, Nev., and Northern California; Ted Swift from Boston through Metropolitan Boston; Paul E. Furtado from Los Angeles plus, Ark., through Arkansas and parts of Louisiana; Stuart E. Haliday from St. Paul, Minn., through Indiana, and A. E. Dahl from Mobile, Mo., through Kansas and Kansas City, St. Joseph, Carthage and Joplin, Mo.

Lorillard Renews Show

P. LORILLARD Co., New York (Old Gold cigarettes), has signed a 52-week renewal for the final quarter hour of Stop the Music on ABC, Sunday, 9-9 p.m. The advertiser has been sponsoring the program since May 1948. Lennen & Mitchell, New York, is the agency.

U. S. Steel Pact

UNITED STATES STEEL Corp. has renewed its 52-week radio contract with NBC for the 1951-52 seasons, at the same time period on Sunday, 6:30-9:30. Its summer replacement will be the NBC summer concert series featuring the NBC symphony, which goes on June 5, BBDO, New York, is the agency.

Page 24 • May 21, 1951
NARTB Requests Meeting

The fate of FCC's other government balance allocations plan, including television, education and radio, was the subject of a recent meeting of NARTB (National Association of Radio Telecasting Broadcasters) in New York.

Miller Scores Action

In a letter to the NPA administrator, Judge Miller complained that the National Production Authority's (NPA) determination of M-4 allocations to broadcasters was tantamount to the original order, which had exempted radio-TV broadcasting, "without consultation either with the radio and television industries, or, so far as I have been informed, with FCC, has created widespread confusion and deep concern among the broadcasters of the country.

NARTB has received perhaps two dozen letters from broadcasters who have been issued CPAs for stations or who already have expended appreciable sums of money on television building, structures or projects.

Judge Miller singled out the usual procedure involving cooperation of broadcasters with long-established programs of various government departments. This cooperation, he noted, has resulted in thousands of hours of free time devoted to promotion of agency activities. The vital role of radio-TV broadcasting as a news, information and educational medium during national or local emergencies also was cited.

"If one thing is clear, non-discriminatory treatment. Our efforts have been directed, not toward breaking down priorities for the other media of information, but toward providing the prospective position of broadcasting with a realistic understanding of its vital importance in time of peril or of actual attack," the NARTB president asserted.

Judge Miller referred partly to the "accounting procedures" in view of the sharp curtailment of structural steel for civilian use.

At the same time there was no indication either at the Commission or NPA that industry levels under M-4 would be relaxed, inasmuch as a further amendment will bring newspaper, magazine and other duplicating and printing plants under the same plane of non-exemption. This action would serve to avert complaints that the original directive discriminated unfairly against broadcasting interests.

Restrictions Discussed

The Commission, which found itself caught with its plans down in view of its proposal to lift the TV freeze at least partially, has discussed the construction "ban" informally among its members and with government officials, but had not reached any decisions late last week.

It was explained that nearly 30 electronic firms have received such certificates thus far, enabling them to build new plants for manufacture of electron tubes, radar and other military equipment.

With respect to broadcasters' application for building permits, NPA also announced that a substantial proportion of cases will ultimately be determined at its field offices, which now process and pass them on to NPA's Construction, Controls Div. Under present plans, that division has been given authority in terms of the National Production Authority, which issued the order, had no "complete construction freeze" in mind but rather sought to establish an "acting and or both of these principals will be resumed must depend, it appeared, upon the extent to which either of them and Mr. Noble are willing to compromise on terms.

Other Contenders

Aside from CBS and United Paramount Theatres, who reportedly is still interested in acquiring ABC despite last week's break-up and may be inclined to pursue the negotiations, Mr. Noble is prominent in farm and labor activities, and the Farm Bureau insurance company reaches far into the life and fire insurance as well as automobile insurance fields. He has served as president of the National Federation of Farm Cooperatives, was commander of the American Legion, a member of the American Defense Assn., and, although a Democrat, was urged to campaign against Sen. Robert A. Taft for the Republican senatorial nomination in 1952.

International Telephone & Telegraph Co., at one time a prominent bidder for ABC, appeared, meanwhile, to have counted itself out of the market. A statement last week said negotiations were "dead," so far as IT&T is concerned.

The original negotiating price of $260-$300 million for the entire ABC radio and television network and properties was understood to have reached approximately $30 million.

Noble Leaves Door Open

May 21, 1951 • Page 25
THE two most ambitious network efforts to find a satisfactory format for television news programs are CBS-TV's Doug Edwards and the News and NBC-TV's Camel Newsreel, both of which are laboring diligently and with some inventiveness toward that elusive goal, with NBC-TV somewhat in the lead at the moment.

If neither has completely succeeded in discovering the formula for presenting news, it is not unfair to state that nobody else has discovered it either. Indeed it may be that a formula, as such, should not be sought. The intricacies of which the television camera is capable are only beginning to be explored, and it would be unfortunate if the art became hamstrung by format at this stage of development.

Perhaps the gravest flaw in both programs is their frank borrowing from older forms of news presentation. They lean heavily on the techniques of movie newsreels and radio newscasts, and such experimentation as is apparent is mostly confined to reworking these borrowed methods rather than to developing new ones.

Of the two programs, the Camel Newsreel is the more elaborate. Last Wednesday's program was about an average for the NBC production. It began with John Cameron Swayze reading a short summary of Korean war news, illustrated by a pointer and a Korean map.

The program was then shifted to Washington where Hannon Baldwin, military expert of the New York Times, delivered a brief and not particularly illuminating interpretation of the Korean news. One of Mr. Hanson's predictions belongs with the most memorable analyses of his fraternity.

"It is quite possible," he said, "that peace may come at any time in Korea, but there is more war to be fought first."

Mr. Swayze, back in New York, had a short story about the growth of the Greek army, with recent motion picture films illustrating it. This was followed by a filmed commercial, featuring a college coed endorsing Camels. Mr. Swayze resumed with a few short items, and then the program returned to Washington where Robert McCor- mick summed up the day's developments in the MacArthur hearing (Gen. Bradley had tangled with Republican members of the Senate committee over his unwillingness to disclose private conversation he had with the President).

Filmed Interviews Used

Filmed interviews with Sen. Russell, the committee chairman, and Sen. Wiley, Gen. Bradley's antagonists, were shown. A pickup from Chicago followed where Jack Angel reported on the building of the synchro-cyclotron, the "most powerful atom-smasher in the world," as films of the installation were shown. Clint Youle, another NBC Chicago newsman, gave a short weather report for the area covered by the interconnected network.

Mr. Swayze, in New York, resumed with a report on local weather. It had been the hottest day of the year, and NBC cameramen had been busy in Central Park and Coney Island, recording the migrations of city-dwellers to those allegedly cooler locations.

A Camel commercial followed, proving that more doctors smoke Camels than any other brand. Mr. Swayze then gave the latest baseball scores, accompanied by a graphic presentation of a scoreboard. The program closed with Mr. Swayze reading an Associated Press report quoting a front-line officer as saying Chinese attacks were mounting, but it was not known whether the expected offensive had begun and a United Press dispatch identifying the activity as the big push.

On the same evening's CBS-TV news program, Mr. Edwards opened with headlines of the Korean developments, followed by an Oldsmobile commercial, rockets and all. Mr. Edwards then took up the war in more detail, also accompanied by a map and pointer.

He turned then to the MacArthur hearing. CBS also had filmed interviews with Sens. Russell and Wiley, but the quality was below standard, the sound at times being out of synchronization with the picture.

Mr. Edwards next reported on Congressional action to provide wheat to India, with strings attached. This was followed by a film showing India's ambassador, Madam Pandit, receiving anti-cholera serum from a delegation in New York.

Mr. Edwards then gave a brief summary of the Bolivian army coup and the latest developments in Iran. There followed a short interpretative piece on the strategic importance of Iran, accompanied by still picture of oil installations and Iranian soldiers.

The rest of the program was occupied by an interview between Mr. Edwards and Arthur Holzman, CBS stringer recently returned from the Middle East.

The Wednesday evening CBS presentation was not typical. Usually the program covers a wider variety of subjects. Variety in this case was sacrificed to the Holzman interview.

For this reviewer the most interesting part of each program was the filmed interviews with (Continued on page 72)

JOE BUSHKIN, a talented pianist, wound up playing second fiddle—a chair to which he does not deserve to be consigned—when he appeared last Wednesday on the Kreisler Bandstand.

Mr. Bushkin was overwhelmed by production gimmicks, an awkward script and the lesser but more assertive talents of other performers, especially the big time ceremonies, Fred Robbins, an unreconstructed disc jockey of the live-talk school.

Mr. Robbins has a language that is, it is to be passionately hoped, all his own. A tune that pleases him is a "real exciting thing." He does not say "goodbye" upon a parting. He says: "Take it slow." He has other ways of saying that this reviewer was unable to note down, having thoughtlessly neglected to hire an interpreter.

The gimmick employed on this production involved Mr. Robbins asking each performer what he was going to do for next week's show. Get it? The show's going on now, but we pretend we're just noodling about next week's show. A switch, see.

The banter that passed between Mr. Robbins and other performers served only to suggest that most pianists should play the piano, dancers should dance and singers sing, without encumbering themselves with the burden of repartee.

Clooney Featured

Appearing with Mr. Robbins and Mr. Bushkin and his band were Rosemary Clooney, a pleasing vocalist, and Sheila Bond who sang, without seriously challenging Miss Clooney, and danced actively if not well.

It would have been a far more satisfactory production if Mr. Bushkin had been permitted to play for the entire half-hour, a privilege for which quite a few intelligent people have paid exorbitant cover charges.

On the whole, the program and Mr. Robbins' ubiquitous part in it looked like a soda jerk's dream of how to spend a night off.
**Changes in procedure for station license renewals, proposed Dec. 20, 1956, by the FCC, were made final Thursday [Broadcasting • Telecasting, Dec. 25, 1956].**

The new rules require filing of renewal applications for AM, FM, TV and auxiliary broadcast stations 90 days prior to license expiration; extend the initial license period of FM broadcast station licenses to three years, and set expiration dates of broadcast licenses on a geographical basis.

Several sections of the rules—1.320(a), 3.220(a), 3.620(a) and 4.20—are amended effective next Aug. 1 so renewal applications for licenses expiring Nov. 1, 1951, will be required to be filed Aug. 1, 90 days ahead. Licenses expiring June 1, Aug. 1 and Sept. 1, 1951, are not affected.

**Amendments Made**

In changing the expiration dates of broadcast licenses to a geographical basis, several sections were amended—3.34(a) (b) (c), 3.218 (a) (b) and 3.618—effective Aug. 1. Licenses due to expire on or after that date will be considered for renewal under the terms of the amendments.

Other editorial and clarifying changes: Sec. 3.54(b) deleted; 3.34 redesignated 3.54(b); 3.218(b) deleted.

The schedule of three-year license expiration dates for AM and FM stations divides them into large groups of contiguous stations. A schedule of one-year license expiration dates was adopted for TV stations, divided into six groups of states.

Final order was taken in Docket 9873 by Chairman Coy and Comrs. Walker, Hyde, Sterling and Hennessy.

ABC network had filed an objection to the geographical basis as it applies to Class I clear-channel stations but the Commission overlooked it on the ground it was "an attempt to introduce in this proceeding substantive variations relating to the allocation of clear-channel stations and other subsidiary matters presently being considered by the Commission in its 2-channel hearing in Docket 6741."

The text of the rules changes follows:

1. Amend Sec. 1.320 as follows:

Delete paragraph (a) and substitute the following:

(a) Unless otherwise directed by the Commission each application for renewal of license of a standard broadcast, FM broadcast and television broad cast, and auxiliary broadcast station (remote pickup broadcast, broadcast STL, television pickup, television STL and television inter-city relay) shall be filed at least 90 days prior to the expiration date of the license sought to be renewed; and each application for renewal of license of a non-standard broadcast station shall be filed at least 60 days prior to the expiration date of the license sought to be renewed; and each application for renewal of license of a broadcast station shall be filed at least 90 days prior to the expiration date of the license sought to be renewed; and each application for renewal of license of an experimental broadcast station of 540 meters wavelength shall be filed at least 90 days prior to the expiration date of the license sought to be renewed; and each application for renewal of license of an auxiliary broadcast station shall be filed at most 90 days prior to the expiration date of the license sought to be renewed; and each application for renewal of license of a remote pickup broadcast station of 540 meters wavelength shall be filed at least 60 days prior to the expiration date of the license sought to be renewed.

Amend Sec. 3.620(a) as follows:

Delete paragraph (a) and substitute the following:

(a) Unless otherwise directed by the Commission each application for renewal of license of an FM broadcast station shall be filed at least 90 days prior to the expiration date of the license sought to be renewed; and each application for renewal of license of an auxiliary broadcast station shall be filed at least 90 days prior to the expiration date of the license sought to be renewed; and each application for renewal of license of an experimental broadcast station shall be filed at least 90 days prior to the expiration date of the license sought to be renewed.

(b) Whenever the Commission decides to apply for renewal of license a station is listed in Section 4.1 as being in the public interest, convenience or necessity for a hearing or investigation, and specifically so provides, an application for renewal of license shall be filed by the station no later than the 90th day prior to the expiration date unless otherwise directed by the Commission in its information currently required by Secs. 1.341-40, renewal license shall be by date and file number included in the application.

3. Amend Sec. 3.620 as follows:

Delete paragraph (a) and substitute the following:

(a) Unless otherwise directed by the Commission each application for renewal of license of a television station license shall be filed at least 90 days prior to the expiration date of the license sought to be renewed; and each application for renewal of license of a television station license shall be filed at least 90 days prior to the expiration date of the license sought to be renewed; each application for renewal of license of an experimental broadcast station shall be filed at least 90 days prior to the expiration date of the license sought to be renewed.

(b) Whenever the Commission decides to apply for renewal of license a station is listed in Section 4.1 as being in the public interest, convenience or necessity for a hearing or investigation, and specifically so provides, an application for renewal of license shall be filed by the station no later than the 90th day prior to the expiration date unless otherwise directed by the Commission in its information currently required by Secs. 1.341-40, renewal license shall be by date and file number included in the application.

4. Amend Sec. 4.30 as follows:

Sec. 4.30—Renewal of License—(a) Unless otherwise directed by the Commission each application for renewal of license of an auxiliary broadcast station shall be filed at least 90 days prior to the expiration date of the license sought to be renewed; and each application for renewal of license of an experimental broadcast station shall be filed at least 90 days prior to the expiration date of the license sought to be renewed.

(b) Whenever the Commission decides to apply for renewal of license a station is listed in Section 4.1 as being in the public interest, convenience or necessity for a hearing or investigation, and specifically so provides, an application for renewal of license shall be filed by the station no later than the 90th day prior to the expiration date unless otherwise directed by the Commission in its information currently required by Secs. 1.341-40, renewal license shall be by date and file number included in the application.

The phrases "station licensed" and "experimental station" are used interchangeably.

The 60-day requirement does not apply to amusements.

* Renewals of licenses will be granted for the period specified in the rule: (a) The first 60 days of the term of the license; (b) the remainder of the term of the license; and (c) in cases where it appears that the term of the license will be extended, the remainder of the term of the license.

(Continued on page 88)

**Richards' Case**

Way has been cleared for the FCC to render its long-awaited decision involving objections to the naming of the three G. A. Richards' stations.

Commission General Counsel last Monday filed proposed findings of fact and conclusion. In it was summed up arguments against license renewal. Mr. Richards, counsel for WJR Detroit and WGA Cleveland.

Richards' counsel earlier had filed its proposed findings [Broadcasting • Telecasting, May 14, 7], urging the dismissal of the proceedings and prompt license renewals.

The proposed findings, in accordance with FCC procedure, were filed with Trial Examiner James D. Cunningham, who will issue a proposed decision. It is on this decision that oral arguments will be heard by the FCC, sitting en banc.

In the 340-page document FCC General Counsel Benedict P. Contone reiterated charges that Mr. Richards' instructions to the three stations were "deliberately derogatory and biased," to which Mr. Richards "refused, as expressed by counsel," to take the stand in the course of the hearings. The brief declared that Mr. Richards' "many unsuccessful attempts to secure his qualifications as a broadcast station; ball games, late attendance at talk shows, and other activities of a strenuous nature" contradicted the claim that his physical condition made it impossible for him to testify personally.

"Further deception" was involved in transfer applications of April 18, 1949, Commission Counsel declared, saying that Mr. Richards' "poor health" and the need for elimination of responsibility were given as the reasons. However, FCC Counsel said there was no petition for dismissal of the transfer applications in which the applicants' counsel "asserted" filing the transfer was made because of Mr. Richards' "poor health." If the naming of trustees would obviate the necessity for protracted and expensive proceedings.

Commission General Counsel last Monday filed a 165-page motion to expunge as "scandalous, sham and frivolous" a motion from the record evidence (Continued on page 92)
POLLIO Dairy Products, New York (maker of ricotta and mozzarella Italian cheese), entered radio in 1949 in an effort to break a decline in sales precipitated by the grimly unfortunate similarity between the firm's name and the familiar term for the disease poliomyelitis which was alarming the country in that year.

The problem was a bitterly unique one, but its resolution is a happily unique tribute to the efficacy of radio. Today the company has not only recaptured its original market, but has actually increased its sales by 33%.

The first move of the Pollio Corp. was to change the established spelling of the company product to Polly-O. The next move was to enlist radio as the principal aid in re-establishing sponsor identification.

The outlet the firm chose was WHOM in New York, and the vehicle was a comedy dramatic feature, Due Comari, loosely translated, Two Busybodies. It is still being heard 7-7:15 p.m. seven times weekly, and is understood to have the highest rating of any Italian comedy show on the air.

The overall advertising budget for Pollio company is $87,000 which includes repackaging. At least $22,000 of that budget goes into radio, and $21,000 in a recipe book which is part of the radio promotion. The rest is divided into newspaper advertising, packaging, car cards, etc. The recipe book at a cost of ten cents, has been moving at the rate of 2,000 per week.

**Firm Founded By Pollio in 1899**

The history of the firm dates back to 1899 when Guiseppe Pollio came to America from Italy and began manufacturing cheese—ricotta, a clear white cheese, and mozzarella, a stretchy white cheese—in Coney Island. His equipment was the same as that used in his family a hundred years before—

* * *

The foursome most responsible for Pollio's sales success (l to r): Frank Porpora, Polly advertising manager; Fortune Pope, WHOM president; Joseph Pollio, general manager, Pollio Products; Alberto P. Gavasci, president APG Assoc. Adv.

an open fire, a tripod and pot, a long-handled ladle and a strong back.

Guiseppe Pollio's business thrived and when the founder died his son, Albert Pollio, took over and continued building the business and improving the products. Today the firm has six big plants in New York state; it has a rapid train-truck system of delivery that makes it possible for the continuous production of the highly perishable cheese and milk and butter which have been added to the line of products.

According to the New York State Dept. of Agriculture, the entire output of the state's Italian soft cheese industry totals about 16 million pounds per year. Sales of the ricotta and mozzarella by the Pollio Corp. amount to 8 million pounds, or half of the state's total output.

Late in 1949 the plague fell. The name Pollio began to assume its unfortunate association.

**APG Assoc. Faces Name Problem**

The problem was to take the name away yet retain identity. It was at this point that APG Assoc., New York, advertising agency took over.

Although it was the first Italian account for the agency, APG was equal to the problem.

Albert P. Gavasci, president, stepped in and immediately devised a parrot trade mark that tied in with a newly created name Polly-O. The name Pollio gradually is being played down on the package, and will eventually be eliminated.

Sales began to return almost immediately; the radio show on WHOM became a big hit, and Polly-O has emerged as a vigorous convalescent that licked a disease while it conquered new markets through the unmatched therapy of radio.
BROADCASTING Advertising Bureau's radio selling was presented to 120 Broadcasters Assn.'s BAB sales clinic.

The meeting, part of the two-day clinic Friday (see JMI story, page 32), was held at Indianapolis' Claypool Hotel, where a luncheon and evening cocktail party interspersed down-to-earth discussions of radio.

Radio's selling pitch was emphasized by BAB's hard-hitting sales trio—Director Hugh M. P. Higgins, President William B. Ryan, and LeRoy Hartman.

Miss Hart outlined a copy-minded radio plan as one step toward getting more retail business for stations. A good "radio salesman," she said, knows good copy and how to write it. He must do a real selling job for the advertiser, she said.

He should be able to tell the advertiser what his particular approach is, not wait until the advertiser tells him how the campaign should be handled. Principal reason the radio is to get customers into the store, and retailers must plan radio copy with the same care as for printed media, she explained. Radiologists are now realizing, if enough spots or saturation radio are used with the proper copy at the right time of day.

Mr. Higgins spoke of the "Selling Opportunity in Radio 1951." He said only 26% of U.S. families are television families, leaving 74% to radio. Therefore, he concluded, radio has a big sales job ahead.

Predicting that spot radio will be greater this year than in 1950, Mr. Higgins said the industry must

**NARTSR POST**

Flanagan Successor Sought

From a survey for a successor to T. F. Flanagan as chairman of the National Assn. of Radio and Television Station Representatives was authorized by the NARTSR Post Executive Committee.

Mr. Flanagan's illness was revealed to his doctors advised that he not return to his post as active head of the organization. Mr. Flanagan, managing director of the NARTSR at its formation in 1947, has been in ill health since last fall, and for that reason was forced to resign. He currently is recuperating at Sassafras, N.J.

The members, expressing deep regret that he will be unable to return to the helm, paid tribute to his work on national and broadcasting during the past four years.

Among the accomplishments they cited were his work on the Spot Rate Estimate, agency use; production of the "Spot Broadcasting Lets you Decide" presentation; creation of spot radio clinics, and service as spokesman for the spot broadcasting industry in a number of industry controversies.

NARTSR President Robert Meeker expressed hope that an announcement of Mr. Flanagan's successor can be made at the June 15 quarterly meeting.

**BAB SALES CLINIC**

***IBA Heats About Radio Selling***

Why, where, when, and what of broadcasters attending the Indiana last Thursday.

Affair which also featured a BMI meeting, was held to measure its selling power not only in Hoopertations and other research methods but take in all radio families, including the population of radio and auto radio.

The radio business, he told the broadcasters, has survived in spite of, not because of, radio research measurement.

**Beam ed Programs Urged**

He suggested stations beam programs to specific audiences, thus expanding and blanketing the particular advertiser's strata of influence, reaching new customers at the time listeners are engaged in certain activities (soap powder advertisers would want to reach the housewives, at about the time she was taking care of the family dishes).

Mr. Ryan told the broadcasters about industry letters on radio rates (see story, page 28), adding that BAB can do the job of selling radio "content and results" if given the funds. These are the basic values, Mr. Ryan said, rather than attempting to sell the medium on the basis of circulation or cost-per-thousand.

In a look at television's impact, Mr. Ryan forecast that advertisers would recognize that TV would not replace radio but would become another, distinct medium. But, he added, all broadcast media have a common enemy, that of rate reduction. This, he said, is where BAB can perform its proper function.

On the station level, Mr. Ryan called for efforts to sell "tune-in" primarily and public affairs, next—the wide-awake station promote every community public event, he asserted.

Presiding at the meeting was IBA's president, Dan Park, general sales manager, WIRE Indianapolis.

An IBA sales panel—"How Do You Sell Radio in Your Market" was participated in by Robert D. Enoch, WXLW Indianapolis, moderator; M. C. Johnson, WGL Fort Wayne; William F. Craig, WLBC Muncie; Dee O. Coe, WWCF Gary; John E. Atkinson, WHDU Anderson, and William Smith Jr., WIBW Bedford.

Next business meeting of IBA will be held in June, it was announced.

**ABC APPOINTMENTS**

Three Are Reassigned

**Mr. Stronach**

**Mr. Moore**

**Mr. Chapin**

**APPOINTMENTS of Alexander Stronach Jr. as ABC vice president for television; Slocum Chapin as vice president for television stations, and Richard A. Moore as acting manager of ABC’s Western Div. were announced Friday by Robert E. Kintner, president. The appointment of Mr. Stronach is effective immediately, those of Mr. Chapin and Mr. Moore are effective June 1 and June 15, respectively.
THREE of the four FM stations originating problems in Telecasting FM 4, last January on functional music broadcasting have indicated they are amending their contracts in accordance with a subsequent April 12 policy announcement by the Commission.

However, they have disagreed that "heep" operations are a violation of the law as contended in the April 12 policy statement by the Commission.

Further, they have advised FCC that a joint brief will be filed soon supporting their conclusions, that the main objection is the Court's perceived right until hearing can be held on the general issues. The dozen other functional music FM stations about the country are expected to join in the presentation.

The application, filed May 4, announced its policy statement also would apply to all FM stations in a such operation. A response deadline of March 12 was specified for the reply.

Sam S. Miller of Cohn & Marks, counsel for WRLD (FM) Miami Beach, said the Commission in its decision on April 12 proposed to amend its contract with Twin City Sound System Inc. to eliminate any understanding that WRLD has obligated itself to operate as a station in accordance with the further order, it said the station will also eliminate any reference to programming.

The revised contract will contain no agreement for transmission of planned music, so that renunciation received "cannot constitute considered recommendation" material. The station's opinion.

"Also, the station's opinions that it is the public interest for the station to be able to advertise and to continue to advertise and to continue to operate as a station in accordance with its rights to operate as a station in accordance with its own wishes and desires," the court said.

The court noted that "this is not the rule that the successful applicant had not qualified as to character. Continued compliance with the Commission and plans as the extent of further advanced was said, however, that this should not be a determining factor as against a rival also well qualified in numerous respects."

The court also upheld the Commission's views on "efficient use of the designated frequency as well as operating policies."

Accepted was the FCC policy that preferred non-newspaper ownership in a comparative case, all other things being equal, so as to provide wider diversity of control of mass communications within a community.

The court noted that "this is not to say a permit should be withheld from an applicant because he is otherwise engaged in the dissemination of news." However, the rule was left open to the Commission may let its judgment be influenced "to promote diversity."

Script-Howard Radio is owned and controlled by the same interests that have the "Cleveland Plain Dealer."
1 gets you 5

in Michigan . . .
you can sell 5 major markets with one station.

WJIM-TV’s exclusive coverage of Lansing, Saginaw, Flint, Jackson and Battle Creek offers advertisers rich potential for sales-getting . . . an area with a million people doing a billion-and-a-half in retail sales.

And WJIM-TV offers the best in programming as primary outlet for all four major television networks.

For full details on WJIM-TV and WJIM consult H-R REPRESENTATIVES, INC.
Haverlin Tells WBA Of BMI Plan

CARL HAVERLIN, president of BMI, speaking before 100 Wisconsin Broadcasters Assn. members meeting in Milwaukee May 16, announced a BMI for high school and college students. The contest, he said, would be sponsored annually in each state by the respective state broadcaster associations.

Wisconsin broadcasters adopted the plan "unanimously and enthusiastically" and set up prizes totaling $1,000. Ben Laird, WBA president and publisher, adopted the plan and made a contribution of $500 per year for three years in his own name, and also contributed $500 toward the $1,000 to be put up by the association for the first year of the contest, which begins in September and closes in June 1952.

The broadcasters present also adopted a BMI suggestion that contestants who are young composers be used on their program schedules from time to time.

Milwaukee clinic was one of a three-state series held by BMI last week in Illinois, Indiana and Wisconsin. Mr. Haverlin, with Robert J. Burton, vice president in charge of publisher relations; Glenn Dolberg, director of station relations, and Burt Squire, Chicago field representative and clinic chairman, carried the sessions to the state meeting Tuesday, Wednesday and Friday, attracting a total attendance of about 250 station men.

The current series of clinics was sponsored in each instance by state broadcasting associations and their presidents—Ray Livesey, president, WLBT Mattoon, Ill.; Daniel Park, manager, WBBM Indianapolis, and Mr. Laird.

The current series of clinics was sponsored in each instance by state broadcasting associations and their presidents—Ray Livesey, president, WLBT Mattoon, Ill.; Daniel Park, manager, WBBM Indianapolis, and Mr. Laird.

Speakers of the three-state circuit included:

Mr. Dolberg, discussing "Your Program Clinic—Hommers Comes to the Mountain" and "Power-house of Programming, The Music Library"; John Butler, manager, WEB Atlanta, "Let's Get Out of Radio's Dust Bowl!"; Al Morey, director of program sales, WBML Chicago, "Radio's Third Phase"; Mr. Burton, "History and Application of Copyright Law."


In Springfield and Milwaukee, Homer Heck, program manager for NBC Chicago, outlined "What Management Expects From Its Program Department." The same topic was handled in Indianapolis by William McGuiness, commercial manager of WGN Chicago.

The same roster of speakers will appear today at the U. of Michigan in Ann Arbor, with two exceptions. Ben Laird will talk on "What Management Expects of Its Program Department" and J. Harold Bryan, vice president and treasurer of the Fort Industry Co., will explain "Why Program Sales and Front Office Must Work Together." Call to order will be given by Edward Gaughen, president, WPAG Ann Arbor and of the Michigan Assn. of Broadcasters.

FRIEDHEIM NAMED

World General Manager

APPOINTMENT of Robert W. Friedheim to the new position of general manager of World Broadcasting System was announced last Thursday by John W. Sinn, president of the transcription, program and features firm. Mr. Friedheim, 42, has been with WBS since February 1948, when he joined the organization as sales manager. His appointment as general manager is effective immediately.

Before joining World, he was with NBC for 13 years, attaining the position of director of radio recordings. He left this post to join World. He had previously served with WMHD Joplin, Mo., and the Joplin Globe and News-Herald.

BASEBALL SUIT

WFIN-FM Cites Clubs

HEARING will be held today (Monday) in U. S. District Court, Toledo, on petition of WFIN-FM Findlay, Ohio, for an injunction to keep the Lima, Cleveland and Philadelphia Phillies baseball teams from preventing game broadcasts over the station on nights when the Lima club is playing at home.

Findlay is 33 miles from Lima but under Rule 1-d of organized baseball, clubs can stop broadcasts of major league games within a radius of 50 miles when teams are playing at home. The rule had not been invoked against the Findlay station prior to this year. Lima's team is a farm club of the Phillies.

Federal Judge Frank Kiech, after receiving the WFIN-FM petition last week, set hearing May 21 on petition for preliminary as well as permanent injunction.

Antenna Rules

FCC last week amended Parts 9, 10, 11, 12, 16, 19 and 20 of its Rules and Regulations to conform with the provisions of the new Part 17, Rules Governing the Construction, Marking and Lighting of Antenna Towers and Supporting Structures, which became effective Feb. 15.

LATEST HOOPER REPORT SHOWS:

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

*and we're gaining there, too.

Mon. thru Fri.
8 A.M. to 12 Noon

WBNS
53.1

Mon. thru Fri.
12 Noon — 6 P.M.

WBNS
41.4

Mon. thru Fri.
6 P.M. — 10:30 P.M.

WBNS
22.8

Sun. 12 Noon — 6 P.M.

WBNS
32.3

Previous report showed WBNS with 17%

Sun. thru Sat. Eve.

WBNS
43.9

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

Page 32 • May 21, 1951
Disc Jockey Contest Ends
With Bob Neal Out in Front
And We Give You Our Word, Folks, Never Will We
Get Ourselves Involved In Such A Mess
Of U. S. Postal Cards Again

By MIKE McGEE

WELL, folks, it's all over. And we swear by the
Koran that never, never, never, never will we start
such a thing as a disc jockey contest again.

A total of 54,104 votes were assembled among entries in the race.

And now for the final results:
Bob Neal of WMPS 11,887
Runner-up 8,011
Hal Benson of WMPS 7,786
Fourth place 7,709
Fifth Hugh Cherry of WMPS 5,161

Each week-day from 5 to 8 A.M., Bob conducts the “Bob Neal Farm,” a blend of music, news and farm data that has made him the Mid-South’s outstanding radio personality.

Proof again that the WMPS policy of programming gives every advertiser a winning ticket at the pay-off window. Yes, it's WMPS for showmanship, acceptance, results!
SPORTS STIMULUS

TELEVISION, by introducing viewers to sports new to them and inculcating their desire to go out and see it in person, in the long run is a stimulus rather than a deterrent to athletic box office receipts, according to a survey made in February for WPIX (TV) New York.

Made to determine the effect of TV set ownership on the New York sports fan, the study was conducted by Hewitt, Ogilvy, Benson & Mather, New York advertising agency. Questionnaires were mailed to 2,000 persons who had written WPIX for Madison Square Garden score cards offered by the station. Answers were received from 1,116 (56%), all TV set owners and all presumably sports fans.

Asked "Have you seen any sport for the first time on television?" 81% replied "yes," with 40% of this group reporting that TV gave them their first look at wrestling, 35% at the roller derby, 29% at hockey, 29% at track, 21% at tennis and so on down through boxing (15%) and basketball (11%) to swimming events and baseball (3% each).

Potential Patrons

Of those who had first seen a sport on TV, 37% stated that following their video introduction they had actually attended this new sport and another 42% expressed the wish to attend it. In other words, eight out of ten persons who first view a sport on television become potential paying patrons of that sport.

Basketball games were attended by 60% of those who first saw one on TV, with another 30% desiring to go to them, according to a breakdown of the replies to a query as to what sports first seen on TV the respondent had actually been to. The report was as follows:

<table>
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<th>Sport</th>
<th>Number</th>
<th>% of People Attended</th>
<th>% of Viewed TV</th>
<th>% of Non-Viewers Attended</th>
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<td>30</td>
<td>10</td>
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<td>24</td>
</tr>
</tbody>
</table>

Like other surveys, the WPIX one found that attendance at sporting events increased with the length of time a TV set has been in the home. Among those who said they had gone to Madison Square Garden during the past year (78% of the total) were 64% of those who had owned a TV set six months or less; 76% of the seven-to-12-month set owners; 79% of those whose sets were 18 months old; 85% of those owning sets for 19-23 months and 84% whose sets are two years old or older.

 Asked whether they would rather attend or watch on TV a list of sports, most of the respondents said they would rather attend baseball (83%), basketball (61%) and hockey (61%), while 68% said they preferred to watch boxing at home via TV. Preference for attendance was least among those who had owned sets for a year or less, increasing with the length of TV ownership.

High cost of admissions and ability to see the events at home on TV ranked evenly as the main reason for the respondents’ failure to go. Lack of interest in the teams playing was given by 17% as their chief reason for not visiting the Garden more frequently—40% of the answers going to each of those causes. Lack of interest in the teams playing was given by 17% as their chief reason for not visiting the Garden more frequently, while 14% said the Garden was inconveniently located for them.

Football Revolt?

(Continued from page 28)

State Legislature was scared out of adopting a resolution favoring telecasting of U. of Oklahoma games, according to Mr. Jordan. Big Seven officials convinced the Legislature that not a single team would play the U. of Oklahoma if the resolution was adopted.

With Georgia Tech’s New York alumni taking the lead in open defiance of NCAA, other alumni groups are expected to go into the situation. Alumni opposition to the NCAA plan is based on the desire to see games they are unable to attend; recognition of the promotional value of the alma mater, as well as financial benefits from the sale of rights, and resentment of any efforts to take away the alma mater’s right to make its own negotiations for its own properties.

One of the Big Seven colleges, Missouri, is on record at the FCC as desiring to sell telecasts of its football and basketball games commercially in connection with proposed operation of a part-commercial TV station.

The NCAA football proposal was a case "of hasty action born of fear of the novelty effect of TV," Mr. Jordan told the Georgia Tech Club of New York, "It certainly has no basis in long-range thinking." He said football, most widely telecast of any spectator sport, had a rising attendance and income record up to 1950, when a slight drop of 4% was noted. This was only 0.3% below the 1947-48 average though it occurred at a time when male student enrollment was off nearly 10%.

Illustrating his claim that TV cuts down the gate to some extent in the early months of a set's ownership, he said game telecasts over an 11-year period in the area with highest (70%) saturation of Phiadelphia—had effect

(Continued on page 58)

WPIX Surveys TV Effect

Would you believe it...

if your grocer or butcher told you he was going to give you 34% more groceries or meat today for your money than he did five years ago?

Chances are, you’d think he was a little fuzzy in his upper story.

However, your advertising dollars on WGN are worth more than ever before. Your time costs on WGN are the same today as they were five years ago... and the number of radio homes in WGN's coverage area has increased 34% since 1946.*

Still the best media buy... WGN.

*Nielsen Radio Index

A Clear Channel Station ...

Chicago II
Illinois
50,000 Watts
720
On Your Dial

Serving the Middle West

Eastern Sales Office: 226 East 2nd Street, New York 17, N. Y.
Western Representatives: Koenen and Eckelberg
630 S. Van Ness Ave., Los Angeles 5 • 235 Montgomery St., San Francisco 4
710 Lewis Blvd., 233 3W Oak St., Portland 6

Page 34 • May 21, 1951

BROADCASTING • Telecasting
one of america's leading independents announces the appointment of

the bolling company

exclusive national representatives effective june 1, 1951
FAUST QUITS S&S Executive Joins Biserne

HOLMAN FAUST, account executive at Schwimmer & Scott agency, Chicago, and former vice president of the Mitchell-Faust advertising agency, same city, has joined Biserne Adv. Co. as executive vice president and partner. The 50-year-old Chicago agency has a lengthy list of professional and ethical accounts, including Sunway Vitamin Co., Chicago, which sponsors radio spots nationally.

Mr. Faust will build the radio and television department. Associated with Schwimmer & Scott since Mitchell-Faust was merged with it in November 1949, Mr. Faust has been an agency and radio-television executive since 1931, when he joined the latter agency.

Radio Repair ‘Freeze’

RADIO repair shops were virtually frozen in prices charged for services under regulations placed into effect last Thursday by the District of Columbia Office of Price Stabilization.

This new PULSE survey tells the Daytime Story in Waterbury, Connecticut

Ask your Avery-Knodel man for the good news about.

WBRY

CBS and 5000 watts in Waterbury, Connecticut
Here's WOAI coverage and cost for which the ANA recommends a 5% decrease—

<table>
<thead>
<tr>
<th></th>
<th>1942</th>
<th>1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Families</td>
<td>349,610*</td>
<td>767,365**</td>
</tr>
<tr>
<td>Minus TV Families</td>
<td></td>
<td>41,500***</td>
</tr>
<tr>
<td>(on the basis used by the ANA)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net &quot;Radio-only&quot; Families</td>
<td>349,610</td>
<td>725,865</td>
</tr>
<tr>
<td>Basic hour rate (network)</td>
<td>$300.</td>
<td>$340.</td>
</tr>
<tr>
<td>% Increase radio families...</td>
<td>+108%</td>
<td></td>
</tr>
<tr>
<td>% Increase hour rate.........</td>
<td>+13%</td>
<td></td>
</tr>
<tr>
<td>If rate were adjusted to audience increase, WOAI'S rate should be...</td>
<td>$624</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%
The question of "continuing interest in and complete support of the radio medium," and of BAB, was put bluntly to the four networks in a letter.

In a letter to the president of each, the committee reported that it appears there is a wide-spread feeling on the part of many in the industry that affiliating with some major radio networks no longer have a vital interest in AM radio.

The committee believes this to be true," the letter continued. "We know of your recent activities in radio promotion and research. Yet the network rate cut, in the face of all the facts, is difficult to rationalize.

"The failure of the networks to strongly support BAB is also extremely hard for the broadcasters to understand. BAB was organised by all segments of the industry as a medium for the promotion and development of radio, the committee observed that "such a statement should have a salutary effect on our industry."

"The committee respectfully urges you to reply to this letter as promptly as possible and to make your reply public, as we are doing with this letter to you," the letters said.

The letter to the networks and the report to affiliates were released Friday.

The letter to ANA members, being released today (Monday), told the advertisers that the committee, "as representatives of that great majority, including you, our gentlemen have used to build your companies to their present eminence, wishes to take stock with you."

If the ANA's report on radio rates in TV markets were put into effect, the committee said, "it is extremely doubtful that any national network could exist, nor could good individual radio stations continue to operate in television markets." Rate 'Negligence'

Professing "negligence" in the radio industry failure to raise rates through the years "to keep pace with the increased impact of our medium," the committee asked for voluntary, dispassionate examination of "our positions—yours as a buyer and ours as a seller; in the mutual venture of radio."

The letter concluded:

Radio, as you gentlemen know, is the only medium to which 95% of the homes in America subscribe. It's still growing. Radio stations were sold—and as of this very day radio distributors in 36 areas—many of them television centers—report radio receiver demand in excess of supply.

We know everyone will buy as cheaply as he can, and that we understand. Overseas, competitive, upward bidding for name talent, both by advertisers and networks, initially caused the hike to break, but will you try to break our four fertile fields in radio flooded?

The committee said that radio apparently has "missed the boat" in its expenditures of "tens of millions," in research and promotion, because "it would seem that you now think radio is priced too high."

"Actually, the letter said, radio "has been, and still is, under priced both in relation to other media and also on the basis of returns."

The committee suggested that "perhaps the thing you have failed to furnish you detailed data. Compared to our Hooper, Nielsen, Pulse, Conlan, Radiodear, Crooley, ARB and all the rest, the elemental pattern of Audit Bureau of Circulation (which you seemingly accept without question) is child's play. Gentleman, it is known that these newspaper and magazine readership studies, but some most of these must be marked 'classified,' since very few see broad daylight."

"A frenzy" of newspapers upon the advent of radio was compared with the current excitement over TV's effects. Like radio, the committee said, "TV, too, will take its orderly place in the scheme of advertising media."

Cite Investment

It was pointed out that advertisers "have a stack of blue chips in radio (1960: $450 million)," and that therefore "we know you really believe in the medium as we do. So, away with these hobbles and skirmishes that have had serious results for both of us, and, if pursued, might well be ruinous."

"We . . . believe that radio, far from being on the down grade, is only on the threshold of its greatest usefulness—We feel that you have been practically blind to it. Only together can we make that greater usefulness a reality."

"We will welcome an opportunity to speak with any group you designate for a full exploration of this subject."

When the Affiliates Committee convened, some 200 stations had volunteered their support — and about $13,000. Telegrams were sent out Tuesday to affiliates who had not responded, and by Thursday 150 additional replies had been reported. The committee's report, called it an "eruption of support."

"The final results will not be available for several days," the report said, but "the committee is more than ever convinced there are fields in which it should and can operate to the lasting benefit of stations, networks, and the entire radio industry."

Only four of the responses to Tuesday's telegrams failed to offer moral and financial support to the committee.

Reviewing its letters to the networks and ANA, and inviting ideas from individual affiliates, the com-
THIS SLOW-BURN HELPS MAKE STEEL FASTER

These pictures show three things being done to speed up the production of steel in America. More than 200 steel companies and more than 600,000 people are at work helping our country to out-produce the rest of the world. Here are some interesting things they are doing:

1 TOAST FOR A BLAST-FURNACE: This machine mixes powdered iron ore with coal, then passes it through a flaming oven. The result is a supply of porous lumps of fused ore that greatly improve production when fed to a blast furnace. Ore supply is stretched because ores with lower percentages of iron can be used.

2 THE SMOKE GOES DOWN AND AROUND: Picture shows construction of a new blast furnace, with "washer" for stack gases. Besides reducing air pollution, such a washer captures tiny particles of flue dust to be caked for re-use as "iron ore".

3 STEEL FOR TIN CANS AT 28 M.P.H.: That's how fast a strip of steel receives its coating of tin in this electrolytic plating machine.

New ideas and new machines soon will have upped American steel capacity 24 million tons (1948 to end of 1952) to a total of 117,500,000 tons. America has more steel mills, more machines than all the rest of the world, but her greatest asset is her productive capacity. If you want to know more about the tradition of "licking the impossible" in American steel production, write for the reprint from STEELWAYS magazine, "Joe (the Magnificent) Magarac." American Iron and Steel Institute, 350 Fifth Avenue, New York 1, N. Y.
The latest Pulse of Birmingham proves once again that WAPI news is hot news for advertisers. It shows that WAPI broadcasts eight out of the top ten news programs, day and night, Monday through Friday. 

Best

Best is the word for WAPI news. And for WAPI's star newscasters. Newsmen like CBS' Edward R. Murrow (12.9 rating) and WAPI's Lionel Baxter (9.0 rating; 5:30-5:45 p.m., Monday through Friday). 

news

News and more news is what Alabama listeners demand. Which makes WAPI news great news for you, too. Because all Alabama is booming with new industry and loaded with spending money.

In cases where WAPI quarter-hour news shows compete with other local programs, Pulse shows WAPI news always gets a higher rating. You get a bigger audience (more customers) when you choose WAPI news. 

Alabama

Alabama-bound advertisers who know a good buy when they see one should look in on WAPI and get the news. For complete details and availability, get in touch with the nearest Radio Sales office or...

WAPI
"The Voice of Alabama"
CBS in Birmingham
Represented by Radio Sales

WAGE Syracuse was the scene of a sales meeting attended by station executives and representatives of the L. Taylor Co., New York and Chicago offices May 5. Playing host was William T. Lane (seated, second r), WAGE general manager. Seated (l to r) Stuart M. Kelly, William T. Rich, Botes Halkey, Lloyd George Venard, Irving Gross, O. L. Taylor Co. New York office; Mr. Lane; Aaron Bockwinkel, WAGE general sales manager. Standing—Lloyd Walsh, merchandising manager; Jack Drisko, production department; Carl Sifer, musical director; Lou Parmentier, sales staff; Don Longham, chief engineer, all WAGE; Robert J. Feinbl, Taylor Chicago office; Gordon Alderman, program director; Truman Rice, production department; Art Knorr, sales staff; Peg Morris and Norma L. Lane, sales and executive secretaries; Olga Guercio, continuity writer.

Neubert Cites Radio's Pull

Neubert cites the case of Schumeman's in St. Paul, which sold $1,875 worth of radio's pull.

The overall average results from the first 50 tests show that 25.6% of the customers who evinced interest in the test merchandise were drawn to the store by radio alone; 21.7% of the customers were attracted by newspaper advertising alone; 7.8% were influenced by both media, and 44.8% had miscellaneous other reasons for coming in to look at the test items.

In 72% of the tests radio actually out-pulled newspaper in the number of customers it produced per advertising dollar spent. In the balance of the tests radio

CONTINUED ON PAGE 89

THE BEST COSTS LESS

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATS OF SELLING POWER
The 178-million horsepower in mechanical energy of oil-powered tractors, trucks, and engines on American farms today exceeds all power in American factories, and is twice that on farms only ten years ago. In that period it has boosted farm output per man hour about 50 per cent.

This mechanical energy is one of the big reasons why the U.S., with fewer farm workers in action, now normally produces 40 per cent more than in the best bumper crop years up to 1940.

This oil-powered energy serves farmers and the nation in many other ways. It has released for food production 15 million acres formerly required to produce feed for horses and mules. It has speeded the spread of stubble-mulching, contouring, strip-cropping, and other soil-conservation practices. Its contribution to the extension of grassland farming helps open up a potential of hundreds of millions of depleted acres that may be restored to productivity.

Other examples of the inter-relation of oil and farming for the good of the nation include the role played by petroleum in the control of weeds. Petroleum chemicals in the form of fertilizers improve the productivity of soils. Insecticides help protect plants, animals, and human beings. Rust preventives conserve farm machines and equipment. Cooking, water heating, refrigeration, space heating, and various power duties are among the farm uses for liquefied petroleum gas in many areas.

America's thousands of privately-managed oil companies, striving to outdistance each other in improving current products and development of new products, have helped the American farmer in countless ways. These contributions combine with a host of others in many related fields in science, research, and industry to give American agriculture a productive strength unapproached throughout the rest of the world.

* * * * * *

If you would like further information about the oil industry and its operations, please write to me.

[Signature]

Department of Information
American Petroleum Institute
50 West 50th Street
New York 20, New York
NETWORK SHOWS

More Programs Sponsored

GAINS in the number of sponsored programs on both radio and television networks were reported last week in the new quarterly edition of The FACTuary, published by Executives Radio - TV Service, Larchmont, N. Y.

The report showed sponsored programs on radio networks numbered 224 as of May 1 while those on television networks totaled 165. By comparison, the totals on Feb. 1 were 214 sponsored radio network shows and 159 on television networks.

The report also showed 163 TV networks sponsors as against 129 radio network advertisers. The number of advertising agencies currently handling radio network accounts was placed at 81; those handling TV network accounts, 86.

JUDGES for the National Essay Contest sponsored by the Advertising Federation of America are (1 to r) Dr. Charles M. Edwards, dean, School of Retailing, New York U.; Joe R. Dyke, Young & Rubicam Inc.; Helen Valonce, editor-in-chief, Charm magazine; William C. Gittinger, vice president, CBS, and J. F. Oberwinder, president, D'Arcy Advertising Co. and judges chairman.

The judges met in New York to select national winners. Top award, $500 and all expenses to the AFA 47th annual convention in St. Louis, will be presented to the winner at the convention on June 11. Second award is $200 and certificate; third, $100 and certificate.

18 of the 20 top-rated programs are on CBS

... and in Buffalo

CBS is WGR

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick

I. R. ("Ike") Lowensberry

SCAAAA MEETING

Radio, TV To Share Honors

Radio and television will share top honors at the first annual two-day conference of the Southern California Advertising Agencies Assn., to be held May 25-26 at Rancho Santa Fe (Calif.) Inn.

Roundtable discussions in each medium will be featured, the television panel to be held the first day of the sessions; radio panel, the second.

Participating in the TV session will be Robert F. Laws, sales manager, ABC-TV, Los Angeles, whose subject will be "New Developments in TV Circulation, Impact, Advertising and Usefulness"; Richard L. Linkroom, director, CBS-TV Hollywood; "How to Improve Your Commercials for Specific Classes of Products"; Wes Turner, president, Western Co., TV engineering consultant, "What You Should Know About the Technical Side"; MacGregor Radie, sales representative, KNBH (TV) Hollywood, "Making and Keeping Peace With the Continuity Editor"; Seymour Klose, art director, KTTR (TV) Los Angeles, "How the Art Director Can Help"; Charles B. Brown, director of TV sales, Bing Crosby Enterprises, Los Angeles, "Why and How to Use Films"; Haan J. Tyler, manager, KF-TV Los Angeles, will be panel chairman.


Main speaker of the two-day conference will be Russell S. Barnes, director, Bureau of Advertising, New York, Raymond B. Gate, president, Clarence J. Juneau Adv. and SCAAAA president, will preside.

Robert Brethauer

ROBERT E. BRETHAUER, 38, timebuyer at J. Walter Thompson, Chicago, died May 11, after a serious illness. He had worked at JWT since January, when he left an ABC Chicago network sales post. Mr. Brethauer joined ABC in 1945 in network sales service, and worked as assistant manager and manager until 1949 when he was named network salesman for the Minneapolis area. He was a chief petty officer in the Navy, serving in the states and the Pacific during the war, and was a graduate of Central YMCA College and Loyola U., Chicago.

His widow survives.
The Carl de Suze Show... favorite radio fare for thousands of New Englanders each morning from 8:00 to 8:30... keeps moving merchandise for a growing list of participating sponsors! As this letter shows, the Smith House is one of them... an important example, because this advertiser sells both service and merchandise. Important, too, are Carl de Suze's frequent public appearances... not only in Boston but in five New England states. For details, check WBZ or Free & Peters.
Selling Radio!

Radio is operating at a record level but requires an aggressive selling campaign to answer its detractors, according to C.L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia.

Addressing the Georgia Tech Club in New York last Tuesday, Mr. Jordan chided broadcasters who have a defeatist attitude (see story this issue).

"Radio, in 1951, has more stations, more sets in more homes and more advertisers using it than ever before in its history," Mr. Jordan said. "Certainly, from that background can come a vital new promotion program for the industry."

Regarding the upward trend in radio set sales during the last two years, he recalled that sales are now at an all-time high rate. As to TV's impact on broadcasting, he said: "A defeatist attitude based on novelty effect, whether in radio, sports or general entertainment, is a much more serious enemy than television itself."

"Our great industries are built by confident, courageous promotion. A new competitor usually is a spur to new, aggressive thinking-and often to new expansion for both. When radio skyrocketed to national visibility, many people thought it would mean the end of home phonographs and record sales. Who would buy them-when you could get plenty of music free by just turning a dial?" Victor Promotion

Mr. Jordan reminded that Victor record sales dropped but the company employed new promotion tactics and soon was breaking sales records. He said 1950, TV's big year, also was a record year for total daily newspaper circulation. "Nearly everybody predicted television was sure to destroy radio," Mr. Jordan continued. "And, I am sorry to say, a lot of the important factors in radio were leading the funeral procession."

"No one questions the fact that television cuts into radio listening. That has been clear in every study. "But the blackest picture I ever have seen painted still showed radio listening more than two hours a day in homes with television. That's more time than is spent reading newspapers, or magazines, or books. In fact, it is still the largest amount of time spent on any form of recreation except television itself."

"And the millions of homes without TV still listen to radio more than four hours a day. That doesn't sound like a sick industry to me."

"Neither do the cold, hard facts of radio's growth."

"More radio stations have been built in the last five years than in the 25 years prior to television. The number of radios in operation hit an all-time high in 1950. Fifty-four million new radios have been sold while TV was selling 10 million new sets."

Mr. Jordan saw a serious problem in radio's "old static measurement of audience ratings and domination by big-name network programs," making it vulnerable to television. "On the other hand," he said, "if radio developed its full potential it could offer many more advertisers the lowest cost of reaching people of any form of mass communication."

R. D. VALENTINE
WQXR Chief Engineer Dies

Russell D. Valentine, 51, chief engineer of WQXR-AM-FM New York, and pioneer radio technician, died last Tuesday at his home in Queens, New York, after a long illness.

A member of the station's technical staff since 1929, when it was known as W2XR, he had served as its chief engineer when the station became WQXR in 1936. He was credited with building the station's 1 kW and 10 kW transmitters at Maspeth, L. I., and with the technical layout of its modern control rooms and studio, completed last year.

He had participated in the experiments out of which developed high-fidelity broadcasting, beginning as "ham" operator in 1914, and adding each new invention to a transmitter he had built for his own use. A member of the American Amateur Relay League, he had received its WAC and AARL certificates.

Born in Woodbridge, N. J., where he attended public schools, Mr. Valentine later studied radio at Columbia U. He is survived by his widow, Martha; Mrs. Ruth Chase of St. Mary's City, Md.; and three brothers, Irving R. of Conneaut, Ohio; Earl of New Haven, Conn.; and Leroy of Sayre, N. J. Burial Friday was at Alpine Cemetery, Perth Amboy, N. J.

Ad Agency Task Force

Volunteer task force advertising agency for the Advertising Council's new Industrial Steel Scrap campaign will be the James Thomas Chirurg Co., Boston and New York, the Council announced last week. Howard G. Sawyer, Chirurg copy director, has been named supervisor of all campaign advertising materials. The campaign is being undertaken at the request of the National Production Authority and the American Iron & Steel Institute's Iron and Steel Scrap Committee.
"That's right.... church closed"

"No, this didn't happen in a communist country.
"Happened right here in town. We'd just gotten home from a motor trip and, of course, hadn't heard what happened.
"Been going to that church about fifteen years, so what a shock it was when Officer Povey stopped us at the door. 'That's right,' he told us, 'I said church closed!'"

"Then he explained. There'd been a fire in the church the day before and he was shooing folks over to the Guild Hall for services. Mary and I looked at each other ... then grinned. We'd both had the same crazy idea that the State had taken over the churches.

"That night Bill and Edna Johnson dropped in for TV. We told them what happened at the church. And about the crazy idea we had. But Bill asked, was it so crazy? Then he pointed out that it had happened in other countries. So we all got talking real serious.

"All week I've had it on my mind ... suppose we had no Freedom here? Suppose the State took over religion, the press and professions like music, medicine and art? Suppose they took over industry and made me work where I didn't want to? Suppose they took over our house? And suppose, on election day, we had our choice of one candidate?

"Maybe I don't run my life perfectly but I sure wouldn't want the State to run it for me! Y'know, every Thanksgiving we give thanks for the good things we have ... all of which add up to Freedom. So why shouldn't we all be just as thankful the other 364 days, too?"

REPUBLIC STEEL
Republic Building, Cleveland 1, Ohio

"Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free ... an America whose vast Agricultural Industry is unsurpassed. And through Agriculture, Republic serves America. Republic produces quality steels for all industries and much of it can be found in thousands of agricultural tools and equipment for field, pasture and farmstead. Thus, Republic works with the farmer to help keep America the best fed nation on earth."

May 21, 1951 * Page 45
LLOYD V. BECKER

WITH out-of-court settlements being agreed upon and thus eliminating a legal contest, the 27-word will of Thomas Stewart Lee, heir to the late Don Lee's broadcasting and automobile distributing fortune, was admitted to probate in Los Angeles Superior Court last Tuesday.

He left his entire estate of more than $8 million to an uncle-by-marriage, R. Dwight Merrill, 81, Seattle lumberman.

Mrs. Nora S. Patee, maternal aunt of Thomas Lee, who had attacked the validity of the will [BROADCASTING * TELECASTING, Feb. 27, 1949], dismissed her contest and is to receive "a certain percentage" of his estate, according to attorneys, who declined to be more specific.

Settlements also were reached with the late Don Lee's two adopted daughters, Mrs. Christine L. Reiber of Metuchen, N. J., and Mrs. Elizabeth L. Frey of West Los Angeles. Lawyers representing the sisters, while not revealing settlement terms, declared they involved "a specific sum." Before the estate is distributed, terms of settlement must be made a matter of public record.

Willet Brown, president of Don Lee Broadcasting System and lifelong friend of Tommy Lee, is to appear in probate court to testify as to authenticity of the will, dated Sept. 6, 1934. The document is in Tommy Lee's own handwriting.

Taxes and administrative expenses have reduced the value of the estate from $12,786,944.45 to $8,094,170.40.

The figures were furnished to the Superior Court in the first account filed by Los Angeles Public Administrator Ben H. Brown.

Mr. Brown's account shows the estate was charged $4.5 million for federal estate taxes by the Collector of Internal Revenue. Other taxes, administrative expenses and claims honored, the account also disclosed, totaled $132,774.05 from the date of Thomas Lee's death, Jan. 13, 1950, to April 1, 1951.

U. S. POPULATION

July Estimate Up 542,639

ESTIMATED population of the United States as of July 1, 1950 was 151,240,000, compared to the 1950 decennial census figure of 150,587,561. The decennial census was taken in April 1950.

Estimates of total and civilian population by regions, divisions and states were made public by the U. S. Census Bureau. Amount of change and percentage are shown for both population counts.

The mid-1950 figures are comparable with the annual July 1 population figures released by the bureau. Factors included in the estimates are births, deaths, civilian migration along with loss and gain due to the armed forces.

WHEN SPRING thaws and ice jams caused the Sioux River to overflow its banks, KELO Sioux Falls covered flood areas by jeep, plane, boat and, wherever possible, by foot. Through personal observation, taped word-pictures and interviews, KELO was able to give full flood coverage April 5-7. In addition to its flood coverage, KELO assisted the Red Cross and municipal authorities in instructing residents prior to and during evacuations above (1 to 9). L. I. D. Cameron, L. C. Henley, a rescue worker, is comparing notes with Evans A. Nold, KELO station manager, and Dean Montgomery, KELO newscaster, to whom much of the credit went for KELO's coverage.

CBS PACKAGE

Wrigley Buys Six Shows

CBS PACKAGE of six shows will be sponsored by the William Wrig- ley Jr. Co., Chicago, during the summer takes the air July 3 with the broadcast of Pursuit. Products which will be advertised on the programs are being set now by the agency, Arthur Meyerhoff, also Chicago.

The entire package, similar to that purchased by the same concern on CBS last year in a saturation plan, is as follows: Pursuit, from July 3 to Aug. 21, Tuesday, 8:30-9:30 p.m. CDT; Lineup, July 5-Aug. 16, Thursday, 8:30-10 p.m. CDT; Tune-Up, July 7-July 26, Saturday, 7:30-8:30 p.m. CDT; Victory Is My Beat, July 8-Aug. 12, Sunday, 8:30-9:30 p.m. CDT; Romance, July 16-Aug. 20, Monday, 8:30-9:30 p.m. CDT, and Your's Truly, Johnny Dollar, July 18-Aug. 15, Wednesday, 8-9:30 p.m. CDT.

L. A. OUTLETS

AFRA Opens Negotiations

NEGOTIATIONS started May 14 between the Los Angeles local of AFRA and 13 local independent stations on the re-opening of contracts covering staff announcers [BROADCASTING * TELECASTING, May 14].

The union seeks cost-of-living increases for announcers in accordance with a present contract clause that allows re-opening of the contract in the event of a 10 point rise in the cost of living. Meeting with AFRA was KFAG KFWB KPVT KMPC KGMI KRRD KLAC Los Angeles, KXLK KWJK KALI Pasadena; KGER KFOX Long Beach; KIEV Glendale. Further meetings were scheduled for late last week or early this week.
IMMEDIATE DELIVERY
Collins 300G...
finest of 250-watt transmitters

There are no short-cuts in the 300G. It is a product of sound, thorough engineering, choice components, and painstaking construction to high standards. Read the quality features below and you will know why the Collins 300G is the standard of comparison. Remember that today, in transmitters as in automobiles, the best costs very little more than the cheapest.

The 300G is the quarter-kilowatt transmitter for the owner who figures he may have to operate over a long period of shortages through the years ahead. You can trust it to see you through, come what may.

And right now, we can make prompt delivery from stock!

We suggest that you get in touch with your nearest Collins sales office at once, for more complete information.

QUALITY FEATURES
Full size cabinet
Dual oscillators
Motorized tuning
Pressured cooling
Complete accessibility
Full metering
High safety factors
Proved reliability
Superior operating characteristics

FOR BROADCAST QUALITY, IT'S . . .

Collins Radio Company, Cedar Rapids, Iowa

11 W. 42nd St. 2700 W. Olive Ave. 1330 N. Industrial Blvd.
New York 18 Burbank Dallas 2

Dogwood Road, Fountain City
Knoxville

May 21, 1951 • Page 47
THE LATEST WCKY STORY

WCKY Sells More than a Million Packages
Of Garden Seed for the Lancaster Seed Company in Only Ten Weeks--

MORE THAN ALL OTHER STATIONS COMBINED!

WCKY continues to grow in audience and in effective selling power. This year WCKY sold over twice as much merchandise for Lancaster Seed Company as last year with less time used.

Read the success story on the opposite page. This is typical of the many unsolicited letters WCKY receives from its advertisers for the outstanding results we produce.

THE BEST COSTS LESS IN CINCINNATI

BUY WCKY

INVEST YOUR AD DOLLAR WCKY'S-LY
Mr. Charles W. Topmiller,
Station WCKY,
Cincinnati, Ohio

April 26, 1951.

Dear Top:

You have just had such an outstanding success for our client Lancaster County Seed Company that I want to write you about the results. I believe that even though you are used to dealing in astronomical results, you will be surprised.

Last year during a twelve week period, you sold over 480,000 packages of seeds for our client. This was exceptionally good and better by far than the results we got on any other stations, however, this year despite the fact that mail returns generally have been down, you sold in a ten weeks period, over 1,010,000 packages of seeds!

You produced more orders by far than all the other stations combined which we used.

Any additional comments I might make would be superfluous so I'll close and say, "Thanks a lot for a terrific job".

Most cordially,

SHAFFER BRENnan MARGULIS ADVERTISING CO.

SIR:PC

S.I. Rosenfeld

L.B. Wilson
WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
Fee-Bite Again

THE FEE-BITE is on again in Congress. The House has passed a bill to allow government agencies, such as the FCC, to assess charges for special services rendered. This isn't necessarily a franchise tax, or a "license fee," although it could reach an undesirable point. A one-year "test" is indicated.

It is easy to understand why Congress is trying to tap every possible revenue source. Evidently, projected tax increases won't do the job. Radio and TV paid taxes on a half-billion dollars in revenue last year. It cost the FCC about $6,600,000 to operate, of which probably half was spent for common carrier, safety-of-life, telephone, and telegraph regulation. So it readily can be seen that the broadcast media pay for their portion of federal regulation, without a semblance of a voice in FCC's management.

If there's a franchise tax (which presumably would entail new legislation) then broadcasters and telecasters certainly should be given license tenures longer than three years and one year, respectively. If it's the payment of filing fees and charges for paper-work, there would be no talk of the larger ones working on a shoestring. But no matter how slight, those charges would be burdensome to smaller stations, which require the same degree of handling as the larger ones. The FCC's own records show that about one-fourth of the stations lose money.

Who Complained?

IT COMES as no surprise that FCC General Counsel Cottone will tell the licenses of the G. A. Richards' stations (WJR Detroit, WGAR Cleveland and KMFC Los Angeles) should not be renewed, which would snuff out properties worth possibly $10 million. Never before has there been a case before the FCC so fraught with bitterness, innuendoes, personal recriminations, and total lack of objectivity.

Proof of this is in the 164-page motion filed by Mr. Cottone to accompany his 340 pages of proposed findings. This motion seeks to "ex-punge as scandalous, scurrilous, sham and frivolous" a previous motion of Richards' counsel. It may be legal jargon, but it sounds like something plucked from a dime novel!

Expenditure of more than a million dollars and elapsed years of three years weren't necessary to prove that Mr. Richards is a strong-willed person who takes his nation, his politics and his business seriously. Whatever his views may be as to Communists, Mugwumps, Republicans or Democrats are his own business, under our Constitution and our Bill of Rights.

What goes on over the microphones of his stations is another matter. Has there been any public complaint that his stations have been unfair, bigoted, or prejudiced? Has he used those facilities as his personal mouth-piece?

We know of no such complaints—except from disgruntled ex-employees, from pressure groups irritated by them and even by FCC staff members.

The test is not what Mr. Cottone, or members of his staff may think about Mr. Richards' personal views or predilections. There's no thought control yet. Censorship is barred. The question before Examiner Cunningham, and ultimately before the FCC, is: "Has the public complained?"
It's New York . . . in 1951.

The sign reads, "Pedestrian Crossing". With more than 2,000,000 Italian-Americans living in the New York area, it is understandable why traffic signs in Italian are needed.

For the advertiser, these signs are pointing the way to success in New York. The New York Italian market—the WOV market—has a purchasing power of more than $2,300,000,000 a year. It is by far the most important single economic group in the area. And because it is so close-knit a market, you can cover it all through the one medium that dominates it: WOV's Italian-language programs. Aware of this result-getting buy in New York, more and more national advertisers include WOV as a must in their basic campaigns for this market. Dramatically, traffic signs in Italian point up the soundness of this choice.

Ask us to show you WOV's new animated sound film, "Three Million People". We'll bring it right to your office.
IMPRESSIONIVE lineup of New York advertising people enjoy interlude during day's festivities arranged May 14 by WITH Baltimore management and account executives and Headley-Reed, station's national representative. Party included (left to right): George Shaffer, WITH; Maurine Jennings, McGann-Erickson; Dick Hogen, Headley-Reed; Helen Wohl; Jack Ayer; Lillian Selb, Foote, Cone & Belding; Sterling Besson, Headley-Reed; Dorothy Fessler, McGann-Erickson; Edna Cathcart, J. M. Mathes Agency; Bill Warren, WITH; Esther Ojala, DCBS; Frank Silvernail, BBDO; Dick Rudolph, WITH; Stanley Pulver, Dancer-Fitzgerald-Sample; Chet Slaybaugh, Morse International; Pat Harnett, Cunningham & Walsh; R. C. (Jake) Embry, WITH, vice president and commercial manager; Helen Thomas, Street & Finney; Tom Tinley, WITH, president and general manager; Vera Brennan, Duane Jones; Bill Wren (kneeling); J. Walter Thompson; Dick Hurley, Compton Adv.; Jean Sullivan, Duane Jones; Ken Korns, BOW; Al Pettacave, Al Paul Lefton; John McHugh, Joseph Katz Co.; Frank Miller Sr., president, Headley-Reed. In the party but not shown were Kay Shannahan, Moey, Humm & Johnstone; Pat Harnett, J. M. Mathes, and Ray Simms, Erwin Wasey. Day started with two-hour boat trip in Baltimore harbor followed by tour of Sherwood Gardens, site where photo was taken, cocktail party and dinner at Hotel Sheraton-Belvedere where station's disc jockeys spoke. Visits to night clubs and other entertainment also were included on the agenda.

DEMONCAY MEET

Radio Coverage Plans Near Completion

NATIONAL radio coverage of the combined Western and Midwest states conference in Denver May 23-25, encompassing talks by key Cabinet and Congressional members, was firm up by the Democratic National Committee last week.

Panel discussions and major addresses will flavor the first two days of the conference during which administration officials will glad-hand with state chairmen and other top party workers. The national committee will hold open and closed sessions on Friday, May 25, selecting a convention site and date for the '52 convention and weighing political strategy.

All major national networks—and one regional—are slated to carry some of the proceedings, most of them "live," to millions of listeners as public service features, according to Ken Fry, radio-TV director of the Democratic National Committee. Conference site precludes possibility of live telecasts.

Tentative schedule follows:


May 24—President John Kennedy and Mrs. Kennedy, special panel session, breakfast meeting, on "Politics of Peace," CBS (coast-to-coast live), 12-1:30 p.m. (EDT). May 24—Secretary of Agriculture Charles Brannan, Secretary of Labor Maurice Tobin and Secretary of Interior Douglas D. McKay, special panel discussion of results of earlier discussion. ABC (coast-to-coast live), 10-11 p.m. (EDT).

May 25—Vice President Alben Barkley, dinner meeting, subject underemphasized, Intermountain Network (regional, approximately 30 stations), 9-10 p.m. (MST). Address will close convention proceedings.

May 25—William M. Boyle Jr., chairman of Democratic National Committee, special report on committee action. MBS (coast-to-coast live), 10-11 p.m. (EDT).

Local non-affiliated stations also are expected to air portions of the three-day conference, though details were not available.

The national committee probably will follow the lead of the GOP and choose Chicago as the '52 convention site, thus saving around $50,000 in facilities. Bill Henry, heading the convention group of the Radio Correspondents Ass'n., is to present radio-TV requirements similar to those he submitted to the Republican National Committee [BROADCASTING * TELECASTING, May 14, 7].

The thorny issue of sponsorship of the '52 convention may not be posed during the three-day Denver conference, though problems certain to arise are being mulled behind the scenes for thorough airing at a date closer to the actual convention.

Mr. Fry said last week he has received numerous inquiries on the question, which projects questions involving exclusivity of commercial sponsorship to any one network, types of advertisers to be allowed, and partial coverage on a commercial basis with rejection of other solicitations on rehearsing and stay of Kefauver crime hearings and coverage of the MacArthur return have accentuated the controversy in recent months.

Once it is thought in Democratic national committee headquarters at this time is merely that sponsorship should be vigorously opposed if it precludes full and complete reports on all convention proceedings and if it impacts product advertising on the political scene.

Whether either major party would permit—in fact, even be legally empowered to "sell"—convention coverage directly is also a moot point at this stage. Emergence of television on the national scene also is an important factor, authorities point out.

UNION ELECTION

Ordered at WORZ by NLRB

AN ELECTION to determine the bargaining representative for all operators, combination announcers and continuum workers at WORZ Orlando, Fla., was ordered by the National Labor Relations Board last Friday. Both the CIO and AFL seek to represent employees at the WPB affiliate, which is licensed to Central Florida Broadcasting Co. Hearing on the case was held early last January at which time the station operator asked a delaying order to allow it to file a brief. The request was denied. WORZ had contended that Will O. Murrell, an attorney, part owner and chief witness, had been excluded from the hearings.

Florida Assn. Meeting

FLORIDA Assn. of Broadcasters annual meeting will be held at Mayflower Hotel, Jacksonville, June 8-9.
ARMED FORCES DAY
Radio-TV, Ad Council Join in Observance

MAJOR radio and television networks combined forces with The Advertising Council and the Dept. of Defense last week, devoting time and facilities in national observance of Armed Forces Day May 15.

The Advertising Council, which set aside an allocation May 14-19, distributed announcements, slides and other aids to networks for use on about 100 radio network commercials was sustaining shows and 25 TV network programs. Networks also used Armed Forces Day spots on various stations. The materials were furnished by the Defense Dept. Radio-TV Branch.

CBS aired spot recorded reports from Korea on its To and From the World, Monday through Friday, and an explanation for continued military training and preparedness. NBC planned to broadcast a special hour-long salve Thursday featuring commentator Bob Trout and on-the-spot recordings made at various plants by the Defense Dept's Radio-TV Branch. MBS was scheduled for special broadcasing from Bolling Field, Washington, while ABC announced it would air special messages on its Navy Hour.

Television coverage was to be extended by CBS-TV on its The Facts We Face Sunday, with use of special films and brief remarks by Defense Secretary George C. Marshall. Additionally, high-ranking military officers were to appear on the network's People's Platforms the same day. Tribute also was paid on the network's Fred Waring Show, Arthur Godfrey and His Friends and The Goldbergs.

Ad Council Plans
NBC-TV ABC-TV and DuMont TV Network also incorporated observances on a number of programs under the Advertising Council allocation, as did various non-interconnected video outlets on a local basis. By mutual consent of all media, working through the council, the whole week was set aside for special coverage because of tight schedules last Saturday.

WAAM (TV) Baltimore last Thursday staged a mock attack on its own station as an example of Armed Forces operations. Filled Operation WAAM, the telecast used air, ground and coastal units comprising "defenders" and "aggressors" and equipped with weapons. Actual "attack" came during the afternoon TV show, Tee Vee Waamboree. Smoke bombs and detonations were set off around WAAM's "Television Hill."

WITHERCOMB TO RFE
Heads New Munich Station

DONALD WITHERCOMB, veteran broadcast executive, has joined Radio Free Europe as manager of the RFE Munich station when it began operations May 1 [BROADCASTING • TELECASTING, April 30], broadcasting to Czechoslovakia in direct competition with that country's Communist controlled stations.

Mr. Withercomb entered radio in 1926 as assistant to the president of NBC, where he was associated with his employer, M. H. Aylesworth, from the public utility field into network radio.

Since then his activities have included station relations manager of NBC, general manager of WFIL Philadelphia, wartime duties with Coordinator of Inter-American Officers, head of the Blue Network operations, and international manager of the network, television consultant to the Baltimore Sunpapers, W'MAR (TV), and to Meredith Publishing Co., WHEN (TV) Syracuse.

Since 1933

Since 1933 the Oklahoma Tire & Supply Company, operating in Oklahoma, Kansas, Missouri and Arkansas, has been a consistent user of KVOO. How Mr. Maurice Sanditen, president of OTASCO, and guiding head of its some 200 retail stores, feels about KVOO is best expressed in the following paragraph from a recent letter to us:

"I want to express my appreciation for the effective medium offered us by your station. Your coverage is by far the best of the 40-odd stations we are using in our trade territory, and based on dollar results, also the most inexpensive. Your services over the past 18 years or more have played a very important part in our success and we are very appreciative of it."

Our best wishes for another one-third century of success to this great institution which, this year, celebrates its first third of a century of progress.

Call, wire or write KVOO today, or contact your nearest Edward Petty & Company Office for latest KVOO availabilities.
HIGHER TAXES

Recommended for Sets

A HIGHER excise tax on radio and television receivers at the manufacturing level was recommended last week by the House Ways & Means Committee.

The committee suggested the levy be increased from the present 10% to 15%. This would boost TV sets, according to some estimates, at the retail level as much as $7.50 for the lower-priced receivers. Also included in the recommended increase were phonographs and records (also to 15%). The Treasury Dept. had requested an increase in set taxes from the current 10% rate to 25%.

The committee, which is writing the Congress' revenue-tax bill, estimated that the increases on radio, TV sets, phonographs, records, and musical instruments would raise $5 million more revenue.

Photographic equipment would be taxed at 20% rather than the 25% now levied. Tax on films would be raised from 15 to 20%, the readjustment yielding an estimated $9 million more.

A host of industry witnesses—including NARFTB and Radio-Television Mfrs. Assn.—appeared before the House Ways & Means Committee last March to protest the proposed tax increases [BROAD-

CASTING • TELECASTING, March 19, 5].

House committee action followed by only a few days the presentation of an RTMA study prepared by Boni, Watkins, Mounteer & Co., New York, showing possible effects of the proposed boost on industry sales and on government tax collections [BROADCASTING • TELECASTING, May 14].

Study was sent to Capitol Hill by RTMA's Tax Committee Chairman A. M. Freeman. Industry sales would be drastically affected by a 25% levy, it was pointed out. The government would lose revenue in income and excess profits taxes, impact already felt from the November 10% levy on TV sets and thus would be heightened, and the burden would fall most sharply on lower-income groups, the study said.

Also emphasized was the hunting of TV industry growth the imposition of a greater tax might have on current circulation, as well as the dubious possibility that new markets will be opened soon because of the so-called "unfreeze."

Sarnoff Honored

BRIG. GEN. David Sarnoff, chairman of the Board of RCA, was one of eight men honored last week with Horatio Alger Awards of the American Schools and Colleges Assn. for their rise to eminence in the Horatio Alger tradition. Other winners, chosen by student campus leaders at 450 institutions, were:

Harold Stassen, president, U. of Pennsylvania; James L. Kraft, president, Kraft Foods, Chicago; James J. Nance, president, Hotpoint Appliances, Chicago; Frank C. Russell, president, F. C. Russell Co., Cleveland; Arthur Wiesenberger, president of New York Stock brokerage firm of that name; Frank Bailey, retired president, Title Guarantee & Trust Co., New York; Finn H. Magnus, president, Magnus Harmonica Corp., Newark.

MOORE FOUND

Police Find Body Afloat

A POLICE patrol boat May 13 found the body of Lyford Moore, ABC Berlin bureau chief who disappeared Dec. 12, 1950, in Oslo, Norway. The body was found in the inner Oslo fjord.

Fingerprints were used to establish the identity of the body. Clothing was partially intact, but the correspondent's watch, wallet and passport were missing. No marks of violence were found.

Mr. Moore had flown to Norway with an Army mission from Frankfort to pick up Christmas trees for delivery to American airmen in North Africa. He was seen last, according to police reports, in front of the Oslo railroad station in the harbor area. The Norwegian radio, following his disappearance, frequently broadcast descriptions of him and followed up several clues which proved false. Ships leaving Oslo at the time were checked out, but the harbor dragged without result.

The search conducted by the Oslo police received the cooperation of ABC offices in New York, Washington, Berlin and Paris, as well as correspondents in Stockholm and Oslo, and a special investigator sent to Norway by Mr. Moore's family.

Mr. Moore, 40, a native of Detroit, had been with ABC for two years, prior to which he had been Berlin correspondent for Reuter Agency, Army Psychological Warfare Service, Detroit Free Press and KGA Spokane, ABC radio affiliate. Surviving are his widow, Anne, and two children who had been with him in Berlin since the war.

‘A Slight Pause’

WOR-FM New York went off the air last week temporarily to permit technical adjustments in coaxial transmission lines. Spokesmen said they expected the station to resume broadcasting in about two weeks.
'DOUBLE HOMICIDE'

By JOSH L. HORNE
President
WCRE-WFMA (FM) ROCKY MOUNT, N. C.

STANDARD broadcasting may through its neglect, or with out wilful intent, kill frequency modulation broadcasting—but it will be a double homicide when it happens, within my judgment, and I speak as the owner of both an AM and an FM station.

The present plight in which the standard stations find themselves, and their networks with rate card difficulties, is of their own making. Unless there is an end of dual programming and treating FM as a bonus to the advertiser, it is halted, if there isn't a promotion of FM and selling of aural entertainment as such a homicide referred to will loom large on the horizon.

Cities Arguments

Owning and operating an AM station for the past 4½ years we have heard the arguments against FM that there were no sets, and in turn the FM's have retaliated by pointing to the disparity between coverage claims as made for advertising consumption and those made of the stations' performance by the FCC. With both in the aural broadcasting business, they should be the last to "snipe" at one another. They are like the two farmers who go to court to settle the legality of who owns the cow and it winds up that the cow is the property of the lawyers. That is what is happening in radio today. While the networks and the advertisers are clamoring for listeners, the AM's are talking about the power and knocking FM with the next breath, while the FM's are talking about superior-ity of reception, the freedom from a directional coverage pattern and trying to recycle success stories.

Admitting a limited experience in my slightly more than three score years, I have found that neither a farm nor a daily newspaper lends itself to anything near the returns in development for efforts expended as does an FM radio station. But it can't be done by duplicate programs, or selling spots or adjacencies on the one and making a gift of the other. The AM'er that took on FM just in case something developed is now finding that the advertiser is just as suspicious of the gift of FM as he would be of a half-hour program, when only 15 minutes was purchased, or of a schedule being run 26 weeks with the last 13 as a "gift."

Dual programming has prevented the development of an auto radio, or a small outdoor portable on FM because the advertiser has said "it isn't required, it is listenable on AM," and in a great many instances it was. The same has held true in the manufacturer and sale of sets, until today the retailer is souring on radio and pushing other lines of merchandise. It is no wonder he turns to television, although it is admitted there will always be aural as well as visual broadcasting. In the meantime it is highly imperative that the network affiliates realize that the recent cut is merely an initial step by the advertisers, and they are shopping around between direct mail, billboards, magazines, newspapers and hundreds of other media. It is high time that aural broadcasting set its house in order.

A $100 million invested in FM transmitters and stations sets an all time high of 270,000 sets manufactured in a single month capable of FM reception, as was the case in March 1951, should be cause for thought.

Borrowing a phrase we hear oft quoted these days—"It's later than you think."

FM SET DEMAND

Report Supply Inadequate

FM set distributors in Ann Arbor, Mich., are unable to obtain FM-only or AM-FM table models despite demand for such receivers, according to Waldo Abbot, director of broadcasting at WUOM, U. of Michigan station (see FM survey story this issue).

The distributors in the area who received copies of a questionnaire prepared by NARTB, four replied and all indicated the supply is inadequate, and almost nonexistent, according to Mr. Abbot. NARTB recently completed a nationwide distributor study showing a demand for more FM sets (CLOSED CIRCUIT, May 14).

Mr. Abbot sharply criticized set manufacturers. "If FM receivers are not made available, the investment in educational stations will be lost. Before World War II we were pushed into FM. Telegrams and notes came from the FCC, from the U. S. Office of Education, begging us to send applications in quickly for FM." He continued:

If you look at the files, you will find that the various Commissioners urged the adoption of FM. As the result of the enthusiasm and the insistence of people like James Fly (FCC) and John Studebaker (Commissioner of Education), those of us in the fields of education spent a great deal of money on FM, and now we feel we are being let down.

The manufacturers also pushed FM through pamphlets on the advantages and the wonderful future in store for the new medium. Some of those pamphlets are now depriving it of listeners by limiting their output of receivers. Some sold us transmitters and other equipment but refuse to build our audience by the inexpensive method of installing FM in their TV consoles. They are cutting their own throats as well as ours, for few educational institutions can afford to own and operate their own TV stations while hundreds would build lowpower FM stations if they could be encouraged about receivers for potential listeners.

By a vote of 7-2, the FCC has recently authorized Radio Station WCRE to build a lowpower FM station. Commissioner 0lson voted against it, stating it would not be practical to hear AM and FM stations simultaneously.

LARGER THAN...

TOLEDO, OHIO

Yes, The $400,000,000 LONG BEACH MARKET is Mighty Big—and Still Growing!

KGER 5000 WATTS Sells This Market

Contact
Galan Gilbert, KGER
Long Beach, California

THE STATION OF THE AMERICAN HOME
Associated with KGBA, Silent Springs, Ark.

BROADCASTING • Telecasting

HITCH YOUR PRODUCT TO A K-NUZ RADIO RANCH STAR

Walter Colvin as Joe Chrysanthemum on "Spinner Sanctum"

2:30 to 4:00 P.M., Monday through Friday

NATIONAL AND REGIONAL COMPANY
YOU KEEP ON "Spinner Sanctum"

Alaga Syrup
Doubleday & Co.
Fair-Maid Bread
Hadalco
Hellman's Mayonnaise
Robert Hall Clothes
Southern Select Beer

Plus a choice list of local advertisers

For information call
FORJOE
National Representative
or DAVE MORRIS
General Manager
at Keystone 2281

"RADIO RANCH"
P. O. Box 2135
TXW HO 414

NET EARNINGS (after taxes) of $645,872 for 1950 were reported for Tele-Tone Radio Corp. and its subsidiaries, of Elizabeth, N. J., in company's first annual report.

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H. W. BUMPAS appointed vice president in charge of programming and production LBS Dallas. He was with WIBR Baton Rouge.

FRANK S. LANE, sales manager KRGM Tulsa, appointed assistant general manager.

VIOLET SHINE, office manager KVER Albuquerque, appointed executive assistant to WILLIAM T. KEMP, president.

J. HAROLD RYAN, vice president and treasurer Fort Industry Co., and former NAB president, is at Flower Hospital, Toledo, following a mild cerebral thrombosis, suffered May 14. He had just motored to his Toledo home from Florida with Mrs. Ryan. His doctors have advised complete rest for two to four months. He is 65.

LYNN PENTONY, program director KTLW Texas City, appointed manager, succeeding JOHN MILLER resigned.

THURSTON SHAYS, salesman NBC, to Metropolitan Sunday Newspapers Inc., N. Y.

Mr. Ryan

RICHARD CASS to sales promotion staff MBS Chicago.

MILTON F. ALLISON, New York sales representative WBBM Chicago, to CBS Radio Sales, N. Y., as account executive. SAM MAXWELL Jr., account executive WBBM, will succeed Mr. Allison as New York sales representative.

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

ALEX C. CARTER, sales representative Southern Dairies, appointed to sales staff WOCG Greensboro, N. C.

WALTER E. MOORE, sales staff WAGA Atlanta, Ga., appointed sales manager WGAP Maryville, Tenn. Mr. Moore will direct station sales and civic promotions in the Maryville-Alcoa area.

INDIE SALES, N. Y., appointed national representative for WCCC Hartford.

FLETCHER TURNER, sales staff WQXR-AM-FM New York, appointed account executive WOR New York. Mr. Turner earlier was associated with CBS Radio Sales.

WALT HENRICH, announcer WAGAR Cleveland, to sales staff WERE Cleveland.

FORJOE & Co., N. Y., appointed national representative for WHEE Boston, Mass. Company was also appointed exclusive national representative by WAAA Winston-Salem, N. C.

HAROLD SODERLUND, sales manager KFAB Omaha, Neb., elected first vice president Omaha Advertising Club. Mr. Soderlund is the first radio man to be elected to a vice presidency in the club. CLETE HANEY, vice president Bosell & Jacobs Adv., elected president of club. EDWIN C. SHEAVER, Union Pacific; elected second vice president. JOHN HENRY, Omaha Better Business Bureau, elected secretary-treasurer.

RUDI NEUBAUER rejoins NBC Chicago staff as member of the national radio spot sales division headed by BOB FLANIGAN. Mr. Neubauer had been laid off in recent network cost cutbacks.


IRVING R. ROSENHAUSE, president WAAAT and WATV (TV) Newark, elected for two year term on board of directors of Broad Street and Merchants Assn. . . WILLIAM E. WARE, president KSTL St. Louis, father of boy, Billy . . . LLOYD E. YODER, general manager KNBC San Francisco, appointed volunteer chairman of safety services committee of San Francisco chapter of the Red Cross . . . RICHARD E. HUNT, president and general manager WPTW Piqua, Ohio, father of girl, Ginger Diane, May 3.

MARSHALL FIELD, president Field Enterprises Inc., Chicago (WJJD and WFMP (FM) Chicago, KOIN-AM-FM Portland, and KJR Seattle), elected president of Child Welfare League of America, succeeding Leonard W. Mayo. . . MORT THORP, KOA Denver account executive, presented industry-wide achievement award from Denver Sales Executives Assn., local chapter of national association. He is first radio salesman to receive the award.

JOHN D. SCHEUER, operations assistant to general manager WFIL Philadelphia, appointed to Philadelphia Advisory Board of American Women in Radio and Television . . . KAY CRONIN, promotion director CJFO Vancouver, on first eastern Canadian business trip covering Toronto, Montreal and Ottawa.

GRAND OPENING

KMBC-KFMR Has New Center

CELEBRATION of the "Grand Opening" of KMBC-KFMR Kansas City, Mo.'s, new radio and television center, slated for last Saturday, got underway as early as the preceding Monday, the station reports.

Some 700 close friends of the station and its president, Arthur B. Church, received their first look at the 222 W. 11th St. building during the week, marked by a round of social events which were held daily. Schedule called for Sigma Delta Chi members, May 14; advertising and agency officials, and local and regional advertisers, May 15; city leaders and officials, May 16-17.

On opening day, Mr. Church was honored in a special CBS broadcast of Brush Creek Follies, 9:30-10 p.m., as part of the month-long celebration of Mr. Church's "30 years and 30 days" of broadcasting.

LOCALIZE NEWS

Advice to Small Stations

SMALL-SIZED stations are "overlooking the tremendous interest of listeners" in local news, according to Robert M. Bruce, radio consultant, in an address to U. of Oregon Journalism students.

Mr. Bruce, part-owner of KRCO Prineville, Ore., and former station manager, pointed out that networks cannot compete with reporting of community news and extra money invested for news personnel will pay off in increased sales. Mr. Bruce, who is advising station owners in Oregon on methods of improving programs, sales campaigns, and building of listeners, spoke on "What Do Listeners Want Today?"
NEWS SOURCES

Bill Permits Protection

NEWS-GATHERERS for radio, news photographers and other media would be permitted by law to withhold their information sources in federal courts in certain instances under legislation proposed of the House last Tuesday.

Under a bill introduced by Rep. Louis B. Heller (D - N.Y.), the privilege would be established save in cases where, in the opinion of the court, disclosure is necessary in the interest of national security or to avoid the concealment of crime. The measure (HR 4100) was introduced by the House Judiciary Committee.

Rep. Heller's legislation stemmed from a court decision, handed down last month, that newspapers or film producers might be compelled to reveal their sources of information.

The incident involved Col-umnist Leonard Lyons, who had published certain items in connection with the espionage of Ethel Rosenberg in an atom spy case. The ruling was made by Judge John C. Knox of the Federal District Court for the Southern District of New York.

Rep. Heller told House colleagues that the ruling "will adversely affect the freedom of the press" and said that neither the national security nor concealment of crime was involved in the case of Mr. Lyons, a New York Post columnist.

"The privilege which would be established under this bill would apply to any person who is engaged in gathering or presenting new, whether for newspapers, periodicals, radio or television," he asserted. Rep. Heller's bill would amend Title 28 of the U. S. Code by adding a new section relating to evidence and witnesses.

KGER Rate Increase

KGER Long Beach, Calif., has increased its rates approximately 7 1/2%, effective May 20. According to John A. Gilbert, station manager, the decision to boost rates came as a result of heavy increases in auto and "out of home" listening, in addition to a "substantial" increase in the station's operating costs.

Hold On There!

MAJOR radio networks dropped from four to three in a space of a few minutes on Capitol Hill last Monday. Members of the House listen- ing to Rep. Foster Furcolo (D-Mass.) speak on the projected sale of ABC to CBS perked up their ears when the Congressman said: "But in the radio field, there are now only three large companies, the American Broadcasting Co.; Columbia Broadcasting System, and the M u t u a l Broadcasting Sys-
tem." If CBS purchased ABC, observers noted, that would make it two radio companies in the U. S., according to Rep. Furcolo's arithmetic.

Mr. Station Manager—

"We Can Give You $125 - $450 Additional Weekly Billing—

Yet you don't Lift a Finger or invest a Cent!"

You owe it to yourself to get the details of the "HOLD THE PHONE" sales promotion plan, the jackpot show which is breaking all records in audi-
ce, in revenue, and in sponsor satis-
faction, all over the East. Now on the air in 50 markets of every size and de-
scription. All you do is supply the time (1/2 hour strip daily). We do the rest.

- We Supply the Sponsors! Sale of sponsorship in each market is handled by our own especially trained man who call on only the accounts YOU CAN'T SELL! Regular station ac-
counts or "hot" prospects are not contacted. Then, once the show is fully sold under six months' contract we turn these accounts over to your salesmen to service and renew. No stuff prob-
lem here.

- We Supply the Prizes! Real jackpot prizes, not junk, are part of the secret of the success of "HOLD THE PHONE." We supply everything—daily jackpot prizes, and weekly prizes, everything that's needed to build audience.

- We Supply the Show! We furnish stations with a complete operating manual, sample scripts, transcriptions of "Melody X." Every-
thing you need to air the best jackpot quiz show in your market.

- We Supply the Promos! Top notch visual materials, window streamers, posters, registration blanks, all these are part of our "HOLD THE PHONE" service. All advertising is printed with your call letters and frequency.

Write, Wire or Phone for full details of the "HOLD THE PHONE" PLAN

WIFL Adopts 45 rpm

WIFL Philadelphia today is slated to adopt the 45 rpm record system as standard equipment. The station has acquired a 5,000 selection library of 45 rpm records. Conversion of WIFL's standard dual speed turntables was accomplished through a special conversion kit developed by RCA. Mindy Carson is to be featured on radio and tele-
vision programs in celebration of the switch.
'LABOR OF LOVE'
Schofield Talks Radio-TV

BROADCASTING has enabled many people to turn a penchant for talking into a profitable profession, but despite—or perhaps because of—this, the industry contains very few individuals like Arthur C. Schofield, who has made talking his avocation.

During working hours, Mr. Schofield employs typewriter, pen and pencil in the silent fulfilment of his duties as director of sales research and promotion of the Paul H. Raymer Co., station representative organization. But three or four nights a week—and often two or three lunch hours as well—he can be found on the dais as the featured speaker of the meeting.

During the winter season just past, Mr. Schofield made 18 talks to men's service clubs, 14 to women's clubs, 11 to high schools, eight to Teachers' groups, plus a dozen to miscellaneous gatherings. His spring-summer schedule is nearly as extensive, with new speaking appointments being added daily.

He collects no fees for his out-of-office oratory, which is strictly

CRIME HEARING
CKEY Coverage Disallowed

AN ATTEMPT by CKEY Toronto to give a Rafesvar committee attention to the Ontario government's current crime committee hearings at Toronto was turned down by the Ontario government. Attorney General Dana Porter refused CKEY permission to install a microphone and make a tape recording of proceedings, although the station's reporters were allowed to make notes at the hearings. Mr. Porter stated that since proceedings of the Ontario legislature are not broadcast he did not think that those of the legislative crime committee should be.

Harry Rasky, youthful news editor of CKEY, felt the ruling unfair to radio on grounds that actual broadcasts of proceedings of such a nature constitute radio's most effective means of coverage. He stated, "The microphone is radio's reportorial instrument and it should be permitted, as a public service."

No Canadian legislative proceedings are recorded for broadcast, although CHML Hamilton has, in past years, recorded meetings of the city council for broadcast.

WOKY Affiliates

BARTEL Broadcasters Inc., which operates WOKY Milwaukee, has signed an affiliation contract with the Wilkes-Barre Liberty Broadcasting System, Dallas, bringing the network's outlets to more than 370. WOKY operates a 3,000 kw. 5,000 kw. and had been on the air as an independent since 1947.

Mr. Schofield is shown in characteristic speaker's pose as he "talks up" role of radio-TV broadcasting in defense program.

* * *

a labor of love. "After all," he says, "these speaking engagements give me the chance to talk about the greatest development of modern times, its place in our society and its effect on the lives of us all." His subject? Aid to veterans—broadcasts—radio and television—with its role in the nation's defense program currently emphasized.

TAPE LIBRARY
Cornell U. Sets Up Center

Cornell U., with an initial library of 450 tape recorded talks, has established a Tape Recording Center of talks, discussions and dramatizations covering general subjects and a comprehensive selection of material relating to home economics and agriculture.

The tapes are available to any radio station, school or interested group which has use of a tape recorder. Cornell feels that this will provide a means of disseminating information in centers far removed from the campus. Transcribed programs have for years been available to radio stations on a regular basis. This service will be continued, the university explained.

NY Ad Club Officers

NEW officers and members of the board of directors of the Advertising Club of New York took office at a luncheon at the Waldorf-Astoria last Wednesday, led by George S. McMillan, vice president, Bristol Myers Co., newly elected president.

Others: Stanley Reesor, president; J. Walter Thompson, and Frederic Schneller, general merchandising manager; Lever Bros., vice presidents; James A. Brewer, chairman of Brewer-Cantelmo Co., treasurer. New members of the board of directors are: Walter B. Bruce, advertising manager, R. C. Bakack Co.; Horace H. Mahn, president, Hoover Letters Inc.; Frank A. Canonicco, vice president, United Cigar-Whelan Stores Corp.; Carl R. Elser, president and publisher, Jampoo & Underwear Review; Frank D. Schroth Sr., publisher The Brooklyn Eagle, and Samuel D. Fosun, vice president, Kudner Agency.

UTAH NETWORK
Tri City Group Formed

FORMATION of the Utah regional Tri City Network, comprising KMUR Murray, KVOG Ogden and KCsu Provo, has been announced by Bob Davies, KMUR, newly-elected president of the network. The regional group became operative May 18 with a rate card covering nine hours of evening programs and plans to appoint a national representative.

The network was formed at a meeting of executives from the three stations who cited the need for a concerted effort to sell advertising on a regional basis. Approximately 78% of the state's buying power and 75% of its population are concentrated in the three cities. Each station serves as an originating point for programming each night. College and sports shows will be stressed.

Other officers named are Harold Van Wagenen, KCsu, vice president; Al Kaneko, KMUR, secretary-treasurer; Howard Pingleer, KMUR, commercial manager, and Mitzi Patterson, KMUR, program director. Rates range from $57.50 for spot announcements to $85 for one hour—on a 26 or more time basis—with prices slightly higher for 13-55 and 1-12 time uses. Network headquarters are at 4604 S. State, Murray, Utah, with other offices at KCsu and KVOG.

MEDIA INSTITUTE
Sessions Open June 15

NINTH annual NBC-Stanford U. summer radio-television institute will open in San Francisco June 21. The eight-week institute, limited to 78 students, offers 16 courses in radio and television for full university credit.

Nine KNBC San Francisco staff members and six San Francisco area educators have been named as instructors on the institute faculty.

Facilities of KZSU, Stanford radio station, KNBC, and KRON-TV San Francisco will be used.

The KNBC staffers are Lloyd Yoder, general manager; George Greaves, assistant general manager; Anthony Freeman, musical director; John B. Grover, announcer-producer; Budd Heyde, announcer; William Minette, director of public affairs; Paul Speegle, program manager; John H. Thompson, manager of news and public affairs; and Hal Wolf, chief announcer.

ON BEHALF of Sylvania Electric Products, President Don G. Mitchell has received 1950 Automobile Industry Salesman of the Year Award for "outstanding growth in sales" by Sales Managers Assn. of Philadelphia.

Why buy 2 or more... do big sales job...

on "Radio Baltimore"... Contact EDWARD PETT Co.

Why buy 2 or more... do big sales job...

BROADCASTING * Telecasting
CAVALCADE of STARS
—in review!

Boston
In the last couple of months, Jackie Gleason has been evoking more genuine laughs than many of our more publicized video comedians.
—BOSTON AMERICAN

New York
Santaplaus Dept.: Jackie Gleason’s way with a gag via “Cavalcade of Stars”.
—WALTER WINCHELL
N. Y. MIRROR

Pittsburgh
Videodex ratings in Pittsburgh place DuMont’s “Cavalcade of Stars” first, NBC’s “Texaco Star Theatre”, and “Philco Playhouse”, in second and third places respectively.
—RADIO DAILY

STARRING Jackie Gleason
AND PRESENTED
EVERY FRIDAY, 10:00 TO 10:30 P.M.
OVER THE
DU MONT
TELEVISION NETWORK
62 AFFILIATED STATIONS
SELLS FROZEN CONFECTION ON EASTER SUNDAY LIKE JULY FOURTH

Four "Dairy Queen" stores on Davenport side of the Mississippi were persuaded to announce their Easter Sunday 1951 opening over WOC-TV. Station's staff wrote, produced and telecast power-packed 20-second and station iden announcements. Five were aired Saturday and early Easter Sunday afternoon (a cold March 25). This schedule gave these four stores the largest single selling day in their history — bigger than any sultry July or August day of previous years. "Dairy Queen" stores in Clinton and Burlington, Iowa, wanted in act — joined with the four local outlets to sponsor live 15-minute weekly WOC-TV production.

10,000 PROOFS OF PURCHASE FROM LOCALLY PRODUCED COMMERCIALS INTEGRATED IN FILM SHOW

Each Sunday for four weeks, Cowboy Ken Houchins stepped before WOC-TV cameras. Gave commercial pitch for Flavor-Kist cookies during 1-hour John Wayne film. Then showed cute Shetland pony which advertiser offered to youngster submitting most suitable name... each name to be accompanied by bakerman trade mark from package of Flavor-Kist cookies. Results from four programs: 10,520 names for the pony EACH ACCOMPANIED BY PROOF OF PURCHASE OF FLAVOR-KIST COOKIES.

"MOTION PICTURE DAILY" GIVES ACCOLADE TO WOC-TV PRODUCED PROGRAM

In January 25 issue, "Motion Picture Daily" second annual television poll placed WOC-TV production among top fifteen local shows of the nation — stating that program "won considerable critical acclaim." "Two for the Show" is 15-minute weekly program, headlining Marjorie Meinert and George Sontag piano-organ duo. Produced, directed and telecast for Ford Dealers Association, by station's staff. Even musical theme for commercials originated by WOC-TV program department. The "Motion Picture Daily" accolade is flattering — so, too, is the fact that "Two for the Show" is operating on its second 26-week order from Ford Dealers Association.

WOC-TV Sells and Sells

It's "know how" that does it—the "know how" to stimulate the buying urge of people in the Quint City area — people with a per capita effective buying income of 30.2% above the national per capita average. Let WOC-TV write a successful sales story for your product or services. Your nearest F & P office has the facts— or write us direct.

The QUINT CITIES

B. J. Palmer, President
Ernest C. Sanders, Resident Manager
TV STANDARDS

THE TELEVISION Program Standards Committee of NARTB, following a meeting in New York last Thursday, sent letters to the operators of all of the nation's 107 TV stations asking them first to provide the committee with a copy of their program logs for the week of May 6-12, to Robert D. Swezey, committee chairman, and of NRAFTC in Washington, deleting its call letters if that were deemed necessary. "In any event," the committee wrote, "we assure you that no station-by-station comparison will be made, nor any station labeled.

"We need the material," the committee explained, "in order to make consolidated findings of the facts and trends now predominant in our programming." Committee intends, it said, to make "a thorough analysis of the program data submitted and to draw from that analysis certain salient topics to be submitted for open discussion" at the general meeting of all TV stations on June 22.

Committee proposed that the meeting "be largely devoted to a closed working session in which there may be a frank, shirt-sleeves discussion of the facts confronting us and the consideration of appropriate methods of treating them. It may well be that we will conclude, in our first meeting, that it will be desirable to appoint various industry committees to deal with specific questions and that a further general meeting be held sometime in the early fall.

Stress Seriousness

"Your committee does not mean to be alarmist in any respect," the letter stated. "However, we cannot overstate the seriousness and pressing nature of the matters before us. We have come to the considered conclusion that the only way in which they can be adequately treated is through the prompt and wholehearted cooperation of all operating television stations.

"The fewness of our numbers is in entire disproportion to the magnitude and number of our problems, and if our industry is to survive and flourish in a pattern consistent with the aim and ambitions all of us have for it, it is absolutely essential that we give immediate and intelligent consideration to our present situation and make appropriate plans for the future.

In addition to Chairman Swezey, the TV Program Standards Committee members are: Clair McCollough, WGAL-TV Lancaster; Frank Russell, NBC; George B. Storer, Fort Industry Co.; Chris Witting, DuMont TV Network.

TIME SALES

March Network Gross $9,585,386

1951, published for the first time with the March PIB report, changes the network gross figures for January and February from those reported earlier [Broadcasting * Telecasting, April 30, 9]. Correct, four-network totals are:

January .......... $8,552,633
February.......... 8,218,629
March ............ 9,585,386

First Quarter ... $26,348,648

Procter & Gamble Co. again heads the list of TV network clients with March gross time purchases of $500,210. R. J. Reynolds Tobacco Co., as in February, ranks second, with $555,415. General Foods Corp., which ranked fourth in February, rose to third place in March, with $274,788, while Anchor-Hocking Glass Corp., third in February, dropped to fifth place in March, with $256,800, following fourth-place Ford Motor Co., with $261,030. (Table I shows the top 10 purchasers of TV network time during March. Table II lists the leading advertisers in each class of product advertised on the television networks in March.)

Analyzed by product groups (Table III), the PIB figures show (Continued on page 74)

<table>
<thead>
<tr>
<th>TABLE I</th>
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<tbody>
<tr>
<td><strong>TOP 10 TV NETWORK ADVERTISERS MARCH</strong></td>
</tr>
<tr>
<td>2. R. J. Reynolds Tobacco Co. ... 358,415</td>
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<tr>
<td>3. General Foods Corp. .......... 274,788</td>
</tr>
<tr>
<td>4. Ford Motor Co. ............... 261,030</td>
</tr>
<tr>
<td>5. Anchor-Hocking Glass Corp. ... 236,600</td>
</tr>
<tr>
<td>6. Lipton &amp; Myers Tobacco Co. ... 218,450</td>
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<tr>
<td>7. Computer-Palmolive-Feast Co. ... 207,583</td>
</tr>
<tr>
<td>9. P. Lusardi Co. ............... 121,740</td>
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<td>10. General Motors Corp. .......... 108,460</td>
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</table>

GROSS time sales of the four TV networks in March of this year totaled $26,348,648, according to figures released last week to Broadcasting * Telecasting by Publishers Information Bureau, which compiled them from reports of individual advertiser time purchases (calculated at gross rates, before frequency and volume discounts) from the four video networks.

The figures are not precisely comparable with the $21,196,519 for the second quarter of 1950, published for the first time with the March PIB report, changes the network gross figures for January and February from those reported earlier [Broadcasting * Telecasting, April 30, 9]. Correct, four-network totals are:

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<tr>
<td><strong>LEADING TV NETWORK ADVERTISERS IN EACH PRODUCT GROUP FOR MARCH 1951</strong></td>
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<tr>
<td><strong>Advertisements, Footwear &amp; Access.</strong></td>
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<tr>
<td>Apparel, Footwear &amp; Access.</td>
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<tr>
<td>General Foods Corp. .... 649,030</td>
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<tr>
<td>Anheuser-Busch Inc. ... 590,755</td>
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<tr>
<td>The Kellogg Co. ....... 1,875</td>
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<td>May Inc. ........... 475,000</td>
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<tr>
<td>United States Government</td>
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<tr>
<td>Armour &amp; Co. .......... 56,550</td>
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<tr>
<td>Sterling Drug ...... 52,808</td>
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<tr>
<td>General Foods .... 192,200</td>
</tr>
<tr>
<td>General Electric Co. ... 124,500</td>
</tr>
<tr>
<td>Marathon Corn Mills .... 119,650</td>
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<tr>
<td>Anchor-Hocking Glass Corp. 126,000</td>
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<tr>
<td>Mutual Benefit Health &amp; Accident Assn.</td>
</tr>
<tr>
<td>Below Watch Co. ...... 86,400</td>
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<tr>
<td>Minneapolis Mining &amp; Mfg. Co.</td>
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<tr>
<td>Minneapolis Mfg. &amp; Co.</td>
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<tr>
<td>Philips Corp. ........ 141,784</td>
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<tr>
<td>Modern Times Corporation</td>
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<tr>
<td>R. J. Reynolds Tobacco Co.</td>
</tr>
<tr>
<td>Procter &amp; Gamble Co. ... 467,500</td>
</tr>
<tr>
<td>Colgate-Palmolive-Co. ... 147,388</td>
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<td>Quaker Oats Co. .... 44,500</td>
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* * *
BENTON EDUCATION PLEA

IN A MAJOR Senate speech last Tuesday, Sen. William Benton (D-Conn.) asked FCC to pause and reconsider in order that educators can close ranks in their quest for TV channels.

It was a request of a resolution which would call for a full-scale Senate investigation, review and study of proposed television allocations in light of educators' demands (17, p. 921)

The resolution (S Res. 127) is pending before a special Senate Interstate Commerce subcommittee, chaired by Majority Leader Ernest W. McFarland (D-Ariz.)

When Comr. Henry F. May (D-Iowa) had first agitated the radio channels and frequencies “five of the most favorable were allocated to... New York, clear across the United States to the Pacific Coast,” adding that none of the stations has the capacity to cover that distance.

In answer to Sen. Wherry’s questions about television time (and radio, as well) for a member of Congress, who was inquiring with respect” to him made a commentator, Sen. Benton said he thought it would be suitable for the Senate “to examine the possibility of having the public provide major candidates of both parties, when they run for office, with a certain fixed amount of free television time.”

The day before his major speech, Sen. Benton had printed in the Congressional Record his speech made before the Institute for Education by Radio-Television (BROADCASTING • TELECASTING, May 7).

Red Skelton TV Time

PROCTOR & GAMBLE, Cincinnati, will present its Red Skelton television show on Sunday, 10:10-10:30 p.m., the time being dropped by Congoleum-Nairn for its Dave Garroway show on NBC-TV. Red Skelton & Bowles is agency. Starts in fall.

TV ‘Rule of Five’

NOW THAT there’s a breather in the TV allocations proceedings, forced by the unexpected flood of comments, it behooves all concerned to take another look at the so-called educational reservation provision of the FCC’s plan.

When Comr. Frieda B. Henneck first agitated for the reservations, broadcasters claimed the FCC did not take her campaign seriously. They under-estimated her prowess. Most people were loath to oppose education as being tantamount to opposing motherhood.

The justification is the compromise—a 10% reservation of assignments to a special class. It was a paper reservation. Then came the realization that this was not an educational project at all—but a gigantic political grab.

Was it? It is. The organized educators have a $90,000 windfall from the Ford Foundation, perhaps the most richly endowed philanthropy in the world. The Joint Committee for Educational Television obviously is seeking from Ford the funds with which to build and operate many non-commercial educational stations. The foundation has retained an outstanding publicist, James Webb Young, to make a study of television.

Hear Madam Comr. Henneck, JCTV, the Ford Foundation and Sen. William Benton (D-Conn.), the huckster-turned-referee, go after. They oppose a “commercial monopoly” in TV. But, perhaps inadvertently, they espouse an “intellectual monopoly” in the moulding of public opinion. Or, a political monopoly in the concentration of TV facilities in school boards, controlled by the mayors of the communities in which they are located, and politically elected appointed to office.

There’s another obstacle with which the Ford Foundation inevitably will collide if it attempts to sow its millions in so-called educational TV. The regulations governing multiple ownership in TV limit the number of TV stations to a single entity. It may be argued that this is a “commercial” rule only. Rules, however, change in keeping with prevailing conditions. Multiple ownership exists, and there are stations are commercial or kept.

The FCC, in appraising the qualifications of applicants, probes deeply into the manner of financing. If Ford, for example, should finance more than five TV stations, would the “rule of five” apply? Certainly Ford funds would not be endowed with any strings attached. There would be something in the nature of chattel mortgages. The record is replete with cases wherein the FCC has held that those who have provided the capital must be concemed, in fact, as controlling the license.

Or suppose the Ford Foundation decided to endow the stations, once built? The record shows that the FCC repeatedly has held that who controls the programming (brokerage of time, for instance) holds the license. Ford then could be construed as the licensee. Would the “rule of five” apply?

When it all shakes down, we feel the FCC time and time again will decide that educators must vie with all others on equal footing in seeking TV facilities.

Meanwhile, we can’t help but wonder how Henry Ford, whose name reflects the very quintessence of free enterprise, will react to the use of funds dedicated to his memory for the creation of a political monopoly to control public opinion, in short, socialism.

AN EDITORIAL
AD ECONOMICS

"WE HAVE NEVER spent an advertising dollar that has caused so much conversation or brought so many direct and spectacular results in every direction as the dollar we are spending on television today," J. Gilbert Baird, sales promotion manager of Westinghouse Electric Corporation's Electric Heat Division, told a joint meeting of the American Television Society and Sales Executives Club of New York last week.

One of a series of speakers on television subjects, Mr. Baird related how his company, which sponsors Studio One over CBS-TV, had begun in 1946 on nine-station network and a $400,000 budget and today is on a 51-station network and $2.3 million budget. Mr. Baird said there were good reasons.

First, he said, the show reaches 9 million people each week. A top Hollywood movie, by comparison, must play a whole year to reach 6 million, while a Broadway play such as "South Pacific" would have to play 17 years to reach 9 million.

Second, he continued, "one of the (rating) services has rated us in the top 10 for 9 out of the past 12 months," and Studio One had received a total of 15 "top dramatic honors from a variety of sources."

Cites Cost

Third, there was cost. The total budget of $3.3 million, he continued, included $75,000 for newspaper advertising and $50,000 for dealer promotions, "with additional monies for publicity. We found out early in our experience that simply having the TV show was not enough—

"we had to do a complete merchandising job on the show to make sure that we got full value out of the decision." With 53 shows a year, he said, the cost was $43,400 per show. Three commercials per show, each on a different product, made the cost per product commercial $14,466. Dividing 9 million viewers into $14,466, the cost is $1.60 per thousand viewers. If it is assumed 30% of the audience think the commercial "a fine time to leave the room to see if the kids are asleep or to mix a fresh drink," then the cost per person is $5.40 per thousand. Or, considering 2.7 persons per TV set representing only "one checkbook," the cost is $4.80 per thousand prospective purchasers.

"At this price," Mr. Baird pointed out, "we find ourselves right in the customer's own home, with his unavailed attention, and we are demonstrating our product. With our merchandise, you must demonstrate to sell. Here we are making the demonstrations with the husband and wife together, under the most favorable conditions, where the buying decisions are made.

"There were other reasons why his company was happy with television, he said, "The biggest" one: "We can actually trace a lot of sales directly to the demonstrations on the show. We have a steady flow of correspondence from our distributors telling of dealer reaction and actual sales. Westinghouse finally had gotten its Laundromat into one of the country's greatest department stores, he continued, because the president's wife was a regular viewer of Studio One and had been sold by Betty Furness. One demonstration of Mobbilaire fans, priced at $70, sold 572 fans at a stock of 900 in a Chicago store, he said.

"The real payoff comes in at the dealer level. The toughest problem is getting dealers to feel enthusiastic about your advertising efforts and to do something about it. Now—for the first time in our experience—we get a steady flow of dealer correspondence telling us of their enthusiasm for our show and the sales they have made from it.

"Certainly it is not an advertising activity that can be run from a rocking chair. It's hard-hitting, fast-moving—and it has a new kind of language and a great new impact. And it brings on a whole new kind of responsibility. For the sponsor finds himself in the living room of the customer as a guest."

As a result, Mr. Baird continued, "interesting things happen." An incorrect demonstration of how to mix clothes in a Laundromat brought protests which are still continuing, while improper loading during another demonstration resulted in numerous service calls from customers who weren't getting proper washing results.

Reaction Surveyed

One thing particularly has been learned, he said, after a survey by McCann-Erickson, Westinghouse agency. "The public does not hold a sponsor liable for story content," although the content may indirectly affect sales by leaving the listener in an undesirably-disturbed state of mind for reception of commercials. Dislike, however, is not transferred to the sponsor, he concluded.

Paul Rambourn, vice president of Paramount Pictures Corp., which owns KTAL (TV) Los Angeles, said that the "amount of brow sweat an American public is willing to pay for the pleasures of television must be classified as an economic marvel."

He compared the '20s during which about 2% of less national income was traceable to amusement and the present when families "seem to be willing" to spend 2% for television alone.

The average family buys a TV set, he said, "because they expect interesting and dramatic

(Continued on page 74 )
FREEZE LIFT HOPE DIMS
With FCC Delay

HOPES DIMMED last week for possible overall lifting of the television freeze by the end of this year as FCC postponed to June 11 its deadline for filing of replies and counter-union-initiated comments on the revised TV allocation plan and delayed commencement of the hearing on city-by-city allocation proposals until July 9.

The additional 5 weeks file replies was requested jointly by the Assn. of Federal Communications Consulting Engineers, the Federal Communications Bar Assn. and N.A.R. BROADCASTING TELECASTING, (May 14).

With the passing of the hectic clutter in filing of initial comments at deadline May 7 upon the Commission's greatly revised plan, announced in late March [BROADCASTING TELECASTING, March 29 et seq.], attention turned last week to speculation on lifting of the freeze and its related problems.

The freeze on all new station construction, as well as changes in facilities for existing stations, was imposed Sept. 30, 1948, pending the reallocation study.

Influencing Factors

Observers are attempting to draw answers out of the multitude of sometimes conflicting factors, attending the TV enigma in the "where do we go from here?" phase of the freeze. These factors, directly influencing any projected table on lifting the freeze and making actual grants, include:

- Prospects that the hearing on city-by-city allocation proposals may last anywhere from two to nine months.
- Estimate by FCC Chairman Wayne Cuy that after this final hearing the Commission may need two to three months to study the record and render a final decision on its master allocation plan.
- Indication perhaps another two months would be allowed for filing of new applications and that the allocation plan was finalized.
- Expectation once freeze is lifted and grants possible that lengthy, hotly contested comparative hearings will ensue in major cities, particularly for VHF assignments.
- Possibility of further delays through court litigation—revolving around broad questions of whether FCC's power to freeze is lawful, as contended by FCBA and certain individuals broadcasters, and the environmental reservation issue, as well as specific city allocation conflicts.
- Unknown complications resulting from FCC's proposed "partial" lifting of freeze, on which it currently declines all comment. Statements made last week indicated he thought FCC has not made up its mind on what course to take.

Practical effect of restrictions already imposed or which may be imposed by defense program upon new station applications was manifested in facturing of equipment and receivers.

Host of additional problems inherent in forthcoming Supreme Court ruling on color television litigation, particularly should green light be given to colorcasting through decision upholding FCC's approval of CBS system.

FCC last Tuesday announced the further delay in filing of comments and beginning of the city-by-city hearing. Earlier, the replies were due May 22, with the city-by-city hearing scheduled June 11. These dates already had been once-postponed from the original schedule under which initial comments were due April 23, replies May 8 and city-by-city hearing May 23.

The July 9 hearing is to commence at 10 a.m. in the Department of Commerce Auditorium, 14th St. between Constitution Ave. and E. St. N. W., Washington, scene of the majority of earlier phases of the allocation proceeding.

Expectation that the city-by-city hearing will run through the summer and possibly well into the fall came from both commercial broadcasters and educators. Many experts view the allocation proceeding as virtually the last chance to get into television.

Sure fire allocation proposals are expected to be prosecuted as vigorously, if not more so, than individual applications in any comparative proceeding.

Organized education alone, according to present indications, is seen pressing the cause for reservation of noncommercial channels in nearly all cities. Continuing reservations plus other key areas not now so reserved. A roster of leading citizen witnesses might be in prospect in each case, some predict, as the Commission on Educational Television attempts to guide education's cause away from any stigma of a generalized "boiler plate" presentation.

Education across the U. S. has been well briefed on the TV proceeding from many quarters, including an early April prompting, by letter, by U. S. Comr. of Education Earl J. McGrath of Federal Security Agency's Office of Education.

Commercial interests likewise are seen exploring fully every aspect of the allocation story in their efforts to develop a national competitive service and comprehensive local facilities.

According to some reports, the Commission continues of the opinion that intermixing of VHF and UHF channels must be retained if there is to be a nation-wide competitive system.

But the contention of FCBA that allocation by rule-making is unlawful and the plan should rather (Continued on page 78)

H. T. GOLDSMITH Jr., director of research, Allen B. DuMont Labs Inc., uses the "DuMont Allocation Demonstrator" to show why DuMont feels that its allocation plan is superior to that of RCA. Here the map is showing that the DuMont plan allocates four or more VHF channels in 53 areas as compared with only seven such allocations by the FCC plan. The "Demonstrator" will be used by DuMont in its presentation before FCC during the forthcoming hearings.

TELEVISION set dealers, distributors and manufacturers last week fought hard—and with some success—to combat the crippling effects of government credit restrictions, over-production and the general slump in the appliance business.

Most dramatic step was that of Monarch-Saphin Inc., New York distributor chain, which last Monday started public auction of about 11,000 late-model TV receivers representing approximately $5 million of motionless inventories.

But one of the most effective steps appeared to be the RCA Victor market stabilization plan [BROADCASTING TELECASTING, May 7]. Presented to the company's distributors April 30, the plan has received "wide acclaim and the complete support of both distributors and dealers," according to A. B. Mills, general sales manager of RCA Victor Home Instrument Dept.

Backbone of RCA Victor's plan is a two-fold guarantee, at least until Aug. 1, not to change factory list prices of TV sets or bring out new models. Dealer morale has been strengthened, according to one major distributor. Others joined in this statement, and also said the effects spread into finance companies and banks in accepting RCA Victor paper over competition.

The Better Business Bureau in New York stepped into the picture last week on the ground that the Stevens Radio & Television Co., Long Island City, was misrepresenting its "cost" prices. The Bureau contended that "make an offer" advertisements did not mean what they implied. "In this case any prospective purchaser could reasonably assume a set could be purchased at your cost price or less," the Bureau stated. "We recommend that such advertisements be discontinued." The bureau added that it had sent a shopper to the store.

Stevens Revises Ads The Stevens store revised its advertisements, according to the bureau.

Reportedly every brand on the market except RCA was represented among the sets being auctioned, as the plan was voted on by the Monarch-Saphin board.

Floor selling prices included exclusive tax and manufacturer's warranty for one year. Delivery, installation and service contract were extra, but available at standard rates. Cash transactions required a 10% deposit and a completion within 48 hours. Monarch-Saphin offered to arrange credit terms where grace periods desired, although 60% of the early sales reportedly were for cash.

Auctioning proceeded on a "mass" basis, with the auctioneer, one said, trying to make each individual set had established a price, including (Continued on page 78)
COMMUNITY antenna projects—offering TV to isolated areas—appear destined to further enhance television's selling story.

Networks and stations alike have been observing the five-month expansion of an idea [Broadcasting - Telecasting, Feb. 19] which may represent the answer for many existing outlets. Thus far, however, there is not enough tangible basis for radical revision of reac tion to previous forecasts.

The networks themselves are non-committal. It is further pointed out that the community projects accommodate pickups from only one station at a time. That means restricting audience choice of programs and limiting stations' coverage claims.

The idea of a master antenna pickup series of five pictures each will be line into subscriber homes has captured the fancy of countless communities cut off from TV by hills or comparable terrain characteristics.

FCC in Washington already has received numerous queries from communities and parties expressing interest in initiating a like service. Commission approval is not required in such undertakings, but that agency is keeping an informal file on the subject and is interested insofar as the system presents a means of broadening existing and proposed TV coverage.

The most ambitious project is unofficially reported for the Rocky Mountain area. Under study is a plan to establish service from Salt Lake City south to Provo, Utah, and west to its products, with programs coming from two Salt Lake City stations, KSL-TV and KBYU-TV.

Greatest concentration of installations thus far is in Pennsylvania. Philadelphia station reception is reported being brought into Lans ford (by Panther Valley Television Co.), Ioneadale (Kenneth Chapman) and Franklin (Harren Corp.).

Most recent undertaking is at Danville, N. Y. There, Peerless Television Corp. is running a cable from an antenna on East Hill to bring service (at $3 a month following $75 installation charge to customer) from Western New York State stations.

Other areas negotiating for service include Lock Haven, Harrisburg and Pottsville, Pa., which would provide Philadelphia pickups; Astoria, Ore. (Radio & Electronics Co.), to relay service from Seattle; and Bellingham, Wash., also planning Seattle pickup.

Lansford Project

At Lansford, an 85-foot antenna produced by Jerrol Electronics Corp., Philadelphia firm which developed the idea, picks up signals from Philadelphia, 85 miles away, and feeds them into the homes by wire. A Jerrol defendant cited this as a specific example of a community, down in a basin between mountains, that would be without hope of service under ordinary circumstances.

Company President Milton Shapp ventured that TV stations could receive their coverage if the present emergency shortages do not stop materials for building.

Evolution of the community TV antenna plan came after harbors listed to different sets for in-store demonstrations; then advanced the same theory to produce master antennas for apartments and like buildings; and finally recognized that the principle could be applied to communities distant from TV service.

It is estimated that installation costs are in the neighborhood of $30,000, although it is hoped that new equipment ideas currently being perfected will substantially reduce this figure.

Charges to customers averaged around $100 for initial installation with a monthly charge of $3 or slightly more.

Only one possible competitive development in the foreseeable future is a plan of Gordon Brown, WSSY Rochester, N. Y. In sub mitting a plan for a new station under the proposed allocation plan, Mr. Brown urged setting up of low-powered rebroadcast stations to give TV to the same type of isolated communities.

[CIRCUIT - Telecasting, May 14].

ABC-AMERICA PLANT Seeks Hollywood Property

ALTHOUGH the ABC deal to acquire 40 acres adjacent to Warner Bros. Studios in Burbank for an eventual West Coast TV production center [CLOSED CIRCUIT, May 14] was expected to be consummated this past weekend, network executives are continuing to inspect various available Hollywood film studio lots.

Thirty of those acres would be bought outright, Warner Bros. with the additional 10 from the City of Burbank. Total cost is said to be about $800,000.

Although no estimated cost figure is available, it is reported that the building material and equipment available, a television-radio center will ultimately be erected on the Burbank property to house Hollywood operations of both NBC and RCA.

Should NBC, in the meantime, find a ready setup that meets its TV needs, a possible deal may be made on the Warner Bros. property if the studio lot is not needed. It is known that NBC executives have inspected several Hollywood film studio lots, including those of the United Artists, RCA, and Robert Sarnoff, NBC-TV director of unit productions, currently are in Hollywood from New York, and are to look around other than during their brief stay, it was said.

Whatever kind of move NBC may make, and despite published reports, the network has no intention of dropping the present block-square Western Division headquarters at Sunset Blvd. and Vine St., a spokesman said. Joseph McCombel, NBC president, was expected to join them this week in Hollywood.

P&G Replacement

PROCTOR & GAMBLE, Cincinnati, will sponsor a half-hour live, dramatic show on NBC-TV Tuesday, replacing its Fireside Theatre for summer fare, effective July 3. Conception Ad., New York, is the agency.
WOMEN’S SHOWS

WOMEN’S TV programs — "women selling women, through television" — were cited last week by the TV Div. of Edward Petry & Co., station representative firm, as constituting a sure-fire sales formula to reach the people who control the country’s wealth and spending.

"In this country it is an established fact that Mrs. America is the purchasing agent," the brochure declared. It pointed out that women "spend 85% of the consumer dollars. In addition to bringing beneficiaries of more than 80% of all privately owned life insurance, inheriting 70% of the estates left by men and 64% of those left by other women, spending 90% of all privately owned stock in large corporations, holding two-thirds of all privately owned war bonds and spending 75% of all money expended for clothing.

Local advertisers have found immediate local acceptance for women’s daytime TV shows and national advertisers "are buying into local women's programs at a fast pace with the result that by fall many of these programs may be sold out," the brochure asserted. "The fall of 1951 will see many of the local women's programs on the Petry TV stations with an SRO sign for the month of November."

Some 20 women’s programs are currently being carried on 11 of the television stations represented by the Petry company.

Aside from the fact that women’s TV shows are aimed at the audience that predominates in family buying, the Petry report noted, this type of program offers these additional major advantages:

1. They provide "the personal, locally flavored touch . . . most effective.
2. They permit "maximum use of that most powerful of all sales-tested devices — demonstration of product use.
3. They have "the personal endorsement factor.
4. They have "low cost per commercial. . . You need no commercial production . . . no costly films to prepare . . ."
5. The program is there every day," making it possible to "sell harder and more often.
6. The programs "permit the advertiser to schedule his sales message to" weekday, it’s a shopping day, and that’s when women’s TV shows do their selling."

The report named some 46 companies in a "partial list of key national advertisers" currently using women’s local television shows.

FLORIDA CITRUS

$78,000 Okayed for TV

A EVERYWIDE advertising campaign, earmarking $150,000 for television and newspapers, has been approved by the Florida Citrus Commission. Some $78,000 will be allotted for television alone, it was reported.

These funds are in excess of the estimated $2 million spent annually on advertising by the commission. It was provided by legislation which raised the per-box tax on oranges and grapefruit.

[WJAX-TV TELECASTING, May 7].

According to Jack Forsheuh, Lakeland, Fla., representative of J. Walter Thompson Co., which handles the commission’s campaigns, some 15 stations in 10 cities will be used.

The agency said stations over which the advertising of citrus to be handled are WGN-TV Chicago; WBAL-TV Baltimore; WJZX-TV WNB (TV) WPIX (TV) New York; WNAC-TV Boston; WPIT (TV) WCAT-TV Pittsburgh; WMAL-TV Washington; WCPQ-TV Cincinnati; WNBK (TV) Cleveland; WSB-TV Atlanta; WXYZ-TV Detroit (two programs, Hello Girls and Charm Kitchen), and on another station as yet unnamed.

TV programs are slated to run three times per week in the same major markets, it was understood. The campaign probably will run for six weeks with the summer campaign on processed citrus scheduled to start soon after, using the same media.

Advertiser Sought

SPONSOR for Showtime . . . USA, over ABC-TV since Oct. 1, 1950, is being considered by Albertson, Theatre and Academy and the packagers, Howard Teichmann and Nathan Kroll. The present sponsor, Diamond #1 by Goodstar, kept the through Ruthrauff & Ryan, New York, has decided not to renew when its contract expires Aug. 5.

Sure-Fire Sales Formula—Petry

WJAX-TV PLEA

Court Withholds Ruling

U. S. Court of Appeals for the District of Columbia last Thursday decided to withhold its ruling on a petition by its Jackson- ville (Fla.) that sought to hold up the FCC’s proposed allocations hearings. The city had sought the stay order until the court had disposed of an earlier appeal that involved a Channel 2 construction permit in Jacksonville [BROADCASTING • TELECASTING, May 14].

The court Thursday intimated that it intended to consider the earlier appeal on the construction permit in the first part of June and implied that disposition of that case could make it unnecessary to rule on the stay order petition.

The City of Jacksonville, licensee of WJAX, on Aug. 5, 1948, had been issued a TV construction permit channel 11. In May 1949 FCC denied WJAX-TV’s application for extension of time to complete the construction. After denial of a petition for rehearing and other relief, the City of Jacksonville filed its notice with the Court of Appeals [BROADCASTING • TELECASTING, Nov. 6, 1950].

The city’s most recent appeal held that if the FCC finally reallocated Channel 2 away from Jacksonville and subsequently the Court of Appeals filed a favor of WJAX-TV on the CP appeal, then the Commission would be in the position of not being able to comply with the ruling.

Richard A. Solomon, serving as assistant general counsel, Thursday told the court that Channel 12 would be available under the proposed reallocation and that the Commission could give that to the City of Jacksonville. He further held that the appellant has taken no steps to exhaust its administrative remedies before seeking relief in that court, and that the petition was premature.

L. Augustin, of Dow, Lohnes & Albertson, on behalf of WJAX-TV, argued that coverage aspects of Channel 12 were much less than Channel 2.

Florida Counsel said the Commission recognized "no substantial" difference in the two channels, and that if Channel 12 proved unsatisfactory, the petitioner could seek hearing before FCC.

KLC-ATV Hollywood has added five hours to weekly schedule bringing total of weekly programming hours to 100. Station broadcasts on hour earlier Monday through Friday, going on at 9 a.m.

DAYTIME TV DELIVERS RESULTS in Oklahoma’s MULTI-MILLION DOLLAR MARKET
New York TV station operators are again discussing the idea of a television city for their mutual use, Mayor Vincent R. Impellitteri revealed last week when he made public the report of a three-man committee suggesting 18 possible sites.

Noting that the television city idea had been considered some years ago but "temporarily dropped because of differences of opinion, under technical problems, uncertainty of outlook, etc."

Toledo Bid

Crosley Seeks VHF Ch. 11

Application for VHF Channel 11 (198-204 mc) at Toledo, Ohio, was filed with FCC last week by Crosley Broadcasting Corp., licensee of WLW Cincinnati and operator of WLWT (TV) Cincinnati, WWC (TV) Columbus and WLWD (TV) Dayton.

The revisions proposed by the FCC would require the city to allow for the use of a television center proposed by Crosley.

The city has already been notified that the FCC will follow with hearings on the new applications.

The FCC has already been notified that the FCC will follow with hearings on the new applications.

Freeze Lift Hope

(Continued from page 61)

be used as a "guide" is understood to be causing concern within the Commission. It's now believed in some quarters there is an even chance that FCC will follow the suggestion of using the plan as a guide, but the decision won't have to be made until after the city-by-city hearings since the plan now is only a proposal.

The Cuban TV program, as well as WKMH Dearborn, Mich., one of the few individual broadcasters to contest the allocation legality, have asked oral arguments on the issue before commencement of the city-by-city hearing on grounds such hearing would be rendered moot if their views were supported. This would speed the decision and ultimate lifting of the freeze, they indicated.

The FCC earlier had stated it would hear the FCBA argument after the city-by-city hearing rather than before, Commission attorneys also pointed out last week the hearing still would be necessary although the plan were used as a guide because "the city" would be entitled to a voice in finalizing even an informal plan.

Proposed by New York Group

New York was announcing that construction is under way for its own television center (see story page 70).

A CBS spokesman reported that "we are studying the proposal and discussing it with the other parties again." Speculation that CBS-RCA rivalry over color television would itself prevent a cooperative venture involving CBS and RCA-owned NBC was discounted.

Chris Witting, general manager of the DuMont TV network, said, "I have been in touch with the general idea, but it is still very much in the talk stage. We have attended both meetings held so far and will continue to sit in on any discussions in hopes that some practical plan may develop. There are many problems to be solved, however."

NBC officials said they had not yet received a copy of the city committee's proposals.

G. Bennett Larson, vice president and general manager of WPIX (TV) New York, felt "the idea of a city television center seems to have merit, but we want to study any proposed plans very carefully before making a final decision about participating in such a project."

Talent Fees

TVA-Defense Dept. to Talk

GEORGE HELLER, national executive secretary of Television Authority, has requested a meeting with a Department of Defense official looking toward establishment of a national, high-level policy with regard to talent fees on commercial TV shows involving military personnel [CLOSED CIRCUIT, May 14].

Miller is expected to confer sometime this week with Peter Seitz, industrial director within the Defense Dept., in Washington. The request was contained in a letter received by Mr. Seitz' office last week.

The collection of "working permit" or standby fees by TVA on certain network commercial programs, including Arthur Godfrey & His Friends on CBS-TV last Wednesday, had stirred some confusion among military branches at the height of Armed Forces Week. At least half a dozen appearances of military personnel had been slated, it was understood.

Liggert & George Tobacco Co. (Chesterfield) last week paid out $800 in such fees covering the appearance of a WAVE, Navy nurse and 80-piece choral group from Ohio State University [BROADCASTING • TELECASTING, May 14]. The chorus went on Wednesday as scheduled but ran into some technical problems performing for perhaps 60 seconds. The sponsor had agreed to pay the extra $800.

Network Index

Nielsen Issues New Report

A. C. Nielsen Co. last week released its latest Nielsen Television Index Complete Service clients its first bi-monthly analytical report on network television.

The Nielsen Co. stated that for the first time TV data comparable in scope and application to the network radio analyses which have been developed for the Nielsen Radio Index, is available to NPTI Complete Service clients in standard report format.

Video programs can be directly compared with radio programs in terms of action ratings which go far beyond "ratings" in pertinence and dollar importance, the company added.

Guests at a spot radio-television clinic luncheon at New York's Biltmore Hotel May 8 included (1 to r) Stephen Maschenski, Adam J. Young Jr. Inc.; H. T. Hamilton Jr., advertising manager, Snow Crop Div., Clinton Foods Inc.; Preston Pumphrey, Mason Inc., and Elden Reed, Free & Peters Inc. The clinic was sponsored by the National Assoc. of Radio & Television Station Representatives Inc.
"Fight of Week"
Leads Trendex Report

CBS' "Fight of the Week," with a 44.8 rating, headed the 10 most popular sponsored, network television shows reported for May 1-7, released last week by Trendex Inc. The report covers cities on the interconnected network.

The 10 programs, rated according to a single live broadcast during the survey week, were listed by Trendex as follows:

1. Fight of the Week 44.8 CBS
2. Godfrey's Talent Scouts 43.5 NBC
3. Star Theatre—Barcia 43.5 NBC
4. Your Show of Shows 38.5 NBC
5. TV Playhouse—Philadelphia 37.3 NBC
6. Firestone Theatre 35.7 CBS
7. Godfrey 'n Friends 35.7 CBS
8. Man Against Crime 35.3 CBS
9. Comedy Hour 30.3 NBC
10. Your Hit Parade 30.3 NBC

Production Surveys Sourced by Ross

PROGRAM packaging and production control of 188 network-sponsored television shows break down as follows, according to a Ross Report on Television, released last week: 45% are being created and produced by independent packages, 40% by the networks and 15% by the advertising agencies.

These figures, when supplemented by programs on the New York local level, tend to approximate those for a year ago, when Ross observed 46 programs telecast during 1948, '49 and '50 and found that 58% had been packaged by independents, 34% by the networks and 8% by the ad agencies.
"MORNING DEVOTIONS"

another WSB-TV service in the public interest

Prominent religious leaders of Atlanta are participating with WSB-TV in this unusual television series which brings to viewers a daily devotional service, Mondays through Fridays at 10:30 a.m.

These programs have inspired much favorable comment. And advertisers are given another insight on the reason why WSB and WSB-TV hold such a unique position in the hearts and homes of the people they serve. WSB-TV is represented nationally by Edward Petry & Company, Incorporated.
**BREWERY FUNDS**

Von Volkenburg Cites TV BREWING firms have been among the staunchest pioneers in the "successful development of television" in both national network and local spot advertising and have contributed considerably toward public enthusiasm for the medium, Jack Von Volkenburg, CBS vice president, declared May 9. He addressed the Diamond Jubilee convention of United States Brewers Foundation in St. Louis.

Mr. Von Volkenburg noted that the brewing industry ranks eighth in network TV sales and invested 4% of its national media funds in video last year compared to 3% by the average national advertiser. He said its impact is even greater on the local and regional levels where over 130 different brewers are advertisers in some 61 TV markets. Brewing and food are the two largest users of spot program television and "your advertising investment has directly and indirectly helped speed the growth," he told the foundation.

James P. Holihan, president, Diamond Spring Brewery, Lawrence, Mass., told conventioners that more beer is being consumed at home and attributed a boost in package sales to television. According to a survey by the foundation, 62% of American families now buy beer for home consumption.

**76.5% SALES INCREASE**

...that's the result of the WLW-Advertised Brands Week, March 9 through March 19.

Thousands of druggists in WLW's merchandise-able area of Ohio, Indiana, Kentucky and West Virginia tied in with this gigantic promotion. A check on sales of the 47 drug products advertised on WLW and WLW-Television showed an increase of 26.5%.

...this is just another "Merchandising Service" of WLW

The Nation's Most Merchandise-able Station

**WLW**

**WLW-Television**

Crosley Broadcasting Corporation

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**'TELEVISION SQUARE'**

Streiber Announces Construction Plans

PLANS for the first made-for-television-only building in New York, to be completed Jan. 1,1962, were announced yesterday (Sunday) by WOR-TV New York President Theodore C. Streiber.

To be known as "Television Square," it will cover almost the entire block between 67th and 68th Sts. on Broadway and Columbus Ave. and will consolidate under one roof all the station's production activities. Construction is now underway.

"Now for the first time, TV producers will be able to put on a show in a building designed and built expressly for them," Mr. Streiber said.

Features of the building, which will incorporate many innovations in design:
- Rehearsal and production facilities will be combined into one unit. Each of three studios will contain 4,000 to 5,000 square feet of floor space and will be 55 feet high.
- Largest studio will have a balcony seating 299 persons along side exit, entrance and exit arranged so that spectators will never set foot on the production floor.
- Each studio will be grouped with a rehearsal hall, announcer's booth, sponsor's room and control room. There will be two extra rehearsal halls besides the one grouped with each studio.
- Panel system, such as now in use on WLW-TV, will permit switching of control room instantly to the facilities of any of the production rooms.
- Echo chambers (three) for special sound effects under each production room floor, with two extra chambers readily available.
- Film storage facilities designed for inflammable nitrocellulose film.
- Eight film cutting and editing rooms, two reviewing rooms, two edit-ing rooms, and a projection room with six projectors and two Telepos for slides and photographs.
- Properties-and sets storage facilities located along entire west side of building and accessible to trucks from either end for off-loading and unloading. Connecting doors to production rooms large enough to admit cars and other big "props."

"We're going to have the new...

**AT&T LINK**

Planned for Southeast

TO AUGMENT existing coaxial cable facilities now providing TV and other communications between the Southeast and the rest of the country, AT&T has filed applications with FCC for permission to construct a $3.8 million microwave radio relay system connecting Washington, D. C., Charlotte and Atlanta. This system would join the present New York-Washington radio relay system at Garden City, Va., just across the Potomac from the Capital.

Plans call for erection of 16 intermediate stations along the new route which would provide two channels in each direction on the southbound channel would be earmarked initially for TV program transmission between Charlotte and Atlanta. Those stations being reserved at this time for long distance telephone service.

**SCIENCE FICTION**

Program Rights Acquired

RIGHTS to more than 2,000 short stories and 25 novels of science fiction, written by Science Fiction League of America members, have been acquired and prepared for television under the title, From the Beyond, by George Folev and Dick Gordon, TV program packagers, it was announced in New York last week.

The series, submitted to agencies last week, has been prepared for weekly, half-hour, live TV program. Production is by Morton Abrahams, with adaptations by Draper Lewis, Jack Weinstock and Willie Gilbert.

**BARNES RESIGNS**

To Produce Film Series

HOWARD G. BARNES, vice president in charge of radio and television of Dordland Inc., New York, has resigned to do film production.

Mr. Barnes of his first series is a 52-week, half-hour dramatic program based on Liberty magazine's adaptations for Flamingo Films. It is understood that the series is currently being bid for sponsorship by two major advertisers.

Mr. Barnes' office is located at 40 E. 49th St. He is also owner and president of General Entertainment Corp., which is currently marketing and producing Hollywood's Open Houses, a transmitted radio program on 65 stations.

**New Color System**

DEVELOPMENT of a new color system has been announced by John M. Sherman, technical director of WTCN-TV Minneapolis, and Ed-will Fisher, printer and color photographer. Tests on WTCN-TV are reported to indicate their system, which employs no moving parts, may permit expensive modification of equipment and receivers for color reception.

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**SRT-TV INTENSIVE PROFESSIONAL COURSES IN TELEVISION**

**BROADCASTING**

Instruction by top-ranking professionals under actual broadcast conditions

Complete TV Station Equipment
(2-Educated Evening) Requires Approved for Veterans

Send for Circular "Careers in Television"

**SRT** (School of Radio Technique)

**TELEVISION STUDIOS**

America's Oldest Broadcasting School

134 West 57 Street, New York 19, N.Y.
The GPL Synchronizing Pulse Generator provides circuit reliability superior to that of comparable studio equipment. Operator adjustments are now eliminated by means of advanced circuit design, including binary counting circuits, delay-line-controlled pulse width—all operating from a stable master oscillator. The generator provides standard RTMA outputs with automatic termination of unused outputs. The AFC circuit is readily set to operate at mid-range when locked to the line.

Since the unit is smaller than existing equipment, even with its self-contained power supply, it is ideal for field operation. Swing-down panels simplify maintenance. Components are mounted on standard relay panels, facilitating studio rack mounting.

Typical of other GPL developments, the Synchronizing Generator is designed for maximum quality, operating efficiency, and dependability. Write for literature and operating information.

Write, Wire or Phone for Details

General Precision Laboratory

PLEASANTVILLE INCORPORATED

NEW YORK

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment
JOINT working committee to direct the 11-station cooperative telecast of General Douglas MacArthur’s return to the United States in San Francisco [BROADCASTING • TELECASTING, April 23], were (standing 1 to r) Dave Kees, KPIX (TV) San Francisco, who headed the joint engineering staff; Fred Manny, KTVU TV Oakland, reporting Southern California independent stations; and Bob Benninger, KNBH (TV) Los Angeles, representing Southern California network stations. Seated is Bill Hollobeck, KGO-TV San Francisco, producer-director of the telecast.

Set Slump (Continued from page 61)

other sets of the same make and model.

Mr. Saphin was reported as saying that his firm would not go out of business, that other lines were selling all right, and that the auction was only an answer to Regulation W.

Emerson Radio & Phonograph Corp. announced last Tuesday that the television receiver price cuts it put into effect May 1, ranging from $30 to $170, had been so successful in moving merchandise that list prices will be increased on June 1. A 30% cutback in production also is planned, to meet government requirements.

Extent of the price increases had not been determined, but President Benjamin Abrams said a new price schedule would be worked out and announced before the end of this month. It was expected that eventually the prices would be restored to pre-reduction levels, but whether this will be done immediately or in successive steps was not known.

The company said its May 1 cuts, authorized for a maximum of 60 days, had “greatly exceeded ... expectations and already has achieved the desired objectives.”

Except for government restrictions on the use of critical materials, Mr. Abrams reported, the demand for sets at the lowered prices could be met by increasing production.

However, he said, Emerson plans a 30% cutback in two weeks to comply with governmental requirements. This means the present rate of 1,600 sets produced and shipped daily will be cut to 1,000. RKO set production will be cut from 3,600 daily to 2,500, he added.

The increase in TV list prices was attributed not only to achievement of the price cut’s objective, but also to increases in production costs.

The sale of television sets has rounded the “distress corner” and is “headed in a more successful and orderly direction,” according to Ross D. Siragusa, president of the Admiral Corp., Chicago. He said prices are at pre-Korean war levels and manufacturing and sale of sets are being stabilized.

Admiral is producing more than 40,000 sets monthly, he announced, “although some manufacturers have closed their production lines, at least temporarily.” The current Admiral production compares in unit production to that of the second quarter last year, he said.

There is a perceivable increase in purchases of color TV sets, but the turning point was a price reduction to $199.95, which was the first step in locating a satisfactory price medium between seller and buyer.”

Belmont Campaign

Detailed questions and answers explaining to readers why they should buy television sets now are featured in a series of ads being run for six weeks in the Chicago Tribune by Belmont Distributors Inc., same city [BROADCASTING • TELECASTING, May 14].

On behalf of the parent firm, Raytheon TV, Belmont Distributors Inc., a subsidiary of Belmont Radio Corp., is running a series of six ads, all of which attempt to sell television “now.” The initial insertion on May 10 answered simply such questions as: “What are the chances of TV set prices going down? What about developments in color TV? What about these new UHF television channels I read about? Can I depend on a continued supply of replacement parts and tubes in case I need them?”

Regarding prices, the answer given was that TV sets—as with other appliance items—under normal circumstances become cheaper as more models are produced. He said: “Because the country is engaged in a long-term program of defense production, greatly increased TV set production—with consequent lowering of prices—seems unlikely to occur soon ... we see no widespread, permanent price reductions until the U. S. returns to normal peacetime living. That’s probably many years off.”

Color television, reported the ad, “is still many years away. Commercial color might come in three years, more probably not for five or eight years.” Color TV would also require scarce, strategic materials.”

In the second of a series of Chicago Tribune ads Thursday, Belmont lists “nine points to look for” in the selection of a television set. Noting that “research proves all TV sets are not the same,” the company listed these criteria for purchase—good picture quality, sufficient number of tubes, good contrast, minimum of interference, well-engineered tuner, warranted satisfaction, stylish, cabinet construction and endorsement seals.

Agency is Cowan & Dengler, New York.
Chef MILANI can make the sales pot boil for your food product!

Five days a week, 3:30 to 4:00 p.m., world-famous Chef Milani really ropes and hog-ties the ladies with his television magic!

He talks and demonstrates his wonderful recipes and food preparations to a goodly portion of the 2,000,000 homemakers in this great market—second largest in food sales in the Nation.

Yes, products move with every Milani mention. Milani also knows and calls in person on leading food dealers and chain owners to stimulate direct merchandising of his sponsored products.

A few choice spots are still open on this popular participation show. Contact KNBH, Hollywood, or your nearest NBC Spot Sales Office for complete facts on the dynamic Chef Milani Show!

TO SELL THE BUYING MILLIONS IN

AMERICA'S 2ND LARGEST TV MARKET
Time Sales (Continued from page 61)

cibles is to double, but would not be as easy as that, for the additional channels, sets and toiletries, in
by $886,670, and soaps and cleansers the third, $992,921; automotive fourth, $886,670, and soaps and cleaners fifth, $706,283. In addition to the
increased time purchases since March of last year, it is noteworthy that the rank order of the product
groups also has changed appreciably since March 1950, when smoking
materials stood first, followed by automotive, food and TV sales.

Ad Economics (Continued from page 62)

* We can produce more sales records
latter of recommendation that members of NPA organizations have received while working for over 300 AM, FM & TV Stations and New-
papers from coast to coast, than any similar company.

channels available so that anyone could have one for the asking you
'think that 70,000, ear even a peep of desire from any educator.

Chirs J. Witting, general manager
of DuMont Television Net-
work, urged the sales executives
to "consult the steadily broadening
two of techniques that can add
sell to your message."

The Kefauver hearings "demon-
strated that the dignity of great
events, the dramatization of his-
tory in the making, can provide a tremendous and appreciative audi-
ence that will not only accept and
remember a sales message but will
bestow upon the firm that makes
it available the plus elements of
prestige and good will," he
said.

Other Media Affected
Sylvester L. (Pat) Weaver, NBC
vice president for television, pointed
out that television was having its
effect upon other media besides
radio. He said that radio homes without TV sets, was par-
ticularly complementary to tele-
vision.

Roy A. Maurer, WOR-TV New
York director of sports and special
features production, warned that the
"techniques of commercial presen-
tation" in television are not keeping
pace with technical advances and
program presentation improve-
ments. He emphasized that
"each, smooth, technical continuity in
picture portrayal contributes to
the overall audience appeal and
repeated the adage, "Keep it
simple."

David H. Halpern, vice president
of Owen & Chappell and president
of American Television Society,
announced an ATS meeting on June
18 at which the question of
"whether anything and everything
no matter where it takes place"
and radio will be discussed.

Guests at the meeting included
F. M. Flynn, president of the New
York Daily News and of WPIX (TV)
News, was acting chairman of the
session; Bennett Larson, WPIX general
manager; H. V. Kalenborn, NBC com-
mentator, and others.

Building Impasse (Continued from page 25)
will make its findings, based on
future recommendations from FCC and
NPA electronics, and forward
them to the NPA administrator's
office.

The government already has said
that building permits would be issued on the "merits of individual
cases," taking into consideration
"the type and quantity of materials
at hand, and the need for the fa-
dility, and the effect on the com-
domestic economy," according to the authori-
ization were denied."

Early confusion over the NPA
edit was further complicated last
week, however, with the establish-
ment of a new top-level Governing
Requirements Committee, and a
slightly modified chain of com-
mand, which would bring the NPA
Office of Civilian Requirements into
greater play.

Formation of the new group, which will review overall demands for
steel, copper and aluminum al-
loated under the Controlled
Materials Plan, was announced by Edwin T. Gibson, acting Defense
Production Administrator. Its
primary purpose will be to recom-
mand policies and programs for
balancing supply and demand.

Meetings Held
Actually the committee has been
meeting for months under the chair-
manship of Charles E. Wampler,
director of DPA's Programs and
Requirements Office. One of its
members is Lewis Allen Weiss,
director of NPA's Office of Civilian
Requirements and former board
chairman of MBS and the Don Lee
Broadcasting System.

Other functional areas to be
covered in the committee's work are
construction requirements, in-
clusions like bricks, cement and
military requirements. In a sense
the committee is comparable on a
broader scope to the Electronics
Production Board, whose recom-
mandations still will carry weight
in the overall civilian economy
picture.

The board, headed by Ed Morris
of Westinghouse Electric Corp.,
Baltimore, is charged with determi-
nation of civilian and military re-
quirements for electronics and with
setting policies and procedures for
insuring production, expansion, con-
servation and product standardi-
zation [BROADCASTING • TELECAST-
ING, March 1951]. Its recom-
mandations will be submitted to the
new Requirements Committee,
it was understood.

At the NPA level, Mr. Weiss'
order will counteract the possi-
ble shortages, which civilian re-
quirements and forward proposals
designed to avert damage to the
civilian economy. Since the com-
munity factor is inherent in NPA's
new building directive, it is ex-
pected that the Office of Civilian
Requirements will play a key role
in keeping the broadcasting and
electronics industries on the same
level, as its perils afloat in the perilous clime
of a controlled economy.

Mr. Wampler will make decisions
relative to (1) requirements for defense
items for which there are possi-
ble shortages, which civilian re-
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electronics industries on the same
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of a controlled economy.

Metals Shortage Cited
At a news conference following
the formal creation of the Requ-
irements Committee, Mr. Gibson
posed the issue briefly: There are
simply not enough metals to support all
activities at full production for
the defense effort.

Perhaps the best answer to the
question of top priority was given by
an NPA allocation official who
described radio-TV broadcasting as an
\"essential\"; while enough to keep
operations but lacking of suf-
ficient priority to warrant blanket
authorization for continued expansion,
save in individual cases where hard-
ship would be imposed on any one
community.

National Features  
ILLINOIS  

Edgar L. Bill  
Merle V. Watson  
Julian Montell,  
Sales Manager  

* We can produce more sales records
latters of recommendation that members of NPA organizations have received while working for over 300 AM, FM & TV Stations and New-
papers from coast to coast, than any similar company.

of Westinghouse Electric Corp.,
Baltimore, is charged with determi-
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of a controlled economy.
BREAKING A JINX

WIBG Philadelphia ran ad in Philadelphia Daily News at directed Philadelphia Athletics baseball team, returning home from bad road trip, stating, "We've killed the Jinx! Sic those Yankees ... WIBG." It took two days for the hex breaker to take effect, the A's dropped their first game to the Yanks, but the following day they dropped the mighty Bronx Bombers in both ends of a double header. Rupe Welring, production and promotion manager of station, and who also thought up the jinx breakers, is taking full credit for the twin killings pulled off by the A's.

SUMMER SALES KIT

KNX Los Angeles sending agencies and advertisers complete kit designed to sell summer radio in general and KNX-Los Angeles market particularly. Presentation divided into various sections, starts off covering definition of summer selling campaign, opportunity offered advertisers in summertime, summer sales potential and information about part station plays in aiding its sales representatives and advertisers. Next section contains reprints of summer sales stories appearing in trade press as well as ads station has run emphasizing fact that "summer is only colossus in Southern California. Another other section lists all special summertime programs with comprehensive information about each show. One portion of sales presentation contains names of national advertisers in July issue of popular weekly magazine and advertisers who regularly buy newspaper space in Los Angeles market in summer. A KNX summertime saturation plan, which offers advertisers up to 60% discount, is described. Last section explains station's promotion plan to attract still more listeners.

DISC JOCKEY ARTICLE

LOOK MAGAZINE, June 5 issue, features 16 early-morning disc-jockey shows in story titled "They Wake Up Beaming." Explaining that "Here are America's human alarm clocks—the crack of dawn radio stars who start each day with more cheer than seems reasonable," the magazine gives short description of each program with on-the-air pictures. Included in story are: Ruth Lyons—WLW Cincinnati; Sandy Saunders—WKY Oklahoma City; Bill Mosher, KJR Seattle; Phil Alampi—WJZ New York; Tex and Jinx McCrary, WNBC New York; Don and Jane Butler, WCBS Miami; Mr. and Mrs. Menjou, transcribed over 300 stations; Don Bell, KRNT Des Moines; Jack Sterling, WBNS New York; Rayburn & Finch, WNEW New York; Skitch Henderson, WNBA New York; John Gambling, WOR New York; Bill Weaver, KCBS San Francisco; Ted Harding, WNOH Norfolk; Norman Ross, WMAG Chicago, and Eddie Gallagher, WTOP Washington.

MOTHER'S DAY WINNER

WBUD Trenton sponsored "Trenton's Newest Mother" on Mother's Day, 1951, contest. The young mother was showered with gifts that were topped off with basket of orchids. The station also performed another service to help out the new parents. The father was (Continued on page 90)
CANCER CRUSADE

STATIONS and civic organizations are uniting in a drive to recruit funds in a war on cancer.

Among those who have reported their efforts to BROADCASTING • TELECASTING are:

- ABC Chicago donated 2% of hours plus personnel to an American Cancer Society benefit show over WENR-TV Chicago.
- In addition, Jim Moran, president of Courtesy Motors, gave his Courtesy Hour for one night to swell the total to 3% hours. Radio and television stars also donated their services.
- Last year the cancer telethon collected $19,000 from viewers. This year's plans were made by Mr. Moran, ABC, Malcolm-Howard Agency and Leo Salkin, talent agency.
- WHLI Hempstead, Long Island, N.Y., scheduled 18 public service programs dealing with cancer, in addition to brief announcements. Special programs also are set for WSTC-AM-FM Stamford, Conn. Seven stations of the Connecticut State Network carried speeches by state and city officials at a banquet.

Opening the fund drive:

Last half-hour of Milton Berle's Texaco Star Theater was preempted by WDTV (TV) Pittsburgh, when the station presented a special program, Cancer Will Be Conquered, as part of the famous Johns Hopkins Science Review on the DuMont TV Network. Station carried the program as a public service, of the popular 1951 fight-cancer campaign. Dr. George O. Gey, university cancer research specialist, demonstrated the difference in normal and abnormal body cells. Program is directed by Lynn Poole.

WAAM (TV) Baltimore on April 21 telecast the Johns Hopkins-Princeton lacrosse game. The sponsor had specified that his name not be mentioned except for the required FCC credit previous to the telecast. All commercials plugged the 1951 Cancer Crusade.

WOAI-TV Donates

WOAI-TV San Antonio donated air time and technical facilities to a 75-minute Cancer Crusade benefit show.

WCOC Minneapolis presented three half-hour programs devoted to the crusade. These included interviews by George Grim, news-reporter-commentator for WCOC, with cancer patients.

WPWA Chester, Pa., last month held a 24-hour Cancer Marathon devoted to aiding the Delaware County Cancer Society campaign. Highlight of the station's effort came when Don Piccard, son of the internationally famed balloonist, Prof. Jean Piccard, took off from in front of the station on a flight over the community.

Lou Poiller, WPWA president, announced that the station has adopted a public service policy which eliminates direct soliciting. Said Mr. Poiller: "These include efforts that have been urging solicitations over the air for so many causes that the public is revolting." He explained that WPWA will "publicize as strongly as ever but the organizations will have to back it up in the field with collection.

Pooling their talents, entertainers, production and engineering staffs at WBAP-TV Fort Worth put on a full hour show to benefit the cancer drive. All personnel donated time and services, and the station management gave full support by donating the time, facilities and equipment. Newspapers cooperated fully with the station publicity staff in publicising the show a week preceding the telecast.

A five-hour telecast by WBNS-TV Columbus, Ohio, using an auction sale format and entertainment features, brought in approximately $7,000 for a one-night drive of the American Cancer Society in Franklin county chapter. WBNS staffed the show with talers.

GLEGAL. John Reed Kilpatrick (I), presi-
dent, New York City Cancer Comm-
mittee, seems pleased with the report of Larry Lowman, CBS administrative vice president and chairman of the radio-television division for the 1951 cancer funds appeal. Reports on progress toward the $1,500,000 goal were submitted at a meeting in the Hotel New Yorker. * * *

Gleba and Bill Pepper served as emcees and auctioneers during the session, which featured choral groups, novelty song and dance routines. Local merchants donated a large quantity of merchandise, which made it necessary to extend the program beyond its originally-scheduled three-hour length.

REPAIR SERVICES
OPS Price Ceiling Imposed

PRICE of services furnished by radio and television appliance re-
pair firms was placed under a ceiling in a regulation imposed by the Office of Price Stabilization May 11. The new order covers about $10 billion of commercial and personal services provided by over a million establishments.

Under Regulation 34 service charges "raised unjustifiably" since Jan. 25, date of the price freezes, will be rolled back to the highest base level during the period Dec. 19 to Jan. 25. Prices will be posted in every retail service place.

OPS authorities said the regulation probably would have no other applications to radio, TV, or advertising in general beyond its reference to appliance repair firms.

HOME OF . . .
233,012* People
Rock Island Arsenal
Over 300 Industrial Firms

1950 U. S. Census Preliminary Report

Quad-Cities' giant manufacturing concerns are turning out a vast array of materials for national defense ... as well as the vital products for peace-
time civilian life. Industrial employment numbers over 50,000. The pop-
ulation trend is up . . . manufactur-
ing payrolls are up . . . consumer buying is up. WHBF is the station with the coverage and impact to de-
ter sales at a profit in this big, uni-
ified market.

GOLDFISH BOWL
Via Radio- TV—Javits

CLAIM that Rep. Jacob Javits (N.Y.) seeks to remove Congress "from the closet and place it in a goldfish bowl" by means of tele-
vision and radio coverage of impor-
tant House debates highlighted a special line article by the House member in the May 6 issue of the Sunday supplement, Parade.

Owing up to the claim, which he described as an "excellent sum-
mary" of his bill (HR 8946), Rep. Javits said he has encountered "a lot of opposition" to the proposal from Congressmen themselves.

Chief arguments, he noted, are that (1) TV might develop a "shooing camera"; (2) emphasize absence of members from the floor; (3) cause debate to deteriorate into "ham acting," with senior members holding the floor, and (4) individuals might be libeled on the floor.

On the contrary, Rep. Javits sug-
gested, debate would become more compelling to the citizens and viewers would learn of the vast amount of committee work off the floor and judge members' absences as they occur. As to coverage, there are over 10 million viewers in use, and others are being installed at a rate of 750,000 per month, he explained.

Television, he continued, would create a greater public interest in government and could help raise the voting percentage well above the present 50%. He singled out a survey showing that 62% of all non-voters admitted to poor knowledge of candidates to make a choice.

Parts Meeting

FIFTEEN featured speakers and panelists will appear at three morning sessions of the annual Distributors Show & Confer-
ence, opening today (Monday) at Chicago's Stevens Hotel. The program will include discussion on all aspects of availability of materials, inventory control financing, sales training, management and merchandising as applicable to distribu-
tor businesses, Jerome J. Kahn, show president, announced in Chi-
ca...
WSIR ATTACKED
Man, Woman Arrested

TERROR stalked the studios of WSIR Winter Haven, Fla., May 12 in the form of two unheralded but not unpublicized visitors who attempted to invade the station in different forays.

The first, a 225-pound male intruder, paid his call that morning, attempting to choke the announcer, abusing the chief engineer and forcing the station off the air for 30 minutes while he sprinted into a dead microphone. That evening, an elderly woman moved in on WSIR with full intentions of committing, ah, perhaps.

Program Director Dick Eyrrich pieced together this story: A man entered the control room at 7:30 a.m. that Saturday and ripped two records off the turntable. He grabbed Announcer Dick March by the throat, twisted Engineer Ordin Craig’s arm and warned them both to silence transmissions. Quietly, but urgently, they guided him to an unused studio, handed him a microphone and told him he was “on the air.”

During the fracas a faithful listener, who had called to request a musical selection, telephoned police. The intruder, confronted with the sheriff and a deputy, grabbed his bicycle and sped off for town where he was apprehended and confined to county jail for “suspicion.” The station meanwhile had resumed its program.

That evening, according to Station Manager Larry Rollins, a woman pounded on the door, announcing she would “take over where my friend left off.” Forewarned by a citizen of her threat “to kill five or six people” at WSIR, the station alerted itself for the invasion and called the sheriff’s office. The sheriff caught up with her in a taxicab and, after taking her to the hospital, confined her also to the county jail.

KFMV (FM) Hollywood has discontinued studios at 6540 Sunset Blvd. and is now concentrating all activity from its transmitter site atop Mt. Wilson overlooking Pasadena. Business offices continue temporarily at the Sunset Blvd. address. Station is licensed to Union Broadcasting Corp.

GEORGE FOSTER PEABODY Award winners for the best radio and television productions of 1950 [Broadcasting Telecasting, April 30]. Awards were presented by Edward Weeks, chairman, Peabody Advisory Board, and John E. Drewry, dean, U. of Georgia School of Journalism. Front row (1 to r): Robert Saudek, ABC vice president, for re-affirmation of basic American principles; Mr. Weeks; Mrs. Ronald Colman and Mr. Colman for radio drama, Halls of Ivy; Ira Hirschmann, president, WABF (FM) New York, for music entertainment. Back row: Robert Long, for “Radio Free Europe”; Charles Guggenheim, for children’s program, Saturday at the Zoo; Lynn Poole, for John Hopkins Science Review; Jimmy Durante, as the best entertainer in television; Dean Drewry; Elmer Davis, for news reporting.

BEST CREATED SHOWS
Chicago Ad Club Awards to WLS, WNBQ (TV)

CHICAGO’S best shows created in 1950 were The New World of Atomic Energy on WLS and Mr. Wizard, telecast by WNBQ (TV) to the NBC network, according to judges in the annual Chicago Federated Advertising Club contest, who presented awards to winners Thursday night at a banquet in the Morrison Hotel.

The New World of Atomic Energy was conceived and produced by Josephine Wetzler, director of education at WLS and recipient of many national awards. The series of 11 broadcasts on atomic energy were a part of the regular School Time series aired daily to Midwestern school children. Mr. Wizard, which features Don Herbert and is his package, is produced by Herbert S. Laufman & Co. NBC-TV donates time to the feature, and the Cereal Institute, Chicago, pays for talent and production.

Other awards:
Four first-place award winners among television shows were Stud’s Place, sponsored by W. F. McLoughlin & Co. (Manor House coffee) on ABC-TV with a WENR-TV Chicago origination, through Earl Ludgin Agency; The Adventures of Uncle Mistletoe, sponsored by Marshall Field & Co. (department store) on WENR-TV and produced by James Sahni Productions; The Wayne King Show; Standard Oil of Indiana through McCann-Erickson on NBC-TV from WNBQ, and Super Canada Dry Gingerale, M & M Candies and Weatherbird Shoes on ABC-TV from WENR-TV.

Six first-place award winners in the commercial announcement category were the Toni Co., through Foote, Cone & Belding; Gold Seal Glass Wax, through Campbell-Milchon; Armour & Co. (turkeys), Foote, Cone & Belding; Swift & Co. (ham), J. Walter Thompson; Grennan Bakers (cakes), Young & Rubicam, and Jules Montenier (Stoette deodorant), Earl Ludgin.

Two commercial spot honorable mentions went to the Santa Fe Railroad, through Leo Burnett Agency; for its industry promotion and the Pure Oil Co., through the same agency, for its public service. The Patrick O’Brien Show on WBBM, sponsored by P. Lorillard & Co. (Old Gold cigarettes), was first place winner in the local program radio class. Honorable mentions went to The Music Lovers Hour on WCFL, sponsored by the Goldenrod Ice Cream Co.; Gold Coast Rhythms on WBBM, which has 16 participating sponsors, and Uncle Ned’s Squadron on WMAQ.

Best radio network show originating in Chicago was Cloud Nine, aired from WBBM and sponsored by the William Wrigley Jr. Co. The Qtat Answer on the same station earned top billing in the special features class, as a public service program. Honorable mention in special features went to News on the Spot with Len O’Connor, broadcast on WMAQ under sponsorship of Procter & Gamble, Loew’s Inc. and Celanese Corp. of America.

Toni Co., through Foote, Cone & Belding, placed the winning radio commercials, with honorable mention going to Best Foods Inc. (Shinola), Earl Ludgin Agency. A special award was given to Ball Bros. Inc., for commercials broadcast on the Hallmark Playhouse. Foote, Cone & Belding is the agency.
DAVID E. WILSON, night news editor and account executive, XRMG Tulsa, appointed program director.

DEAN MOXLEY, named supervisor of advertising and promotion KXBG San Francisco, replacing RANDY SMITH, resigned. He was with KFI Los Angeles.

JERRY DANZIG, associate director of programs CBS-TV, has signed producer's contract with the network under which he will give up all executive assignments except supervision of color television shows and will concentrate on creative assignments. He joined CBS-TV in 1948 as senior producer and later the same year was promoted to his last post.

HANK BASAYNE, promotion department, KCBS San Francisco, appointed writer-producer.

LARRY HARDING, head of his own New Orleans and Phoenix public relations firm, to CBS Hollywood, as client executive. In new post Mr. Harding maintains liaison between agency and client directors, producers and network studios, under supervision of WILLIAM H. TANKERSLEY, program services manager CBS Hollywood. Prior to forming own firm in 1948 Mr. Harding was CBS director.

RICHARD JOLOFFE, supply clerk CBS Hollywood, named assistant to ROBERT PEREZ, sales service manager KNX Hollywood-Columbia Pacific Network.


ROBERT S. WOOLF appointed manager of DuMont Television Network's Teletranscription Dept., succeeding EDWARD R. CARROLL, resigned.

MINABELLE ABBOTT, WLV Cincinnati, appointed director of women's programs WFTW Piqua, Ohio.

ROBERT MONTGOMERY, actor, ex-director of NBC-TV, and former U. S. Navy commander will act as chief narrator for NBC's forthcoming 39-week television series, depicting the history of the Navy, it was announced last week by SYLVESTER L. WILKINSON, Jr., New York, appointed film director in charge of TV. For past year, Mr. Montgomery has been producer, narrator and director of Robert Montgomery Presents Your Lucky Strike Theatre, alternate Monday evenings over NBC-TV.

FRED HOLDRIDGE, to research department ABC Chicago. He was with Tony Ryerson & Son, steel warehouse concern, same city.

EDWARD MCCALL, WXJN Plainfield, N. J., to announcing staff WCCC Hartford.

FRANK MUCKENHAUP, production manager WOR-TV's "You and Your Woman," father of Nancy Joan, born May 1.

EDWARD FLOCKEN, assistant auditor CBS Hollywood, elected chairman broadcasters section, L. A. Credit Managers Assn., replacing HELEN McDERMOTT, KLAC.

NANCY CRAGG, women's commentator WJZ New York, beginning new program on WJZ-TV called Nancy Craig Time, 4:44-4:55 p.m., Mondays, Wednesdays and Fridays, and 4:30-4:40 p.m., Tuesdays and Thursdays, effective today (Monday).

OZZIE NELSON and HARRIET HILLARD will portray themselves in Universal-International film based on their ABC Adventure of Ozzie & Harriet. Original story authored by Ozzie and his brother Donald, and William Davenport, writer of radio show.


PAUL LAIDLIE, executive Lever Bros., received on behalf of company for contribution big Town program, "Dear End Street," in combating juvenile delinquency and subversive doctrines.

ANNE HAYES, director of women's activities KCMO Kansas City, appointed to publications committee of American Women in Radio & Television.

EDWARD PHelan, assistant manager WVVN Vicksburg, Miss., to staff WMIS Natchez, Miss.

GRADY COLE, emcee and star personality WBTV-AM-FM and WBTV (TV) Charlotte, N. C., presented from Chapel Hill, on charge of "Our Forces," a three-hour charge of TV. For past year, Mr. Montgomery has been producer, narrator and director of Robert Montgomery Presents Your Lucky Strike Theatre, alternate Monday evenings over NBC-TV.

FRED HOLDRIDGE, to research department ABC Chicago. He was with Tony Ryerson & Son, steel ware-

EDWARD J. McCall, WXJN-AM Plainfield, N. J., to announcing staff WCCC Hartford.

FRANK MUCKENHAUP, production manager WOR-TV's "You and Your Woman," father of Nancy Joan, born May 1.

EDWARD FLOCKEN, assistant auditor CBS Hollywood, elected chairman broadcasters section, L. A. Credit Managers Assn., replacing HELEN McDERMOTT, KLAC.

NANCY CRAGG, women's commentator WJZ New York, beginning new program on WJZ-TV called Nancy Craig Time, 4:44-4:55 p.m., Mondays, Wednesdays and Fridays, and 4:30-4:40 p.m., Tuesdays and Thursdays, effective today (Monday).

OZZIE NELSON and HARRIET HILLARD will portray themselves in Universal-International film based on their ABC Adventure of Ozzie & Harriet. Original story authored by Ozzie and his brother Donald, and William Davenport, writer of radio show.


PAUL LAIDLIE, executive Lever Bros., received on behalf of company for contribution big Town program, "Dear End Street," in combating juvenile delinquency and subversive doctrines.

ANNE HAYES, director of women's activities KCMO Kansas City, appointed to publications committee of American Women in Radio & Television.

EDWARD PHelan, assistant manager WVVN Vicksburg, Miss., to staff WMIS Natchez, Miss.

GRADY COLE, emcee and star personality WBTV-AM-FM and WBTV (TV) Charlotte, N. C., presented from Chapel Hill, on charge of "Our Forces," a three-hour charge of TV. For past year, Mr. Montgomery has been producer, narrator and director of Robert Montgomery Presents Your Lucky Strike Theatre, alternate Monday evenings over NBC-TV.

FRED HOLDRIDGE, to research department ABC Chicago. He was with Tony Ryerson & Son, steel warehouse concern, same city.

AIR-CASTERS

THE BEST COSTS LESS

See Centerspread This Issue

On the air everywhere 24 hours a day

PLM

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

BROADCASTING • Telecasting

Page 80 • May 21, 1951

RAY HUBBARD, KPIX San Francisco, art department director, father of boy, Bruce Duncan.

DAVE STEPHENS, musical director, WABC New York, and his partner JIMMIE DIERL, staff singer WCAU announce their marriage.

DICK ROLL, program director WLOK Lima, Ohio, to WOL Washington (LBS affiliate), as newsmen.

EDDIE LYON, newscaster KFWB Hollywood, to KLAC-AM-TV same city, in similar capacity.


HANK WEAVER starts new five weekly quarter hour newscast on KECA Los Angeles. Newsmen now does three newscasts per week.

ED HOLLINGS, NBC narrator and commentator, selected for first community service award to be given by Veterans of Foreign Wars to encourage leadership and participation in public service activities. He was chosen for his recognition of "others and his work in their behalf, both through his radio and television programs and through his personal endeavors."

JOHN W. VANDE voo, commentator, author and newswriter to LBS.

PAUL GALLICO, author and newsmen, will cover Middle East region for CBS news on special assignment until end of summer, appearing in World News Roundup and other regular news shows and frequently on weekly Report From Overseas.

BRUCE BARRINGTON, news director WXOK St. Louis, appointed to commercial radio section of communicatons department of St. Louis Civil Defense Organization.

JOHN BRUBAKER, staff announcer WCCC Hartford, appointed newscaster WBNM WWJ Detroit, L. N., assistant appointed newscaster WCCC.

BILK FOX, newscaster WFTW Piqua, Ohio, recalled to active duty with Navy.

CARL KUPPER, Armed Forces Radio Services, Hollywood, to KCBS San Francisco, as newswriter and overseas producer. He replaces ED ZUZI, resigned.

FREDERICK M. CUSICK to news and overseas events sections of Radio-TV Branch, Dept. of Defense, as Naval lieutenant. He was with WWM Boston, as program director.

DON MOXLEY newscaster KCBS San Francisco, initiated into Sigma Delta Chi, national professional journalism fraternity.

The Nation's Richest Farm Market

Survey average of 50.8% milk every hour to good listening.
Milestones
(Continued from page 13)

half-hour program featuring entertainers and station personnel who appeared on the opening broadcast 10 years ago. During that decade, the station has grown from a 250 w daytime independent to 1 kw full-time affiliate of CBS.

WGY Schenectady, N. Y., in observance of its 25th year of farm broadcasting, has established an educational fund to provide scholarships for youngsters seeking training in agriculture, home economics, or forestry. Announcement was made by Robert B. Hanna, General Electric station's manager.

James Hughes, program director at WJAS Pittsburgh, celebrates 26 years in the radio industry—all at WJAS—on May 21. Mr. Hughes first appeared on radio in 1925 when he appeared before station's microphone as a comic fresh from various vaudeville circuits he has traveled for many years. He has coached many of Pittsburgh's top radio entertainers including Orchestra Leader Baron Elliott and Songstress Eugenia Baird. Mr. Hughes is, of course, a member of the Radio Pioneers Club.

Harry Broderick, transmitter and control room supervisor, was appointed advertising manager by WQCD Hartford, marks his 10th anniversary with the station this month.

WTAG Worcester, Mass., has marked the fifth anniversary of its country format, "Julie 'n' Johnny.

Twenty-fifth anniversary of Johnny Olsen, host of Lunchbox Club over ABC, weekdays, 12 noon, has been celebrated on the program and was marked by appearance of Robert E. Kintner, ABC president.

WLDY Ladysmith, Wis., on May 5 celebrated its third anniversary and affiliation with LBS with a day-long open house. A. T. Shields, station manager, estimated that about 2,000 persons visited the station that day.

Charley Stooker, farm editor for KXOK St. Louis, has marked his 22nd anniversary in radio broadcasting.

W. C. Johnstone
WILLIAM C. JOHNSTONE, 76, who several years ago played the role of Longfellow Crenston (The Shadow) in The Shadow radio show, was burned to death in a fire which destroyed his home at Newtown, Conn., last Monday. His widow was slightly injured. Other survivors include a son, William C. Johnstone Jr., also a radio actor.

UN Radio Tour
TOUR of 10,000 miles covering 30 key cities to describe various United Nations activities and programs to broadcast a civic bodies was begun May 2 by Mrs. Dorothy Lewis, U. S. station relations coordinator for United Nations Radio. A former NAB executive and founder of the Assn. of Women Broadcasters, Mrs. Lewis' tour will take her through Pennsylvania, Kentucky, Tennessee, Mississippi, Louisiana, Texas, Colorado, Utah, California, North and South Dakota, Minnesota, Wisconsin and Illinois.

POLITICAL WAR
"Voice" Machinery Flayed

SOVIET Russia's propaganda machine "is one of the most formidable instruments for shaping beliefs in the world today," while the State Dept.'s Voice of America "suffers from intellectual and spiritual emptiness" and lacks "exciting leadership."

This appraisal of USA and USSR propaganda efforts in the war for the minds of men was expressed May 13 by the Foreign Policy Assn. It was contained in a pamphlet prepared by the New School for Social Research in New York.

The pamphlet said that the U. S. must sell something besides "democracy" and that its information program "is in danger of being reduced to a mere exercise of salesmanship techniques." It suggests that it might be advisable to reorient political warfare from the State Dept. "because it is too important to be left as a more or less secondary agency in a department that has numerous other vital tasks."

This point also has been raised by Sen. William Benton (D-Conn.) on Capitol Hill.

RELIGIOUS PANEL
Studies State Dept. Shows

AN ADVISORY panel comprising Washington, D. C., representatives of the Jewish, Protestant and Catholic faiths has been set up by Edward W. Barrett, Assistant Secretary of State for Public Affairs, to study the present religious content of Voice of America programs.

In announcing formation of the panel, Secretary Barrett said the State Dept. is convinced that "our Campaign of Truth can be made tremendously more effective through increasing the proportion of religious materials in the radio programs, pamphlets and motion pictures that we are sending to people of all religious faiths the world over."

The group is meeting regularly to consider Voice and other U. S. information and education activities.

New Business
(Continued from page 20)

Klamath Falls and Eugene (Ore.). Contract for 52 weeks. Agency: Barton A. Stebbins, L. A.

RCA VICTOR, Camden, N. J., for its portable-radio batteries, scheduling promotion on six radio and TV programs: The Big Show, Boston Pops Orchestra, Screen Directors' Guild, Duffy's Tavern, The Man Called X and Kukla, Fran & Ollie.

Agency Appointments • • •

CAMERA & FILM INDUSTRIES, Indianapolis (Falcon candid camera), names Arthur Rosenberg, N. Y., as agency. Account using about 50 radio stations and plans expansion.


Coca-Cola Bottlers, N. Y., names William Esty & Co., N. Y., to handle its advertising. Television has been recommended by agency. Account was formerly handled by D'Arcy Agency, N. Y.

Stokely-Van Camp Inc., Indianapolis, effective June 1 appoints Calkins & Holdt, Carlock, McClinton & Smith, New York, as agency for Stokely division account.

Gruden Watch Co., Cincinnati, names McCann-Erickson, N. Y., to handle advertising, effective July 1. Agency had served watch company for 10 years prior to 1947. Network television will be greatly expanded in addition to continued use of national magazines, Bernard M. Kilman, advertising director of Gruden, said.

Dexter Co., Fairfield la. (washing machines, automatic irons and electric and gas dryers), names Dancer-Fitzgerald-Sample, Chicago, to handle its advertising. Media plans are being discussed now. F. Sewall Gardner, executive vice president is account executive. He will be assisted by Thomas K. Denton.


Frank Fehr Brewing Co., Louisville (Fehr's beer), names McCann-Erickson, N. Y., as its advertising agency. Media plans currently being made.

Adpeople • • •

Max Banzhof, manager of building materials section Armstrong Cork Co., Lancaster Pa., appointed assistant director of advertising. William F. Early, succeeds Mr. Banzhof.

Robert D. Mossman, advertising manager Jones & Laughlin Steel Corp., Pittsburgh, will serve as voluntary coordinator of The Advertising Council's emergency steel scrap salvage advertising campaign, Fairfax M. Cone, Council chairman, announced last week. Mr. Mossman will appoint a volunteer advertising agency to prepare the campaign.


AGRICULTURE
We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.
Strictly Business

(Continued from page 14)

they turned out 27 film shorts called Inside Secrets of Baseball. The sportscaster narrated while Ted Williams and other stars demonstrated. The films have been telecast in segments adjoining ball games in Chicago, Atlanta, Dayton, Philadelphia, New Orleans and other cities.

Sponsorship of the TV baseball films took a new turn last year, with advertisements shifting from the company level down to the local store. Two years ago Palm Beach was co-sponsor of the Boston major league ball games. Today the stores allocate an estimated three-quarters of a million dollars among television, radio and newspapers—with the parent advertiser shouldering part of the expenditure.

Television, Mr. Morse points out, is a “very strong selling medium, particularly for products having visual points of superiority.” As an example, he cites Palm Beach Springsteen suits, worn by a performer who takes off the coat, ties the sleeve in a knot and then unties it. “Such demonstrations make sales,” he believes.

Mr. Morse’s contention that the suit manufacturer should not limit its advertising to baseball, however, and as a result the firm prepared a series of films, How To Improve Your Golf. Narrator is Harold "Jug" McSpaden, famous ex-pro and now sales promotion director for Palm Beach.

This interest in the fairways sport led to probably another TV "first"—NRC-TV coverage of the Palm Beach round-robin tournament at New Rochelle, N.Y., in June 1950. Plans are being made for CBS-TV to telecast the 1951 Palm Beach event next month over 16 or more stations.

The company has not used radio to any appreciable extent, although it is expected that ABC will carry the Palm Beach round robin championship June 7-10.

As vice president in charge of advertising, Mr. Morse does not sell radio show and feels, in fact, that it is “an important selling method.” Radio, he points out, reaches the housewife in the kitchen, between wife and family car—all normally inaccessible to TV. Mr. Morse also reminds that radio in its infancy threatened to put movies out of business.

Joins in 1936

Mr. Morse, a native New Yorker and a graduate of Columbia, joined the Palm Beach company from National Oil & Supply Co., Newark, N.J., in quest of “a better opportunity” in 1936. Starting as an order worker, he has successively into such positions as salesman, correspondence manager, assistant salesman, advertising assistant, advertising manager, and finally into a vice presidency with supervision over all advertising.

A past president of the Advertisers’ Club of Cincinnati, he represents Palm Beach in the Advertising Names Foundation and serves on the Cooperative Advertising Committee of the Assn. of National Advertisers. Mr. Morse also has helped further the current “Advertising Costs” public relations project of the Advertising Federation of America.

Mr. Morse has a minor quibble on the subject of television, which may appear slightly ironic in view of his television “firsts.” The landlord of his Park Ave. apartment refuses to allow him to erect an outdoor TV antenna unless he pays a 15% rent increase. An indoor aerial has been tried and found wanting.

Mr. Morse married the former Frances Wayne of New York in 1954—two years before he joined Palm Beach. They have two children, Italy, 9, and Carolyn, 13. He says “hobbies are a fine thing but not for me.” He could work on that serial problem, though.

Set Sales

SALES of radio receivers in Canada in the first quarter of 1951 totaled 104,714, valued at $18,979,000, according to figures compiled with 142,940 sets sold in the first quarter of 1950, according to Radio Mfrs. Assn. of Canada.

Harold "Jug" McSpaden, famous ex-pro and now sales promotion director for Palm Beach.

A Sudden windstorm snapped guy wires, twisted and toppled one of the 360-ft. antennas belonging to WVOX. Alert engineers cut power flowing to the fallen antenna and station continued operation without loss of a minute of air time. WVOX also was able to warn Birmingham residents of the storm. Examining the twisted framework are (in foreground) Mr. Leslie, WVOX program director, and Mrs. Iradec W. Benns, WVOX president.

CANADA RATINGS

US Shows Lead Top 10

TWO CANADIAN evening programs made the first 10 of 30 evening network shows during April, according to the national rating report for April, released May 11 by Elliott-Haynes Ltd., Toronto. The first ten evening shows were: Charlie McCarthy, with ratings of 35.6; Radio Theatre, 32.9; Our Miss Brooks, 30.2; Amos 'n Andy, 28.5; Twenty Questions, 24.7; My Friend Irma, 21.7; Ford Theatre, 21.3; (Canadian program); Alan Pink, Family, 21; Great Gildersleeves, 21; and Your Host, 21 (Canadian program).

Daytime April programs totaled 16, and the first five were: Ma Perkins, 19.8; Pepper Young’s Family, 18.9; Right to Happiness, 17.8; Big Sister, 17.8, and Happy Gang, 16 (Canadian program).

Among French-language programs the first five evening shows, out of a total of 25, were: Un Homme et Son Peché, 34.7; Metropolitaine, 31.3; L’Epervier, 29.3; Coeur Qu’on Aime, 28.9, and NHL Hockey, 28.1. Daytime the first five out of 16 were: Jeunesse Vive, 25; Rue Principale, 24.8; Grande Sœur, 24.1; Quart d’Heure de Détente, 22.7, and Tatou L’Heure.

Daley Remains

JOHN G. DALEY, chief of the Electronics Products Div., National Production Authority, will remain as director until June 22. Earlier, he had submitted his resignation, which was to have become effective June 1 [Broadcasting * Telecasting, May 7]. Mr. Daley was asked to delay his resignation because of the pressure of work within the Electronics Products Div., and inability of Administrator H. B. McCoy to find a successor. The division serves as claimant agency for broadcasters in the field of raw materials for receiving tubes, condensers, transmitters and other equipment.

DRIVE-IN ADS

Campaign Drives in Patrons

AN INTENSIVE drive-in theatre radio-television campaign in Chicago is driving in patrons in droves.

On April 13 (a Friday, incidentally), the Asm. of Drive-In Theatres launched a well-coordinated radio-television campaign utilizing a singing commercial—and animation on TV—backed with a budget of more than $100,000.

The entire Chicago area has been saturated with these spot commercials, both on radio and television, and drive-in jingles identify several full programs (live and disc jockey) on local stations. W. B. Doner & Co., Chicago, is handling the campaign.

* The "A" in "Broadcasting" is capitalized.
wood, to Bing Crosby Enterprises, L. L. C., as story editor of firm's television film productions division. In new position Mr. Kay is in charge of all story purchases for Crosby Enterprises. In addition he supervises writers currently preparing material for two TV films now going into production.

VERNE SMITH, radio announcer, signed by Jerry Fairbanks Productions, Ltd., to narrate new series of 20 TV film commercials for Dodge. HUGH BRUNDAGE, radio announcer, named to narrate four TV film commercials for Priskies (dog food).

ROYAL FIVE PRODUCTIONS is new Hollywood TV unit organized by SCOTTY BROWN to produce Western films.

CAPITOL RECORDS, Hollywood, will soon announce that films are available to other record manufacturers at no charge. Engineering drawings and technical specifications will be loaned by firm upon written request, it was said.

SAM ROSSANT, sales manager MGM Radio Attractions, father of boy, May 6.

RAY SINATRA, orchestra leader, named vice president of Trans-World Pictures, newly organized Hollywood TV production unit. RON FREEMAN is president.

RICHARD A. WALSH, from Hollywood writing assignment, to editorial staff Jam Handy Organization, Detroit. STATE DEPT. announces availability of booklets and pamphlets based on Germany for program directors and personnel.

Equipment

BOB CHEShIRE, assistant eastern states regional manager Allen B. Du Pont Labs' receiver sales division, named southwestern regional sales manager for division, succeeding BILL EDDIE. Mr. Peck succeeds as general sales manager of cathode-ray tube division.

GEORGE L. PECK appointed super

visor of advertising and publicity for General Electric Co. broadcasting sta

tions (WGY, WRGB (TV) and W F M (P M) Schenectady). Mr. Peck joined GE in 1946 when firm organized the lighting and rectifier division's prominent promotional services section and transferred in 1948 to program development unit of the apparatus department's employe and community relations division. He earlier was associated with BDIO's film department.

MARK SIMPSON Mfg. Co., Inc., Long Island City, N. Y., announces availability of six models of Masco tape recorders. Features of units include 7.5 in/sec. recording, high-fidelity reproduction, normal and loud volume level indicator and some models have built-in microphones.

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KMOX PETITION

Injunction Restrains WIBV

CBS and its St. Louis station, KMOX, have been granted a permanent injunction against WIBV in Belleville, Ill., restraining WIBV from broadcasting a transmitted signal to which KMOX claims exclusive rights. Granting of the circuit court injunction leaves the way clear for the network and station to sue the transmission firm, Colson and Co., Dallas. This was one of the moves reportedly being considered.

KMOX charged in the petition that the Colson Co. sold its Dizzy Dean Show exclusively for broadcast in the area to KMOX, and that shortly after the program took the air on KMOX it was also broadcast on WIBV, 10 miles away.

The quarter-hour weekly feature, starring Dizzy Dean interviewing guest celebrities, was scheduled as a main attraction in the KMOX Sunday daytime lineup.

Sustaining charges that WIBV broadcast the same show 30 minutes earlier than KMOX on the same day, and programmed the series a week in advance of the KMOX broadcast. The CBS station put the show on the air Feb. 25, Sundays, 12:30-45 p.m. under sponsorship of B-1 Bottlers, for lime soda drink, on a 26-week contract.

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 11 Applications

- ACCEPTED FOR FILING
  AM - 1320 kc
  Sullivan County Bestg. Co., Kingsport, Tenn., for new AM station 1320 kc AM-1320 kc
  License for CP
  WOKW Rockaway, N.J.,- License to cover CP new AM station and change main studio location.
  Licensing renewal renewal applications filed by following AM stations: KXEM West Memphis, Ark.; KEDY-AM, Mo.
  Modification of CP
  KRES St. Joseph, Mo., Mod. CP covering changes, etc. for extension of completion date.
  WOBA Mayaguez, P.R., Mod. CP covering changes, etc. for extension of completion date.
  WDLA Walton, N.Y., Mod. CP new AM station. Matthew's Public Radio, Inc. (Max., license
  KACL-TV Los Angeles, Mod. CP new TV station to specify ERP VIs, 31.4 kw, and power of 34.4 kw, in the city of L.A., sur., 14.8 kw, and power of 71.6 VIs.
  TV-CH. 8
  Peoples Bestg. Co., Lancaster, Pa.,- CP new commercial TV station Ch. 9 (189-189 mc) ERC new station ERP 0.474 kw sur. AMENDED to request Ch. 8 (189-189 mc) ERP 0.365 kw sur. and 0.48 kw sur.
  TENDERED FOR FILING
  WMGR Bainbridge, Ga.,- CP change from 1400 kc 250 w. to 610 kc 500 kw. AM
  AM-140 kc
  WYCH Chardon, Ohio- Mod. CP change power from 250 kw to 1 kw, operating D.
  APPLICATION RETURNED
  NML. Victoria, Tex.-RETURNED application for license to cover CP change hours.
  APPLICATION DISMISSED
  WHSC Hennepin, S. C.- DISMISSED application for CP install booster station in Salt Lake City, Utah.
  May 14 Decisions

- BY THE SECRETARY

Certified records in following proceeding for issuance of construction permits because examiner (Jack P. Blume) who presided at hearing May 2, released message Service of Yonkers, Yonkers, N.Y.; WJZ, Baltimore, Md.; Chicago Defender Ltd., circulation of KXLA Pasadena, Calif., for mod. CP, application to Show Cause Directed to KXLA.

May 15 Decisions

- BY COMMISSION EN BANC

WROX Madison, Wis.-Set aside action of April 25 granting license renewal and extended license on temp. basis to Sept. 1 pending further study of matters relating to control of station. WROX and Sterling dissent.

Authority Extended

WVOX Birmingham, Ala.- Granted license for commercial operation of TV station.

WAW-FM Newport News, Va.- Granted license covering changes in FM station. 96.5 mc (CH. 251), 50 kw, 100 ft.

WLEE-FM Richmond, Va.- Granted license for FM station; 168.6 mc (CH. 215), 215 kw, 200 ft.

FCC actions

May 17-18, 1951

TV-CH. 8

- TENDERED FOR FILING

HNL, Kapoona, S.C.,- CP new commercial TV station Ch. 4, ERC new station.

APPLICATION RETURNED

KBBO Seattle, Wash.,-RETURNED application for license to cover CP change hours.

APPLICATION DISMISSED

WHSC Hennepin, S. C.,- DISMISSED application for CP install booster station in Salt Lake City, Utah.

May 14 Decisions

- BY THE SECRETARY

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Page 84 • May 21, 1951

KFSB

Joplin, Mo.

FIRST CHOICE OF ENGINEERS!

KFSB

Joplin, Mo.

FIRST CHOICE OF ENGINEERS!

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Joplin, Mo.

FIRST CHOICE OF ENGINEERS!
BROADCASTING late
prejudice trans. 1951 P.

Executive Offices
Seneca Radio Corp., Fostoria,
Craven, WES
WASHINGTON, D.C.

Craven, Lohnes & Culver

MUNSEY BUILDING DISTRICT 3215
WASHINGTON 4, D. C.
Member AFCCE*

William L. FoSs, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.

WASHINGTON, D. C.

THE WES TURNER CO.
11 years TV Eng. Experience
Construction & Operation
Supervision
9918 E. Camino Real
ARCADIA, CALIF.
(A Los Angeles suburb)

1951 at Tracy, Calif. Order is without prejudice to petition by any party for further continuance, setting forth in detail facts upon which request for a continuance is based.

Western Bestg. Assect. Granted leave to amend application to specify new trans. also, increase D to 4 kw to 5 kw; change estimated cost, figures and plan of financing and to slow transfer of 5 kw. of stock.

By Examiner Bissl P. Cooper WPTC Elston, N. C.—Granted leave to amend application to specify new trans. also, increase D to 4 kw to 5 kw; change estimated cost, figures and plan of financing and to slow transfer of 5 kw. of stock.

By Examiner Elizabeth C. Smith Senator Radio Corp., Pottersville, Ohio—Granted leave to amend application to show minor changes in officers, directors and stockholders and to report issuance of 310 shares of preferred stock previously reported as subscribed.

McNary & Wraithall RADIO ENGINEERS
906 National Press Building
Washington 4, D. C. District 1205
Aptos, Calif., Aptos 5522
Member AFCCE*

A. D. Ring & Co.
26 Years' Experience in Radio
Engineering
Munsey Bldg. Republic 2347
Washington 4, D. C.
Member AFCCE*

McIntosh & Inglis

710 14th St., N.W.—Metropolitan 4477
Washington, D. C.
Member AFCCE*

Millard M. Garrison

1519 Connecticut Avenue
Washington, D. C.
MICHIGAN 2561
Member AFCCE*

John Creutz

319 Bond Bldg. Republic 2151
Washington, D. C.
Member AFCCE*

William M. Cunly, Jr.
CONSULTING RADIO ENGINEERS

BOND BLDG. EXECUTIVE 5670
Washington 5, D. C.
Member AFCCE*

George P. Adair
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-Telephony-
Electronics-Communications
1813 M St., N. W., Wash. 9, D. C.
Member AFCCE*

Walter F. Keen
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-1253
Riverside, Ill.
(A Chicago suburb)

Guy C. Hutcheson

1100 W. ABRAM ST.
AR 4-6721
Arlington, Texas

George C. Davis

501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

Gautney & Ray
CONSULTING RADIO ENGINEERS

1052 Warner Bldg.
Washington 4, D. C.
National 7757

Weldon & Carr
WASHINGTON, D. C.
1603 Connecticut Ave.

WASHINGTON, D. C.

Wes 1242 S. Buckner Blvd.
4742 W. Ruffner
Member AFCCE*

A. Earl Cullum, Jr.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

Silliman & Barclay

1011 New Hampshire Ave.

Washington 6, D. C.

Adler Communications Laboratories
Broadcast, Communication
and Television Systems
One Lafayette Line, New Rochelle, N. Y.
New Rochelle 6-1620

George C. Davis
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

A 45-year background.
—Established 1926—
Paul Godley Co.
Upper Montclair, N. J.
Montclair 3-3000
Laboratories, Great Notch, N. J.

There is no substitute for experience.
GLEN D. GILlett
AND ASSOCIATES
982 NAT. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE*

Russell P. May

1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Republic 3984
Member AFCCE*

GUY C. Hutcheson

1100 W. ABRAM ST.
AR 4-6721
Arlington, Texas

Walter F. Keen
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-1253
Riverside, Ill.
(A Chicago suburb)

May 16 Decisions . . .

BY COMMISSION EN BANC

Petition Denied

WK Y Covington, Va.—Denied petition requesting reconsideration and grant without hearing of application to change trans. location and make changes in ant. and ground system of WK Y, operating on 1340 kc 250 w untl. and scheduled hearing to commence in Washington July 8.

Petition Granted

KCOG Centerville, Iowa, and WGIL
Galesburg, III.—Granted petition of WGIL, respondent to hearing in re application of KCOG (to increase power from 100 to 250 w, operating untl. on 1490 kc), for enlargement of antenna, and Commission, on its own motion, ordered that issue 3 in order of March 14 designating KCOG application for hearing be amended to add thereunto with particular reference to population residing within the 250 mv/m and 500 mv/m blanket contours.

Hearing Designated

WEDR Birmingham, Ala.—Designated for hearing in Washington July 30 an application to change facilities from 1350 kc 1 kw b to 1350 kc 800 w-2 kw-L3 untl., to change studio and trans. locations from Birmingham to Fairfield, Ala., and install DA-N (Comm. Hyde dissented).

Petition Granted

KJAY Topeka, Kan.—Granted petition requesting enlargement of issues in hearing on application to increase N power of KJAY from 1 to 5 kw, operating on 1440 kc, and to make changes in maximum expected operating values of DA pattern, and ordered that order of Feb. 14, designating said application for hearing be amended to include as No. 5 an issue to show present and proposed program service of KJAY. Commission on its own motion further amended said hearing order to include as issue 5 therein the following: To determine the type and character of program service rendered by Stations KELO Postatie, Ida., and KPHO Riverside, Calif. .

Extension Granted

WXET Bristol Center, N. Y.—Granted extension to Dec. 1 of special exp. authority to operate WXET by remote control from WVCN Delhany, N. Y. Same cond. as those of original grant.

May 16 Applications . . .

ACCEPTED FOR FILING

AM—1450 kc

KSNY Snyder, Tex.—CP change from 1290 kc 500 w. D. to 1460 kc 250 w untl.

AM—920 kc

WKEY Greenfield Township, Wisc.—CP increase from 1 kw to 5 kw AM—AMENDED to change power to 5 kw-D, 1 kw-N, DA-DS.

License Renewal

Following educational FM stations filed for license renewal:

WMUR St. Paul, Minn.: WAEF Syracuse, N. Y.; WCPS Greensboro, N. C.—Modification of CP


Applications Returned

Gorden County Bcasting Co., Calhoun, Ga.—RETURNED application for CP new AM station 1490 kc 250 w untl.

WYDK Cumberland, Md.—RETURNED application for assignment of li. (Continued on page 91)

May 21, 1951 • Page 85
Help Wanted
Salesman
Sales manager—$600 week independent, up to 25% on all sales make. Excellent personal position if you can keep up with modest salary. Car essential. Picture. Box 584J, BROADCASTING.

Help Wanted (Cont'd)
Immediate opening for combination man with radio school, or six months experience. WQGS, Tifton, Georgia.

Technical
Immediate opening for combo-announcer with first class style. Good chance for advancement. $225.00 per month to start. Box 675J, BROADCASTING.

Immediate opening for 5 kw Wisconsin station licensed engineer for studio and transmitter operation. Good pay, good working conditions. Box 683J, BROADCASTING.

Service and installation engineer wanted by progressive wired music operation in fast growing city. Must be thoroughly experienced in installation, maintenance, and handling first class talent. Preferable location. Box 757J, BROADCASTING.

Engineer wanted for small system station. Give experience, stipend expected. Box 767J, BROADCASTING.

Help Wanted (Cont'd)
Immediate opening for first phone licensing. Good pay, good working conditions. Box 778J, BROADCASTING.

Immediate opening for first phone. Starting salary $60.00 for 40-hour week. Periodic raises, good prospects. Box 790J, BROADCASTING.

Immediate opening for salesman with proven ability with established station. Excellent working and living conditions. Box 798J, BROADCASTING.

Notice to applicants: All applications, including proofs, must be sent in duplicate. Fill out forms completely. Do not send money or stamps. All replies will be kept in confidence.

Help Wanted
Salesman
Salesman for 100 watt Pennsylvania Independent. Block of accounts to start. Only station in area. Must be resourceful, hard working, and have a good commercial copy. Box 702J, BROADCASTING.

Opportunity for top salesman with proven ability in established station in one of the great radio markets. Commission basis provides opportunity for exceptional individual and additional long range future. Only established salesman with proven ability and excellent sales record, personal and financial, will be considered. Send photo, personal and business references and sales record, etc. Confidential. Box 803J, BROADCASTING.

Southern regional network desires full or part-time representation, commission basis, in following cities: New York, Detroit, Chicago. Write full details. Box 814J, BROADCASTING.

Salesman and service local accounts. Liberal draw and commission. Long established CBS station. Good opportunities. Box 826J, BROADCASTING.

WIBL, Madison, Wisconsin. Immediate opening for experienced salesman for established local account, $900 per month, 15% straight commission. Guarantees $1,000 per month with good prospect. Box 471J, BROADCASTING.


Anouncer: For $600 week in new location, 50% on all sales. Also traveling account. Box 79J, BROADCASTING.

Anouncer: For 5000 watt ABC station in man's world, must have experience. Must be available immediately. Box 79J, BROADCASTING.

WANTED: Experirienced copy man, capable of handling thousand program director job for the near future. Tell all first letter: experience, education, present position, etc. Box 779J, BROADCASTING.

Opportunity for top salesman with proven ability with established station in one of the great radio markets. Commission basis provides opportunity for exceptional individual and additional long range future. Only established salesman with proven ability and excellent sales record, personal and financial, will be considered. Send photo, personal and business references and sales record, etc. Confidential. Box 803J, BROADCASTING.

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Announcer

Sportscast. 5 years experience, married, family, draft exempt. Employed as top paid Announcer in dropping sports programming. Air check available. Box 577J, BROADCASTING.


Excellent background, General manager, looking for metropolitan directional. Anybody, apply, please. Box 847J, BROADCASTING.

Managing editor. Thoroughly experienced on sales, commercial programming, all phases station operation. Top station, salary, family. Extremely strong TV and radio background. Desire opportunity to participate in ownership, via earnings plus investment. Box 763J, BROADCASTING.

I brought a $5000 with me, not a black cat in the room, but with your station, I can make it. Can guarantee an efficiency of 100%. Write Box 789J, BROADCASTING.

Station manager: Young man, three successful years in major-market, experienced administrator, sales, program director, involved in sales competitive markets. Seeks opportunities in major market. Box 713J, BROADCASTING.

Manager: Sales manager, mature executive qualified by experience, record and reputation as a top salesman in radio or TV operations. Major network sales experience and background. Box 785J, BROADCASTING.

Fifteen years in radio. Manager three stations. Program director: sports, special events and news. Out of radio one year in allied field. Efficiently managed three stations. No nothing considered except in deep snow in your area. Write Box 797J, BROADCASTING.

Manager of well known large market FM combo. Polite, easy to work with and available for similar position in large, highly competitive market. Present employer aware of this advertisement. Box 753J, BROADCASTING.

Announcer, 26, play-by-play, football, basketball, 4 years experience. Married vet, draft exempt, references and disc on request. College, professional athlete. Box 707J, BROADCASTING.

Some say as announcer, writer and salesman but need more. Will you assure constant growth, present and man-on-the-street shows. Single. Draft exempt. Prefer metropolitan area. Box 762J, BROADCASTING.

Announcer, 30, play-by-play, 6 years experience, 3 singles and-son-on-the-street shows. Versatile, experienced, proficiency in news, presently employed in Midwest 50,000 market, eastern 30000 and mountain area. Mature voice, sound technique. Only interested in permanent or press position, programming experience totaling over one year. Box 713J, BROADCASTING.

Announcer, strong news commercials. Experienced. Employed. Married. 31. Three years experience, single, open to city or combo. Background in news, sports, still keeping pace with progressive kw or more. Parsons, or medium. Be interested in news. Box 713J, BROADCASTING.

Announcer, experienced all phases, up and down, radio. Operate control board. Disc and photo. Box 763J, BROADCASTING.

Announcer. Single, 26, vet, will travel, looking for first break. Would like to special. Do general staff work. College background, graduate leading N.Y. radio station. Audition disc, photo on request. Box 759J, BROADCASTING.

Announce with 1st phone years experience. Excellent voice. Hires and contracts, spots, disc, Announcer, veteran, draft exempt. Box 792J, BROADCASTING.

Need good announcer with not too much experience? I am your man. Age 21. Box 743J, BROADCASTING.

Announcer, 21/2 years experience, presently employed as staff and remote announcer. Excellent combination. Radio college student, single, draft exempt. Box 748J, BROADCASTING.

Announcer, 21/2 years experience, presently employed as staff and remote announcer. Good combination. Radio college student, single, draft exempt. Box 751J, BROADCASTING.


If you need a good announcer? Three years experience providing direction, writing, board work, remote, selling and direct selling. Works off network. DJ. Strong on ad lb. 22, single, draft exempt. Ref. St. Louis or southeast. Box 758J, BROADCASTING.

Hillbilly disc jockey, handle live talent, staff announcer, be played. Western. Box 767J, BROADCASTING.

Wanted to prove it with your station. Have 10 years experience and graduate B.S. $25,000 phone license. Box 819J, BROADCASTING.

Representative available on commission basis for radio-television producers. Midwest. Box 809J, BROADCASTING.

Announcer, writer. Veteran. Not in recent news, not in recent novel. New style, have done editing. Thorough knowledge of jazz and popular music. Have program ideas that are certain full. Have done radio on weekends. Box 825J, 53 Street, Brooklyn, N. Y.

Experienced announcer. Cordial, sincere. Seeks desirable assignment. Has worked Pittsburgh area primarily. Write or call Mr. Correlet, 5117 Carnegie Avenue, Pgh., S. Penn., 57-1478.


Combination man, familiar with all phases, married veteran, broadcast school graduate, resume and disc available. Paul Hamilton, c/o Paul Oglesby, 1318 St. Lawrence Avenue, Bronx, N. Y.

Manager six-play-by-play, All sports. Five years experience. Also newcast and special events. Single, draft exempt. Contact Bob Wilson, 17th Warner Ave., Chicago 12, Illinois. Phone: Buckingham 1-0515.

Technical

Summer Job, vicinity of New York City. Needed. Experience, transmitter, control room, maintenance. Box 805J, BROADCASTING.

Comb. Man 1st phone. 1 year experience. Excellent personality, newcast and newcast and continuity. Would like a position in a large metropolitan station. Box 760J, BROADCASTING.

Engineer, first phone, broadcast studio, technical job, any position. College experience. Permanent position. Box 761J, BROADCASTING.

Attention! North Carolina. Available soon, qualified engineer with complete background in commercial operation. A southern tee-totaler-unquestionable references as to ability, character and fitness. Not physically handicapped, nor subject to draft. One full particulars first letter. Box 787J, BROADCASTING.

Chief engineer small or medium station. No combo. Seven years experience. Busy engineer. Present location Penna., will travel. Box 751J, BROADCASTING.

First phone operator, single, veteran, recent school graduate. Prefer east. Box 796J, BROADCASTING.


Announcer, program director: Four years experience independent and net experience. Excellent on commercials, Sports, DJ, news, TV, TV. Sober. Desperate. Either position or both. Able copy writer. Box 799J, BROADCASTING.

Wants a well paid position in your area to seek a larger outlet in returning announcing-directing experience. Plenty of production, news, disc experience. Have a staff job if there is advancement for ability. Available immediately. Married. Box 804J, BROADCASTING.

Announcer and control board operator. Licenses from coast to coast. Married. east coast preferred. Box 806J, BROADCASTING.

Announcer, 26, play-by-play, football, basketball, 4 years experience. Married vet, draft exempt. Box 759J, BROADCASTING.

Working on it. Box 767J, BROADCASTING.

Announcer program director: Four years experience independent and net experience. Excellent on commercials, Sports, DJ, news, TV, TV. Sober. Desperate. Either position or both. Able copy writer. Box 799J, BROADCASTING.

Announcer, 4 years experience. All round man, intelligent, strong on news, sports, commercials, some console, will travel, sober, veteran. Box 797J, BROADCASTING.

Keynote-enthusiast, announcer, single, strong on DJ, news, commercials, some console, will travel, sober, veteran. Box 794J, BROADCASTING.

Announcer, general staff. Strong on commercials, DJ. Write copy, rush copy. Experience N. Y. indie. Married. 26, vet, draft exempt. Box 795J, BROADCASTING.

Announcer - program director: Four years experience independent and net experience. Excellent on commercials, Sports, DJ, news, TV, TV. Sober. Desperate. Either position or both. Able copy writer. Box 799J, BROADCASTING.
Situations Wanted (Cont'd)

Licensed engineer-announcer, 28, married, draft free, Year and half board included, experience and references. Prefer Ohio, Pennsylvania or West Virginia. Raymond Stanford, Box 281, Bad Axe, Mich. Phone 703.

Production-Programming, others

Copy, publicity, promotion writer, 8 years print experience. Andxual enter radio, or television commercial or continuity writing. Announce also. Anywhere, 28, Box 789J, BROADCASTING.

Newman, now reporting-writing for radio wire service. Seeks newsroom spot, no annunciation. 27, married, A, draft exempt veteran. Box 711J, BROADCASTING.

Currently radio employed young lady, 26, wishes to make change to television. Seeks traffic and continuity director. Midwest preferred. Box 785J, BROADCASTING.

Experienced professional young woman desires position in television or radio program department. Prefer producer-director assistant, studio work or news director TV courses, public and industrial relations, programming-maintenance planning, recreational-educational phases in music-dramatic radio. Anywhere. Box 783J, BROADCASTING.

Announcer, well experienced, wants job as program director, general station. Box 770J, BROADCASTING.

News editor, eight solid years of experience radio-tv, sales management, all markets, both metropolitan and semi-metropolitan. Interested in new editor job offering good working conditions, good income and pleasant living conditions. Permanent. Excellent references. Box 774J, BROADCASTING.

Experienced continuity writer with creative ideas, some air work, midwest only. Minimum $85. Box 785J, BROADCASTING.

Program director or announcer-enter- tainer with 12 years experience at leading midwest stations including program director 10 kilowatt network affiliate. Wants opportunity either as staff man on large operation or as program director for midwest television station, preferably in midwest or southeast. Write Box 787J, BROADCASTING.

Looking for opening on radio-TV publicity staff. Holding down similar job for theatrical agency, Chicago. College trained, vet. 27. Box 789J, BROADCASTING.

Producer, director. Age 23, veteran, college trained. Desires promoter-writer position 1000 watt affiliate in major city. Will travel. Jack Markham, Radio Department, Chapell, N. C.

Situations Wanted (Cont'd)

Television

Salesmen

University graduate, sales success, experienced, desires position TV sales. East coast major network station. Box 7413, BROADCASTING - TELECASTING.

Announcers

Employed announcer, 3½ years experience, looking for opening to use TV training. Graduated from Radio City TV school desires job on production staff of TV station and fill opening on radio staff if necessary. Operate console, single, 26, draft exempt. Will travel. Box 7417, BROADCASTING - TELECASTING.

For Sale

Stations

Texas 250 watt, independent, town 10,000. No competition. Would sell to control to aggressive individual to manager. Will take $7,500 cash to handle. Box 782J, BROADCASTING.

Equipment etc.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

150 foot Winchburgh model 101 tower insulated base complete with guy, and A-3 lighting available for immediate delivery, 2 year old. Box 785J, BROADCASTING.

For sale: Two Magnecord PT8-A recording mechanisms, Magnecord PT8-R amplifier. Presto power, tower panel. Equipment used approximately two years. Interested in purchase used General Electric limiting amplifier or will consider trade. Box 788J, BROADCASTING.

For sale: Gates two studio consoles about three years old and in excellent condition. Will meet FRC requirements. Five mike channels, two transmitters and one remote channel. Best offer takes it. Immediate delivery. Phone or write KGNO, Dodge City, Kansas.

Five RMC transcription arms two LP three 45's $100.00. Any make or model, any or any. Contact Chief Engineer, KIMO, Independence, Missouri.

New uniform cross-section, guayed type vertical radiators. Sold only delivered and erected, complete with foundation. Phone, wire or write, United States Tower Co., 219 Union Trust Bldg., Pittsburgh, Pa., Phone 3597.

Help Wanted

Salesmen

LARGE MIDWEST OPERATION WITH BOTH TV AND AM looking for sales manager capable of handling sales force for AM. Must have had experience selling large units as our monthly rate is in excess of $6000. EXCELLENT FUTURE FOR RIGHT MAN.

Box 783J, 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 substituted.

Give full details, including age, education, experience and salary desired.

Box 648J, BROADCASTING

HELP WANTED

Radio Salesman

Top 50 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.

Television

Salesmen

NETWORK TV ACCOUNT EXECUTIVE

Man, experienced in time sales or space sales. Office located in Chicago. Good salary and bonuses. Please give complete business experience.

Box 810J, BROADCASTING & TELECASTING

Situations Wanted

Salesmen

Man with complete radio background from national to local levels in sales, sales promotion, management, station relations, public and commercial. Immediate opportunity with substantial organization. Perfect record family-man. Presently employed at $7000.

Production-Programming, others

NEWS EDITOR-NEWCASTER

Nine years experience in all phases of radio. Newsman, now aged 31, married, safe from military. Currently employed at 50 kw in city of 250,000. Salary considered: $6000 annually.

Box 778J, BROADCASTING

For Sale

Equipment etc.

TELEVISION TRANSMITTER

Available for immediate shipment. Built in 1941 by Allen B. DuMont Co. Transmitter was operating on Channel 4 until 1949. Transmitter is capable of operating on Channels 2 to 6 with minimum changes. Power output 4 kw video and 3 kw audio. Reasonable. Contact William Kusick, care of WSBK, 190 N. State St., Chicago I, III. Telephone Randolph 6-8210.

Available for immediate shipment—used Winchburgh guayed toweritosill—will sell complete with supply ground wire. Contact one of the following:

Warren Combs, 130 Nola St., Tazewell, Tennessee. Phone 3-4489.
Harry Quist, 60 East 2nd St., New York 11. Phone Murray Hill 7-2580.
W. B. Taylor, Signal Mountain, Chattanooga, Tennessee. Phone 5-2447.

Employment Service

EXECUTIVE PLACEMENT/SERVICE

Confidential, nation wide service placing qualified, experienced manage- ers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from employers and applicants.

Howard S. Faizler

TT & Radio Management Consultants

728 Board St., Washington 6, D. C.

(Continued on next page)
Retailer Sales
(Continued from page 40)
was close behind the newspaper figure in numbers of customers attracted, and in some of these cases actually produced a higher percentage of total dollar sales because of a high rate of sales conversion.
He did not advocate the substitution of radio for newspaper advertising, but felt it "clear ... that there are two separate markets in any store's trading area—the radio market and the newspaper market"—and that "the retail advertiser who doesn't use both media is missing his opportunity to thoroughly develop his entire potential market."

Cites ANPA Meet
Mr. Neubert noted that the recent American Newspaper Publishers Association convention indicated that increased advertising rates and the rationing of newspaper space are "among the gloomy prospects in store for many retailers," with advertising rationing in immediate prospect in many areas.

"Every store that is now using radio as an active sales promotion aid, that is not now assigned a specific sales production job to radio as advertising tools, should waste no time in getting together with its local radio stations and developing an intelligent year-round radio campaign," he declared.

Mr. Neubert continued:
Through radio, retail stores can reach potential customers they could never reach as newspapers, can bring substantial numbers of new customers into their stores, can increase overall store traffic, and can increase newspaper advertising effectiveness.

And management should not hesitate to demand results. Radio has proved that it can pay its way in sales. The merchandising and man-

Employment Service (Cont'd)

RADIO PERSONNEL

Wanted: Announcers, disc jockeys, music directors, combination engineers—morning, afternoon, top of the hour and afternoon. Good stations. Good pay.

BENT ARNOLD.
Korea Reel.
Charleston, W. Va.

No registration fee. Write for particulars.

Miscellaneous

THE PHILOSOPHY OF FREEDOM

is a taped weekly quarter-hour voice program attracting sponsors and listeners. It is material craved by young and old. Alert stations will deem this a must. For demonstration tape write, wire, or phone Walter Johnson, Heathsville, Virginia.

On All Accounts
(Continued from page 10)

4, and Stephen, 16 months. The family is moving from Detroit to a new home in Bronxville, N. Y., on July 1.

Mr. Jones is a member of The Players Club and is on the board of governors of the U. of Michigan Alumni Assn. and The Recess Club.
His hobbies are music—he still plays the trumpet—and reproducing, or rather recording, music on high frequency records. He comes to the home office in Detroit about three times a month.

TEST CAMPAIGN To Determine FM Demand

TEST merchandising campaign to determine the demand for FM sets is being conducted in North Carolina by General Electric Co. at the inauguration of distributors, dealers, and WFMA (FM) Rocky Mount, headed by Josh Horne, a member of the NARTB FM Committee.

GE has sent 1,000 AM-FM table models into the WFMA area. Over two score GE dealers from 40 counties were dinner guests last month of WFMA. The dealers notified parent company sales officials that they were unable to meet the North Carolina demand for FM receivers.

Mr. Horne told the dealers an independent survey by one of WFMA's advertisers showed over 50% of homes in the Rocky Mount area have FM, and over 40% in the WFMA service area.

NEW YORK Father's Day Council promotion piece, which outlines "61 steps toward a bigger Father's Day in '51" includes suggested "Like Father, Like Son" interview series over local radio and TV stations feature turing sons who have followed their fathers occupationally.

Agency Beat
(Continued from page 11)

pepsodent and Lever Brothers, since 1943, to Ted Bates & Co., N. Y., as director of merchandising.

KENNETH W. KEAR, Geyer, Newell & Ganger, N. Y., to N. W. Ayer, same city, as writer in radio-TV department.

STERLING MITCHELL to Price, Robinson & Frank, Chicago, as account executive. He was with LeVally, same city.

RAY A. WASHBURN to Hamilton Agency, Chicago, as vice president and account executive. He was Chicago manager of Calkins & Holden, Carlock, McClinton & Smith.

FRANCIGENE SHERIDAN to Leo Burnett agency, Chicago, as account executive specializing on women's lines of Brown Shoe Co., St. Louis, which include Naturalizer, Air Step, Life Stride and Westport. Miss Sheridan resigned as advertising and sales promotion director J. P. Smith Shoe Co., Chicago. She is a former stylist on women's fashion publications.

DESSA BISSON, assistant in continuity editing WBBM Chicago, to Burnett & Logan agency, same city, as writer.

MARY ANN BURAK, Lynn Baker Inc., N. Y., named assistant to media director. She was formerly with Fuller & Smith & Ross.


HOWARD CHENY, manager Los Angeles office Leo Burnett Co. for past three years, to Erwin, Wasey & Co., L. A., as executive vice president in charge of agency West Coast operations.

RICHARD B. COUSINS, Latin American Div. McCann-Erickson, N. Y., to Foote, Cone & Belding, N. Y., International, as account executive.

ZELED GOLDRICH to Ward Wheelock Adv., Phila. She was with publicitv department March of Dimes.

MEDICINE ADS

Show Improvement—Mead

ADVERTISING of proprietary medicines has shown considerable improvement since enactment of the Wheeler-Lea amendment in 1938, but some published and broadcast continuities have "blatantly and grossly misrepresented certain drug products."

The appraisal was expressed by Chairman James M. Mead of the Federal Trade Commission in an address May 15 before the Proprietary Assn. of America at the Biltmore Hotel in New York. Comr. Mead spoke on "Drug Advertising and the Defense Program."

Citing a 13-point "Code of Truth" adopted by the association in 1944, he noted it represents manufacturers responsible for about 89% by volume of all medicines sold in the U. S. The FTC chairman pointed out that "unethical practices arouse a suspicion in the mind of the public" and said the commission will continue to take action on false advertising through formal complaints and orders or stipulation procedure.
When It's BMI, It's Yours
Another BMI "Pin Up" Hit—Published by Hollis

IT NEVER HAPPEN' TO ME
On Records: Peggy Lee—Mer. 1513.

Programs, Promotions
(Continued from page 77)
recently laid off his job, so station began advertising over air for job for him. In short time after announcements were aired the young father had a new job.

SIMPLE BUT EFFECTIVE
WTAG Worcester, Mass., sending trade ad at age 3-30 p.m., and graphed promotion on standard sales promotion letterhead. Piece tells recent success story briefly and effectively. There also has stopper headline that catches eye of reader.

BISHOP'S CONSECRATION
WWCO Waterbury broadcast description of ceremonies attendant to consecration of an Episcopal bishop, the Rev. Robert McConnell Hatch. Station reports it was first broadcast of its kind in Connecticut. Station's engineers hid and camouflaged all miles to avoid detracting from seriousness of services.

LISTENER POLLS
WLAW Lawrence conducting survey to find out what type of Saturday afternoon programs to air. Harmony Lounge, 2-3:30 p.m., and Afternoon at the Symphony, 4-5:45, feature four commentators who request listeners to write in with vote for their favorite program and comments on show. From these, program plans will be mapped.

‘WIN A D-J’ CONTEST
WITH Baltimore's Buddy Dean conducted contest in which listeners wrote in unusual messages to win his job for three hours to do whatever winner desired — without breaking laws. Winner wanted her house cleaned — so disc jockey cleaned it.

STATION EXHIBIT
KEYL (TV) San Antonio displayed model of Transist Tower, where station is located, and closed-circuit television demonstration at 1951 Home Appliance Show held last part of April in Alamo Gym. Fourteen different makes of home TV sets, representing San Antonio distributors, were connected to live camera which viewed crowd so viewers could see themselves on television 14 times at once! KEYL talent performed during exposition.

AGRICULTURAL ACTIVITIES
KKOK St. Louis is proud of Charley Stookey, station farm director, whose program "Time of Country" is heard 5:30-8 a.m. Monday through Saturday. Station reports in promotion piece that in 19 years of commercial farm broadcasting in St. Louis market, he has become farmers’ habit. Mr. Stookey not only informs listeners about weather and market reports, but also about river stages and agricultural doings in community.

SANTA FE PROMOTES
KTLA (TV) Los Angeles, City at Night, Wed., 10 p.m., sponsored by Santa Fe Railway. Railway and station circulating unique folder giving history of program that started March 7, 1936. Program "is a fascinating camera portrait of Los Angeles—not by day, but as this great metropolis lives and works after the sun goes down,"folder states. But illustration is "Travel to Exciting Places with Santa Fe."

ROAD-SIDE ADVERTISING
KYW Philadelphia using 15 new 24-sheet advertising billboards along New Jersey highways to attract New Jersey seashore traffic. Billboards have illustrations and read "It's Radio Time Wherever You Are."

AUCTION SHOW
KGO-TV San Francisco, Everybody Loves an Auction, Beltone Hearing Aids, Wed. 10-19:30 p.m. John Egah emcees contest among six guests who bid (with play money) on merchandise prizes. Each guest is limited to $1000 worth of bids on program and after outbidding others winner must correctly answer question before buying merchandise. Failure to answer correctly means loss of money bid without gaining prize.

INDEPENDENTS GAINING
WMCA Issues Study of Pulse Figures

INDEPENDENT radio stations in New York are gaining listeners while network stations there are losing them, according to a study by WMCA New York based on figures of Pulse Inc. for January 1951. Network stations showed an average loss of audience of 32%, while independent stations showed a gain of 10%, the station reported.

Meaning of the study to Norman Boggs, WMCA general manager, was that the "radio industry is not the networks, but is the many independent radio stations. So long as the independent stations continue—as shown in these figures—to deliver more listeners for the advertising dollar, then you can be sure that radio is here to stay. "Our experience at WMCA," Mr. Boggs continued, "is that we are exposing more listeners to the advertisers’ message despite television."

In support of his statement, Mr. Boggs released the following table:

<table>
<thead>
<tr>
<th>Time</th>
<th>1949</th>
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<td>7:00 p.m.</td>
<td>14.3</td>
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FARM TOUR
WOW's Annual Trip Set
FOURTH Annual WOW Farm Study Tour, sponsored by WOW Omaha, has been scheduled for mid-September, Mal Hansen, WOW farm director, has announced.

The tour, limited to WOW farmer listeners, will study plants, farms and agriculture schools in areas near Detroit, Toronto, Quebec, New York, Akron, Washington, D. C., and Chicago.

Limited to 200 farmers and wives, the tour will be made via special train. A week before the first public announcement, 20 farm couples had paid a $50 deposit, Mr. Hansen disclosed. Bill Wiseman, WOW promotion manager, estimates the tour expenses will cost about $4500 per person.

Advertising Register
A SIZEABLE increase in the number of active advertisers was noted in the 36th annual edition of the Standard Advertising Register, according to the hands of subscribers, R. W. Ferrell, president, said that these increased listings reflect the healthy state of advertising in general. He also pointed out that greater attention has been given to completing index in the new volume.

WEBSTER-Chicago sales increased 72% in 1950, company reports. Increase was attributed by President R. F. Blash to production of 38% of all magnetic recorders in the country and "successful promotion" of three-speed record changers for replacement of obsolete units.

A CHAS. MICHELSON HIT!

"ADVENTURES OF DICK COLE"
20 M.I., TRANSMIRED KIDDIE SHOWS
For particulars
CHARLES MICHELSON, INC.
15 WEST 47TH ST., NEW YORK 19

Philo Report
SALES of Philco Corp. in the first three months of 1951 totaled $115,524,000 and set a new record for any quarter in the company’s history, it was announced by William Balderston, president. In the first quarter a year ago, sales were $79,487,000. Net income after federal income and excess profits taxes in the first quarter of 1951 totaled $4,564,000 or, after preferred dividends, $3,21 per share of common stock on each of the 3,522,372 shares outstanding on March 31, 1951. In the corresponding period last year, net income was $4,074,000 or $1.13 per share on the same number of shares.
DOCKET ACTIONS...

INITIAL DECISION
Fort Myers, Fla. — Commission announced an

opportunity for initial decision released March 14

recommending

FCC permit from 

Lincoln Operating Co. as

Coastal Reprint by

Claro, of Sun Coast Reprint, to be

Examining upon

Order, 1947, concerning

85

Issue No. 1 pertaining to technical

KSFAL

fines

in

WJDL

June 25.

WJDL

1947.

WJDL

May 15.

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LGAR LICENSE FIGHT

Cleveland Newspapers Defend Station

Cleveland newspapers were quick to defend that city's WGAR, following issuance of the FCC General Counsel's proposed findings in the case. The newspaper said renewal of license for WGAR in Cleveland would not be denied WGAR as well as the other two stations of G. A. (Dick) Richards (see story, page 27).

The Cleveland Plain Dealer was particularly outspoken, saying that it felt "confident there is no justification for charges that it has not disseminated information."

The paper reiterated the previous year's stand that the FCC should reject the recommendation of its chief counsel, and then fire him.

"The Cleveland News" saw a "free speech issue" and urged the station to take the matter into court under the fundamental guarantee that "Congress shall make no law abridging the freedom of speech, or of the press." The News editorial, which was published May 16, said in part:

"We read that WGAR, Cleveland radio station, is threatened with denial of license renewal, federal license, in the form of a recommendation by FCC's counsel to that board that the license renewal be revoked. Such revocation would affect those of two other stations largely owned by G. A. Richards, of Los Angeles."

"After many weeks' testimony, the general counsel reports that the Rich- ards' station, WGAR, and its chief, itself sufficiently bi-partisan in the height of presidential campaign, but favored the Republican cause."

"Facts are there to be seen. The3d, is there no similar complaint against "Cleveland". The General Counsel alleges that there is a free speech issue in the FCC--if it were to adopt the recommendations of its counsel--denying air wave free speech to any station," the paper continued.

"Since WGAR is part of the fabric of citizens which has a contract with the government, we urge to go into court, whenever that becomes necessary, to determine whether that part of the proposed recommendation is completely valid (to WGAR) which says: "The speech of Congress shall make no law abridging the freedom of speech, or of the press."

The Plain Dealer editorial, published May 16, said, in part:

"As an example of high-handed federal bureaucracy, we call attention to this recommendation of the chief counsel of the FCC..."

"We are at least to know what alleged offenses have been committed by WGAR in Cleveland, but we are confident there is no justification for charges of this kind on the record..."

"According to the chief counsel's recommendation, "the broadcast sta- tions' owner is accused of a per- sonalized lack of knowledge of the stations and those connected with it. As exam- ple, WGAR had been accused of 'free enterprise' and 'anti-FCC' bias."

"The chief counsel for the FCC evidently believes that it is a high crime to criticize the FCC, or to praise the free enterprise system or to denominate the social services of the New Deal."

"The FCC should reject the recom- mendation of its chief counsel, and then fire him..."

License Renewals

License renewals for the following stations will be heard by the FCC:

ABC: Chicago, and Denver.

CBS: Kansas City, and St. Louis.

KSB: Madison, Wis., and St. Paul.


Service Record Cited by John Patt

JOHN A. PATT, general manager of WJR, Detroit, WGAR Cleveland and KMPC Los Angeles, last Thursday emphasized the public service record of the three stations under the ownership of G. A. (Dick) Richards.

Mr. Patt, 25-year veteran of ra- dio, issued his statement in the wake of the FCC's general counsel's proposed findings that advocated denial of license renewal to all three outlets (see story page 27).

The many years and instances of public service of the three stations were cited by Mr. Patt. Mr. Patt also pointed out: "We've never denied the facilities of our sta- tions to any recognized spokes- man of any accredited public serv- ice group or political party."

"The final decision as to whether WJR, WGAR and KMPC should continue to operate rests, as it properly should, with the people, the owners of G. A. (Dick) Richards, controll- ing of our three communities which have known our operations for many years."


NEWSPRINT
Stop Cost Rise—Johnston

NEWSPRINT supply and costs were discussed last week by Price Stabilizer Michael V. DiSalle and Sen. Ed. C. Johnson (D-Col., chairman, Senate Inter-State Com- merce Committee, in an exchange of letters.

Sen. Johnson was informed by Mr. DiSalle that R. M. Fowler, director of Canada's Defense Production Authority, advised the pricing office that the "concerned" increase in the price of newsprint was no more than a rumor. He said Mr. Fowler had assured him that the agency would be notified of any impending increase and that the Canadian defense unit would take action if necessary. Mr. Fowler had added, however, that the price increase for newspapers was "considered grumbling" about present newsprint prices, Mr. DiSalle said.

Sen. Johnson told BROADCASTING • TELECASTING that he does not consider the price hike justified.

At the same time, the National Production Authority told repre- sentatives of the magazine industry last week that no allocation program appears to be necessary for the magazine industry. However, NPA suggested the industry itself develop a conservation program to provide some assurance that "there may be some margin of safety."

Also disclosed by NPA: The printing industry is being given "high consideration" of critically short supplies because of its importance to defense and essential civilian programs; no inventory limits on paper is contemplated; no additional allocations would be made in view of the threat to a crucial production of American mills and a reserve pulp program is being prepared.

Meeker Expands

THREE-WAY expansion of Robert M. Meeker, Inc., New York, was announced last week. The radio and TV station representative firm has moved to larger quarters at the same address, 521 Fifth Ave. Ben C. Meeker, chairman and Mary Ann Meeker, have joined the staff. EFSB Joplin, Mo., and KOKX Keokuk, Iowa, have been added to its client list.
ABC Sale Dead?
(Continued from page 8)
before the discussions were terminated.
In his statement on the past few weeks' negotiations, issued Wed-
nesday, Mr. Noble said CBS Board Chairman William S. Paley ap-
proached him "about three weeks ago.
In the ensuing discussions, he said, "a merger of ABC and CBS, designed to create the strongest radio and television networks yet seen, would not work, if the FCC's duopoly rules caused an ex-
"The potential sale of the three stations and their associated facilities,
"Mr. Noble said, "had been approached by several people, but all of
"I have frequently stated that, as a representative of our stock-
holders, advertisers and local citizens, I would always listen to proposals
"The decision remains "very attractive, both financially, and other-
wise."

Cites Expansion
"We felt that the plan was unfair to ABC advertisers, ABC affil-
iates and, and our organization who had built ABC in eight years from
a small radio network of 116 sta-
tions, doing $12 million of business, to a radio network of 290 stations
and a television network of over
60 stations, doing an annual busi-
ness of about $85 million," Mr.
Noble asserted.

Mr. Noble said he was then of-
fereed "by an interested party other than CBS"—$15 a share for
his own approximately 57% in-

terest in ABC. This would have
yielded him an estimated $315.5 million, compared to the estimated
payment of $8 million for ABC.
He rejected it, Mr. Noble said, be-
because I would not accept an of-
fer not available to all stockholders
and because, as I have said, I have
no interest in a 'sell-out' which
would take me away from the develop-
ment of television and rad-
io."

NCAA Plan Hit
"The proposed NCAA plan
"There is no provision whatever
to the local television stations
on the individual college which
either competing or, as far as
local citizens, it is a help to
the local college.

"When you deny an individual
college the right to distribute
whether it wants to televise its own
games in its own home area, you
destroy a local asset which never can be
replaced.

"What right, for example, has
any national group to tell Georgia
Tech what it can or cannot do in
a promotional way in Atlanta?
The college is a national insti-
tution—just as Tech is important to
Atlanta. What possible excuse can
there be for any national group to
limit what Tech does in Atlanta
while they send in the games from
Michigan, Oklahoma and Al-
abama? No other sport in the
United States ever has permitted
such invasion of local community
rights.

"I cannot believe that the col-
leges would have voted for such a
plan if they had known what it
was going to be. The Dallas vote,
which you probably know, was
based on this plan. It simply au-
thorized a committee to develop a
testing program.

"All the committee appears to
have been talking about is local
community rights to a few big col-
leges and big advertisers. I think
it is illegal—as well as harmful to
college sports.

"I wish to protest the worst
year that could have been chosen
for such action. Student enroll-
ment will decline sharply as
hundreds of thousands of students
for the season. Individual col-
leges are going to need local pub-
lic support and promotion to weather
these days of rising costs and de-
climing enrollments.

Alumni Stake
"The alumni of most institutions
should be very concerned. This
not only will lose the pleasure of
seeing the games they cannot at-
tend in person, but may be called
upon financially to help make up
for the loss in public support that
such a plan may bring about.
"What do you think the Phila-

delphia Phillies would have
said if the National League had
for the full promotion potential of
their local radio and TV back of a
fine team they had a 50% increase in
attendance. They also got a big
check for television rights. Do you
think they would have wanted the
Giants and Yankees and Dodgers
taking that money away from
Philadelphia? I think not—and neither should any
individual college which values its
home community, and its operating
basis.

"If the NCAA plan is permitted
to go on year after year it will
eventually hurt one of the biggest
assets an individual college has, its
local community support. I sin-
cerely hope this will not be per-
mitted to happen. Whether it does
or not, depends largely upon the
action which you and I, as alumni,
are going to take in this matter.

"The Southwestern Conferences,
I believe, voted solidly against any
invasion of their rights for local
decision. They are not yet on a
television. Is it any worse or is it
badly hurt by this NCAA blight.

But other colleges, like the U. of Penn-
sylvania and Georgia Tech, are new
in this national package and
who have not lost their communi-
ty support. This could be handed over to others unless they do
something about it.

"Mr. Jordan described a joint pro-
motional campaign in which radio
and TV stations are joining with
the college to help sell baseball attendance as
well as products. While the sea-
son is not far enough along to pro-
vide definite data, he said, "this
much is certain": In many major
league cities, where radio and
ticket sales are the largest in his-
tory; major league attendance in
April, with fewer games rained
out, was 11% ahead of last year;
and baseball is only slightly above
what it was for the
next six years by World Series
sportscasting rights; the industry is
giving baseball the largest
amount of promotion ever given.

Nearly 1,000 radio stations have
sold an average of two hours daily
to 5,000 participating advertisers,
Mr. Jordan said. The audience
tapes do not continue. The figures
and 10, and were better than any
individual average daytime rating
during television.

That's just one example of how
American sports are meeting a new
problem. Baseball is finding a way
to live and prosper with television.
Radio, also, is finding that it has
a great undeveloped local potential
which is still being ignored in pro-
gramming and network programs. By
developing that potential, radio can be as big—
or bigger—than it ever was.
Closed Circuit
(Continued from page 1)
technical research division of FCC, and A. L. McIntosh, of allocation and treaty divi-
sion, remain in running, however. If McIntosh gets chief engineer's job, Loeb is natural as his successor.

NEW TECHNIQUES in commercial program-
ing are being evolved as a result of adver-
siser pressure on rates, first exemplified through cross-the-board network cuts. One
important group operation has found it pos-
tible to double its spot rates through spe-
cialized formats. Announcement shortly will be made on plan (watch these pages).

SWEETS CO. OF AMERICA, Hoboken, N. J. (Tootsie Roll), through its agency, Moselle &
Ebers, is now beginning a series of spot ad-
cotions to its current 20 major television cities schedule of spot announcements effective end of May.

INDICATIONS are that those hearings on
NARBA before Senate Foreign Relations
Committee could be delayed until as late as early fall. Proposed pact, providing for allocation of foreign broadcasting air
waves, has been in Senate since February, but
stymied by consideration of other emergency
issues. Right now, Committee concerned with
foreign policy study in relation to MacArthur
recently; next wants to go into foreign aid pro-
gram.

SUPREME COURT, aiming for summer ad-
journment by early June, has only today (May 21) or next Monday (May 28) in which to
announce color television decision. However,
Court speaking on mounting number of out-
standing cases, conceded possibility it may be
necessary to have third decision day (June 4).

RADIO, TV SUPPLY
ADEQUATE, NPA INFORMED
PRESENT supplies of radio, television and
household appliances are "fairly adequate" in most sections of the country to meet civil-
ian requirements, an advisory committee told Na-
tional Production Authority late last week.

NPA said it was working on a recommenda-
tion of Congress empowering manufacturers and
shop owners priority rating on replacement
parts for household repair equipment. Spot
shortages were reported in several items, in-
ccluding certain types of radio and television
tubes.

SUPPORT TO RESERVATIONS
LATE COMMENTS supporting educational reservation proposal of FCC's revised proposed
TV allocation plan received Friday from Or-
leans Parish School Board, New Orleans, and
Racine (Wis.) Public Library, latter asking for
UFH reservation locally. Other late filings
supporting reservation from U. of Kentucky, Leningrad, Russia; Cumberland College, Iowa, and
Brown U., Providence, R. I. (See early
story page 64).

TV SETS TO 48 STATES
SHIPMENTS of TV receivers to dealers by
manufacturers totaled 1,814,767 for first quar-
ter of 1951, according to Radio-Television Mfrs. Assn. Shipments amounted to 600,583 in
January, 619,122 in February and 595,042 in
March. RTMA figures indicate factory deliveries
into all 48 states and District of Columbia.

WAAB TO JOIN ABC
WAAB Worcester, Mass., 5 kw fulltime on 1440
kc, headed by Bruff W. Olin Jr., to become
ABC's radio affiliate there effective Oct. 16,
replacing WORC, network told Friday.

Page 94 • May 21, 1951

Broadcasting • Telecasting
Look as you may, you'll find nothing else like the Havens and Martin stations in Richmond, Virginia. They're unique.

Unique in their coverage of the AM, FM, and TV fields... the only audio and video institution in Richmond.

Unique in tradition and reputation. Since 1926, when WMBG went on the air, Havens and Martin stations have stood for pioneer planning, long-range thinking, and the fullest measure of broadcast service.

Unique in sales. Ask any Blair man.

Virginia from Any Angle

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company
BIGGEST SLICE!
WGAR still delivers the largest slice of pie. WGAR leads all Cleveland stations in share of audience (Hooper, October '50—February '51) more than the two next-highest stations combined! Further proof of WGAR's popularity is the winning of the Cleveland Press Radio Poll for the fifth consecutive year. WGAR has the listeners. WGAR is the best buy.

SAFETY FIRST!
"So Help Me—It's The Truth"...WGAR has won another award for its series of programs by that title. Mr. J.C. Hiestand (right) presents WGAR script writer Jim Orgill (left) with the Outstanding Achievement Award of The Ohio State Safety Council. In the interest of public service, WGAR has authorized the production of these shows over 14 Ohio stations.

in Northern Ohio...

the SPOT for SPOT RADIO

DONALD C. HYDE?
The man with the pipe is Donald C. Hyde. Two men? Two pipes? Two Donald C. Hydes! WGAR's special events director (right) conducts "Ask City Hall". He is well versed on public issues and current local problems. In this instance, Donald C. Hyde (left) of the Cleveland Transit System is answering queries on public transportation. The similarity of these names is as synonymous as WGAR and PUBLIC SERVICE! Ask anyone.

WGAR Cleveland 50,000 WATTS...CBS RADIO...AMERICA'S GREATEST ADVERTISING MEDIUM

CAPITAL BUY!
WGAR makes capital of news in the nation's capital with two fully accredited Washington correspondents and reporters. Kay Halle (right) and Gunnar Back bring Northern Ohio listeners the reactions of their legislators to significant events, often in their own voices, plus human interest stories. This exclusive feature is available for sponsorship.

Represented Nationally by Edward Petry & Company