look here, tv timebuyers...

Dollar for dollar, one WOR-tv program is the best buy of any local “kid” show viewed in and around New York during the early evening.

Fifteen – yes, fifteen – WOR-tv programs attract an audience of more than 1/4-million viewers per broadcast.

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

... No tv station in New York can offer buyers the audience that WOR-tv attracts at the rates that WOR-tv offers.

*New York Telepulse

WOR-tv 9

that top local tv station, channel at 1440 Broadway, in New York
QUALITY of PROGRAMMING attracts visitors

M C JIM WALTON GREETs MRS. J. C. HOGLEN THE 50,000TH PERSON TO VISIT "COFFEE CALL"

June 49 to May 51

...attracts listeners too!

NO OTHER MORNING PROGRAM (NETWORK OR LOCAL) ON ANY OTHER LOUISVILLE STATION CAN TOP "COFFEE CALL'S" 6.2 HOOPER*

*(Report 28, Oct. '50 thru Feb. '51)

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES
The only radio station serving and selling all of the rich Kentuckiana Market

"COFFEE CALL" KENTUCKIANA'S ONLY FOOD MERCHANDISING SHOW

NEIL D. CLINE, Sales Director ★ VICTOR A. SHOLIS, Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. ★ ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
Most of us think that new cars come from big auto-making cities.

But the fact is, new automobiles are assembled in these cities—but their hundreds of parts come from every state in the union!

Bringing in these parts involves plenty of expert timing. A few missing pieces can slow up production seriously. A few missing doorknobs can stop an assembly line!

But the auto makers never let that line stop. They keep their cars rolling by using the speed of planes. They bring in needed parts by Air Express!

Today, with increased production for defense, Air Express speed helps keep the tanks and planes rolling, too. Whatever your business, here are the unique advantages you can enjoy with regular use of Air Express:

IT'S FASTEST—Air Express gives the fastest, most complete door-to-door pickup and delivery service in all cities and principal towns, at no extra cost.

IT'S MORE CONVENIENT—One call to Air Express Division of the Railway Express Agency arranges everything.

IT'S DEPENDABLE—Air Express provides one-carrier responsibility all the way and gets a receipt upon delivery.

IT'S PROFITABLE—Air Express expands profit-making opportunities in distribution and merchandising.

For more facts call Air Express Division of Railway Express Agency.
Closed Circuit

CHALK UP two new pieces of AM business for ABC; General Foods, effective July 1, takes over five 15-minute segments of Don McNeil’s Breakfast Club, replacing General Mills, through Roy Durstine Inc. Sylvania has purchased half-hour Sunday afternoon, with beginnings in September, through Young & Rubicam.

ADVERTISING RESEARCH BUREAU Inc. (ARBI) to test radio's effectiveness as compared with newspapers for Macy's, New York, and WOR. Still undecided: Will store or station write copy? Meanwhile Marshall Field, Chicago, (which will work with ARBI) will do quarterly study of two media over one year's period rather than one-shot originally planned, in cooperation with WBBM.

SUCCESS of ARBI's point-of-sale technique has two major organizations interested—National Retail Dry Goods Assn. and Broadcast Advertising Bureau. NRDGA merely keeping eyes on results produced by tests but BAB plans to do radio promotion project based on analysis of 51 ARBI surveys by commodity groupings.

THOUGH OFFICIAL figures are not available, NBC is expecting this month to wind up as biggest business month since Joseph H. McGuire assumed network presidency Oct. 1, 1949. Bulk of increase coming from TV.

IT MAY never be confirmed nor even denied, but this is paraphrase of what happened just before President Truman sent Wayne Coy's renomination to Senate last Tuesday for seven year term: "If you want to reappoint me, sir, please do so now—before I change my mind again."

NUMBER of substantial ABC affiliates, separately and collectively, considering rejection of network's 15% rate cut, to be borne entirely by affiliates. Certain affiliates are talking independent operation. They contend they will take what amount to a loss when free hours to network were increased from 16 to 21 within past year.

REORGANIZATION of ABC into semi-autonomous divisions to function under vice presidents will shortly be announced by President Robert Kintner. Ernest Lee Jahneke will become vice president in charge of network radio, with James V. Connally in charge of radio owned and operated station division. Alexander Strochan Jr. will assume charge of network TV and Slocum Chaplin will be in charge of owned and operated TV stations.

KELLOGG Co., through Kenyon & Eckhardt, has given ABC-TV notice that if network proceeds with contract of Relaton-Purina Co., St. Louis, for Space Patrol, (ABC-TV, Saturdays 6:45 p.m.), slated to start June 9, it will drop sponsorship of Space Cadet, three times weeknight and put program on NBC-TV. Kellogg in addition is putting half-hour version of Space Cadet on NBC-TV, Saturdays, 7:7:30.

...at deadline

Upcoming


(Continued on page 91)

BROADCASTING TELECASTING

Business Briefly

BLEACH BUYING • Chatham Chemical Co., Chatham, N. J. (Du White bleach), buying radio spot campaign in several South Carolina markets. Agency, Earl Bothwell, New York.

RELIGIOUS SERIES • American Soul Clinic, Huntington Park, Calif., May 27 started for 52 weeks American Soul Clinic Hour on 24 ABC Pacific stations, Sun., 2:30-3 p.m. Agency, J. M. Camp & Co., Chicago.

AGENCY NAMED • Chr. Bjelland & Co. (King Oscar kippered herring, snacks, sardines) names Duane Jones, New York, as agency.


NCAA TV GROUP STUDIES FOOTBALL PROPOSALS

"REASONABLE progress" toward sponsored telecasts of college football games in autumn made by National Collegiate Athletic Assn. TV steering group, Chairman Tom Hamilton, U. of Pittsburgh, said late Friday at conclusion of Philadelphia meeting (see sports story, page 25).

Nothing definite decided, he said, since deadline for acceptance of sponsor proposals is June 26. NCAA is acting under legal advice, he said. Proposals for theatre, Phoneline and Skiatron telecasts being encouraged, he added.

HOUSE COMMITTEE REMOVES RADIO-TV TAX BOOST

PROPOSED increase of radio-TV set excise tax from 10% to 15% killed Friday morning by House Ways & Means Committee, reversing previous action. Committee wound up current study of tax bill and recessed subject to call of chairman, probably June 5 or 6. At that time final vote will be taken on each of its provisions.

Excise tax action covers radio and TV receivers, phonographs and records, and other musical instruments. Loss in anticipated extra revenue estimated by committee at around $55 million. Tax legislation estimated to raise another $7.1 billion annually though President had asked $10 billion boost.

LEVER RENEWS "THEATRE"

LEVER BROTHERS, New York, renewing Lux Radio Theatre, Mon., 9-10 p.m. on CBS, effective Aug. 27 for 52 weeks (see earlier story page 24). Show takes summer hiatus July 2-Aug. 27. J. Walter Thompson Co., New York, is agency.

BROADCASTING • Telecasting

Bullets

AMERICAN CHICLE Co. (Dentine Chewing Gum), New York, to place spot announcement campaign for late June or early July, through Badger, Browning & Hersey, New York.

DANCER - FITZGERALD - SAMPLE, New York, considering eight-week radio spot campaign in 45 markets for Clorets (chlorophyl gum).

RADIO OUTPUT HOLDS LEVEL AS TV RATE DECLINES

Radio set production held up well in April, dropping only 6% below first quarter rate as against 30% decline in TV output, according to Radio-Television Mfrs. Assn.

Radio output during month totaled 1,337,042, consisting of 644,627 home sets, 180,494 portables and 542,021 auto receivers. Portable output was up slightly, auto sets were off small amount but home radios were down, compared to March (five week-month).

TV output totalled 469,157 sets in April. Four-month total is 1,568,026 sets.

SALES SERVICE DEPT. SEPARATED BY CBS

Separation of CBS Sales Service Dept. into two divisions—AM and TV—announced Friday, effective June 18, with Robert F. Jamieson of DuMont TV Network, to be manager of CBS TV network Sales Service Dept. and Thomas P. Maguire, who has handled both radio and TV sales service, to head radio network Sales Service Dept. Coordination of sales service remains under William J. Fagan; Benjamin Margolis to continue as TV sales service contract manager.

Guy C. Cunningham, sales manager of CBS-owned WEHT Boston, named to new post of director of sales presentations—AM for CBS Radio Sales, effective June 4.

SMALL BUSINESS MEETING

Conference of Radio-Television Mfrs. Assn. members in small business category (500 or fewer employees) will be held June 5 during RTMA annual convention at Stevens Hotel, Chicago (early story page 66). Problems covering pertinent, materials and other operations will be discussed, according to Glen McDaniel, RTMA president.
PROOF POSITIVE

KRLD-TV delivers

BOTH THE DALLAS AND FT WORTH TV MARKETS

Analysis of reports submitted by the Telephone Answering Services in Dallas and Fort Worth for five Advertisers, using KRLD-TV for direct consumer selling show:

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TOTAL DALLAS 8243 — FORT WORTH 4276

The Fort Worth calls represent 51.8% of the calls received in Dallas.
1951 POPULATION DALLAS COUNTY 612,318
1951 POPULATION FT. WORTH (Tarrant County) 359,157

Weighed against population comparisons and against the distribution of TV receiving sets in the north Texas area, the telephone record gives proof positive that KRLD-TV completely and effectively covers the Dallas-Fort Worth TV markets...

this is why

KRLD-TV is your best buy

CHANNEL 4
The Times Herald Station

The Branham Company
Exclusive Representative

Owners and Operators of
KRLD
50,000 Watts

EXCLUSIVE CBS OUTLET FOR THE DALLAS-FORT WORTH AREA
The Largest Metropolitan Area South.

John W. Raneyon, President

Clyde W. Rembert, General Manager

BROADCASTING • Telecasting

May 28, 1951 • Page 5
Any time's good time on WFBR!

Sounds like an ad man's idea of a hot slogan, doesn't it?

It happens to be true! Shell Oil Company found that out with their early morning—early evening—late evening pattern.

Other advertisers—dozens of them—are using WFBR time all around the clock to sell profitably.

Because of this, WFBR has built a number of sales-minded participation shows, scattered strategically through the day and night.

Any WFBR salesman or your John Blair man can tell you about availabilities.
It's all right with us, but better be careful.

You really ought to break the habit of setting your watch, say, by Jack Benny's voice, even though you've been hearing him at the same time for sixteen years. You should know there can be a gap of anywhere from 3 to 30 seconds between radio's official time signal (the hourly "beep") and the start of a program.

Chances are you know better. It's just a habit with you.

Just as it's a habit to turn on the radio for a favorite comedian, or to find out whether the road's safe for driving, or whether school keeps; or to learn the path of the hurricane or the course of the battle.

In one generation, radio has become perhaps the most typical American habit. More of a habit than the Sunday drive (we own more radios than automobiles). More of a habit than taking a bath (we own more radios than bathtubs). Most Americans would find it hard to live without a radio. It almost ranks with meals as something we couldn't regularly do without.

This habit of listening is a most useful one for advertisers.

Through radio, customers make their own daily or weekly appointment with the advertiser...come to him deliberately, time after time, ready to listen to what he has to say.

What you have to say, and what you have to sell, can very easily become a habit with millions of people, through radio.

*GREATEST HABIT: listening to CBS, 25% more people listen here than anywhere else.

**GREATEST ADVERTISING HABIT: CBS, where 15% more is invested than on any other network.
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**NOTE:** Split network (4/16/63) from approx. 2–4 PM Mon–Sat. Network A, regular shows; Network B, baseball, related shows by co-op and station country. Expanded 4:30–5:00 PM Mon–Sat.
in the carolinas... radio is still the champ!

With more listeners and higher ratings than when television entered the ring, fast, rugged radio is still champion of advertising media in the Carolinas. A typical national advertiser* on WBT is now reaching 17,000 more families per program than a year ago.

Remember... all markets are not alike. For the Carolinas, get the facts... from WBT or the nearest office of RADIO SALES.

* We'll show you the figures

WBT
CHARLOTTE
COLOSSUS OF THE CAROLINAS

JEFFERSON STANDARD BROADCASTING COMPANY
REPRESENTED NATIONALLY BY RADIO SALES
book reviews


FIRST in a series of books on radio, this volume is designed to cover types and circuits used in radio, television and recording and reproducing devices. It is written for in radio-TELEVISION servicing courses, in training courses for the armed forces and as a home-study refresher for practicing technicians. Volume is designed to contribute to a clearer understanding of basic circuits employed in equipment which service men are called upon to repair.

The book is divided into 16 comprehensive chapters and also includes a table of abbreviations and a glossary of technical terms. It was written for use in radio-TV servicing courses, in training courses for the armed forces and as a home-study refresher for practicing technicians. Volume is designed to contribute to a clearer understanding of basic circuits employed in equipment which service men are called upon to repair.


PROBLEMS of sound-men in radio and TV and their solutions are given in this volume reference by the senior soundman of the Don Lee Broadcasting System.

Types and uses of sound effects, special uses of sound and the psychology of sound are among topics discussed. The book is well illustrated, both with photographs and drawings done by the author.


TO a large extent, the story of Edward L. Bernays' career is the story of the development of the field of public relations. Mr. Bernays has been called a founding-father and the leading practitioner of public relations. This book, a bibliography, centers around his career and covers the period, 1917 to 1951.

First of five sections embodies writings by Mr. Bernays appearing in books; the second, his writings in periodicals; third, his published talks; fourth, books mentioning Mr. Bernays, and fifth, his profiles.

Essential as Plumbing

WHCU-AM-FM Ithaca had its attention called to a classified ad appearing in the Saturday Review of Literature. The ad offered for summer rental an upstate New York farm which boasted "all essentials including WQXR-FM via Rural Radio Network." The WHCU correspondent asked station officials: "Do you realize that you are apparently as essential as plumbing?"

---

JUST COMPLETED:

A NEW SERIES
of Transcribed Public Health Radio Programs

OFFERED AS A PUBLIC SERVICE—FREE OF CHARGE
by THE MUTUAL LIFE INSURANCE COMPANY of NEW YORK

FOURTEEN PROGRAMS, comprising Series 4 of The Mutual Life's public health transcriptions, are now available. These 15-minute dramatizations represent a different approach to public health education. They are built around heart-warming stories of everyday people with health problems which could confront anyone. Medical information is confined almost exclusively to prevention... showing how illness can be avoided before it occurs.

A combination of top-notch casting, superb dramatization, and a down-to-earth, simple treatment of vital health information has created wide popularity for every Mutual Life public health series offered to date. Programs have been broadcast in more than 400 areas. Place your order today. Use convenient order form below.

NARRATED BY RICHARD STARK
DIRECTED BY CHICK VINCENT
WRITTEN BY GRETTA BAKER

PROGRAMS feature a cast of stars from radio, stage, and screen including... Vinton Hayworth - Vicki Vola - Luis Van Rooten - Eleanor Audley - Fran Carroll - Loe Clarke - Don MacLaughlin - Roger De Koven - Joe De Santis - Butch Cavell

SERIES 4 SUBJECTS
Ulcers - Colds - Stuttering - Backache - Scalp Disorders - Food and Weight - Exercise for Health - Pneumonia - Insomnia - Fractures - Care of Feet - Migraines - Headaches - Food, Growth and Nutrition - Immunization - Against Disease

Recorded on 16" 33 1/3 r.p.m. vinylite discs.

ALSO AVAILABLE: Three previous public health series containing 42 programs.

WEATHER STAY AT OUR HOME OFFICE BUILDING - PLANER OFFICIAL WEATHER FORECASTS

THE MUTUAL LIFE
INSURANCE COMPANY of NEW YORK
1740 BROADWAY AT 55TH STREET - NEW YORK 19, N.Y.

Public Relations Division
THE MUTUAL LIFE INSURANCE COMPANY of NEW YORK
1740 Broadway at 55th Street, New York 19, New York

Please send me, free of charge and without obligation, the following public health programs.

[ ] new 4th series of 14 shows

[ ] audition record

[ ] complete package of all 4 series containing 56 shows.

NAME:

STATION:

ADDRESS:

CITY_________ STATE_________
SPONSORS GET "PROMOTION PLUS" ON WDSU

FRONT PAGE HIGHLIGHTS

* Special Page One Feature Appears In Every Edition!

- The front page—most widely read page of any newspaper—carries this exclusive, daily feature which highlights WDSU programs. Every reader of the front page of New Orleans' leading afternoon newspaper, sees this "Highlights" Box.

NO OTHER NEW ORLEANS STATION OFFERS THIS PROMOTION "PLUS" TO SPONSORS!

- Write, Wire or Phone Your JOHN BLAIR Man!

---

new business

Spot • • •

S ANNA DAIRIES, N. Y. (Samalac powdered milk), names Badger & Browning & Hersey, same city, to handle advertising on participating-sponsor basis being placed on some New England radio stations. If this proves successful, expansion is contemplated.

GREEN SPOT Inc., L. A., for its orange beverage and fruit concentrates, names Beaumont & Hohman, same city, to handle its advertising. Radio and TV spots will be used extensively.


Network • • •

LEVER BROS. Co., N. Y., has purchased package of eight filmed Fantomimo Quiz programs to be used starting July 2 as summer replacement for Lux TV Theater on 27 interconnected eastern television stations over CBS-TV. Programs packaged by Mike Stokey were filmed by William F. Broidy Productions, L. A. Deal negotiated by Stuart Reynolds, of Reynolds Productions, L. A., radio and TV packager. Agency: J. Walter Thompson Co., Hollywood.

PALM BEACH Co., Cincinnati, to sponsor last hour of exclusive two-hour telecast of final round of the $15,000 Palm Beach Round Robin invitation tournament at Wykagyl Country Club, New Rochelle, N. Y., over CBS-TV, 4-6 p.m., June 10. Agency: Ruthrauff & Ryan, N. Y.

GILLETTE SAFETY RAZOR Co., Boston, Mass., to sponsor radio and television coverage of $100,000 Belmont Stakes at Belmont Park on Cavalcade of Sports over NBC and NBC-TV, June 16, 4:30 p.m.

GOSPEL BROADCASTING Assn., Hollywood, renews The Old Fashioned Revival Hour, Sun., 9-11 a.m. over ABC, effective June 17. Program originates from Long Beach. Agency: R. H. Alber Co., L. A.

WHITEHALL PHARMACAL Co., N. Y. (Anacin), July 3 renews for 13 weeks Harry Babbit Show on 10 Columbia Pacific stations, Tues. and Thurs., 7:45-8 a.m. (PDT). Agency: John F. Murray, N. Y.

JOS. SCHLITZ BREWING Co., Milwaukee, renews The Halls of Ivy, starring Mr. and Mrs. Ronald Colman, for coming season on NBC. Agency: Young & Rubicam, N. Y.

COCA COLA Co. to sponsor Mario Lanza in half-hour radio musical series as summer replacement for Edgar Bergen-Charlie McCarthy program on CBS, Sun., 8-8:30 p.m., effective June 10.


Agency Appointments • • •


GUNThER BREWING Co., Baltimore, names Biow Co., N. Y., to handle all advertising including the TV series Quiz of Two Cities, effective July 1.

Adpeople • • •

HENRY A. SHULL, Pharma-Craft Corp., N. Y., returns to Vick Chemical Co., N. Y., as advertising manager for new products in company's product division. Mr. Shull joined Vick in 1940, graduated from its training program and remained until 1946, except for period of Arm service. Since 1946 he has been with Pharma-Craft.


CHARLES J. LICK, vice president and general manager Los Angeles Brewing Co. (Eastside Beer), L. A., elected president. HARRIS PERLSTEIN, former president, named chairman of board. He is also president Pabst Brewing Co.
WOAI DOMINANT BY NIGHT

WOAI 767,365 BMB FAMILIES

NETWORK
STA-B 160,559

NETWORK
STA-C 143,248

NETWORK
STA-D 61,404

WOAI RADIO FAMILIES 1942 1951
Deduct All TV Families [On basis used by ANA] 349,610 767,365
-41,500

BASE HOUR RATE (Network) $300 $340

WOAI'S RADIO FAMILIES INCREASED
108%. THE RATE INCREASED ONLY 13%.
WOAI INSTEAD OF CUTTING RATE AS ANA
RECOMMENDS, MIGHT LOGICALLY INCREASE
FROM $340 TO $624* OR 84%.

Above figures BMB ± 3.6% to 1951
based on ANA Report.

San Antonio
AMERICA'S FASTEST
GROWING
MAJOR CITY

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York, Chicago, Los Angeles, St. Louis
Dallas, San Francisco, Detroit

NEXT WEEK: WOAI'S DAY TIME STORY
RELAXED......?

Yes, and easy listening, too—heard nightly Monday through Friday at 7:00 on WRC. In just a few short weeks, "BATTERS' PLATTERS" has grown to the listening stature of an early evening stand-by.

Charlie Batters' casual style has a long-lasting way with habit audience, based on good music and off-hand comment—spiced but balanced.

This regular half-hour, in peak time has a few participations open, certainly worth your planning for strong coverage in the ever-growing Washington market. Batters' style isn't studied... it's designed for hard selling. His growing list of sponsors is our best recommendation.

MONDAY THRU FRIDAY
7:00 PM

YOUR BEST BUY IS
IN THE NATION'S CAPITAL

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC

Represented by NBC SPOT SALES

feature of the week

TWO-CITY test of a new giveaway series, G. I. Bonus, will lead to launching of the project on a nationwide basis by Barkdale Co., Baltimore, according to Herb Harris, head of the company.

Utilizing an extensive series of merchandising aids to implement the broadcast program, the G. I. Bonus tests attracted sponsors quickly and produced sales results, according to Mr. Harris. The giveaway is based on G. I. serial numbers.

Carolina Appliance Co., operating in South Carolina, sponsored the test on WEBC Greenville, S. C. Two days after the first broadcast the appliance firm, selling Motorola radio and TV, asked for an option on G. I. Bonus for all of the principal markets in North and South Carolina.

The merchandising campaign included such sponsor tie-ins as window streamers, collars, stickers, hats and other devices. A recorded jingle for station and sound truck is included in the package prepared by the Barkdale company along with merchandising and promotion suggestions adaptable to any sponsor or product.

Ennis Bray, WESC general manager, worked up a series of stunts. Five girls, including the Azalea Queen and Cotton Queen of South Carolina, passed out handbills in the Greenville shopping center. Paper hats were given to school children.

Local Army recruiting officials tied into the broadcast, putting streamers on recruiting displays in five cities. This idea was picked up by the P. I. officer at nearby Donaldson Air Field.

Sales results lead Carolina Appliance, and five associated retailers to seek the two-state option. Officials of the company said results from commercials for Motor-

Two Girls were among four recruits by Army and Navy in first two hours of G. I. Bonus test on WDON Gainesville, Ga. Girls, wearing promotion caps, are Cordie Hilton (l) and Susie Miller. They were signed by Recruiting Petty Officer Arthur G. Free

(Continued on page 90)

strictly business

Mr. WEED

NEIL WEED, who is not known as Cornelius Cahill Weed by his friends, dickered for his first bit of national business in 1933 as exclusive national sales representative for WBNX in New York's Bronx district. That business was Pertussin and Carter's Liver Pills, through J. Walter Thompson, and it also was the station's first national order.

Since then, Neil Weed, as partner in Weed & Co., station representa-
tive firm, has increased his national sales to an unaccountable total.

As Chicago manager of Weed & Co., Neil Weed opened the office in 1954, a year after his brother, Joe, took over as representative of the New England Network in New York. In 1956 the partnership was formalized as Weed & Co.

They started with five basic NBC stations in the New England network, believed to be the first such group represented nationally, and they still have three of the five. These are WSCB Portland, Me., WTIC Hartford and WJAR Providence, which were combined with WTAG Worcester and WEEI Boston in the network 18 years ago.

Neil Weed started as a one-man
(Continued on page 88)
It's impossible...

...as impossible as covering California's Bonanza Beeline with outside radio

Does your advertising really get inside the Beeline? That's a great big market, you know—all of inland California plus western Nevada—with more people and higher retail sales than Philadelphia.*

But you're in for a disappointment if you expect to cover the Beeline with outside stations—even strong outside stations. Because Beeline people, being independent inlanders, prefer their own, on-the-spot stations.

So you have what it takes only when you have the five BEELINE stations. Together, they cover the whole market. Individually, each does a top job for you in a major Beeline trading area. For example...

KMJ FRESNO
Reaches 327,690 families in its 16-county 1½ billion-dollar orbit—with a BMB home-county total weekly audience of 93% daytime, 95% at night. And its home-city Hooper leads all other stations during all rated time periods.

*Sales Management's 1951 Copyrighted Survey

McClatchy Broadcasting Company

KFBK
Sacramento (ABC) 50,000 watts 1530 kc.
KOH
Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc.
KERN
Bakersfield (CBS) 1000 watts 1410 kc.
KWG
Stockton (ABC) 250 watts 1230 kc.
KMJ
Fresno (NBC) 5000 watts 580 kc.
WETHER this country still needs a good five-cent cigar is a matter of some, if little, debate; but there is no controversy that the advertising business could use a few more good cigar salesmen, if the career of Milton Lewis, president and owner of Lewis Adv. Agency, Newark, N. J., is a fair example.

Mr. Lewis was born in Newark in 1909 and was educated at the U. of Pennsylvania. He received his A.B. in 1931 and returned to Newark to sell cigars for the Lewis Cigar Co., owned by his grandfather.

After two years of experience in direct selling, Mr. Lewis joined Grey Adv. in New York to learn the advertising business. He worked in several departments and finally became an account executive for many of the agency's perfume accounts. In 1936 he moved to Lennon & Phillips Adv. Agency as an account executive.

Weary of commuting from New York to his native Newark, Mr. Lewis formed a partnership with Alfred Tokar and established the Lewis & Tokar Agency in Newark in 1938. By March 1942 the partnership was dissolved and Mr. Lewis retained the office space and personnel. The agency then was re-incorporated with Mr. Lewis as president, and shortly after became a member of the AAA.

Among the Lewis accounts which use radio and television are the following: Shifran Bros. (mat- tresses), Seidenberg cigars, John Rustin cigars and Melba cigars (an account he retained from Lennon & Phillips), Hoyt Bros. (pipe mix), Sunrise Dairies, Automatic Picture Gun, Stevens Products and Abelson Jewelers.

He has been married to the former Hyacinth Heller for the past 17 years. They have two chil- dren: Sally, 11, and Fred, 8. The family home is in South Orange, N. J.

Mr. Lewis' principal hobby is golf. He shoots in the 70's.

He also is active in community work.
PHILLIPS Co., advertising and public relations, San Diego, changes name to PHILLIPS-RAMSEY Co. CHARLES C. RAMSEY assumes full partnership in firm. FRAN IDE, general manager KGB San Diego, named account executive for company.

ANDREW C. BOYD Jr., copy staff Erwin, Wasey & Co. Ltd., L. A., appointed copy chief of agency.

ROBERT ATWOOD, manager of sales service department ABC Chicago, to J. Walter Thompson, same city, as timebuyer.

Mr. Ide

LYN CONNELLY, publicity staff WBKB (TV) Chicago, to Simmons & Simmons, same city.

FLORENCE SHERMAN appointed radio-TV copywriter Kal, Ehrlich & Merrick, Washington. She was with WWDC Washington.

HARRY LONDON, assistant advertising manager Kay Associated Stores, Washington, to creative staff Henry J. Kaufman & Assoc., Washington.

ARNOLD FREEDMAN, copy staff, appointed assistant production manager.

MARY HARDIN, McCann-Erickson, to Kenyon & Eckhardt, N. Y., as copywriter.

ALLAN PERRY, Doherty, Clifford & Shenfield, N. Y., to Dancer-Fitzgerald-Sample, same city, as assistant account executive on drug products.

KARL LANDT and MICHAEL DANYLA appointed to staff George R. Nelson Inc., Schenectady, N. Y. Mr. Danyla was with WPTV Albany, N. Y.

BBDO, N. Y., has volunteered to serve as unpaid advertising agency on The Advertising Council's Civil Defense campaign. WILLARD A. PLETHNER and CARLETON L. SPIER, both vice presidents BBDO, will serve as head of volunteer group and copy supervisor, respectively.

ROBERT ARIB Jr., copy supervisor Cecil & Presbrey, N. Y., to Kenyon & Eckhardt, N. Y., in copy department.

HENRY W. COYINGTON, George T. Metcalf Co., Providence, to Ellington & Co., N. Y.

PEGGY O'HALLAREN and MARGARET WEAVER to Young & Rubicam Inc., Hollywood.

LOVICK DRAPER, network sales ABC-TV Chicago, to account work Foote, Cone & Belding.

WILLIAM C. TRACEY, publicity and sales promotion director WSAZ-TV Huntington, W. Va., appointed account executive Pace-Wiles Inc., Huntington.

WILLIAM L. RUSSELL, TV and radio copy supervisor Ruthrauff & Ryan, N. Y., to Ellington & Co., same city, as manager TV copy and production.

NEEDHAM, LOUIS & BRORBY, Chicago, opens its first Canadian office in Toronto.

DEE WILLIAMS, Julius F. Zederman Adv., S. F., to copy staff of Russell, Harris & Wood, same city.

ADVERTISING CLUB OF TERRE HAUTE elected to membership in Advertising Federation of America. In joining it becomes the 100th club in AFA.


PHILLIPS Co., advertising and public relations, San Diego, changes name to PHILLIPS-RAMSEY Co. CHARLES C. RAMSEY assumes full partnership in firm. FRAN IDE, general manager KGB San Diego, named account executive for company.

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Now that your eyes are back in their sockets (go ahead... take another look I'll wait) I'd just like to say that Mary Lee's Thrice-weekly "Woman's Program is really paying off in TALL PROFITS on small budgets for her advertisers... as are other top "Women Shows" on WAZL. Drop her a line... she loves to open mail!

She is a TALL ONE - Isn't She?

Open Mike

Top...

EDITOR:

... Like most everyone else associated in radio, in any manner, I was brought up on Broadcasting & Telecasting. You won't be disappointed, I'm sure, by a lack of suggestions on my part on how to improve a magazine that is tops in the broadcasting field for sound and comprehensive reporting of industry news.

Joseph W. Palmer, Radio Dir.
MacGruder, Bakewell, Kokta Adv.
Denver

... And Bottom

EDITOR:

... [In Broadcasting • Telecasting, May 21] I read that "Scivett-Howard Radio is owned and controlled by the same interests that have the Cleveland Plain Dealer."

Shade of E. W. Scripps! His first newspaper, started in 1876, was the Cleveland Press.

Jack R. Howard
President
Scripps-Howard Radio Inc.

[EDITOR'S NOTE: For associating Scripps-Howard with the rival of one of its most celebrated properties, a forceful reporter has been tattooed with a lighthouse and the legend: "Scripps-Howard owns the Cleveland Press."]

Thank-You Note

EDITOR:

Your story on Armed Forces Day activities in... Broadcasting & Telecasting [May 21] very adequately shows how the radio-television industry and the Advertising Council cooperated to make this year's observance outstanding.

I want to take this opportunity to thank you for your nice recognition of this event and for your past coverage of our activities.

Charles E. Dillon
Chief, Radio-TV Branch
U.S. Dept. of Defense

Speaking of Results

EDITOR:

As you will recall, we ran a full-page advertisement in Broadcasting & Telecasting in March offering the new edition of our Quiz on Railroads and Railroading. I thought you might be interested in knowing that this advertisement brought us 138 individual requests for the booklet.

Albert R. Beatty
Aet. Vice President
Assn. of American Railroads
Washington, D.C.

Nearly Everybody?

EDITOR:

Frank Pellegrin is to be commended for his fine article, "BAB's Big Chance," in your May 14 issue... and you are to be thanked for giving it a prominent position.

Some time ago the following statistical data was passed on to me, and we have been using it in our sales department whenever we are slapped down with a newspaper pitch:

The following is from an address delivered by Dr. George Gallup to the Audit Bureau of Circulations:

- Only one person in three bothers to turn to the inside page of a newspaper to continue a story from the front page.
- Only one person in three reads anything on the average black and white page carrying display advertising in Sunday papers.
- Only 10% of readers of Sunday newspapers read best news story, feature or picture, below the fold on pages carrying display advertising.
- Only 20% of readers of daily newspapers read typical news story or feature below the fold on an inside page.

At one time Editor & Publisher, trade paper of the newspaper industry, was the authority for the statement that not more than 7% of the gross circulation of newspapers read a given ad.

These facts, if they still hold up, could make an interesting addition to Frank Pellegrin's fine article.

Don Joset
Vice President
WPIT Pittsburgh

Jersey Bounce

EDITOR:

We are glad to note the alertness of your reporter concerning the New Jersey Broadcasters Assn. meeting in Atlantic City at which New Jersey stations justified higher, not lower, radio rates.

We adjusted our rates upwards last October, and based on our 1951 audience measurement, radio in Asbury Park is worth more in 1951 than it was in 1950. The answer seems quite simple to us: There are more radio homes, more radio sets and more radio listeners.

Thomas E. Tigue
Manager
WJLK Asbury Park, N. J.

Networks Are Necessary

EDITOR:

In the May 7 issue, OPEN MIK, Gustav K. Brandberg, assistant general manager at KVJO Tulia, asks: "Are networks necessary?"

The obvious answer to such a thought-provoking question is: "They are!"

In my opinion today's network (Continued on page 77)
Capitol's new Custom Library Service is most unpopular with

Dusty (*never used*) Disc, because a station which selects only the music it
needs with this new modern library plan has no place for the loafer.

And, by eliminating Dusty, the Custom Subscriber saves money. For though
he isn't used, Dusty's vinylite and transportation are expensive.

The Capitol Custom Service provides a basic Library of approximately
2000 tunes (selected by subscriber from complete catalog) to start.
With the first month it expands and rotates with generous new and exchange
allowances—all selected by the subscriber to suit his requirements!

A collect wire will bring all the details on this new,
modern Library Service plan. Send it today!

*It's the library you want at the price you want to pay*

*Sunset at Vine • Hollywood 28, Calif.*
In The Public Interest

Camp Funds

WDRC Hartford, over its program, the Needle Club, on May 21 began the annual drive for Camp Courant, summer camp for children conducted by the Hartford Courant. Last year the program raised $1,125 for this purpose.

Nurse Recruiting

WNAX Yankton, S. D., to spur recruitment of badly-needed student nurses, taped a half-hour program at a local hospital. The program, which followed a prospective student nurse on a tour of all hospital departments, included explanations by each department head of the function of that particular division, and told how a student qualifies as a full-fledged nurse, she would be eligible for specialized duty.

Symphony Campaign

WWX-AM-FM Baltimore raised nearly $2,000 in pledges during a 4½-hour marathon broadcast on behalf of the Baltimore Symphony Orchestra. Rival stations carried advance plugs free. The broadcast was made up of a volunteer cast.

Hospital Fund

RADIO and TV stations in the Washington, D. C., and Arlington, Va., area are cooperating on a local Mrs. Hush contest designed to channel $400,000 into a new building campaign for the Arlington Hospital. Recorded clues are being played on local stations at various times during the current month. Eligibility for contest entry hinges on a $1 contribution to the building fund. Winner will receive 1951 Oldsmobile coupe for correctly identifying Mrs. Hush and writing best 25-word statement on "Why I Should Buy Defense Bonds." Appreciation for radio-TV station participation was expressed by Clarke Daniel, campaign chairman for the building fund, who praised outlets for making the contest possible.

"B-Day"

BILL WEAVER, KCBS San Francisco personality, staged his third "B-Day—Bring a Boy Back" drive for blood donors May 22. He broadcast his early morning and afternoon show direct from the Irwin Memorial Blood Bank in San Francisco and appeared as guest on other KCBS programs during the day to urge blood donations. The blood bank remained open extra hours for respondents to the Weaver pitch. In his two previous B-Day drives, Mr. Weaver succeeded in substantially raising the blood bank take for the day. The Red Cross has highly commended KCBS for the efforts.

Police Praise WJBK

CREDIT for the apprehension of two hit-and-run killers has been given to WJBK Detroit by the Detroit Police Dept. The station's hourly newscasts plus commentary by WJBK's featured disc jockeys were named as key factors in producing confessions from two teenage motorists, according to a letter received by General Manager Richard E. Jones from Traffic Director James A. Hoye. The entire Detroit Police Dept. expressed gratitude, noting that the two youths "stated in their confession that they had given themselves up because of the publicity given to their brutal act of leaving an injured person to die. This state of mind was a direct result of the publicity program you so heartily put in action."

"Pint Parade"

BOURNE RUTHRAUFF, vice president of Ruthrauff & Ryan, New York, has been named chairman of advertising agencies section of United Entertainment Industry's blood donor drive in New York on behalf of Red Cross. He will be assisted by Tom Slater, also a vice president of Ruthrauff & Ryan. A temporary blood donor center has been opened in Rooms 143-145 of the Hotel Astor, and other temporary units are being or will be set up at Manhattan Center, CBS, NBC and DuMont Network for the convenience of donors from the craft unions and network employees. The campaign will end with an all-star benefit, "Pint Parade," to be held May 29.

Music Festival

CKCW Moncton, N. B., May 7-12 sponsored Moncton Music Festival where over 1,200 entries, comprising more than 4,000 persons, competed in 237 classes. Twenty-two scholarships and prize awards were arranged for by CKCW, which underwrites all expenditures. First annual festival was held in 1947.

Comparative Share of Audience in Montana Cities

Day and Night

Percentages shown in this graph are based on BARROMETER surveys for January-February, 1951 for 6 Montana Cities.

Monday through Friday average: Listening 6:00 A.M. to 11:00 P.M. Averages for stations signing on after 6:00 A.M. or signing off earlier than 11:00 P.M. are based on actual time on the air. Complete coverage on X Net (with a single contract) ... a better buy!

1 announcement 51.00
1/2 hour 40.00
Stations B, D, E, F, G, I ... (maximum competitive coverage) 41.06
1/4 hour 133.00
Stations C, D, E, F, H, I ... (minimum competitive coverage) 44.11
1/4 hour 147.00

The X Net, when purchased in combination with other XL Stations (KXL-Portland) (KXLY-Spokane) of the Pacific Northwest is procurable at a lower rate than even the low rate quoted above.

Pacific Northwest Broadcasters
San Francisco - Los Angeles

The Walker Co.

New York - Chicago
Best in the Business—take stability, for instance

- Stability—the most necessary requirement of any stabilizing amplifier—is a "standout" feature of the TA-5C. It is absolutely stable under all operating conditions. It operates with the same stability with or without signal input. It provides complete isolation between monitors—makes it possible to perform on-air monitor switching operations without creating transients or cross-talk on the program line.

The TA-5C stabilizing amplifier handles sync inputs up to 8 volts—and delivers signal voltage output at standard RMA values through just one simple adjustment of the sync control. Total tube complement—only 19!

Today more than 400 RCA Stabilizing Amplifiers are helping TV stations deliver the cleanest, most stable pictures in the history of commercial television. Need we say more?

Call your RCA representative for price and information on delivery. Or mail the coupon—today.

DEPT. QD-19
RCA Engineering Products
Camden, N. J.
Send me price and complete information on the RCA Type TA-5C Stabilizing Amplifier.

Name ____________________________
Address ____________________________
City ____________________________ State ____________________________
Station ____________________________
You get a lot for a little*

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

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY
ABC, UPT AIM FOR JULY MERGER

PLANS for infusion of United Paramount Theatres wealth and knowhow into the ABC radio and television networks began taking form within 24 hours after last Wednesday's announcement that ABC and UPT officials had come to terms on a $25-million merger which UPT spokesmen say they hope to complete by late July or August.

In a parley on the record-setting deal, CBS, which initiated the negotiations several weeks ago but lost out, would buy UPT's WBKB (TV) Chicago for $6 million and thus partially satisfy its desire for three more stations in its TV lineup, which set it to bidding for ABC in the first place [Broadcasting • Telecasting, May 7].

It was considered inevitable that FCC would call a hearing before passing upon a transaction of such a magnitude as the ABC-UPT merger, with close examination of public-policy questions relating to theatre ownership in the broadcasting field and, particularly, a study of the merger plan in the light of FCC's repeatedly avowed preference for dissemination of control over mass media of mass communications (see story page 32).

Under the proposal, which is subject to directors and stockholders as well as FCC approval, Leonard H. Goldenson, president of UPT, would be president of the new company—American Broadcasting-Paramount Theatres Inc.—while Robert E. Kintner, president of ABC, would be president of the radio and television division. Edward J. Noble, chairman of the board of ABC and owner of 57% of its stock, would be chairman of the finance committee of the new company's board of directors.

Mr. Goldenson affirmed reports that the theatre company has $30 million in cash reserves which can be invested in development of the radio and television properties. On the heels of the merger plan disclosure came an announcement Thursday that two key officials of the theatre chain would move into top-level executive positions of the proposed radio and television division. Robert H. O'Brien, secretary-treasurer and a director of UPT, would become executive vice president of the radio-TV division, and Robert M. Weitman, a UPT vice president, would become vice president in charge of program and talent development for both radio and television (biography page 36).

It was understood also that John H. Mitchell, general manager of WBKB, and other top executives of the station would move into the management of ABC's WENR-TV Chicago upon completion of the merger.

The WBKB call letters would be transferred to WENR-TV, it was reported, and CBS is expected to use its WBBM Chicago station call in identifying the TV station, now known as WBKB, which it acquires from the new company. Management of the TV station under CBS ownership is expected to be headed by H. Leslie Atlass, CBS Central Division vice president.

Five members of the present ABC board were designated to serve with 13 UPT directors on the board of the proposed new company: Messrs. Noble and Kintner, and Earl E. Anderson, Robert H. Hinckley, and Owen D. Young.

Woods' Status

The status of Mark Woods, vice chairman of the ABC board and former president of the network, was not defined. Of the other ABC directors—Alger B. Chapman, C. Nicholas Priaulx, Franklin S. Wood and William Zeckendorf—it was assumed that Mr. Priaulx, as a treasurer of the present network, would be assured of a key position in the new company.


American Broadcasting-Paramount Theatres Inc. Board

ABC Members...

EDWARD J. NOBLE

Businessman, industrialist, banker and financier, Edward J. Noble has been in radio a decade. He was born at Gouverneur, N.Y., in 1882. His extensive business and financial career led to the board chairman-ship of Life Savers Corp., among many prominent connections. He served as Under Secretary of Commerce during the administration of Franklin D. Roosevelt, and was first chairman of the Civil Aeronautics Authority. He entered radio in 1934 by buying WMCA New York. Two years later he bought the Blue Network for $8 million and became board chairman.

ROBERT H. HINCKLEY

An academic career at his alma mater, Brigham Young U., preceded entry of Robert H. Hinckley into politics and business. Born at Fillmore, Utah, in 1891, he was elected to the state legislature after combining teaching with football coaching. In 1916 he started an auto business, moving into aviation 12 years later by forming Utah Pacific Airways. In the mid-30s he was assistant administrator of WPA and joined Civil Aeronautics Authority in 1938 under Edward J. Noble. When Mr. Noble became Under Secretary of Commerce he joined him as Assistant Secretary. He became an executive of Sperry Corp. in 1942 and later director of the Office of Con- tract Settlement. In 1946 he be- came ABC vice president and di-rector.

ROBERT E. KINTNER

National prominence came to Robert E. Kintner in the late 30's when he wrote a syndicated column in collaboration with Joseph Alsop. They wrote two books, Men Around the President and American White Paper. During World War II he served in the Army's G-2, later being transferred to civilian relations. In September 1944 he joined ABC as a vice president, became executive vice president in 1946 and finally president. He was born in 1890 at Stroudsburg, Pa.

(Continued on page 36)

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CONTRACT ACTIONS

By FLORENCE SMALL

WITH the approaching end of the current contract cycle on June 1, a wave of nervous action has broken on the industry, spraying the air with reports of reorientation, renewals and cancellations affecting one of the most formidable advertisers in radio and television.

Such impressive clients as General Foods, Lever Bros., Campbell’s Soup Co., and others, are contemplating — and in some cases have already concluded — decisions of major change in their existing TV stations.

General Foods is releasing its 12-year sponsorship of The Aldrich Family on radio and television, still retaining, however, its time segment on NBC-TV, Sunday, 7:30-8 p.m. Latter period will be filled by the sponsor with a summer replacement, Who's Who, featuring Phil Baker. Advertiser is looking for a new property for the time in the fall. General Foods is also dropping Bert Parks daytime show on CBS-TV for the summer. Young & Rubicam, New York, is the agency.

Meanwhile, Campbell Soup Co. has bought the Aldrich Family, a William Morris package, to replace its Henry Morgan show, Friday 9:30-10 p.m. on NBC-TV. Warwick & Legler, New York, is the agency.

Lever Bros. Plans

Lever Bros. is considering dropping sponsorship of My Friend Irma on CBS, Monday 10-10:30 p.m., through Foote, Cone & Belding. Advertiser may retain the time with another show. Actual decision is expected early this week.

Lever Bros. Lux Radio Theatre, on CBS through J. Walter Thompson, New York, is expected to be retained next fall.

Esso Spot Campaign

STANDARD OIL of Indiana, Chicago, is running a six-week spot saturation campaign on 14 AM and four TV stations in Detroit and Milwaukee for its Red Crown gasoline. About 700 AM spots are being used in Milwaukee and 1,000 in Detroit, plus some 200 video commercials in one Milwaukee station and three in Detroit. Agency is McCann-Erickson, Chicago.

Sponsors Set Changes

Celanese Corp., through Ellington & Co., New York, is understood to be considering a one-hour TV show for fall. One of the packages being considered is the ANTA program.

Philip Morris, through Blow Co., New York, is dropping Ralph Edwards in television. Crime Doesn’t Pay, a film series, takes over at the 10:10-10:30 p.m. period Thursday on CBS-TV.

Roson on CBS

Roson Lights through Grey Adv., takes over the 8:30-9 p.m. Sunday spot on CBS-TV which was dropped by Nestle’s cancellation of Mr. I. Magination. Effective July 29, Roson will sponsor Peter Lind Hayes and Mary Healy in Star of the Family in that time.

ESO QUILT’S L-W

PIERRE WEIS, 45, vice-president in charge of sales, Langworth Features, New York, has been named sales manager of the World Broadcasting System effective immediately, it was announced last week by Robert W. Friedheim, general manager of WBS.

Mr. Weis joined Lang-Worth Features as a salesman in 1941, taking a leave of absence from 1943-46 to serve as a lieutenant in Army Transportation Corps. Upon his return to Lang-Worth in 1946 he was named sales manager and raised to vice president in charge of sales in 1949.

Born in Paris, France, in 1909, Mr. Weis is a graduate of the Sorbonne and holds the degree of bachelor of mathematics and philosophy. Upon his arrival in the U.S. in 1937, he became general manager of Oraphone Corp. of America, film manufacturer. In 1959 he returned to his native country to serve as a lieutenant in the French Army, returning to this country at the end of 1940 after Germany occupied France.

SUMMER BUSINESS

OUTLOOK BRIGHT AT WCCO

SUMMER business outlook is bright at WCCO Minneapolis, the station announced last week.

WCCO reported all indications were that both the number of 52-week advertisers and the seasonal, “summer” advertisers will surpass previous years. In 1950 station had a 17% increase over 1949.

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NABC MEETING

Midwest Affiliates Gather

THREE dozen promotion managers from NBC’s Midwest affiliated stations met Wednesday in Chicago for the second in the network’s series of meetings on promotion and exploitation techniques Hal Smith, NBC Chicago network promotion manager, made arrangements for the day-long meeting at the Palmer House.

Mr. Smith, manager of radio, advertising and promotion, New York, and Pat Steele, supervisor of audience promotion, scheduled the agenda.


They discussed and outlined summer and fall sales pictures of the network, NBC’s 25th anniversary plans, summer and fall promotion, press and publicity activities, the value of the stations reporting its promotion work directly to clients and agencies and merchandising and station promotion.

The promotion conferences are expected to be resumed as an annual affair, as they were prior to three years ago. A similar clinic was conducted in New York Monday and in Atlanta Thursday, and will be held in Hollywood and Dallas this week.

Attending the Chicago meeting: Mr. Wiseman, Milton Greenebaum, WSM Sagamore, Mich.; Roy Pedersen, WDAY Fargo; Frederick C. Schlipin, KFAM St. Cloud; George D. Cowie, WOC Dubuque; Joseph Parks, WBOW Evansville; Ronnie Lowe, Wheeling, W. Va.; Pat Mikel, KSD St. Louis; Del Greenwood, WLOK Memphis; John R. Gna, WJ Detroit; Fred Reed, WOC Davenport; E. G. Palatin, WOC, Green Bay; Ronald Silbar, WOOD Grand Rapids; Otto Bremers, Thomas J. Heran and John M. Reis, WDM Des Moines; Bill Lammer, WTMJ Milwaukee; P. O. Run- ner, WLOK Lima.

Bib Maley, WHIZ Zanesville; W. E. White, WMC Memphis; David Pasternak, KD St. Louis; Del Greenwood, WGBF Evansville; John F. Meagher, KYSM Mankato; Dave Ginting, KRCO Lancaster; Don Degroot, WBBJ Davenport; Al Morrison, Froerer & Gamble; John F. Whalley, WMAQ Chicago; John Schwerke, WHO Des Moines; Harry C. Kopf, NBC Chicago; W. W. Woods, WHO Des Moines; Martha M. Turner and Madeline K. Barry, WBOW Terre Haute; Jim Burt, KRLD Sioux Falls, Bruce Wallace, WMIL Milwaukee.

J. B. McKinley, WTA Flint; Robert Nelson, WAKU Eau Claire; Art Parlow, J. Walter Thompson; Young Hartman, KROC Rochester; Welcome Travelers, Chicago; Howdee Meyers, WMAQ Chicago; George Diefenbach, KOL Omaha; John C. Kaney, NBC Chicago, and Polly Sturgeon, NBC Chicago.
Mr. COY

On Radio-TV Rights

Broadcasters today are trying to develop public interest in their sport rather than waiting to see if a copy of the Federal Communications Commission's new plan for radio-TV programming would be approved by the FCC. The plan calls for a new division of broadcasting rights among the radio, television, and wire services, with the FCC having the power to allocate them. The plan also provides for a new "division of labor" among the various media, with the FCC responsible for determining what ought to be broadcast and to whom, and the broadcast networks responsible for deciding how to present it.

The FCC has been criticized in the past for not taking into account the interests of the public in its decisions. The new plan is designed to overcome this problem by giving the FCC more authority over the broadcasting of sports events. The FCC will be able to allocate broadcast rights to various media on the basis of public interest, rather than on the basis of the interests of the broadcaster or the media company.

The plan has been met with mixed reactions. Some sports fans are pleased with the plan, saying that it will help ensure that the best events are broadcast to the largest possible audience. Others are concerned that the FCC will have too much power over the broadcasting of sports events, and that it will be used to suppress competition between the various media.

The FCC is expected to hold public hearings on the new plan soon, and it is likely that the plan will be adopted by the FCC in the near future. However, it is not clear how much effect the plan will have on the broadcasting of sports events, as the FCC is likely to face opposition from the broadcast networks and other media companies.

The plan is likely to have a significant impact on the broadcasting of sports events in the future, and it is likely to be a topic of debate for years to come.
TIME CHARGES
CBS, MBS Show Increases; TV Jumps Sharply

CBS and MBS gross radio time in 1951 exceeded those for the same Publishers Information Bureau figures in 1950. While the two networks both reported time charge gains, network grosses as a whole recorded a drop from $65,217,563 in 1950 to $64,054,765 in 1951 over the four-month period. Aggregate gross time charges for all networks in April, however, rose from $15,908,806 to $18,921,908 on the strength of CBS and MBS boosts. Three TV networks (DuMont not reporting) registered substantial charges for January through April period last year, according to Publishers released today (Monday) in New York.

IN REVIEW...

The junior Senator from Michigan, Blair Moody, is pro-radio show that is supposed to introduce the listener to their minds on things about certain obviously that is why the half-hour transcribed program is titled, Meet Your Congress. The idea for the listener, we presume, is to listen, judge and then mark up the little black book with lots of notes for use around election time, a practice by the general public that gets quite irritating to our lawmakers at times.

Meet Your Congress has the usual panel format. Four members of the elite chambers participate, two pro and two con. Time limit is placed for everybody to have an uninterrupted say, then anchor is holstered for debate.

This reviewer listened to a half-hour and no discussion on the control of meat prices and thanked heaven the dinner menu that night was macaroni and cheese with salad.

Participants on this forum were Sen. Edward J. Thye of Minnesota and Hugh Butler of Nebraska. In opposition to the government's projected control program and Rep. Jacob K. Javits of New York and Richard Bolling of Missouri who believe the plan will work. Rep. Bolling was the only Democrat, Rep. Javits a liberal Republican and the other two of the GOP.

When everybody got what he had to say off the hook, the panel, as it does every week, changed pace and permitted all to get into the act, uninhibited.

Charles T. Lucey, the moderator, performs quite well, although his voice lacks the refined edges which Sen. Moody applies when he presides.

The program has an impressive beginning, the sound effects of a gavel rapping for order, an essential for any forum, radio or otherwise. This is followed by the rather tiring voice of Mr. Lucey, who most likely will improve his delivery and style as the program progresses.

So that the audience will not think this is a Western he is listening to, the moderator goes on to explain what the whole problem TELEVISION or no television, radio is still THE medium to reach most of the people for less money, NBC and CBS in sales and promotion pieces last week.

Both networks recognized that television is here and to be reckoned with—by all other media. But radio, they related, reaches farther, costs less and delivers more.

NBC's faith in radio was re-iterated by its officials in the opening meetings of a series of regional sessions with affiliated station promotion managers; CBS's, in a new radio sales presentation unveiled Thursday.

Other Showings Set

The CBS presentation, to be shown later in Chicago and Detroit and on the West Coast, was prepared under the direction of Louis Hausman, CBS vice president in charge of advertising and sales promotion, and George Bristol, director of presentations, and was outlined for development by Edward Shurick, CBS market research consultant, at a luncheon in New York.

It is estimated that by the most extravagant yardstick the number of "effective" radio homes would decline no more than 8.6% this year—from 31.9 million in January to 31.1 million next January.

Thye cites the following figures: In January 1950 the estimated number of radio homes, number of television homes (January 1950 estimate: 16 million) and the scientifically evolved estimate that radio in TV homes are in use about 25% as much as in non-TV homes.

The 8.6% decline in effective radio homes, if it amounts to that most of well within the 14-18 radio time-cost reductions already announced by CBS, NBC and ABC and expected to be instituted by Mutual.

Television, the study asserts, is cutting into radio "just as it is cutting down the time that people spend with all other media," but projections for TV's influence in the coming 1951-52 season show there will be plenty of room for big network radio audiences.

"Dollar for dollar," the newsmen were told, "the average advertiser in TV gets his money's worth for $53 more prospects than in big national magazines, and 137% more than in big-city newspapers." Advertisers, it was asserted, can stop thinking in terms of "averages" and consider networks and programs separately—and should remember that mounting TV costs may force smaller advertisers out of television, with the result that they should establish radio "franchises" by buying radio time now.

Television radio "the only medium that reaches all the people," the study points out that there are 41.9 million radio homes, aside from 19.1 million auto radios and 5 million sets in rural places—and not counting an estimated 30 million secondary sets in homes, which would bring the overall total to almost 100 million.

For this total, CBS maintains, radio advertisers win bigger individual audiences than they can reach through any other medium. In February, it is pointed out, 88 network programs delivered more than 10 million consumers, listenable week, and 146 delivered over 5 million.

Yet network radio's cost-per-thousand listeners has increased less than that of any other medium. CBS continues. Since 1946, it is pointed out, U. S. wholesale prices have gone up 65%; charges of eight big magazines only up 47%; those of 94 big-city papers are up 24%, while CBS nighttime radio is up only 10%, in cost-per-thousand, compared with 1946.

Edwin. The number of TV homes reaches 16 million by next January, CBS notes, 27 million radio homes will still be without TV.

BUDGETS EUN HIGH

The CBS presentation cites food products, cigarettes, and soaps and drugs manufacturers, representing 18 of the top 26 advertisers, as choosing network radio over all other media, having devoted from tight budgets (10% or more) to 55% (drugs-soaps) of their budgets to this type of advertising since 1936.

The 18 top advertisers in these three product categories spent almost $23 million in network radio in 1950 than in 1949, and for the first quarter of 1951 ran only 1% behind their total for the same period of last year, it is pointed out.

These top 18 advertisers, CBS says, choose network radio because they have the greatest need for extra advertising—have the greatest resources for testing advertising values, and find that network radio gives them the best

RADIO STILL BEST

NBC, CBS Promotions Say

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(Continued on page 78)
That the Affiliates Committee should “have assumed otherwise” is not surprising, Mr. West said, “because of the widespread mis-understanding of its position.” ANA’s “only interest,” he explained, “has been to determine as best we could the actual impact of television on radio audiences by a study of the available statistical data and to make those facts known to our members who are interested in radio as an advertising medium.”

The ANA position of welcoming constructive criticism of its report, voiced at the time the material was published, “has never altered,” Mr. West stated. “It is for that reason that we would welcome anything that you or your associates or others in the industry might have to say and wish that any future reports can give the trend of audience listening habits in the field of radio.” He said the ANA had hoped for such discussions to start at the time of its first report last August, but that “the networks thought it undesirable from a legal standpoint that they should contribute with their agency clients that attitude to a misunderstanding of what the ANA ‘had definitely planned.’”

He quoted his statement of Aug. 2, 1955, when the original report was issued, that ANA had no intention “to tell the networks what they should charge for their products, with the obvious result that that important medium can continue to develop on a healthy, profitable basis as one of the most effective means of communication to the public.”

**RYAN WARNS**

**Radio ‘Overdue’ On Selling Itself, Club Told**

**NARTS Meet Planned**

As a first step in this direction, the committee called, for an early meeting with the National Association of Radio and Television Station Representatives, probably through a subcommittee to be named from earlier members of the committee. They would work with the NARTS, subcommittee already appointed toward the common goal of preventing a spread of rate cuts from the networks to time sold individually by stations to national and local advertisers.

Despite the willingness of the NARTS to talk, Dr. Radford, commander of the Pacific, had said his New York counsel, White & Case, to prepare the papers necessary for incorporation of the organization. (See Telecasting, May 21). Its aim, the committee stressed, is not “to duplicate the activities of any other organization within our industry but to work with other groups in channeling their activities in the right direction so the end results will be satisfactory.”

**Basic Information Needed**

Noting that TV has “unden- dably” cut into radio circulation in some areas, he spoke also of those cities where “television is not in the picture, and cited instances where radio rates should be raised. Radio, relative to its dollar rates, “is hogging the rating [since] and has been too lazy or too indifferent” to analyze itself. This leaves no recourse except “to talk on a cost-per-thousand basis.” Mr. Ryan warned, however, that cost-per-thousand is not the final answer.

**In discussing problems of mutual interest,” Mr. West wrote: “I have to make it clear that the ANA cannot at this time, or at any other time, engage in a discussion of radio rates. That is a task of the Association, and in this I am not a buyer of radio advertising, nor does it consult with its members regarding radio rates as established either by individual stations or the networks.”

C. L. THOMAS (II), general manager, KXOK St. Louis, receives an autographed picture of Adm. Arthur W. Radford, chief of Naval Operations, and U. S. Pacific fleet, from Lt. C. Cameron, public information officer, U. S. Navy recruiting station in St. Louis. The presentation was made in appreciation of KXOK’s Sunday program, Across the Blue Pacific, featuring interviews with St. Louis men on duty in the Pacific area.

**AUDIENCE**

Views Asked on New Study

GROWING talk of the need for broader research led NARTB last week to sound out industry sentiment on a proposed third study showing radio circulation. The radio circulation figure, like that of any other medium, when re-sults of various individual reports, is the best overall approximation of the number of families reached, according to Dr. Kenneth H. Baker, NARTB research director. Dr. Baker sent a letter to every station in the country, regardless of NARTB membership.

With many agencies tending to discount radio completely in cities having television, it was felt at NARTB that a third industry wide circulation study would show the stations used by the nation’s 40 million plus radio families. The NARTB letter to stations carries no commitment, merely asking for views on a possible third study.

Dr. Baker said a large number of AM stations have increased their radio circulation since the two BMB studies were conducted. He added that the number of AM stations has increased from 1,900 to about 2,500 since the last BMB survey, with many power boosts and frequency changes having occurred.

Broadcast Audience Measurement was formed last year to investigate industry research needs and to recommend the type of organization that should be set up to fill these needs. Henry P. Johnston, WSGN Birmingham, is BAM president. The BAM board asked NAB’s favorable reception of a special test survey committee report advocating a broad study to determine the merit of various rating systems.

NAB’s board named a special committee to study the report. The committee will meet June 1 in New York, preliminaries at the NARTB board at its June 4-6 meeting (see story page 30).
FCC's construction of the Communications Act's Sec. 317 respecting program "sponsorship"—as expressed in the Commission's recent policy statement—has abdicated a news conference was to order. Rules made by the Commission's Rules and Regulations, (3) under the Commission's Rules and Regulations and the Administrative Procedure Act to issue a declaratory order "to terminate the controversy"; and (4) to render such other general relief as may be deemed necessary. Petitioners remitted the Commission that it (FO) is required to study new uses of radio and "generally encourage the larger and more effective use of radio in the public interest." It was held that the petition involved in the type of program

ON RECORD

Truman Conference Aired

VOICE of a President speaking at a news conference was broadcast for the benefit of the public. At the morning news conference President Truman spoke informally, in reply to a question, on the subject of the new news service. He was asked for the text of his remarks but the President left this up to Joseph Short, his press-radio secretary.

Later in the morning Mr. Short made available the recorded transcript of the conference. Ted Koppel, CBS Washington director of news and public affairs, has stations marks and supplied copies to all networks. Quality was poor, since the White House recording equipment is designed merely to supply a transcription.

Networks for a long time have sought permission to record Presidential news conferences. Present regulations forbid any broadcast of live or recording at the Executive Office without special permission though listeners may be interviewed after they are outside the building.

KITTNER NAMED

JOSEPH M. KITTNER, FCC veteran of nearly a decade, last Friday was named deputy director for the newly-created Broadcasting Bureau [Broadcasting • Telecasting, May 7].

The name of Mr. Kittner, assistant to the general counsel for the past three years, was offered to the Commission by Curtis B. Plummer, chief of the new Bureau. Also, with an eye to the June 4 date for commencement of operation, last Friday's selection was made in the following to head the various divisions of the FCC.

Aural Facilities Division—James E. Barr, now chief, aural broadcast division, Office of the Chief Engineer.

TV Facilities Division—Cyril M. Braun, chief of TV broadcast division, Office of Chief Engineer.

Hearing Division—Frederick W. Fried, a counsel in the renewal hearings on the G. A. Richards stations.

Renwal and Transfer Division—Dwight Doty, chief of the AM branch of the broadcast division, office of the General Counsel.


In another change at the Commission, it was learned last week that Harry M. Plotkin, assistant general counsel in charge of the broadcast division, would move into the office of General Counsel Benedict P. Cottone. Mr. Plotkin had requested that his name not be committed in connection with Friday's Broadcast Bureau appointments.

Bureau's Balance

Filling of the Broadcast Bureau's top slots creates a balance of three engineers (Messrs. Plummer, Barr and Braun) and four lawyers.

Establishment of the Bureau earlier this month completed the Commission's self-initiated reorganization along lines generally advocated in the pending McFarland Bill (S 658) which awaits House action on Capitol Hill.

Mr. Kittner was born in Weldon, N.C., in 1917. He was graduated from the U. of North Carolina in 1937 with the degree of B.S. in commerce, and two years later with an LL.B. degree.

The new deputy director has been a member of the Commission's legal staff since December 1941. He was first in the war problems division, later served as assistant in the administration section, and then became a part of the litigation section. On May 17, 1948, he was named assistant to the general counsel.

Among the high points of Mr. Kittner's career has been his work in connection with the North American Regional Broadcasting Agreement. In the fall of 1947 he served as a member of the U.S. delegation to the Havana Meeting of Technicians in connection with NARBA.

He has continued to be associated with NARBA negotiations, assisting at the series of conferences that culminated last fall with the signing by five nations of the proposed treaty that now awaits Senate ratification.
FURTHER cutbacks in the use of critical raw materials for all civilian radio-TV production save in replacement parts for commercial broadcast equipment appeared a certainty last week as the government geared machinery for its Controlled Materials Plan beginning July 1.

At the same time, there was little evidence that the National Production Authority would stiffen controls this week, which now require authorization for the erection of radio-TV broadcasting buildings.

NARTB late Thursday still was awaiting from NPA Administrator Manly Fleischmann acceptance of an invitation to consult with President Justin Miller and other industry representatives on the construction impasse. Judge Miller had sought the meeting with the hope of "building up the priority position of broadcasting," which had been substantially weakened by the government order.

M-4 Clarification

It was learned, meanwhile, that NPA will dispatch to all its field offices a directive clarifying the intent of M-4 as it applies to new construction. The directive stresses that the regulation is aimed at the erection of new building facilities to house radio-TV broadcasting and should not be construed to include present buildings in which broadcasters may install radio-TV equipment.

It also was understood that M-4 may be further amended to delete the word "project" from the directive's stress on the necessity of securing evidence that the government is being required to install radio-TV equipment in the case of new construction.

Meanwhile, FCC was still weighing the import of the directive in the light of a possibly revised landscape in the construction of new AM-TV stations, including its new VHF-UHF TV allocations proposals.

Commissioners have held informal conferences with staff members who reported on the background of the new regulation (M-4), and reportedly requested advice on how best to administer the whole licensing procedure. Whether new standards will be evolved or whether the Commission will proceed along usual lines was still a moot question.

It was felt, however, that the staff would draw up a set of recommendations and present it to the Commissioners before it consults again with NPA authorities.

The Commission doubtless will act on staff recommendations before commencement of the city-by-city allocation hearings.

From the industry view, NARTB is prepared to demand that, where applications are filed with NPA for building construction permits, broadcasters be considered on a comparable basis with newspaper publishing interests. Latter can apply for authorization "in areas adjacent to military establishments or defense plants or projects" if adjudged essential to the defense effort. Radio and TV stations are not so covered, a point which Judge Miller will seek to modify in the government authorities and which NPA has promised to adjust.

Industry concern over quasi-priority for mass media and overall impact on building plans was reflected last week in the wake of other developments, in which the government:

- Slashed copper consumption in consumer durables 75%, portending sharp cutbacks in radio-TV appliances.
- Increased the dollar value for purchases of replacement parts by broadcasters and other users when placed for maintenance, repair and operation purposes.
- Realigned its Defense Production Administration, appointing Walter W. Watts, RCA executive, deputy administrator in charge of all procurement and production.

The government order slashing use of copper in such consumer durables as radio-TV sets and refrigerators came as almost a complete reversal of earlier estimates issued by the Defense Production Administration a fortnight ago.

Checking Wastes

The new adjustment covering "maintenance, repair and operation" of equipment for radio-TV broadcasters and other equipment users was promulgated by NPA "to compensate for increased prices and accelerated programs" in the mobilization effort. The government observed that prices on MRO items have risen about 10% and demand contributed the other 10%.

Dollar Volume Formula

Broadcasters who apply for transmission and other replacement equipment may now spend 120% of the 1950 base period by dollar value applying a DO-97 label on such equipment in dealings with equipment makers. No NPA authorization is required. Others using less than 20% of the quota need no rating. Components to be incorporated in electronic and communication products are not covered.

A plan whereby owners of repair shops compare "prices paid" in replacement parts for home radio-TV receivers also is under consideration by the government, which had excluded them in its

(Continued on page 72)

STATION STAFFS

Wages Force Reductions

TIGHTENING of staff structures is being forced on many broadcast stations faced with the prospects of higher wage scales during a period of reduced income, the North Carolina Assn. of Broadcasters was told by Richard P. Doherty, NARTB employee-employer relations director.

Meeting Thursday-Friday at the Carolina Hotel, Nags Head, the association heard Mr. Doherty review national and industry cost trends.

Earl Gluck, WSOQ Charlotte, opened the meeting as association president. Named to the resolutions committee were A. L. Drew, WCBT Roanoke Rapids, chairman; Gaines Kelley, WFMY-TV-PM Greensboro, and Tom Snowden, WCPs Tarboro. Harold Essex, WSJS Winston-Salem, was named chairman of the nominating committee.

E. Z. Jones, WBEB Burlington, state civil defense director, spoke on radio's role in North Carolina's defense program. Cecil Hoskins, WWNC Asheville, spoke on the FCC's emergency defense communications project.

Delegates were taken aboard a Coast Guard cruiser late Thursday. U. S. Brewers Foundation entertained at a beach party with Fred Dodge as host.

More Productivity Urged

In view of the pressure for higher wages, Mr. Doherty told the association, now is the time "to pare down surplus personnel and to eliminate or minimize unnecessary and unproductive expenditures. In many cases, real attention must be given to working out integrated or combination jobs."

Organized labor is pressing hard for a lifting of the 10% wage ceiling permitted by a ruling of the Wage Stabilization Board, said Mr. Doherty, a member of the reconstituted board. He said the WSB industry members "are united in their desire to provide a sound wage policy for the nation and avoid unrealistic and inflationary wage advances."

Since labor and public members seem intent on permitting a substantial relaxation of scales, he said the present policy appears "to be one of coordinated progression geared roughly to cost of living changes."

The less favorable conditions in the labor market unquestionably will have some impact upon radio and television," Mr. Doherty explained.

"Since late June the average weekly scale of broadcast technicians has increased some 7-8%. Sheer inability to pay, on the part of many groups of stations, has unquestionably kept these increases lower than might otherwise have been true."

"One of the unfortunate problems facing many stations is that their wage scales are already rather

(Continued on page 74)

MORE CUTBACKS

Control Plan Starts July 1

AMONG guests attending the National Assn. of Radio & Television Station Representatives Inc. luncheon at New York's Biltmore Hotel May 15 were seated (l to r) Leonard Colson, ad manager, Menaken Co., and H. M. Schachter, national ad manager, Border Co.; standing, Fred Hague, George P. Hollinger Co.; Thomas Campbell, Branham Co.; Jerry Lyons, Wad & Co.; Jack Thompson, Free & Peters; Don Frost, Wad; Arthur McCoy, Avery-Knodel.
NARTB BOARD
To Unite Radio-TV Broadcasters

By J. FRANK BEATTY

NARTB's two- ply board of directors - Radio and TV - will meet separately and jointly next week to complete the process of welding the association into a unified service for aural and visual broadcasters.

Much of the process completed on paper during the winter-spring months must now be put into active service. This will be done at the joint board session, to be held in Washington.

Top personnel changes will take place during the three days, with Harold Bolitha, formerly of the Department of Justice, moving into the NARTB presidency as Judge Justin Miller takes on a new role as chairman of the board and general counsel.

The formal swearing-in ceremonies will take place at a benefit dinner to be held June 8 in the Presidential Room of the Hotel Statler. A $40-a-plate dinner will go to the Johnny Gillin Memorial Fund. Judge Miller will be installed as board chairman by the new president, Price Bolitha Laws of the U.S. District Court for the District of Columbia. Judge Miller in turn will swear in Mr. Fellows.

Meeting Schedule

All day Monday (June 4) the Radio and TV boards will meet separately at NARTB headquarters, with a joint buffet luncheon. Separate meetings will continue Tuesday, when TV, meeting from June 2, will be held at the Mayflower Hotel and the remaining day-and-a-half will be devoted to joint meetings at the hotel.

There remains one key post to be filled - director of the TV organization. A special committee headed by George B. Storer, Post Industries station manager in Seattle, will hold its June 2, at Williamburg, Va., to consider a list of candidates.

Since the Chicago board meeting in mid-April the TV operation has been directed by Thad Brown, elected TV counsel earlier in the year. Mr. Brown has set in motion a list of major TV projects covering such fields as the FCC's TV allocation, legislation, sports rights, membership dues, program standards, semi-monthly news letter and many other problems affecting the relatively new industry.

Financing of the joint Radio-TV operation will now occupy the board time next week. The board's Finance Committee meets Saturday and Sunday before the main board sessions. A budget of around $150,000 for the fiscal year starting last April 1. The TV budget was tentatively set up at approximately $150,000, of which $50,000 goes to distributors alike have joined in. However, the TV organization must have a heavy share of the 107 TV stations as members if it is to have a $150,000 budget. There are 52 TV members. AM membership totals 965 stations, slightly above the March figure, and there are 800 odd FM members.

The dues problem will be taken up by both boards, with consideration to be given to some sort of joint rate for members having both radio and TV stations. AM members pay graduated dues based on station income. A joint AM-FM rate allows AM stations to add FM to AM income in calculating dues, but this has not raised the dues bracket of any members.

TV Dues Formula

TV members pay the five-minute or half the quarter-hour rate, whichever is lower. However, consideration will be given to raising the price of this formula. Some contend the TV network rate should apply whereas others argue that the local rate should govern.

Demand for a joint radio-TV rate, started in the winter when Television Broadcasters Assn. disbanded to come under the NARTB roof, has persisted. Several formulas for joint dues have been worked out at association headquarters for board study. Most TV members oppose a dues formula based on station income.

Back in the board's lap will come the problem of finding operators with first-class tickets during the prevailing labor shortage, will report to the board. This committee, with Mr. Storer to discuss the problem of obtaining operators with first-class tickets during the prevailing labor shortage, will report to the board. This committee, with Mr. Storer to discuss the problem of obtaining operators with first-class tickets during the prevailing labor shortage, will report to the board.

Sen. Johnson To Talk

SEN. EDWIN C. JOHNSON (D-Col.), baseball enthusiast, will appear before the NARTB combined radio-TV boards June 6 to discuss the baseball broadcast - telecast situation. He will speak at the luncheon session. The Interstate & Foreign Commerce Committee chairman is president of the Western League, operating in the Rocky Mountain area. He has inquired into the possibility of exempting organized sports from anti-trust laws (see sports story page 25).

LUDY HEADS KAB
27 Attend First Meeting

BEN LUDY, general manager of WBW Topaca, was elected president of the Kansas Assn. of Broadcasters, when the organization was formed May 20 in Topaka. Twenty-seven representatives of the 33 Kansas stations were present. Grover Cobb, KVG Great Bend, was named vice president. Ben Ludy and Mr. Cobb members of the board will include: Ray Jensen, KSAL Salina; Bob Pratt, KGDF Coffeyville; Bob Wells, KDUL Garden City; Wendell Elliott, KGNO Dodge City; and Archie Taylor, KANS Wichita.

FAIR TRADE

SCOTUS Decision Implications Seen in Set Field

PRESELECT of spirited competition of radio, TV and other household appliances was held out last week in the wake of the Supreme Court decision invalidating certain provisions of NARTB's Fair-Trade Code for manufacturers and other dealers with bulging inventories. Radio-Television Mfrs. Assn. had no comment.

Under the Miller-Tydings amendment passed in 1937, designed to resolve certain conflicts with the Sherman Anti-Trust Act, states were permitted to adopt their own laws under which manufacturers and sellers could fix minimum retail prices for broadcast appliances.

The SCOTUS decision was not directed at either federal or state statutes but was handed down in a case involving a New Orleans super-market which tried to sell liquor below the minimum set by Louisiana state laws. Schwegmann Bros., a non-signer, finally complied with the high tribunal after a district court suit.

Fair trade law advocates contend that the laws have hurt manufacturers and other manufacturers from price cuts on products which have developed and promoted in national advertising. The agreements are voluntary and the public actually determines price minimums, they claim.

Spokesmen for the National Retail Dry Goods Assn. and New York James J. Hill, board chairman of Sterling Drug Inc., said the decision would mean a "return to price-cutting" in the drug trade. Appliance dealers said it meant a return to "free selling."
IN IOWA, WHO IS THE PREFERRED Sports Station

One of the significant trends in Program Popularity in Iowa is the increasing interest in Sports. Since 1946, Iowa women have raised their preference rankings for Sports from eleventh place to seventh; in 1950, 72.7% stated that they “usually listen” to Sports. By the same token, Iowa men have raised their ranking of Sports from fourth place in 1946 to third in 1950, with 80.0% “usually listening”.

In Iowa, Sports are one of the important elements in any station’s ability to build and hold an audience — and far more Iowa people prefer WHO for Sports than prefer any other station.

This is Point Two in the Five-Point System of Programming Evaluation, which helps explain WHO’s outstanding position as a public facility and as an advertising medium, in Iowa Plus. We suggest your consideration of this and the other four points as vital factors in time-buying.
LEONARD H. GOLDSMITH, 45, who will become president of American Broadcasting-Paramount Theatres Inc. upon completion of the merger of the network and United Paramount Theatres, has been associated with the motion picture industry since 1933, when he handled the reorganization of Paramount Pictures in New England.

This task engaged his attention until 1941, when he succeeded to the position of assistant to Frank Freeman in charge of theatre operations for Paramount. In 1941, Mr. Goldsmith was transferred to charge of theatre operations for United Paramount, and was elected a vice president of Paramount in June 1942, and a director in April 1944. Subsequently he became president of Paramount Corp. in May 1945, and an officer and director of all Paramount Pictures theatre subsidiaries. He also was a director of Mayskis Fifth Avenue in New York.

Mr. Goldsmith was elected president of United Paramount Theatres in January 1950 when it was formed from the subsidiaries of a degree divorcing Paramount's production and exhibition functions.

His civic, philanthropic and patriotic activities make a substantial list. He was chairman of the campaign committee, Greek War Relief drive, Motion Picture Industry, from January to April 1941, and in the same year was treasurer of U.S.O. national drive in the motion picture industry. The following January, Mr. Goldsmith served as home office chairman for the motion picture industry March of Dimes (in May 1945), service on the Army and Navy Relief Fund drive and helped organize Hollywood Caravan, a motion picture group which raised the country's money for the Army and Navy Relief Fund.

As a member of the motion picture industry's War Activities Committee, he was chairman of the wartime bond drives, and assisted in the organization of those within the industry.

War Activities

Mr. Goldsmith served on a committee advising Secretary of War Patterson in selecting, producing and distributing motion picture short subjects to wartime defense plants, and on the executive and production committees involved in anti-Nazi and pro-American motion picture industry's theatre division of War Activities Committee.

He became treasurer of the theatre division of the War Activities Committee for the motion picture industry in January 1946, and chairman of the industry's Boy Scout drive in 1947.

An organizer of the American Theatre Assn. in 1946, Mr. Goldsmith with others of Paramount created the union in 1947 of that organization and the Motion Picture Theatre Owners. He was elected first vice president as a member of the executive committee of the resulting organization, Theatre Owners of America in 1948, also a member of its Exhibitor Relations Committee.

In 1949, he became president of United Cerebral Palsy Assn. in New York, assumed as able, with the consent of the United Jewish Appeal drives.

Mr. Goldsmith was born in Scotland Park, June 14, 1905, and is a graduate of Harvard College and Harvard Law School.

Married Oct. 10, 1939, to Isabelle Weinstein, Mr. Goldsmith is the father of two daughters, Genise and Loreen. The Goldsmith home is in Shores Acres, Mamaroneck, N. Y.

ABC, UPT July Merger (Continued from page 28)

ABC stockholders have indicated that the ABC-United Paramount Theatres merger will go into effect on or before July 31, 1950, providing ABC and the pool of 42 July 1 merger shares are approved by the FCC.

The merger will be effective the day after the ABC stockholders' meeting and is expected to take place on Aug. 2.

ABC stockholders were notified of the proposal, but no date has yet been set for their meeting. It was pointed out, however, that Mr. Noble, who negotiated the deal, controls 57% of the network stock.

The merger terms provide for the issuance of $14.70 in new stock—$7.50 in common, $7.20 in preferred—to ABC stockholders for each share of United stock, worth $13.70 on the open market. With 1,889,017 ABC shares outstanding, this would amount to more than $24,528,000. On the day the merger announcement was made, ABC stock closed at 13 1/4 which would give the total ABC stock a market value of approximately $32.6 million.

New Stock Addition

Mr. Noble, who paid $8 million for ABC in 1945, and has negotiated intermediately for an option to buy some of its stock in recent years, would receive approximately $14,342,000 in new stock in exchange for his present 57% interest. This includes the stock represented by the ABC stock in the hands of his family and the Noble Foundation.

ABC Vice President Robert H. Hume, in announcing the stockholder with 40,000 shares, equivalent to $588,000 in stock in the new company.

The merger will be a tax-free reorganization, with ABC stockholders' shares of capital gains taxes.

"The preferred stock of the resulting company," the announcement said, "will have a dividend rate of 5% with a sinking fund of 4% each year of the initial aggregate par amount issued, approximately $12 million, and other such provisions as might be approved by the preferred stockholders.

The common stock of the new company will be managed at $9 a share.

UPT, which was established Dec. 31, 1948, as an result of an anti-trust consent decree requiring Paramount Pictures to divorce its production and exhibition activities, has 42.7 million shares of common stock authorized, of which 3,261,287 have been issued and are outstanding.

Initially all common stock was issued to the voting trust of the Bank of New York and Fifth Avenue Bank, while certificates of interest, representing this common stock, were issued to Paramount Pictures stockholders. By the end of last year, however, 2,509,513 shares were in the hands of stockholders in the form of common stock in the hands of their dealers and 5,207,850 shares remained in the hands of the voting trust.

In their joint statement announcing the merger, Messrs. Noble and Goldsmith voiced belief that "the new company will serve the public interest more efficiently through strengthened resources in the radio and television field."

They promised that "complete (Continued on page 29)

ABC SALE REACTION

FCC. Justice Eye Deal

EXPERIMENT that the ABC-United Paramount Theatres merger will go into effect on or before the full Commission for hearing appeared late last week in several FCC quarters, but plans for any sort of formal action were premature since the $25,-000 transaction was announced on the hands of the network on Wednesday (see story page 28).

The merger poses several major problems in which FCC has involved itself, these relate to the broad issues of control of the media of mass communication and, more particularly, to the ownership of radio and television interests by movie groups. FCC concern in this matter was set forth in late March when the Commission decided not to adopt a "uniform policy" with respect to those media related to the ownership of control of the media of mass communication and, more particularly, to the ownership of radio and television and movie groups.

FCC concern in this matter was set forth in late March when the Commission decided not to adopt a "uniform policy" with respect to those media related to the concentration of control of the media of mass communication and, more particularly, to the ownership of radio and television interests by movie groups. FCC concern in this matter was set forth in late March when the Commission decided not to adopt a "uniform policy" with respect to those media related to the concentration of control of the media of mass communication and, more particularly, to the ownership of radio and television interests by movie groups.

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The ruling, chiefly directed to the movie field, charged certain produced television programs were involved with important films from TV in order to protect the box office but the con-}
JOSEPH MAINLINE reports the news for SHELL OIL COMPANY daily over WJR at 6:00 P.M. Monday thru Saturday.

MILLIONS LISTEN... MILLIONS BUY...

WJR DETROIT CBS 50,000 WATTS CLEAR CHANNEL

WJR newscasts—24 hours around the clock—have millions of potential buyers in the rich Great Lakes area literally by the ear! An experienced, hard-hitting local news staff, coupled with reports from popular CBS news analysts, has built up an area-wide listener preference for WJR . . . a preference you can turn into an active sales weapon!

For intensive coverage of this prosperous Great Lakes area—use WJR—the Great Voice of the Great Lakes.

Remember . . . First they listen . . . then they buy!

FREE SPEECH MIKE

Radio—America's greatest advertising medium.

THE GREAT VOICE of the GREAT LAKES

SHELL Newscasts Activate SHELL Sales

Represented nationally by Edward Petry & Company
WASHINGTON, D. C.
METROPOLITAN NETWORK
OFFERS THE SECOND
LARGEST
RADIO COVERAGE
OF GREATER WASHINGTON
AT THE
LOWEST PRICE
PER LISTENER

THIS IS THE
MET
NET
5 independents, with individual audiences, combined for low-cost, effective daytime coverage

780 KC, 1000 W.

AM & F.M., Bethesda, Md.
1120 KC, 250 W.

Falls Church, Va.
1220 KC, 250 W.

Silver Spring, Md.
1650 KC, 1000 W.

Alexandria, Va.
730 KC, 1000 W.

WARL
WBCC
WEAX
WGAY
WPIK

ABC, UPT July Merger
(Continued from page 32)
daytime and nighttime programs in television on a scale and of a
quality not previously practicable nor attainable is in prospect
through the new company. New personalities and programs will be
introduced to both radio and television.
“We feel that radio and tele-
vision as a whole, the public as its
customers and our stockholders as
owners will gain from this new
company, which will compete
vigorously for public and adver-
tiser approval and esteem.”

Messrs. Noble and Goldenson
were confident that “the showman-
ship and talents of the man-
gement of United Paramount Thea-
tres in the entertainment business,
when combined with ABC's ex-
cellent station and advertiser af-
filiations and physical facilities,
will insure to the listening and
viewing public the finest radio and
television programs. This com-
binaiton will be beneficial to both
the theatres and the broadcasting
business in developing new talent
and new programming concep-
tions.”

They called ABC's development
during the past eight years “re-
markable,” pointing out that it
had built up from a small network
of $12 million of business annually
to one of the three leading radio
and television networks, with busi-
ness at the rate of $65 million an-
nually.” The studio and transmit-
matter facilities of its owned radio
and TV stations, they said, are
“unsurpassed.”

ABC owns WJZ-AM-FM-TV
New York, WENR-AM-FM-TV
Chicago, KGO-AM-FM-TV
San Francisco, KECA-AM-FM-TV
Los Angeles and WXYZ-AM-FM-TV
Detroit. Its ownership of a Chi-
cago television station, linked with UPT's
ownership of WBKB there, makes it
necessary for the new group to
dispose of one or the other under
FCC's duopoly ban.

WBKB Safe Plans
Arrangements already have been
made with CBS, it was announced,
for Columbia to acquire WBKB.
This transfer will not take place,
authorities said, until the ABC-
UPT merger has been approved.
The $6 million sale price to CBS
was reported by UPT officials.
WBKB is on Channel 4, while
ABC’s WENR-TV is on Channel
7.

In addition to WBKB, UPT
owns (through Paramount Gulf
Theatres, a subsidiary) a 50%
interest in WSBM-AM-FM New
Orleans. Consequently, a realign-
ment of network affiliations there
may be forthcoming. WSBM cur-
rently is an NBC affiliate while
ABC's affiliate is WDSU. Con-
versations reportedly have been in
progress looking to an exchange of
these affiliations.

With respect to the contributions
which UPT may make to the enter-
tainment and communications field
through the merger, the Noble-
Goldenson statement noted that
UPT “is a leading operator of
theaters located in various parts
of the U. S.,” and “will bring to
ABC additional financial resources
and personnel with long experience
and an outstanding record of
achievement in the entertainment
field.”

“We are convinced that this
partnership will create and provide
resources and skills which will be
invaluable to radio and television,”
they declared.

UPT currently is sole owner of
694 theaters and has partial in-
terests in 299 others, but is in the
process of disposing of some, in
compliance with the consent de-
ree and of acquiring others. Hence-
forth, according to the 1950 annual
reports, sales will exceed acquisi-
tions.

The report, dated April 9 of this
year, shows that in its first year of
operation as a separate theatre en-
terprise—calendar 1950—UPT had
consolidated earnings of $121-
416,667 after all charges including
federal income tax, plus $208,848
as its portion of undistributed
earnings of partly owned, non-con-
solidated subsidiaries. Dividends
amounted to $2 per share.

Assets Show Increase
The consolidated balance sheet
as of Dec. 30, 1950, showed total
current assets increased from $26.4
million to $27.3 million during the
year. Current liabilities went up
from about $10.7 million to $12.3
million, due in part to the extent
of cash in property purchases.
Consolidated fixed assets increased
from $49.1 million to $68.4 million,
after depreciation of $4 million for
the year. Book value of common
stock rose from $14.5 million
($14.06 per share) to $32.9 million
($16.21 per share).

To refinance its fixed debt—
which was cut from $27.1 million
to $25.7 million during 1950—UPT
arranged a $35 million long-term
loan from Metropolitan Life In-
surance Co., and a group of three
banks, and has a $10 million stand-
by credit available through this
year.

Aside from its ownership of
WBKB, the theater company has
been active in the theatre television
field, having five theaters equipped
for television by the end of last
year, and having engaged in what
it officially described as successful
experiments via exclusive telecasts
of U. of Illinois and U. of Michigan
football games in the theaters in
Chicago and Detroit last fall.

In his annual report, President
Goldenson frankly conceded that
TV "is competing with us for the
public's leisure time and enter-
tainment dollars," but "the box office
hit harder in TV than in non-TV
areas. But "there are too many
other forces affecting attendance
permit the isolation and mea-
sure, with a degree of reliability, of any one factor
alone," he added.

He expressed the view that, when
(Continued on page 8)
In Northern California

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

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

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

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

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

KNBC delivers MORE PEOPLE (in one package!) — at LESS COST per thousand — than any other advertising medium in Northern California.
Kenton, Frank Sinatra, Danny Kaye, Red Skelton, Betty Hutton, Tony Martin, and Perry Como.

ABC, UPT July Merger
(Continued from page 84)

The novelty of set-ownership has worn off, the public "will respond as in the past to the appeal of our high-quality motion-picture entertainment."

Mr. Goldenson also recognized TV as a potential ally of motion pictures. "The use of television as a motion picture advertising medium can be expected to increase materially when television affords national coverage which will permit a distribution of the costs among the maximum number of interested users," his annual report asserted.

The ABC-UPT merger agreement came as no great surprise, despite Mr. Noble's announcement during the preceding week that the negotiations which had involved CBS, UPT, Fort Industry Co., and others had been broken off and that the present ABC ownership would continue to operate the radio and TV networks.

Simultaneously with the merger announcement, he pointed out that UPT's original offer had been rejected because ABC was "interested only in a real partnership, whereby ABC stockholders would share more fully in the growth of radio and television through the ownership of greater amounts of equity securities,' and through exercise of more proportionate voting representation."

The new UPT offer, he added, fits that bill.

ABC-Paramount Board
(Continued from page 23)

EARL E. ANDERSON

The business career of Earl E. Anderson has been centered around business investment management. He was born in Potsdam, N. Y., in 1886. His official connections include vice-president-director of ABC as well as top executive roles at Petroleum Exploration Co. and Aeroll Products Co. His office is in New York.

OWEN D. YOUNG

To list the corporate and civic connections of Owen D. Young, an ABC director as well as honorary board chairman of General Electric Co., would require at least a column of type. Mr. Young was born in 1874 in Van Hornesville, N. Y., and still lives there. He put out a law shingle in Boston in 1896, moving to New York in 1913 to become GE counsel. In 1922 he became chairman of the GE board. He served until 1929 as RCA board chairman and until 1933 as chairman of the executive committee.

Paramount Members

WALTER P. MARSHALL

An accounting career led Walter P. Marshall to a high place in the business world. Born in Brooklyn, Nov. 20, 1901, he entered business in 1921 as an accountant at All-America Cables & Radio, as well as Mexican Telegraph Co., moving in 1928 to IT&T. In the '30s he became chief accountant of Commercial Cable Co. and controller of Mackay Radio & Telegraph Co. He has served as a high officer and director of many communications companies in addition to his directorship of United Paramount Theatres.

ROBERT H. O'BRIEN

The business career of Robert H. O'Brien started in the Butte, Mont., mines. Born Sept. 15, 1904, he moved through the copper and ranching jobs into mining engineering and set up a law office in Chicago. He was in the legal department of the Public Works Administration in Washington and moved upward in the Securities & Exchange Commission to a commissionship. He has been with Paramount interests for several years.

ROBERT L. HUFFINES JR.

Leading figures in the textile industry, Robert L. Huffines Jr., was born in North Carolina April 19, 1906. He joined Burlington Mills in 1941 and became president of Burlington Mills Corp. of New York in 1947. He also is a director of Burlington Mills, Greensboro, N. C. He headquartered in New York.

JOHN BALABAN

Member of a famous theatrical family, John Balaban is the younger brother of Barney Balaban, president of Paramount Pictures. He conceived the idea of an independent commercial video operation in 1939 and is president-director of Balaban & Katz, operating the pioneer WHKB(TV) Chicago. He was born in Chicago in 1894. Balaban & Katz interests operate more than 100 movie theatres.

ROBERT B. WILBY

Born in Selma, Ala., in 1888, Robert B. Wilby is active in theatrical, banking, real estate and life insurance operations. He is president-director of Wilby-Kinsey Service Corp., Atlanta. He also is president-director of Wilkin Theatre Supply, North Carolina Theatres and Birmingham Theatre Operating Co. He is a director of Union Bank & Trust Co., Montgomery, Ala., as well as Atlantic Realty Co. and Progressive Life Insurance Co., both of Atlanta. He has other interests in the Southeast.

WALTER W. GROSS

Born in Troy, N. Y., Oct. 31, 1895, Walter W. Gross graduated from Harvard U. and Harvard Law School. He practiced law in New York City from 1920-1933 and joined the legal department of Paramount Pictures in the latter year. He was general counsel of the theatre department of Paramount Pictures 1928-1948. Since Jan. 1, 1950, he has been vice president and general counsel and director of United Paramount Pictures.

ABRAHAM H. BLANK

The theatre business has dom-
MEMO to TIME BUYERS:

FISHING'S GOOD IN NORTHEASTERN OKLAHOMA and WESTERN ARKANSAS this season!

Which means there's a

of a recreation business added to the normally rich flow of industrial and agricultural trade in these two wealthy markets!

(OKLAHOMA LAKE SHORELINES ARE EQUAL TO THE COMBINED SHORELINES OF THE ATLANTIC AND PACIFIC OCEANS FROM CANADA TO MEXICO.)

KTUL and KFPW MAKE IT EASY TO COVER BOTH THE MAGIC EMPIRE OF NORTHEAST OKLAHOMA AND THE PRIME FORT SMITH TRADE AREA OF WESTERN ARKANSAS WITH:

• ONE OPERATION
• ONE REP. (AVERY-KNODEL, INC.)
• ONE NETWORK—CBS!

P.S. (Buy Both Stations For Top Coverage and Quick Frequency Discounts.)

The AUDIENCE ACTION TEAM

KTUL-KFPW

Tulsa ★ Fort Smith

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

AFFILIATED WITH KOMA, OKLAHOMA CITY
WASH. AD CLUB
Radio Executives Elected
RADIO EXECUTIVES were named to several top posts in the Washington Advertising Club in elections May 22.
Tom Griffin, Washington Daily News, was elected president, succeeding William Sigmund, vice president of Henry J. Kaufman & Assoc., Washington agency.
Clayton Sanders, advertising manager of Peoples Drug Stores Inc., was named vice president. Peoples is one of the largest regional accounts in the South Atlantic states.
William E. Coyle, sales promotion manager of the Washington Star (WMAL-AM-FM-TV), was elected second vice president.
Stanley Bell, NBC (WRC-AM-FM), was voted treasurer.
Ward Guthrie, Guthrie Lithograph Co., was re-elected secretary.
Alvin Q. Ehrlich, vice president in charge of radio and video, Kal Ehrlich & Merrick agency was named to the new board of directors.

WORC To MBS-Yankee
YANKEE Network, New England regional, announced last week that WORC Worcester Mass., will become its affiliate in that city. Effective Oct. 15, WORC replaces WAAB, longtime Worcester affiliate. WORC at present is an ABC station but under the new Yankee agreement will become a Mutual outlet. WAAB has been serving as the MBS outlet in Worcester but moves to ABC Oct. 15 [Broadcasting • Telecasting, May 21]. WORC operates on 1310 kc with 1 kw while WAAB is on 1440 kc with 5 kw.

SDX CITATIONS
Radio, Video Awards Made
DISTINGUISHED journalism service citations for 1951 by Sigma Delta Chi, national journalism fraternity, were formally awarded one radio station and to three radio and TV persons at a banquet in New York’s Waldorf-Astoria Hotel last Thursday night.
Thus honored [Broadcasting • Telecasting, April 16] were Leo O’Brien and Howard Maschmeier, WPTR Albany, N. Y., for radio newswriting; WAVZ New Haven, Conn., for public service in radio journalism; and Jack E. Krueger, WTMJ-AM-TV Milwaukee, for radio reporting. Leonard Bartholomew, WGN-TV Chicago, received a special award in radio-television reporting.

Members of the radio committee which judged the entries included Chairman Robert K. Richards, NABF director of public affairs; Theodore Koo, director of news and public affairs, CBS Washington office; William R. McAndrew, general manager, WRC-AM-FM WNEW (TV)-NYC Washington; Howard Kanz, AP Radio, and Al Harrison, UP Radio.

RADIO PIONEERS
N. Y. Chapter Names Officers
G. W. JOHNSTONE, radio and TV public relations director of the National Assn. of Mfrs., was elected president of the New York Chapter of the Radio Pioneers Wednesday, at an organization meeting of the first local chapter of the national association of individuals associated with broadcasting for 20 years or more. H. V. Kaltenborn, NBC commentator who founded the Radio Pioneers, was elected honorary president of the New York chapter.

Other officers are: Dorothy Gordon, conductor of New York Times youth forums on WQXR New York, first vice president; Sigmund Speth, musicologist, popularly known as the “Tune Detective,” second vice president; Charles A. Wall, BMI vice president in charge of finance, treasurer; Bruce Robertson, Broadcasting • Telecasting senior associate editor, secretary.

APS SESSIONS
Meets At Austin, Atlanta
ASSOCIATED Program Service subscriber meetings last week in Austin and Atlanta drew broadcasters from four southern and southwestern states.

Program matters and sales featured spirited discussions at both sessions. Among those representing APS were: Lewis E. Mitchell, vice president and general manager; Leslie F. Biehl, program director, and William T. Stubbefield, field representative.

A. H. Karns Promoted
APPOINTMENT of Adma H. Karns, general manager of WING Dayton and WIZE Springfield, to the position of vice president of Great Trails Broadcasting Corp., WING owner, was announced last week. Mr. Karns eight years ago began his radio career as a WING announcer, and six weeks later was transferred to WIZE as production manager. Six months thereafter he was made program director and the following June was promoted to station manager. Jan. 1, 1948, he was named general manager of both stations.

W. L. Fempstead, Long Island, N. Y., sales for 1951’s first quarter were 27.3% higher than for same period in 1950, according to Elias I. Godofsky, president and general manager.

Now it's here...
MODEL S5 SYNCHRONOUS MAGNETIC FILM RECORDER AND REPRODUCER

The STANCIL-HOFFMAN Synchronous . . . Magnetic . . . Sprocket Film Recorder insures for 16 mm film production ... 35 mm SOUND FIDELITY plus . . . MAGNETIC TAPE convenience . . . at 16 mm PRODUCTION COSTS.

This remarkable S5 Recorder may be ordered for either 16 mm or 17.5 mm film.
The S5 Recorder is designed for either portable use (as illustrated) or rack mounting for permanent placement.

STANCIL-HOFFMAN Synchronous equipment has been field tested and proven by extensive use throughout the world.
Over 2160 foot film capacity, or a full hour of 16 mm recording.
Available with both a synchronous drive motor and an interlock motor, either motor used selectively.
The mechanical filter system uses TWO fly wheels in a balanced tight loop, providing flutterless operation.
Complete relay control permitting remote operation from any number of positions.
Instead of gears, uses a unique silent chain drive which requires NO maintenance.

WRITE FOR DESCRIPTIVE BROCHURE
STANCIL-HOFFMAN
1016 NORTH HIGHLAND AVENUE
HOLLYWOOD 38, CALIFORNIA

Page 38 • May 28, 1951
Who owns big business anyway?

1. Many people, including the Russian delegates to the United Nations, don't seem to understand who owns America's corporations. They continually talk about "Big Business" and "Wall Street Capitalists" as if our big companies were owned and run by a handful of "economic royalists."

2. As a matter of fact, practically all large American corporations are owned and run by the American people. Union Oil Company, for example, has more than 36,000 stockholder-owners. 33,613 of our common stockholders are individuals—15,628 women and 18,085 men. The remainder consist of some 2,500 educational, religious and charitable institutions, labor unions, insurance and trust companies.

3. Approximately half of Union Oil's common stock is owned by stockholders who have 500 shares or less. Average shares per stockholder is 146. Naturally there are many larger holdings than this and many smaller, but our largest stockholder owns only 2½% of the total stock. Our directors and officers combined own 2½%.

4. In other words, Union Oil Company is owned not by a few dozen millionaires but by many thousands of ordinary Americans. And this is true of practically every U. S. corporation. So when the Communists argue that their system would allow the American "people" to "own" their industries, they're whistling up the wrong drainpipe. The American people own their industries already.

5. The big difference is that our system provides the incentives to the individual, the competition and the efficiency that go with private ownership. Consequently, our industries are able to outproduce, outprogress and outdo the Communists by a country mile. And our people are free to spend their money, put it in the bank, invest it in stocks or bury it in the backyard—whichever they darn well please.

More than 15 million Americans own stock in some U. S. corporation. In addition to these, everyone who has a life insurance policy will find some of his "cash value" invested in corporations. So, altogether, probably 8 out of 10 American families have a direct or indirect stake in U. S. corporations.

UNION OIL COMPANY
OF CALIFORNIA
Manufacturers of Royal Triton, the amazing purple oil.
The Chief Executive requested an enable the Commission to "meet more adequately" responsibilities dealing with:

1. Participation in control of radio signals for air defense purposes.
2. Detection and identification of "unauthorized" radio stations, as well as location of lost aircraft.

The recommendation was contained in an omnibus appropriations measure submitted to Congress and embracing a number of other government agencies and departments.

President Truman's message was regarded as implementing FCC's bid for authority to purchase new land sites for monitoring stations as well as re-emphasizing the importance of that work in Commission procedures involving control of electro-magnetic radiations which might serve as navigational aids to enemy aircraft. Monitoring station provisions are contained in the McFarland Bill (S 658) now pending before the House Interstate & Foreign Commerce Committee.

Stress on this phase of the Commission's operations has been recaptured by FCC members in closed conferences with committee members as well as openly during hearings on the Defense Dept.'s radiation control bill, now lying moribund within the Senate Interstate & Foreign Commerce Committee. Value of this particular role also had the support of NARTB during hearings earlier this year.

Also included in the overall $1.1 billion supplemental package, which was referred to the House Appropriations Committee, was $500 million "for stockpiling of strategic and critical raw materials needed for national defense." Sum of $4.4 billion in new obligatory authority already has been made available for the program thus far, the White House said.

Sum Asked

FCC had sought $2,534,280 for monitoring and field engineering as part of estimates for 1952—or roughly $170,000 over monies for the current fiscal year. The monitoring appropriation was slashed indirectly—but sharply—in the $6 million bill passed by the House and sent to the Senate, which has not taken action yet. The Appropriations Committee pared operating appropriations from an overall $6,850,000 to $6,575,000 and the House, in an economy move, cut the

The President noted last January that the original budget increase estimate for '52 would have provided for "continuous 24-hour wake at all monitoring stations." FCC's field staff is responsible for inspecting stations, monitoring the radio spectrum, locating illegal sources of radio emissions, and last aircraft through radio-direction-finding equipment and gathering engineering data for use by FCC.

The new budget also singles out FCC's participation in the Defense Dept. (Air Force) signal-control plan, which also involves the Commission's emergency broadcast alert plan now in the stage of crystallization.

Meanwhile, conferences of the Senate and House last week adopted and sent to the White House a supplemental allotting $9,533,939 for the Voice of America and $110,000 for civil defense communications systems.

A joint committee allowed $1,750,000 for operations of the Federal Civil Defense Administration—a sharp drop from the $75 million urged by the Senate—to remain available until June 1952. Additional activities of the FCDA (radio, TV, other media) are slated to receive roughly $500,000 for its public education campaign.

The Voice allocation represented almost a 90% slash in funds which were normally earmarked for construction of additional radio transmitter projects. The $9 million-plus allotted will be used to complete seven facilities already authorized. State Dept. officials have indicated they are seeking restoration of the funds in current hearings on the regular 1952 Voice budget [BROADCASTING • TELECASTING, May 14, April 16].

GUY HICKOK

"Voice" News Editor Dies

GUY C. HICKOK, 63, news editor for Voice of America, died of cerebral hemorrhage at his summer home in Bridgewater, Conn., May 18. He had been NBC director of international shortwave broadcasting and radio director for the co-founder of Inter-American Affairs.

Born in Mecca, Ohio, and a graduate of Oberlin College, Oberlin, Ohio, Mr. Hickok joined The Brooklyn Eagle in 1914 and in 1918 became head of its Paris bureau. Returning to this country in 1933, he subsequently was associated with the McClure Syndicate, The Literary Digest and Newsweek.

During World War II he served as information chief in Southeastern Europe for the U. N. Relief and Rehabilitation Administration. He was a member of the National Press Club, the Overseas Press Club, and Anglo-American Correspondents Assn. in Paris.

Mr. Hickok is survived by his widow, Mary Elizabeth; a daughter, Andree, of Norwalk, and a son, Robert C., of Washington.
BROADCASTING • Telecasting

NETWORK FOR SALE

CONSISTS of one station (KMPC), plus
197 Southern California communities.
Price to sell more of the same audience
at less cost than you'd ever reach with 38
teakettle stations in the same area all put
together. Nr. schls., shopping cts., cash
regps. Call or write KMPC, Hollywood.
Courtesy to agts. 710 kc. 50,000 watts
daylight. 10,000 watts nighttime. Repre-
sented by H-R Representatives, Inc.
To a Radio Advertiser
Who Knows More Than His Agency Time Buyer

Once upon a time there was an advertiser who bought a buy on a radio station.* He signed a 13-week contract. Two weeks later he discovered a better buy, cancelled the first, and leased back. Word got around and buys started popping up and it got so that he hardly knew what stations he was on at a given time, but dammit, he kept his agency on its toes buying buys. At the end of six months his controller put some figures in front of him and he swore off radio. Wouldn't pull for him. He knew because he tested it.

"Put it on Eastern Iowa's WMT," the time buyer had urged. "That's where the tall corn grows and the dough comes up like thunder, where 52.8% of the state's $6 billion business is done in towns under 25,000, where the $2 billion a year farm income is likely to be spent in trading centers close to farmer's homes, where there are 201,527 electrified farm homes on 200,679 farms (that's really saturation). WMT is the Number 1 Hoppederope CBS station in the nation, and a 1-minute Class A commercial, 52-time rate, costs only $27.00." But this time buyer was overruled and look what happened.

Moral: Let the Marconis do the experimenting with radio.

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RTMA MEETING
Marketing, Defense Issues
Top Annual Agenda

MARKETING problems, mobilization and material shortages head the agenda for the 27th annual convention of Radio-Television Mfrs. Assn., to be held June 4-7 at the Stevens Hotel, Chicago.

Some two-score business sessions, with manufacturers from all branches of the industry and all major producing areas taking part. Two sessions will be held by the RTMA board.

A number of meetings will be of direct interest to broadcasters and telecasters. The special Sports Broadcasting Committee, headed by J. B. Elliott, RCA-Victor, will go into baseball and football coverage by radio and TV stations.

RTMA is an active sponsor of the joint Industry campaign to promote attendance at baseball games. It is interested in the football telecasting problem, now suffering from an attempt by large NCAA colleges to enforce a one-game-per-week plan by means of boycott threats.

Ad Group to Meet

The RTMA Advertising Committee, headed by L. E. Pettit, General Electric Co., will meet during the convention. Other committees whose work directly affects broadcasters and telecasters include: FM Policy Committee, John W. Craig, Crosley Div., chairman; Broadcast Transmitter Section, H. E. Taylor Jr., Allen B. DuMont Labs, chairman; Tax Committee, A. M. Freeman, RCA Victor, chairman; Trade Practice Conference.

CAMP DEADLINE
Makers Must Apply by Thur.

MANUFACTURERS of radio, television and other electronic equipment and component parts seeking adequate raw materials for the third quarter of 1951 under the government's Controlled Materials Plan must apply by May 31 (1951), authorities emphasized last week.

The deadline applies to all equipment contained in CMP Class B authorizations listings not directly shipped to military prior to shipment through normal purchasing channels. Included are such products as radio receiving and transmitting tubes, condensers, resistors and other parts equipment not set forth in the National Production Authority's Class A category. [Broadcasting • Telecasting, May 18, 1951].

The deadline was set forth in the National Production Authority's Class A category [Broadcasting • Telecasting, May 18, 1951]. It is limited to radar, sonar, fire control and other top defense materials. Consumer durable goods are not affected under CMP.

Manufacturers are urged to file on the government's Form 4-B to assure the best processing and prompt fulfillment of orders for steel, copper and aluminum for the third quarter which will formally set CMP in motion beginning July 1. Applications should be filed directly with National Production Authority, Administrative Services Div., Washington 25, D. C.

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AIMS MEMBERS
Set Colorado Springs Meet

EXCHANGE of program, sales and promotion views and a discussion of problems on both the station and organizational level will highlight the summer meeting of the Assn. of Independent Metropolitan Stations (AIMS) at Colorado Springs, Colo., June 8-10.

The meetings, to be held in the Hotel Broadmoor, will be limited to association speakers and membership, now covering some 28 stations, according to Dr. Meyer, KMYR Denver, who is serving as host. Newest member is WHIM Providence, R. I. A fall session is slated for a midwest city, with selection to be made during the Colorado Springs meet.

'Mike' Is Democratic

"THE MOST democratic instrument in the world is a microphone," Helen J. Sioussat, CBS director of talks, told 400 business leaders at the Rotary Club session in Atlanta last Monday. At the same time, she pointed out, it is difficult to find time for all the persons and organizations requesting network time. "A newspaper can add another page," she continued, "but when the hours of the day are used up, that's that. If everyone working to broadcast were given just 30 seconds, instead of the usual 15 or 30 minutes, there still would not be nearly enough time to grant all requests."
On February 1, Pfeiffer's Salad Dressings began twice-a-week participations on the WBZ Home Forum, with Mildred Carlson.

Sales for March, according to Pfeiffer representative William A. Hennessy, were the best in history. And WBZ was the only major medium used!

Time and again, WBZ's influence on New England housewives has helped set new sales records. And with the growing population in WBZ's six-state BMB area, this influence is greater today than ever! If you sell a product or service that women buy, WBZ can do wonders for your New England sales! For details, check WBZ or Free & Peters.
Keeping Steady Company
with an Influential Fellow

“Thank fellow has pull,” writes Mr. Frank Bishop, Sales Manager of the Dimond Motor Company, to station KATO, Reno, Nevada. “We’ve just rounded out our first quarter of keeping company with Fulton Lewis, Jr., and we are more than satisfied with our recent ‘51 Dodge campaign. I want to authorize you to continue with ‘this is Fulton Lewis, Jr. speaking for Dick Dimond, your friendly Dodge-Plymouth dealer.’”

Fulton Lewis, Jr. is sponsored locally on more than 340 Mutual stations by 572 advertisers. His program is the original news co-op. It offers local advertisers network prestige, a ready-made and faithful audience, a nationally known commentator—all at local time cost with amortized talent cost.

Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Cooperative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
LET'S HAVE THE FACTS

Yes, let's have the facts about the metropolitan Washington area.

Population — 1,464,400 —

AND THE AMAZING STORY OF WOOK!
A U.B.C. STATION

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

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

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

Let’s have the facts about WOOK

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<th>Time</th>
<th>WOOK Audience</th>
<th>Independent A Audience</th>
<th>Independent B Audience</th>
<th>Network C Audience</th>
<th>Network D Audience</th>
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Average WOOK rating 2. All above figures from the 1951 American Research Bureau report.

Let's have the facts.

WOOK gives more listeners for the dollar spent.

You can't cover the Washington area completely without WOOK

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

WOOK

and the other UBC Stations, WSID, WARK, WANT, WFAN

BROADCASTING • Telecasting
AD CURTAIN?!

Mr. Shouse has conveyed his skepticism about the efficiency of current price control regulations in the broadcast industry. He believes that advertisers and manufacturers are burdened with increased costs that cannot be wholly attributed to the regulations. "Advertising faces the period of greatest jeopardy," he said. "Not only advertising, but personnel involved in sales, merchandising, marketing and market research are about to face a squeeze that can, within a very few months, undermine the very bases on which our mass-communications rest," he averred.

The basic danger to all advertising media in CPR 22, he explained, is the labor cost adjustment section which permits a manufacturer to increase his base period price by average percentage increases in his factory payroll. "This is interested," Mr. Shouse stated, "is clearly designated to include factory supervision, packaging, handling, maintenance and materials. But the important thing is that he cannot increase incomes in administration, sales, advertising or research."

**Regulation Formula**

This regulation, issued April 25, sets price ceilings at the manufacturers' level during the so-called "interim period" which followed the general price freeze. Formula used is pre-Korea prices to which increases in costs of factory labor and manufacturing materials up to specified cut-off dates are added. Cut-off date for labor and raw material costs is set at March 1, 1951. For the present, Elizabeth, materials cut-off date is Dec. 31, 1960.

According to the Office of Price Stabilization, CPR 22 achieves "roll-backs where prices have outpaced costs since Korea" and permits "increases where the general freeze resulted in squeeze." OPS has emphasized that regulation 22 is merely "interim" and will be replaced in the future by tailored regulations for particular industries and commodities.

For a period of months advertising can anticipate "a suspended state of status quo," Mr. Shouse predicted. But sooner or later, and inevitably as non-factory payroll costs increase...something has got to give and, believe me, advertising expenditure is in the state of perhaps greatest vulnerability."

Noting that settlements with the railroad non-operating workers and meat packers have already pierced the allowable wage ceiling, he declared that "it therefore becomes inevitable that as further wage in-

**AFA SESSIONS**

**Thomas Lists New Topics**

**Panel on "Television-Today and Tomorrow" and an explanation of objectives of the government's Voice of America's shortwave, overseas program are listed by Eugene S. Thomas, WOR-TV New York, among additional topics to be explored during the 47th annual convention of the Advertising Federation of America in St. Louis June 16-19.**

Edward W. Barrett, Assistant Secretary of State for Public Affairs, will be the principal speaker during AFA's closing session, according to Mr. Thomas, convention chairman. Mr. Barrett will outline Voice progress and problems.

The TV panel will be held on Wednesday morning, closing date for the program, and will carry on a series of discussions on advertising relating to special opportunities, public service, product shortages and the world picture (BROADCASTING TELECASTING, May 14). Film commercials, video's impact, station problems, retailers' use and effects of the medium on other media budgets will be available. Retail advertising meetings will be held concurrently with the panel.

Slated to participate in the television panel are George Burbach, KSD-TV St. Louis; Louis A. Hausmann, CBS; Dr. Louis J. Toomey of sales promotion and advertising; Don L. Kearnay, Katz Agency, Baltimore; Don McClure, radio-TV production head, McCann-Erickson; Newman McEvoy, vice president and media director, Cunningham & Walsh; John A. Thomas, BBDO, and Louis Westheimer, Westheimer & Block, Sts. Louis.

**Shouse Hits Controls**

For the State Dept., Mr. Shouse reported that despite our good neighbor policy we could detect practically no sign in any country that we have been able to buy either loyalty or friendship. He questioned the wisdom of continuing this policy, expressing the opinion that while they have many strategic materials important to the United States, "I am equally sure that these materials will always be available to us so long as we are able to pay for them with the high dollar."

Reporting that this mission and an earlier one to Europe concerned certain international activities of the Voice of America, Mr. Shouse observed that "it is extremely unfortunate that the Voice of America is securing currently perhaps the most important activity of the federal government."

"I have no hesitancy telling you that the people that I have had the pleasure of working with in the Voice have been good, smart and competent people, trying to do a good job under what appears to me at least to be severe organizational difficulties within the department. It would be sure that a great many people are taking cracks at the Voice because it is a colorful thing and something by its very nature possesses little ability to defend itself. I have been in the business of broadcasting myself for 23 years and it is not new to me to find that a great many people consider themselves to be excellent program directors."

**ANNE GANNETT**

**Broader's Wife Dies**

ANNE M. GANNETT, 68, wife of Guy P. Gannett, broadcaster and newspaper publisher, died May 22 at Cape Elizabeth, Me. She was former president of the National Federation of Music Clubs and the first GOP national committee woman.

Since 1947 she had been vice president and treasurer of the Guy Gannett Publishing Co. Gannett race interests, held through newspapers in places of a cities, include WHEC Rochester, WENY Elmira, WHDL Olean, N. Y. (minority), WTHF Hartford, WDAN Danville, Ill., and WABY Albany.

**AT&T Dividend**

FIRST stock dividend ever paid to a group of companies whose aggregate net worth of one million has been announced by AT&T. The company, which gained its millionth stockholder on May 15, declared a quarterly dividend of 50c per share, payable July 16 to stockholders of record June 15. It will be the 121st consecutive quarterly dividend at the $2.25 rate.
Back in 1948, when WCUM started operating in Cumberland, the Maryland Theatre, local movie house, faced a nation-wide slump in attendance. They began sponsoring programs on WCUM at once. Here's what they say about the results:

"We are pleased to advise you that WCUM has been instrumental in helping us maintain a steady volume of business despite a nation-wide drop in movie attendance."

"WCUM's aggressive promotion and merchandising has been instrumental in bringing in people from all parts of Western Maryland."

"We unhesitatingly recommend WCUM to any sponsor who is desirous of capturing the market in Western Maryland."

How do you like that for action? All kinds of merchants in Cumberland get this kind of fast, profitable results from advertising on WCUM. You can too. Call in your Meeker man and let him give you the whole exciting story about WCUM and its dominant position in the tri-state area.

CUMBERLAND, MD.
1490 on your dial
FM 102.9 MC

A KARL F. STEINMANN ENTERPRISE, Tower Realty Company (Owners and operators of WCUM) The Joseph Katz Co., Advertising 1951
For the second time in four years, Chicago’s WBBM has won the coveted George Foster Peabody Award for “conspicuous service in radio broadcasting.”

Thus, WBBM has the unique distinction of being the only station ever to win more than once Radio’s highest recognition for the performance of “outstanding public service” to the community.

“Chicago’s Showmanship Station” also has won First Award (Classification II) from the Institute for Education by Radio-Television of Ohio State University for programming “dealing with personal and social problems.”

Both awards were made for WBBM’s socially-significant documentary series, The Quiet Answer, which probed into interracial relations in Chicago.

This series was created and produced by the same WBBM Showmanship which was responsible for 1947’s Peabody Award winner, Report Uncensored—the same WBBM Showmanship which for a quarter of a century has made WBBM known throughout the industry as the nation’s most honored station.
Always

Chicago's
Most Sponsored

Last year—for the 25th consecutive year—the nation’s leading advertisers placed more advertising on WBBM than on any other Chicago radio station. And with good reason. They know that the same Showmanship which has made WBBM the nation’s most honored station makes WBBM Chicago’s most sales-effective station.

. . . Showmanship that has won for WBBM a 1950 average Pulse rating higher than the ratings of the second and third Chicago radio stations combined.

. . . Showmanship that has won for WBBM these awards for “outstanding achievement in advertising” in the 1951 Chicago Federated Advertising Club Awards Competition:

Best local Chicago radio program—Patrick O’Riley Show
Best Chicago-originated network radio program—Cloud Nine
(plus a special feature program award to The Quiet Answer)

Whether moving people to social action or moving them to buy your product, you’ll find the station for the job is the nation’s most honored station—Chicago’s most sponsored station . . .

WBBM 50,000 watts
Chicago’s Showmanship Station
Represented by Radio Sales
Columbia Owned
ABC Emerges Merged

MERGING of ABC and United Paramount (assuming FCC approval) will be observed with a motion picture as well as broadcast circles.

Under the transaction, continuity of ABC policy direction, both in AM and TV, is assured. United Paramount itself is no neophyte in TV station operation. It has been the licensee, through its subsidiary, Balaban & Katz, of WBKB (TV) Chicago since 1943. WBKB, incidentally, goes to CBS in the transaction at a record $600,000 figure.

United Paramount is a theatre operating company. It has no talent resources. But it does have show-business know-how. And the merger is a practical one for both ABC, which has not been abundant under the control of Edward J. Noble. Now foreseen is rigorous competition with the more formidable networks, CBS and NBC.

The venture could be a venture capital into radio isn't new. Paramount Pictures, when it included the exhibition houses prior to 1949, owned a half interest in CBS, reselling it to William S. Paley and other existing stockholders in 1950. Paramount today owns 29% of DuMont. Radio-Keith-Orpheum was under the RCA tent for a decade but was subsequently sold. These projects envisaged radio and/or television competition with the box-office.

We have no doubt the FCC, in public hearing will seek to ascertain whether the ABC-Paramount Theater fusion would foster competition. It will want to know whether there will be any changes in operating policies.

Also confronting the Commission is the whole question of public policy stemming from the motion picture consent decree, which forced the divestiture of production companies from exhibition houses. This question is, succinctly, whether the joint ownership of TV stations and either movie production or exhibition interests tends toward a monopoly in public opinion.

These things the FCC is duty-bound to explore. The Commission should not, however, look querulously upon this merger simply because a theater chain is involved, any more than it should discriminate against newspaper ownership in radio or television.

Trouble Enough

AT THIS stage of the TV game, just about the most serious threat to healthy development of the art will be the attempt to tie-up the proposed allocations by litigation.

There is serious question concerning the legality of the FCC's "fixed allocations" plan. Some practicing attorneys, however, who feel the procedure is objectionable, are disposed not to question their legality in the hope of expediting proceedings and thus bringing to an end the freeze that has existed since 1948.

There is a way out. That course would be for the FCC to abandon its fixed plan as a part of its Rules and Regulations. This also could well dispose of the explosive educational reservation problem, since the whole project procedure, construed as we advised. Then, we're told, it would not be vulnerable to legal attack.

We hope the FCC will adopt such a course. It is needed to get on the road—on the nationwide competitive basis as swiftly as possible. There's trouble enough ahead, what with the National Production Authority's semi-freeze on equipment, and the burden of city-by-city competitive hearings.

Expansion & Contraction

THE CURRENT CRISIS in broadcasting is the beginning of a shake-down process that is inevitable in the destiny of any industry that expands at such a frantic rate as radio has grown since 1945.

A lot of people are saying that the present condition was caused by television. That is not entirely so. It began soon after V-J Day when such a great number of applications and interference cases were on the FCC docket that it had to be disposed of. It began klanging for radio stations that the FCC all but abandoned its engineering standards and dealt out licenses willy-nilly. There were 943 AM and FM stations in 1945. Today there are 3,000.

This fantastic expansion exceeded not only the capacity of the radio spectrum but also the advertising economy's absorption power. We now find ourselves suffering from over-expansion and have begun to realize that the number of stations that the spectrum can properly accommodate and the number that U.S. advertising can support.

So if the FCC had adhered to proper engineering standards, we probably would not have an economic crisis of such proportions as confront us today. But, as a result the country today is dotted with "zombie" stations which keep alive by last-gasp resorts such as P.I.'s and other legerdemain that do the industry no good.

The FCC has tried to limit the scope of any expansion when television came along. The impact of television, however, would not have been so acute if TV had been allowed to grow normally. The move to freeze TV would have been a little too late to prevent the TV industry from causing a spectrum shortage but very real similarity between the number of stations that the spectrum can properly accommodate and the number that U.S. advertising can support.

If the FCC had adhered to proper engineering standards, we probably would not have an economic crisis of such proportions as confront us today. But, as a result the country today is dotted with "zombie" stations which keep alive by last-gasp resorts such as P.I.'s and other legerdemain that do the industry no good.

The psychological effect on advertisers was overwhelming. The very fact that TV is scarce and hard to buy makes it irresistible to the covetous advertiser.

The best that can happen to radio now would be a lifting of the television freeze, an immediate reduction, if necessary, of eliminating waste, duplication and inefficiency has begun.

Something of an analogy to the situation confronting radio can be found in the recent history of newspapers. There are half as many daily newspapers as radio stations today. The newspaper world for the past several years has been full of mergers—and bank ruptcies.

A major city that had five newspapers before the war has two today. It has 14 broadcast stations (AM, FM, TV). Can all survive? Did the TV newspapers survive?

The rates of those five pre-war newspapers combined were higher than the total rates of the two that remain today. But individually the two survivors today get double the rate that they would have in a TV campaign competing for the same advertising dollar. The local advertising power has reduced the advertising expenditure too.

When the difficult and painful settlement process is completed in radio, there will be fewer stations. But those that are left will constitute a vigorous and lasting medium, competing with television, to be sure, just as it competes with newspapers and magazines, but destined to retain a respectable position in the advertising family.

HARBEN WINFIELD DANI

HARBEN DANIEL, president and principal stockholder of WSAV Inc., which operates WSAV-A.M.-FM Savannah, this year is observing his 20th year in commer-

cial radio.

Radio's major developments are embraced within this span and an association of that duration is a score of which he is proud.

For the sake of accuracy, however, the adjective, commercial, would have to be emphasized. Actually, it might be said that the 44-year-old executive has been actively interested in radio and the broad field of electronics practically all his life.

Mr. Daniel's father, Dr. John Daniel, is a physicist of international renown. The elder Daniel, now professor emeritus, was for many years head of the physics department at Vanderbilt U. He designed and installed the first electric dynamo at the university before commercial lighting. And it was he who discovered the deflatory and burning effect of X-rays.

While it is not true that Mr. Daniel was born with a silver radio in his mouth, it is true that phrases such as electro-dynamics were household words with him just as home run and touchdown are in many other homes.

Growing up on the Vanderbilt campus in such an atmosphere, young Harben at the fledgling age of 15 was able to build his first radio receiver.

The story of Mr. Daniel's career, however, must be told from the operational and advertising aspects of radio rather than from the technical side.

On Aug. 6, 1906, Harben was born in Nash-

cille, and was given the middle name of Win-

field, his mother's family name.

After his campus boyhood, he was graduated from Columbia Military Academy. Then he entered Vanderbilt. Originally in the school of engineering, he transferred to an academic course and later attended Watkins Institute for a course in business administration.

It was at Vanderbilt that he had his first brush with advertising. This entitled promoting the first advertising that cigarette lighters used in that section.

His first job was as a financial reporter for the Bradstreet Co., after which he worked for his brothers in the automobile business.

All during this time he studied advertising and, not surprisingly, decided that radio was destined to become the primary medium.

So, in 1931, he went in to see Harry Stone, an older, wiser head, then at WSM Nashville. Mr. Stone is now at KPHO-A.M.-TV Phoenix.

Mr. Daniel's purpose was to convince Mr.

(Continued on page 64.)

BROADCASTING Telecasting

Editorial

ABC Merger
Nothing puny about this fellow, the station or the Dallas-Ft. Worth market he reaches. Population increase here during the past 10 years was a booming 50.1%. And retail sales in the Dallas-Fort Worth area in 1949 amounted to $1,464 per capita. That's number one among 19 of America's major markets with populations from 500,000 to 1,000,000 and over.* WFAA and WFAA-TV know how to reach this market. They have the talent, experience and facilities to ring up sales of the sponsors' products. So buy the "top dog"...the Dallas-Fort Worth market and get proven performance with WFAA and WFAA-TV.

*Standard Rate & Data 1950-51 Consumer Markets.
W. N. McKinney, president Radio Enterprises Inc., El Dorado, Ark. (KELD El Dorado), assumes duties as general manager of KELD.

ALVIN FLANAGAN, program director KFMB-TV San Diego, appointed vice president in charge of programs.

BOB FLEMING, KID Idaho Falls, Idaho, to KFDW Helena, Mont., as general manager. He replaces RAD MAXEY, resigned to open advertising agency.

WINSTON S. DUSTIN, vice president in charge of sales of the Noe Stations (WNOE New Orleans, KNOE Monroe), has been granted several weeks leave of absence to complete a voluntary tour of duty as executive secretary of the Cordell Hull Foundation for International Education [Front Office, May 14].

BOYD A. RIPPEY to sales staff of Katz Agency, L. A., effective June 4. Mr. Rippey was partner in Harrington & Rippey Adv., S. F., and prior to that sales promotion manager KFRC San Francisco.

ROLAND VAILE, manager KCMJ Palm Springs, Calif., to KVVC Ventura, in similar capacity, replacing LARRY NICHOLSON, resigned.

ANDY A. McDermott, sales manager H. N. Stovin & Co., Toronto, station representation firm, resigns on June 15 to become general manager Radio & Television Sales Inc., Toronto, new station representation firm with offices at 10 Adelaide St. E., Toronto. New company will start with representation of CKVL Verdun and French Radio Associates Ltd., Montreal. JACK TEITOLMAN, president of CKVI, is president Radio & Television Sales Inc.

RICHARD F. FAULKNER, Remco Inc., Chicago, to sales staff WMAQ Chicago. He is former production manager at CBS Chicago.

Col. ROBERT R. McCORMICK has been re-elected president of Tribune Co., which owns WGN-AM-TV Chicago.

JOSEPH HERSHEY Mcgillvra, N. Y., appointed national representative for KBOE Oskaloosa, Iowa.

CHARLES EDWARD BELL, production manager WBTV(TV) Charlotte, appointed director of television for WBTV.

DAVID O'SHEA national sales manager WMIE Miami, appointed salesman in TV Dept. Weed & Co., N. Y.

RUBE POLEN to sales staff of WMJO Cleveland.

ANTHONY J. (Tony) KOELKER, account executive Central Div. ABC Chicago, to KMA Shenandoah, Iowa, as assistant station manager.

HIL F. BEST appointed exclusive national representative for WFRO Fremont, Ohio.

WNIL Norwalk, Conn., appoints WILLIAM G. RAMBEAU Co., N. Y., as its national representative, the station announced last week. Purchased March 21 by DAVID W. JEFFRIES of Washington, D. C.; MICHAEL J. CUNEEN of Bradford, Pa.; JOSEPH V. LENTINI of Buffalo, N. Y.; and group of Norwalk business men, together constituting the Norwalk Broadcasting Co., Inc, the station operates full-time with 500 w on 1360 kc.

FRANK PORTER, hillbilly disc jockey, named to sales staff WXGI Richmond.

GARLAND P. BAKER, noted West Virginia advertising, promotion and public relations specialist, appointed TV account executive WSAT-TV Huntington. Mr. Baker is also founder and director of Baker Institute of Advertising.

WILLIAM J. HOOPER appointed commercial representative WCAU Philadelphia. He was with WWEN and WITH Baltimore.

FAY LEWIS, research department BBDO, San Francisco, appointed secretary-assistant to RALPH W. NIMMONS, manager WFAA-TV Dallas.

JIM CAREY, KMAE McKinney, Tex., to sales department WFAA Dallas.

JACK ZACHARY, graduate California Institute of Radio & Television, Hollywood, to KSPA Santa Paula, Calif., on sales staff.

FORJEE & CO., N. Y., appointed exclusive national representative KOL Seattle, WARL Arlington and WHEE Boston.

JAMES AUBREY, sales staff KTSL(TV) Hollywood, to KTTV(TV) Hollywood, in similar capacity.

PERSONALS . . .

IRVING E. ROGERS, president WLAW Lawrence, Mass., and publisher Lawrence Eagle-Tribune, presented scroll by the National Foundation for Infantile Paralysis for the "... unprecedented record he established with his radio and press support of the 1951 polio campaign in Greater Lawrence and New England." ... RALPH J. SHADE, account executive WTMA Charleston, father of boy, Harry, May 17. ... COL. MITCHELL WOLFSON, president, and LEE RUWITCH, vice president and general manager WTVJ(TV) Miami, in New York conferring with network officials on trends and problems of TV industry.

FRANK P. SCHREIBER, manager WGN Chicago, was member of civic committee which planned observance of Armed Forces Day in Chicago last Saturday. ... BEN S. MCLASHER, owner KGJF Hollywood, and Rae Norden, film writer secretary, married at Boulder City, Nev., April 21. ... RICHARD A. MOORE, acting manager ABC Western Div., father of girl, Kate, May 16. ... RUSS BAER, general manager CHEX Peterborough, Ont., named vice president Peterborough Sales & Advertising Club. ... GORDON LOVE, president CFCN Calgary, Alta., and director of Canadian Assn. of Broadcasters, seriously ill with appendectomy.

FRED NAHAS, executive vice president and general manager KXYZ Houston, addressed special meeting of Houston City Council PTA. Mr. Nahas outlined the important part radio is playing in developing children.
To the PRESS and RADIO:

Subject: WEIGHT, DISTANCE, AND ECONOMY

America, with its immense production and its vast spaces, requires transportation service which can move great tonnages long distances, and do it with economy of materials, manpower and money.

That means railroads.

Railroads perform intercity transportation, hauling the tons of freight they carry an average distance of more than 400 miles. That is something to bear in mind when you hear that motor trucks carry more tons of freight than railroads. If by "trucks" is meant not only the half million or so trucks engaged in heavy intercity haulage, but also the nearly eight million other motor vehicles on farms and in local service; and if tons moved locally, perhaps for only a few blocks across town, are counted the same as a ton moved three thousand miles across the continent, then such a statement might be true.

But when it comes to intercity movement of freight, Interstate Commerce Commission figures show that in 1949--the latest year for which such figures are available for all forms of transportation--railroads moved nearly six times as many ton-miles as motor trucks, including those privately operated as well as contract and common carriers.

The greater effectiveness with which materials and manpower are utilized in hauling freight in trains of cars on tracks rather than in individually operated vehicles on highways, is reflected in the fact that the average revenue of the railroads for hauling a ton one mile was only one and one-third cents, or only about one-fourth as much as the average revenue per ton-mile received by common carrier trucks reporting to the Interstate Commerce Commission.

For the kind of hauling job which America requires--in peace and even more in war--there is no substitute for railroads.

Sincerely yours,
ILLINOIS broadcasters and Broadcast Music Inc. staffers attending the BMI program clinic in Springfield May 15 [Broadcasting * Telecasting, May 21] included (1 to r) Bill Holm, general manager, WLPO LaSalle; F. (Bud) Mitchell, program director, WJR Detroit; Harold Safford, program manager, WLS Chicago; Charles Caley, vice president and general manager, WMBD Peoria; Ray Livesay, president, Illinois Broadcasters Assn. and WLBH Mintoon; Robert Barton, vice president, BMI; John Ouellet, general manager, WSB Atlanta; M. C. Elliott, general manager, Illinois State Fair; Glenn Dolberg, BMI station relations director, and Bert Squire, BMI Chicago.

HUB RADIO AUDIENCE

GREATER THAN 'BEFORE TV,' WCP奥 CLAIMS

RADIO in Boston has more listeners today, in 109 out of 128 weekly program hours, than it had before television arrived.

This finding was reported last week by WCPQ Boston, based on a survey employing the last Pulse report before television reached Boston (March-April 1848) and the current March-April report.

The increase was proclaimed by WCPQ as "positive proof that radio is still the most potent advertising medium in Boston."

Total radio homes in the five-county Greater Boston area increased from 750,686 to 838,110 during the three-year period, simultaneously with the introduction and development of television. Boston now has two TV stations: WBZ-TV and WNAC-TV.

Results of the radio-listening analysis were distributed by WCPQ General Manager Craig Lawrence to some 200 Boston area advertisers and agencies.

The study pointed out that, compared to 1948, radio has fewer listeners only during the 8-10 p.m. time segments Monday through Saturday, and from 7 to 11 p.m. Sunday. In other time periods the radio audience was substantially greater than before TV. Increases in radio homes between 11 p.m. and midnight ranged as high as about 83%.

WCPQ's letters to advertisers and agencies pointed out that because of the increase in total radio homes, the percentage figures on sets-in-use often do not tell a complete story. In many cases where percentage figures are lower now than in 1948, it was pointed out, the number of sets-in-use is substantially higher than three years ago.

Covering the five-county Boston area, the report showed that the average quarter-hour sets-in-use figure for the period 6 a.m. to noon on Monday through Friday had increased from 138,414 to 194,674 since the advent of television; on Saturday, it gained from 127,068 to 181,948, and on Sunday from 109,159 to 110,154.

Between noon and 6 p.m. the average had risen from 184,562 to 213,973 for Monday through Friday; from 167,156 to 195,708 on Saturday, and from 190,013 to 183,705 on Sunday.

Between 6 p.m. and midnight, the average had grown from 216,286 to 210,617 for Monday through Friday, but declined from 217,075 to 209,547 on Saturday, and from

REPLICA of the original copy of the "Star Spangled Banner" is displayed by Carl Havenstein (r), president of Broadcast Music Inc., to Ben Laird (l), manager of WDUZ Green Bay and president of the Wisconsin Broadcasters Assn., and Milwaukee's Mayor Frank Zeidler. The meeting took place at the day-long BMI program clinic conducted in cooperation with the broadcasters' group in Milwaukee's plantation Hotel.

251,868 to 196,392 on Sunday.

WCPQ's tables do not reflect out-of-home listening, which the report said would add 12% to the in-home figures.

Hourly comparisons of evening radio homes, March-April 1951 vs. March-April 1948, are as follows (average quarter-hour sets-in-use):

<table>
<thead>
<tr>
<th>Time Period</th>
<th>1948</th>
<th>1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon.-Fri. 6-7 p.m.</td>
<td>185,308</td>
<td>230,755</td>
</tr>
<tr>
<td>Mon.-Fri. 7-8 p.m.</td>
<td>222,369</td>
<td>224,881</td>
</tr>
<tr>
<td>Mon.-Fri. 8-9 p.m.</td>
<td>302,544</td>
<td>351,733</td>
</tr>
<tr>
<td>Mon.-Fri. 9-10 p.m.</td>
<td>297,248</td>
<td>323,232</td>
</tr>
<tr>
<td>Mon.-Fri. 10-11 p.m.</td>
<td>195,142</td>
<td>196,355</td>
</tr>
<tr>
<td>Mon.-Fri. 11-12 midnight</td>
<td>59,994</td>
<td>109,345</td>
</tr>
<tr>
<td>Saturday 6-7 p.m.</td>
<td>165,643</td>
<td>191,317</td>
</tr>
<tr>
<td>Saturday 7-8 p.m.</td>
<td>185,334</td>
<td>216,341</td>
</tr>
<tr>
<td>Saturday 8-9 p.m.</td>
<td>255,220</td>
<td>235,753</td>
</tr>
<tr>
<td>Saturday 9-10 p.m.</td>
<td>320,497</td>
<td>299,914</td>
</tr>
<tr>
<td>Saturday 10-11 p.m.</td>
<td>301,946</td>
<td>310,637</td>
</tr>
<tr>
<td>Saturday 11-12 midnight</td>
<td>71,098</td>
<td>121,671</td>
</tr>
<tr>
<td>Sunday 6-7 p.m.</td>
<td>210,588</td>
<td>229,077</td>
</tr>
<tr>
<td>Sunday 7-8 p.m.</td>
<td>348,687</td>
<td>327,468</td>
</tr>
<tr>
<td>Sunday 8-9 p.m.</td>
<td>275,911</td>
<td>234,112</td>
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<tr>
<td>Sunday 9-10 p.m.</td>
<td>290,006</td>
<td>214,812</td>
</tr>
<tr>
<td>Sunday 10-11 p.m.</td>
<td>209,312</td>
<td>174,335</td>
</tr>
<tr>
<td>Sunday 11-12 midnight</td>
<td>62,778</td>
<td>87,267</td>
</tr>
</tbody>
</table>

WMCA New York awarded special citation by New York School Superintendent Dr. William Jansen on behalf of United Parents Associations. Station carried series on driving.

“Baseball's on... Here's your buy!”

"The Yanks are coming" over WINS right now—every day, at home and away.

That puts this station in the spotlight as the best spot buy—or any buy.

Let WINS go to bat for you, through spots or programs. Whatever you have to sell, you can sell more at lower cost!

We'll be glad to give you the facts, and the figures.

Buy WINS... it Sells!

Call your WINS representative ... see him when he calls!

WINS 50KW New York

CROSLEY BROADCASTING CORPORATION
Biggest Outdoor Sport

Comes summer. And when it's warm outside, people leave home, by the millions. They head for the Great Outdoors—by the millions.

To reach these out-of-home multitudes, wise advertisers hit the road with billboards and transit ads, fill the air with sky-writing and blimps—$126,000,000 worth, last year. And they're so right. But at best, these dollars buy only quick impressions.

Not so with radio, truly an outdoor medium, and one of the biggest. You can take it with you—and people do, by the millions. Radio's in the car, at the beach, in the cabin, on the porch, on the boat. Radio's everywhere. It's the biggest single outdoor sport, played for hours on end.

If you want sustained impact in pursuing these millions with your message, consider: In the country's biggest market, for example, total average audience, including at-home and out-of-home listening, rises with the thermometer.* National retail sales are higher, too.

Add it up: it's logical to use summer radio. And, to help your sales mount with the mercury, it's mighty logical to use the Mighty Stations in the Mighty Markets—those represented by NBC Spot Sales.

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>WNBC</td>
<td>New York</td>
</tr>
<tr>
<td>WMAQ</td>
<td>Chicago</td>
</tr>
<tr>
<td>WTAM</td>
<td>Cleveland</td>
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<tr>
<td>WRC</td>
<td>Washington</td>
</tr>
<tr>
<td>KOA</td>
<td>Denver</td>
</tr>
<tr>
<td>KNBC</td>
<td>San Francisco</td>
</tr>
<tr>
<td>WGY</td>
<td>Schenectady-Albany-Troy</td>
</tr>
</tbody>
</table>

*Pulse of New York: Out-of-Home Listening, Feb.'51 and Aug.'49
NARBA ARGUMENTS
Reject Pact, Craig Urges

"Sacrifices which the United States is called upon to make are much too great in the proposed [NARBA] agreement," a spokesman for the clear channel stations has declared.

The blast against the pact, which frequencies among North American nations, was authored by Edwin M. Craig in the current Klein's Newsletter, Chicago business publication. Rep. William Langer (R-N. D.) last Monday inserted the article in the Congressional Record.

Mr. Craig is president of the National Life & Accident Insurance Co., and board chairman of the subsidiary corporation, WSM Inc., which operates the 50 kw WSM Nashville.

Meanwhile, another publication, Southern Farmer, has come out in support of the NARBA and urged its farm readers to contact their Representatives and Senators on behalf of the agreement which has been in the Senate for ratification since February [Broadcasting & Telecasting, Feb. 12].

Mr. Craig's piece labeled the concessions to other countries as "extensive and wholly unnecessary" and pointed out that the National Grange last year termed the treaty a "gross injustice to the rural families of the United States."

All 24 Class 1-A clear channels in the U.S. are injured by specific assignment of nine such channels provides for distribution of radio stations.

In Cuba (6), Jamaica (2) and the Dominican Republic (1), he asserted. The article also scored "Cuba's new privilege to use all remaining U. S. 1-A channels due to her reservation on the 650-mile rule."

The 650-mile rule, executed in 1937, bars a nation from operating on the Class 1-A channel of another country at any point closer than 650-miles from the border of the latter country.

Among other points raised by Mr. Craig:

- Havana, Cuba, gets 31 fulltime stations, and possibly more--far more than any other city in the world.
- Mexico and Haiti are not signatories to the proposed NARBA.
- Concessions to Cuba invite Mexican assignments to the detriment of all stations in the U. S.

Mr. Craig maintained that the proposed concessions to Cuba would "tie our hands" and place us in an "impossible position" to bargain with Mexico. Possible consequences, it was said, could be "outlandish demands" by Mexico or that nation dropping formality to "wildcat across the radio dial."

"The Senate should reject this proposed treaty and call upon the Dept. of State for one that is realistic," Mr. Craig asserted. He said that, pending this, a vehicle existed for the settlement of interference difficulties with Cuba under Article 44 of the International Telecommunications Convention, which reads:

"Any stations, whatever their purpose, must be established and operated in such a manner as to avoid harmful interference to the radio services and communications of other members.

Cuban assignments since March 1949 are in violation of this, Mr. Craig declared.

In its opposite viewpoint, the Southern Farmer supported NARBA, terms it a "must" so that farm families in rural areas will have radio services without "annoying disturbances."

The Farmer, claiming a million readers, principally in southeastern states, pointed to the history of past agreements among North American governments, and said:

"But the last of these agreements expired in March 1949. Since then Cuba and other countries in the Americas--especiallyñhas put a number of stations on channels that many farmers feel this country depend on for their broadcast. As a result, American farmers are now getting a great deal of interference from Mexican radio sets, particularly in the South and Southwest."

A new NARBA would eliminate static and other interference received in the U. S. from Cuban stations.

DURR DISMISSED
By National Farmers Union

CLIFFORD J. DURR, one-time FCC Commissioner and most recently attorney for the National Farmers Union, Denver, is reported to have been "dissolved" by that organization.

According to the Denver Post, Mr. Durr has charged that the action was an outgrowth of a Post story Feb. 21 concerning activities of Mrs. Durr. Mr. Durr said that the newspaper indicated "by indirec
tions and implication that one of the other of us are Communists."

The article dealt with Mrs. Durr's affiliation with an Independent Action Committee which conducted a poll among soldiers back from Korea and seeking peace with China.

It is understood that Mr. Durr, with his doctor's permission, will go to New York for several weeks and then return to Alabama.

Amateur Rules Amended

FCC has amended Part 22 of its rules governing the Amateur Radio Service. The amendments were made in exact accordance with the notice of Proposed Rule Making announced March 21, in Dec. 9920. Included among the amendments was the deletion of Section 12.34, relating to the scope of an amateur operator's authority, which provided that an amateur operator's license is valid for the operation on frequencies above 450 mc of certain types of experimental radio station. Five other changes were made. All become effective June 30.

COWAN-WHITMORE
Must Stand Trial; 17 Counts

HAROLD COWAN and Ralph Whitmore, partners in a Hollywood advertising and mail order agency, have their signatures on the charge sheet for dismissal of the charges on grounds that exaggerated claims in advertising are "badges of fraud" even in cases where a victim could not recover money in a civil suit. Trial date is to be set later.

Accused of misrepresenting the quality of Christmas tree ornaments advertised, Messrs. Cowan and Whitmore were indicted by a Federal Grand Jury in Los Angeles in March [Broadcasting & Telecasting, March 6], following extensive investigation by postal authorities and the U. S. Attorney's office.

Indictments stated that the advertisers' claims were false and misleading, in particular, as "the most sensational Christmas tree ornament package of all time," whereas actually the ornaments, which sold for $1, were cardboard cutouts, according to evidence.

They entered a not guilty plea to the charges [Broadcasting & Telecasting, March 28, 12]. Charles H. Carr, who acts for the defendants, later moved for dismissal of the charges and also asked for a bill of particulars [Broadcasting & Telecasting, April 21]. Judge Yankwich at that time took the motion under advisement. He gave the government (Office of U. S. Attorney) 10 days in which to file an answering brief.

C&W Claims

In seeking dismissal of the charges, Messrs. Cowan and Whit
tmore, through their counsel, declared the advertising claims made on radio and television were "merely the usual exaggerated trader's talk of puffing which is permissible when one sells goods to another."

Judge Yankwich, while conceding that such exaggeration may not be legally reprehensible in a civil case, held that the statements made were "badges of fraud" and the pair should go to trial.

In his opinion, Judge Yankwich said, "courts insist that, regardless of the value of what the victim received, fraud lies in the disparity between what he was promised and what he actually received."
IT PAYS TO SPOT

What America Sees and Hears

Spot Television is the fastest growing advertising medium today for three very good reasons—

...the number of sets keeps increasing
...sets-in-use keep expanding, both day and night
...local TV programs keep improving.

These twelve stations are out in front in all these respects. In addition, their markets are among the most prosperous in the country.

That's why advertising schedules on these Petry TV represented stations pay off many times over.

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

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
"What job's best for me...?"

"Careers Calling," a weekly program telecast Thursdays at six-fifteen during which young citizens seek vocational guidance from leaders of business and industry. The program is presented under the auspices of the Vocational Guidance Department of the Wilmington, Delaware, Public Schools and the Chamber of Commerce.

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

WDEL-TV
WILMINGTON • DELAWARE

Represented by
ROBERT MEEKER Associates • Chicago • San Francisco • New York • Los Angeles
FCC SOURCES last week indicated the Commission is vigorously proceeding with consideration of its original proposal for a "partial" lifting of the television freeze, announced concurrently with the further revised TV allocation plan [Broadcasting * Telecasting, March 26, et seq.].

Action on the partial freeze lift, seen slated for some modification of the earlier proposal, may be forthcoming with the next foot-night, or soon after the June 11 deadline for filing of replies to the initial comments of May 7 on the Commission's revised TV allocation.

Some action on a partial thaw is expected to be reported at least before commencement July 9 of the hearing on city-by-city allocation proposals.

It appears at present that the Commission will proceed to lift the freeze on grants of new VHF stations in those areas where no comments or complaints have been filed. It's generally believed, however, that this would not be possible from an engineering standpoint if an efficient, long-range allocation plan is to be worked out.

Whether involving UHF or VHF, any "partial" freeze lift on new station grants in the U.S. would constitute a final allocation as far as the facilities involved are concerned. This would make FCC vulnerable to litigation.

The decision FCC must make in the next few weeks is: Whether to expedite TV development by making final allocations in uncontested areas, and risk court action possibly enjoining the entire allocation plan, or to hold off all new station action in the U.S. until it can work out the integrated plan.

First Reply Reported

What is believed to be the first reply in opposition to initial comment was reported last week for the City of Milwaukee. In a detailed ruling, signed by Mayor Frank P. Zeidler, the city objected to request of WISN and WFOX there to remove VHF Channel 10 reservation and substitute UHF reservation.

Milwaukee cited its population of 630,000, its cultural and educational institutions and achievements and progress in use of audio-visual aids in the public schools, which have an annual budget of nearly $20 million.

The city explained "it is impossible at this time to carefully determine matters pertaining to budget, engineering and program operations," but said "a representative group of leading citizens in the community has been appointed for the purpose of studying and advising with respect to the whole subject of noncommercial, educational television, with particular emphasis in regard to the most advantageous use of such reserved channels."

Success of informational programs by city departments on WTMJ-TV there also was pointed out. "Thus Milwaukee now uses commercial television where it can," the petition said, "but this only emphasizes the need for a greater use of the medium on a permanent basis and under public control."

In Philadelphia, where the city and Chamber of Commerce are on record for addition of VHF Channel 16, a commercial facility, the Board of Public Education is seeking a VHF channel for noncommercial purposes. (Continued on page 66)

**CBS-HYTRON**

CBS's acquisition of Hytron Radio & Electronics Corp. and consequent entry into the radio and television manufacturing field [Broadcasting * Telecasting, April 16] is slated to be consummated June 15, if stockholders of the respective companies approve the deal in meetings to be held June 13.

The transaction, involving an exchange of stock equivalent to approximately a $20 million deal, has been approved by the boards of directors of both companies.

The CBS management is asking its stockholders to authorize issuance of 310,775 additional shares each of Class A and Class B stock, to be used in the exchange. Hytron stockholders would receive 12 shares of CBS stock for each 100 shares of Hytron stock parity common stock.

CBS would thus acquire Hytron, one of the oldest radio and television manufacturers in the U.S. and its subsidiaries, including Air-King Products Co., radio and television set manufacturer. Significantly, in view of the other manufacturers' reluctance to build CBS-type color TV sets, CBS and Hytron officials have pointed out that Hytron, with its subsidiaries, "is more fully integrated than most other units in the industry," being stock which Hytron stockholders would receive in exchange for their Hytron shares would be divided equally between Class A and Class B.

In response to a CBS query, FCC last Wednesday advised that the proposed acquisition "did not appear to be inconsistent with Columbia control, as a stations licensee. Accordingly, it was held that Commission consent was not required."

FCC emphasized that this opinion was based on ownership information on file with the Commission and on the statement of control in the CBS letter of query. It was further said that the opinion "should not be construed as passing upon any effect upon CBS control which might flow from the failure of Messrs. [William] Paley, [Frank] Stanton and [Ralph F.] Colin, individually or collectively, to continue the voting control exercised by them at the last three annual stockholders' meetings."

Saying that the proposed deal probably does not raise any question of citizenship requirements under Sec. 310 (a), FCC did request that CBS file a full report on this subject when Hytron stockholders submit their shares for exchange for CBS stock.
SOUTHWEST oil men and cow-punchers will tell you that there is a lot of Texan "know-how" in their special skills. Radio-TV people are equally cognizant of the finesse in the communications art in that expanse of country.

To be specific, there is Dallas, which combined with Fort Worth, forms a formidable market area. WFAA-TV Dallas, serving the two-city area, celebrated May 21 as its first year of operation under the direction of the A. H. Belo Corp., owner of The Dallas Morning News.

WFAA-TV credits its expanding operation to broadcast "knowmanship," as it coin's it, which it built up over a period of nearly 30 years in the business of sound broadcasting.

The owners of WFAA got into the visual art when A. H. Belo purchased KBTV (TV) on Dec. 31, 1949, subject to FCC approval, from Tom Potter, Dallas oil man who had built the station. The purchase was approved and the deal consummated in the spring of 1950.

At that time, KBTV was programming 24 hours per week, with three quarter-hours sponsored. Twenty-seven commercial spots were scheduled.

Exactly one year later, the station has 68 hours of programs per week—an increase of 185%. There now are 35 sponsored program hours. There are also 176 commercial spots on the air.

Population increase in the station's coverage area during the past 10 years "was a booming 50.1%," according to WFAA-TV. And retail sales in the Dallas-Ft. Worth markets also have shot up.

According to WFAA-TV estimates there are 1.5 million people in its coverage area. The station also quotes Standard Rate and Data Service figures and 1950-51 Consumer Markets to point out retail sales of $1,464 per capita and a first-place among 16 major markets in the 500,000 to 1 million population category.

WFAA turned out its full roster of radio stars to perform on stage for a simulcast. After a feature film was shown, cameras and technical equipment were whisked back to the studios, located 15 miles distant, to take televiewers on a camera-eyed tour of facilities.

But that was merely a lick at the frosting. WFAA-TV has a longthumb list of special events, program hits and commercial segments that it compiled during its year's operation under those call letters.

Here are some of them:

- Special events category telecasts included the Dallas Charity Horse Show in May; opening of the State Fair Starlight Operettas in June; Secretary of State Dean Acheson's foreign policy speech in June (claimed exclusive); rodeos in June; the 1960 National Model Airplane Championship in July, and State Fair of Texas in October.

In the sports field telecasts have included top college football, the Cotton Bowl game New Years Day 1961, the National Women's Amateur Athletic Union's Basketball Tournament in January, and the U. S. Amateur Badminton Championship in March.

In addition were a special series of "sightseeing" telecasts in which the camera roved about the city taking in an aircraft manufacturing plant, a look at a newly-developed Navy jet fighter plane, the city's aquarium, jail, and airport. For public service, the station channeled its share of fund appeals and public campaigns.

A highlight program is Webster Webfoot, sponsored by Sanger Bros. department store 30 minutes across the board. Of this show, Chris Kelley, director of Sanger's public relations, wrote: "If almost 15,000 registered club members to date at the headquarters in our boys department; double sales in Johnston Originals (little girls and boys dresses and suits), Poll Parrott and Proper Bilt Shoes; plus the sale of 110 dozen Webster Webfoot hats in the first 11 days are any indications of merchandising, then Jimmy Weldon and Webster Webfoot are a success by any measuring stick. . . ."

Personal Appearances During December

"His personal appearances at over 39 different schools, hospitals and churches during the month of December alone attest to his popularity but more important that human quality in giving of his time and talents to bring sunshine to others. . . ." Another local department store, Titche-Goettinger Co., backs a full hour shopping matinee every Thursday at 2 p.m.

Earl Hayes Chevrolet Co., dur.

(Continued on page 71)
U. S. telecommunication authorities and industry representatives were meeting last week for the sixth plenary assembly of the International Radio Consultative Committee (CCIR), which comprises 35 nations and is now exploring weighty technical issues.

High on the agenda are study group recommendations touching on various facets of international broadcasting and underpinning a worldwide agreement for compatibility of a common television line-screen frequency for the U. S. and various foreign countries.

Heading the U. S. delegation, which was slated to sail for Europe this past weekend, is Harvey Otterman, associate chief, Telecommunications Service, State Dept., and C. M. Donald Turner, chief of FCC's Field Engineering 
& Monitoring Div., and Newburn Smith, National Bureau of Standards, will serve as vice-chairman of the 20-man entourage which also includes Neal McNaughten, NARTB engineering director and international chairman of the broadcasting task force (Study Group 10).

Many Considerations

At stake, aside from the proposed common TV line-screen pitch which already has U. S. support, are a number of recommendations covering high frequency broadcasting antenna systems, single side band applied to voice frequencies (low, medium, high), standardization of recordings among all countries and a host of other engineering topics.

Frequency allocations are not involved in the forthcoming conference, which will convene to consider proposals evolved by 13 study groups over a long period.

Inherent in the Geneva conference is the State Dept. hope for consummation of an international agreement which would achieve compatibility between the 525-line, 30-frame system of the U. S. and the 625-line, 25-frame standard favored by most European nations.

American authorities hope to bring into line seven European countries — Belgium, Italy, Denmark, Netherlands, Austria, Sweden and Switzerland — all of which have indicated intent to adopt a 7-mc bandwidth with the 625-line system. On the U. S. side are Canada, Mexico, Cuba and — according to best sources — the Soviet Union.

U. S. authorities have stressed that standardization of TV line and frame rates would involve "very minor" adjustments of existing equipment. Proposal is that 17,000 be established as a common denominator compared to 17,600 under the U. S. system.

A third proposal embraces utilization of the 619-line system, in which the USSR and Belgium reportedly have experimented. France has adopted the 819-line method by Presidential proclamation.

Italy, a Marshall Plan recipient of U. S. TV equipment, originally backed the 625-line system, but has since purchased equipment from the United Kingdom and has been experimenting with 525 lines.

These factors will be incorporated in recommendations to be submitted by CCIR Study Group 11 during the Geneva session.

Delegates

Other members of the delegation are:

& Radio Corp.; Charles C. Taylor, Bell Telephone Labs; Florence Trall, Telecommunications Pol- icy Staff, State Dept.

CCIR subcommittees originally brought the agreement recommendation adopted during the 1948 Stockholm conference, with appointments of 13 study groups each dealing with a phase of international radio. Activity, particularly on inter- national radio problems has been carried on for over 20 years.

Eddie Cantor Signs

NEW TELEVISION contract with Eddie Cantor for the 1951-52 season has been signed by NBC-TV, the network announced last week. Mr. Cantor was the first star to appear on The Colgate Comedy Hour.

AWARD for the best television program produced by any public utility in 1950 went to East Ohio Gas Co. for its five-a-week afternoon feature, The Women's Window, on WEWS (TV) Cleveland. Well pleased with the distinction and some 3,000 letters are (1 to 1) Jack Hartley, WEWS program director; Ethel Jackson, star of the women's program; and Harold E. Eckes, advertising manager of East Ohio. Program was entered in the Better Copy Contest, sponsored annually by the Public Utilities Advertising Assn., through Ketchum, MacLeod & Grove Inc., advertising agency for the gas firm. Winner was announced by the committee during the association's annual convention at the Hotel New Yorker, New York, May 18. Mr. Eckes accepted the award for East Ohio, which has sponsored the 30-minute afternoon program since August 1949. Format is devoted to recipes and household hints.
AGENCY IMPACT

New Dawn For Commercials

By RICHARD MARVIN

INDEPENDENT PROGRAM writeups

AMONG the many changes brought
about by television is a revised
picture of the functions of an adver-
sising agency. In the earlier days
—radio—copy was king, and ac-
cents were won or lost on the
basis of copy ability. Agencies
emphasized campaigns which did a
job largely through the effective
and sometimes spectacular use of
wording.

Then came radio, and all of a
sudden the strategy changed. The
agency was in the show business!
Radio directors who could sustain
a good ratio between successful
shows and flops became the gla-
mour boys of the business. Ratings
were important, so important that
the "copy" on shows, the commerci-
cials, was often secondary to sec-
tory consideration. It was no
uncommon event for the entertain-
ment portion of a show to be mas-
ter-minded. Thousands of dollars
worth of specialized talent, and the
commercials written by a cub in the
back room.

Hours and hours were spent on
casting and rehearsing the enter-
tainment part of the show. And the
commercial was written in 30 minutes to meet
a deadline—and then only a fast
going-over on the dress re-
hearsal before it hit the air. Need-
to say, many of the commer-
cials were pretty painful, and the
public resistance they built up was
more than justified.

Equally saddening is the fact that—judging from appearances—
in many cases the balance of time
and effort between program con-
tent and commercials established in
radio had been carried over into
TV shows.

Agencies' Opportunity

Yet TV offers agencies an op-
portunity to return to the field of
being advertising experts, instead
of trying to live up to a hard-to-
maintain position as showmen. For
the time being, at least, the enter-
tainment portion of TV could
be far more important to the
majority of TV programs than in
radio. This was brought home to
the industry at an important con-
cerns, and the agency's glory and prestige
in showmanship has declined to the
point where they're used to it—without it—they're permitted to make
suggestions which may or may not be
followed.

A few agencies have been able
to take advantage of this situation
and have established large, and expensive,
corps of TV experts who have suc-
cceeded in achieving what might be
called "studio parity" with the peo-
ple who handle the shows. Some
with memories of their radio suc-
cesses still in their minds, have
gone to the extreme of creating
and wholly producing their own
TV shows, with the packager out
of the picture, and the network in
secondary position.

But the majority of agencies, not
relenting the expense involved in
such grandiose operations, have
accepted the thankless role of su-
upervisory activity as far as the
entertainment is concerned, confin-
ing their creative effort solely to
the commercials.

Agencies located away from the
centers of TV production have a
still harder time. Many even when
they're permitted to be in the studio,
when programs, including commer-
cials, are being put together, re-
hearse and telecast.

Thus if the shows themselves are
to be controlled by packagers and
networks, why should an advert-
sier buy a program through an agency
which is unable, or unwilling, to
assemble a unit of TV showmen,
when for the same price the same
program may be purchased through
another agency which is knee-deep
in TV program expertise? Some
where along the line a factor must
be developed which can be made to
work on the side of the agency
which is the better equipped only in a su-
upervisory capacity.

This factor might well be em-
phasis on the old-time function of
an advertising agency—realization
that the business has to be focused
on concentration on clear, sharp,
brilliant, dynamic copy; well expressed
in outstanding commercials. Brains
are brains, and no agency has a
monopoly on them! There's no rea-
son why an agency which has the
commercials establishment, and yet which has
not gone whole hog on TV special-
ists, cannot turn out prize winning
commercials.

Of course, doing "better" com-
mercials is quite a job! First of all
it means that TV commercials must be
made up to where they are a pri-
mary function of the agency, and
not just another step in the work
of the creative talent the agency
can muster. This does not mean that
only the top people should work on
them. Everyone should work on
them! Maybe the best basic ideas
will come from secondary people,
to be polished and refined by the
top echelon.

Need Brainpower

But it does mean no more whip-
ing commercials together at the
last moment. No more having them
rehearsed and rewritten and re-
reharsted and re-rehearsed. They
must be written and re-written	
to be rehearsed and re-rehearsed.
They must be the same amount of
blood, sweat and tears which go
into the normal creation and pro-
duction of the rest of the show.

They should even be cast, well
rehearsed and auditioned—yes, au-
ditioned! This audition should be
by the brain-squad which cre-
teated them, and these people should
be given ample time and opportu-
ity to reject, revise, edit and pol-
ish. When the commercials are
finally used on the air they should
reflect the very heart and soul of the
agency's thinking and presentation.

The agency needs showmen, of
course, to supervise and act as
directors of what goes on while they
have on the air. These same men
can be helpful in carrying commercials forward from the pa-
er version to the live interpreta-
tion of the programs, which know-
ledge and experience may be util-
ized to make commercials natural
and lifelike. In fact, agencies
which have permitted a division of
work between commercial writers and pro-
gram people would do well to tear it
down rapidly, as one basically
should complement the other.

If the premise is that exciting,
well done, well presented, selling
commercials can be the equalizing
factor among agencies handling TV,
then it would seem there would be
a definite advantage, for agencies
which have not gone in for large
TV staffs to establish—now—a cre-
ative cadre of writers, artists and
producers, and then the agency
project out of proving to their
clients that while they only supervise the programs, they give
time, top effort and top think-
ing to the commercial portions of
the shows and turn out the best
darn commercials in the business!

NCAA PLAN

Grid Ban Protest Formalized By Georgia Tech Club

GEORGIA Tech was officially requested
last week by the Georgia Tech Club
of New York, an alumni group, to protest
efforts of the National College
Association of Radio Announcers
(TELECASTING, May 21) to be
revised adopted May 15 by the club
responsibility has devised a plan
which defies the invasiveness of an invidious
college rights of an individual college
located in a network area; and, by
the threat of boycott and expulsion,
place the college in a position of
advantage by preventing the television
of its own games locally while author-
izing colleges from other parts of the
country to televise when the local
college is playing thus preventing a
complete test,

The Georgia Institute of Technol-
ology was the first college to televise
its football games in Atlanta, and
has done so under local sponsorship
for the two years TV has been avail-
able, though a valuable college
community asset which should not be
handed over to others by threats,
pressure or a national sales
plan, further testing.
BE IT RESOLVED,
That the President of the Georgia
Institute of Technology be requested
to protest this discriminatory action
who have precipitated in the field
of sports,

AND WHEREAS,
The Georgia Institute of Technol-
ogy was the first college to televise
its football games in Atlanta, and
has done so under local sponsorship
for the two years TV has been avail-
able, though a valuable college
community asset which should not be
handed over to others by threats,
pressure or a national sales
plan, further testing.

The Committee charged with this

RICHARD MARVIN taught "Wir-
iting Radio Commercials" at North-
western U., and is responsible for
the introduc-

Mr. Marvin

Union Oil Using TV Spots

UNION Oil Co. of California, Los
Angeles, one-time heavy user of network
and spot radio, has started an exten-
sion of its television campaign pro-
"Royal Tri-

"White or

Telecasting • BROADCASTING

Page 62 • May 28, 1951
MR. SPONSOR:

6 Weeks on WJBK-TV... 25% SALES INCREASE!

May 1, 1951

Mr. R. E. Jones, Gen. Mgr.
WJBK-TV
Masonic Temple
Detroit, Michigan

Dear Dick:

Thought you might be interested in knowing about the gratifying results we have been getting on a participation basis on the WJBK-TV "Ladies Day" show.

We selected a key product which had little previous advertising. We checked the route sales averages a month before, and featured it on "Ladies Day" five days a week for six weeks. During this period the product was not advertised through any other medium.

At the end of the six weeks run, we again checked route averages and found they had increased 25% in sales.

Another spot check of the same test product, three weeks after we had been off the program with no other advertising, showed even higher sales. This proves to us, not only the sales results of advertising on WJBK-TV, but also the continuing effect of your sales punch.

Of course, we have no way of determining the amount of goodwill we are getting—meeting each day with the women's clubs that attend "Ladies Day"—but we feel it plays an important part in merchandising our products.

Sincerely yours,

Ralph L. Recor
Sales Department

May 28, 1951 • Page 63

You, too, can get real results the easy way. Let WJBK's tremendous listener-response give your sales the boost that pays off in higher sales results. Smart advertisers know that sales success in booming Detroit is spelled W-J-B-K.
telesatus

AVERAGE one hour on TV in Los Angeles contains 53 minutes and 10 seconds of program time, five minutes and two seconds of spot announcements and one minute and 48 seconds of station breaks. Drama and comedy-variety programs account for 44.5% of all the shows on TV locally.

Food and automobiles accounts do more than 30% of the advertising on the seven Los Angeles TV stations. If either or both of these products should be rationed and reduce advertising, it would be a serious blow to the television industry commercially.

These facts were presented by William H. Sener, head of the radio TV department of the U. of Southern California, speaking at an Advertising Club of Los Angeles meeting.

With the assistance of seven graduate students, he compiled the Southern California Television Index, first study of its kind of the local video market. Each student observed programs for one week on one Los Angeles TV station. Comparisons were made with the same station a year ago.

The number of programs available to the average viewer in the Los Angeles area increased more than one-third during the year, the USC survey shows. Programs also got better, it indicated.

A 1,200% increase of in the past, year, to be in first place in sponsored quarter-hours with 24.9%. Mr. Sener said. Last year, he pointed out, food was in third place behind with 15.8%.

Automobiles are the second biggest TV advertisers in the Los Angeles market, with 20.3%. Last year, cars were in first place with 21.5%.

"Ten product groups out of the 23 different items advertised on TV do more than 90% of the commercials," Mr. Sener continued. "By product groups, TV has not really tapped the market."

Program Types

More than nine hours of additional TV network time were devoted to comedy-variety, drama and interview type programs during the period of April 1 to March 17 in 17 cities surveyed by The Pulse Inc., New York, as reported in Multi-Market Tele-Pulse last week.

Top 10 program types and their ratings for April 1981:

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Average</th>
<th>Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drama</td>
<td>22.3</td>
<td>92.0</td>
</tr>
<tr>
<td>Western</td>
<td>20.1</td>
<td>67.0</td>
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<tr>
<td>Talent Shows</td>
<td>17.8</td>
<td>46.5</td>
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<tr>
<td>Variety</td>
<td>17.5</td>
<td>42.8</td>
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<tr>
<td>Comedy Show</td>
<td>14.7</td>
<td>36.1</td>
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<tr>
<td>Medical Variety</td>
<td>13.2</td>
<td>31.7</td>
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<tr>
<td>News</td>
<td>11.9</td>
<td>27.2</td>
</tr>
<tr>
<td>Kids Shows</td>
<td>9.9</td>
<td>22.6</td>
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<tr>
<td>Quiz-Audience Participation</td>
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BERLE LEADS Top 15

Sponsored Network Shows

MILTON BERLE (Tecaso Star Theatre) headed the list of sponsored network TV programs in popularity during May 1-14, according to the Hooperatings peakedple for May, released last week.

The first 15 sponsored network programs with their ratings:

1. Tecaso Star Theatre—Berle 43.5
2. International Boxing Club—Louis vs. Armstrong, 5/6 only 33.9
3. Show of Shows—Cesar, Caesar 34.2
4. Fireside Theatre 31.9
5. Comedy Hour—Phil Silvers, 5/6 only 31.6
6. Gulf Oil Talent Scouts 31.6
7. Your Hit Parade 31.0
8. Philco Playhouse 30.0
9. Martin Kane, Private Eye 29.7
10. Cavalcade of Sports—Center vs. Newton, 5/1 only 27.5
11. Toast of the Town 26.7
12. Kent Morrey Show 26.4
13. Manna 26.0
14. Special Events 26.0
15. Studio One Special Events 26.0

President Trump’s Speech, 5/7 19.9

COMEDY TOPS Drama in Nielsen Ratings

COMEDY topped drama in the national Nielsen ratings for the top two television programs for the two weeks ending April 21. Tecaso Star Theatre led the parade with Frigidaire Comedy Hour second in line. Top drama program was

(Continued on page 71)

Weekly Television Summary—May 28, 1951, Telecasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
<th>City</th>
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</table>

Total Markets on Air: 107

Stations in Area 107

Estimated sets in Use 12,246,000

Editor’s Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicating. Figures for sets are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
Twin textile cities of the South Carolina Piedmont, the contiguous counties have 313 industrial plants with total payrolls of $110,000,000 annually. Farms add another $29,000,000. The 315,048 people of Greenville and Spartanburg counties receive regular television service ONLY from WBTV, Charlotte.

CABLE TELEVISION FOR 3 MILLION CAROLINIANS

JEFFERSON STANDARD BROADCASTING COMPANY

 REPRESENTED NATIONALLY BY RADIO SALES.
'Partial' Freeze Lift?
(Continued from page 59)
mercial operation. UHF Channel 35 is reserved there.

As the FCC has already had funds to build and maintain a VHF educational station now if one were assigned, the Commission it "is of the opinion that the commercial station would be served by such a station being owned and operated by a public body such as The Board of Public Education with the station being made available to all public and private non-profit institutions in the area." The board stated it has a bor- rowing capacity of nearly $27 million for "capital improvements" and can maintain a TV operation from out of current tax funds.

The board during the past four years has employed a radio-TV staff of six professionals for pro- duction of local educational shows. Work with Philadelphia's commer- cial TV outlets was outlined. Pennsylvania educators also are reported to be considering a state educational network similar to that proposed for New York state. (Broadcasting, May 14). Recommendation for such a network has been made at Harrisburg to Dr. Francis B. Haas, state superintendent of public instruction. Dr. Haas has said there is a definite possibility the state may sponsor a chain of educational stations.

Cornell's Plan

Example of one educational in- stitution which is competing on equal terms with commercial broad- casters is Cornell U, licensee of WHCU Ithaca, a CBS outlet. Cor- nell has asked FCC to allocate VHF Channel 3 there as a com- mercial assignment, indicating the school plans to put its venture into TV on a self-supporting basis also so that funds for educational pro- grams will not have to be diverted from other activities.

In order to acquire Channel 3, Cornell proposes that WSYR-TV Syracuse, a Channel 5 new- ly designated as a VHF outlet, will be moved to Channel 3 as FCC has proposed and that WHAM-TV Rochester continue on Channel 6 instead of moving to Channel 5 as proposed by FCC. If Cornell also would substitute UHF Channel 62 at Niagara Falls for VHF Channel 2, with Channel 2 being substituted at Buffalo for WBEN-

TV Channel 4.

Meanwhile, the Joint Commit- tee on Educational Television has announced further staff additions. Ralph Steeley, director of broad- casting at Louisiana State, has been named assistant director and Blanche Crippen, formerly of the press and radio section of the Na- tional Education Assn., has been named administrative assistant in charge of program development. Richard B. Hull, manager of Iowa State College's WOI-TV Ames, on leave of absence until June 1, has been in Washington as temporary executive director of JCET to or-

ANTENAPLEX
RCA Holds Demonstration

FIRST public demonstration of RCA's new Community TV Antenaplex system, designed to bring television programs to areas where reception previously was poor or unavailable, was presented May 22 by the Trans-Video Corp., operator of the large-scale Pottsville installa-
tion, as a feature of the Schuy- kill County Parade of Business Ex-
position May 22-May 26.

The Antenaplex system, devel- oped by RCA engineers, has proven its ability to eliminate the TV "blind spots" represented by moun-
tain-ringed communities like Potts-
ville, as well as those on flat ter-
rain where the nearest TV stations are too remote to permit reception with individual rooftop antennas.

The Pottsville installation is al-
ready bringing high-quality televi-
sion reception to more than 275 families. Programs are received from three stations in Philadelphia, more than 75 miles away. Potts-
ville residents using the system pay a $135 initial fee, and $3.75 monthly.

Trans-Video Corp., headed by M. F. Malarkey Jr., was organized by a group of Pottsville business men. Pottsville installation is one of many like ventures being ex-
perienced in various parts of the country. (Broadcasting • Telecasting, May 21).

* * *

RCA's Antenaplex system in Potts-
ville. Amplifiers at foot of an-
tenna and on pole- ed arms are placed one-half mile apart to boost signal strength.

NFL RIGHTS

Pro Football Pact Signed
BELIEF that television "will even-
tually help every sport" was ex-
pressed last week by Bert Bell, com-
missioner of the National Foot-
ball League, in announcing that the league had sold exclusive rights to the DuMont Television Network to telecast, broadcast and film NFL world championship games.

The contract covers a total of $475,000 on a five-year basis, or $95,000 a year. It was negotiated by Mr. Bell with Tom Gallery, sales manager, and Les G. Arries, sports director, of DuMont.

Mr. Bell said the money "will mean a lot to ball players." He added there have been championship games in which the gate "was less than the $95,000 we get from DuMont." Players on winning teams may get as much as $800 or $500 each, he said, in addition to their share of the gate.

The league's TV policy "is more liberal than ever," Mr. Bell told or-

ize the operating staff. JCET, responsible for the educa-
tional petition for noncommercial channel reservations during the earlier allocation hearings, is to continue the presentation during the final city-by-city hearings.

PARTS SUPPLY
Will Be Adequate—Sprague

ADEQUATE supply of replace-
ment parts for TV sets is expected to be available, Robert C. Sprague, board chairman of Radio-Television Mfrs., Assn., pre-
dicted Monday in an address to dis-
tributors at the annual Sprague Show at the Stevens Hotel, Chi-
cago.

Dispelling oft-heard fears that shortages in TV parts and compo-
ments is greater than had been predicted some months ago.

"Marketary starts impression," Mr. Sprague said, "is almost regardless of anything else, critical materials will be made available for repair and replacement pur-
poses. Despite the rather sizable allotment of public funds for the purchase of military electronic equipment and components, it seems apparent that the nation's military needs, short of an all-out war, will not absorb the industry's production facilities."

Although there has been a recent slowdown in parts production, TV sets estimated at least 5 million sets will be sold to the public during 1951. With the continuing sub-
stantial sale of radio sets," he pointed out, "there will probably be in the hands of the public by the end of the current year not less than 35 million radio sets and nearly 15 million television sets, or the equivalent of about 155 million radio sets from the standpoint of the replacement parts business."

He said there were about 8 million radio sets and about 10 million TV sets in the hands of the public at the beginning of 1951.

In analyzing the outlook for replacement parts, Mr. Sprague said the industry "is now in a position to conserve scarce materials without impairing efficiency or perform-
as."

Recalling TV production in 1950, he said, 7,500,000 sets were turned out during the year of which about 6,000,000 were sold and installed.

Most of the 10,000 distributors and components manufacturers att-
tending the three-day annual parts distributor conference and show went home in a more optimistic mental state than that in which they arrived, according to Jerome J. Kahn, show chairman. He said conference speakers reassured dele-
tates that scarce materials would be available during the defense emergency for maintenance, repair and replacement.

Allen B. DuMont Labs, one of the exhibitors of equipment, introduced a new picture tube with what the company describes as "an automatic built-in focus" achieved by the internal electron gun which "eliminates the need for the focus coil, focus winding, and focusing mechanisms. Elimination of these parts "effects a substantial saving" in such critical materials as steel, brass, copper, aluminum and rubber, the company claims.

ROY ROGERS
Seeks Long-Term Contract
ALTHOUGH there have been "back-door" talks with NBC, CBS and ABC for his services on radio and television, Roy Rogers, western cowboy star, has made no deals or commitments with either. Any such deal would be on a long-term contract permitting him also to continue in films and personal appa-
rances, according to Art Rock, personal manager and partner in Roy Rogers Enterprises.

With Mr. Rogers holding out for a radio-television deal, Mr. Rush said there currently is discussion with several national advertisers who would utilize his services on both media starting in the fall. He has set up a June and July shoot-
ing schedule to film a TV series.
The school that goes to the students...

For one hour a week, in Detroit, living rooms are transformed into classrooms, through the medium of television.

University of Michigan telecourses, aimed at adults and inaugurated by WWJ-TV as a public service, are currently enjoying tremendous local interest and have won national acclaim as the opening of a new era of education.

Already 2,000 students have registered and are entitled to certificates of participation. Thousands of others are regular viewers of these Sunday afternoon telecasts.

Here is another in the long list of "firsts" which add so much to the popularity, prestige and community acceptance of WWJ-TV, with resultant benefits to its many advertisers.

More than 400 working hours are spent in getting each telecast ready.

Courses offer such studies as biology, retailing, the Far East, home interior design.
COLOR RESPONSE
CBS Cites Denver Praise

CBS REPORTED Denver official-dom enthusiastic in praising CBS color television after the city's first look at television of any kind.

The demonstrations, presented in cooperation with KLZ Denver and Smith & Lieber Labs, were held May 14-18. After a preview for business, education and civic leaders May 14, CBS said leaders in all fields praised the shows.

Among the quotations reported by the network were these: Governor Dan Thornton—"... amazed at the color and the trueness of the color..." E. Palmer Hoyt, editor and publisher of the Denver Post—"... very realistic. Color certainly brings new vistas to the fields of entertainment and advertising."

Cecil Conner, Denver advertising agency executive—"The colors are surprisingly natural... . Color television should offer tremendous advertising and sales opportunities... . Lewis R. Carlson, western division manager of Campbell-Central—"Having watched black-and-white for some time, this color demonstration was startling. The colors are unbelievably true."

Ben Bezoff, owner, Ben Bezoff Adv., Denver—"... should be for TV—"What the talkies did for movies."

KLZ is an applicant for TV and general manager, Hugh B. Orry, notified FCC last fall that CBS color would be carried if the application were granted.

FALL PLANS NOW
Crosby Notes Production Time

POINTING out that it takes at least six months to get a 26-week series of films ready for telecasting, Everett Crosby, president of Bing Crosby Enterprises, Beverly Hills, has urged sponsors and their advertising agencies to make decisions now on fall plans.

"Some agency heads feel they can buy a film series today and have it on the air tomorrow," he said. "They forget that stories must be purchased and scripts prepared; shooting schedules must be planned, casting is started, sets built as well as time for the actual shooting, editing and dubbing. At least six months are needed if the films are to be good." Mr. Crosby predicted that before long at least 50% of all TV programming would be on film and as a result there will be a mad scramble for such shows.

Canadian Set Sales

CANADIAN TV receiver sales totalled 29,600 in 1950 valued at $12,940,000, according to the Dept. of Trade and Commerce, Ottawa. Radio receiver sales in the year totalled 728,600 units valued at $66,160,000, as against 1,724,500 sets in 1949 at value of $65,640,000.

DuMONT LABS
Stockholders Meet June 29

ANNUAL stockholders meeting of Allen B. DuMont Labs will be held June 29 at the corporation's offices in Clifton, N. J., postponed from May 7, date stipulated by the by-laws. A notice to stockholders stated that the meeting will elect eight directors and the president, vice president, secretary, treasurer and assistant treasurer, all for one-year terms.

Class A stockholders elect five of the eight directors and the president and vice president. Class B stock is all held by Paramount Pictures, and conferees three directors and the secretary, treasurer and assistant treasurer. On Feb. 23 there were outstanding 25,600 share of Class A and 560,000 shares of Class B stock. Paramount at that time held 45,200 shares (about 2.4%) of the Class A stock in addition to its Class B stock.

Leonard F. Cramer, vice president; Allen B. DuMont, president; Bruce T. DuMont, general superintendent; Thomas T. Goldsmith, Jr., and Myron Van Alstyne, Jr., president, Van Alstyne Noel Corp., investment bankers and financial adviser to DuMont, are the official nominees for directors to be elected by Class A stockholders. All are now board members.

The statement also reported that Allen B. DuMont received during 1950 from the sale of $5,400,000 in salary, $312,839.70 in bonuses and shares in profits and $19,12 in group life insurance premium payments, and he had a balance of $21,000 outstanding.

DuMont received $43,488.48 in salary, $4,681.53 in bonuses, $19.12 in insurance, for a net remuneration after taxes of $28,168.84. Dr. Goldsmith had a salary of $21,150.84, bonuses of $5,288.47, insurance of $19.12, with take-home pay of about $19,567.

Dr. Goldsmith received $10,070 for his financial services, with no additional payments from the company.

FILM COUNCIL
Forum Set June 27

NEXT quarterly forum of the National Television Film Council will be held June 27, and will include a session on film exploitation, publicity and advertising, Paul White, Procket Products vice president and advertising manager, will announce at a luncheon meeting Wednesday in New York.

Speakers included John Battison, associate editor of Tele-Text magazine and author of the book for TV, who reviewed the current television situation and prospects of a future for TV. Dr. Rudolph Pfeiffer, Kenolux Corp. president, promised the group that his company's film would meet any standards of theirs, if their camera and projection equipment could meet his standards.

PHONEVISION ANALYSIS
Successful Beyond Expectations—McDonald

ADVANCE ANALYSIS of the 30-day Chicago test of Phonevision "shows it was successful beyond our expectations," President Eugene F. McDonald Jr. said in Chicago last week. The attendance rate for Phonevision families was 3½ times greater than the 0.47 times per week considered average for American movie attendance, he said.

He reported the total boxoffice for the 90 days was $6,770, an average of $22.50 per family for three months and $1.75 per week. Projecting this against an audience of 10 million TV set owners, he estimated producers would average a net return per picture of $1,250,000, which he termed a "highly conservative estimate."

Phonevision's 10 most popular pictures, he said, "would offer an average net return to producers of $2,938,000 and the 10 poorest would give $600,000," he said. In January, the first month of the test, novelty was a "high but falling factor" and the average family saw 2.1 movies weekly. February's average was 1.5, and March was 1.8 times weekly.

Paid admission to individual pictures ranges from 8 to 60% of the possible audience, Mr. McDonald reported. He described four out of five Phonevision patrons as "brand-new" customers, "not regulars, and reported more than 93% of the Phonevision audience said they preferred to see pictures in their homes rather than in theatres.

Final interpretation of the results is not yet available, he pointed out. An "exhaustive" survey is being conducted now by the National Opinion Research Center of the U. of Chicago. When its material is correlated with existing test data, "we will have a scientific standard of measurement to determine Phonevision and its effectiveness in terms of greater audiences."

ASCAP-Video Parley
JUDGE Simon Rifkind and Stuart Sprague, counsel for the ASCAP, Video Program Committee, met daily with ASCAP Attorney Herman Finkelstein last week in an attempt to work out terms for the use of ASCAP music on television that would be acceptable to TV station operators generally, as those set forth in the ASCAP license forms are not.

Conferences would not comment on progress, but meetings are continuing in an effort to avoid court action, viewed as inevitable if an agreement is not reached by June 10.

On stage to inspect equipment after first color TV demonstrations in Denver were (1 to r) KLZ Producer Clayton Bruce, who handled all details; Bill Prescott, Ball & Davidson Agency; Jack Tipton, KLZ salesman, and Carl Salaitrad, Ball & Davidson. Petite young lady is Patty Painter, "Miss Color Television." Demonstrations were directed by John Martin, CBS color producer, with assistance of New York network technicians. In addition to public showing, station also arranged private previews for Gov. Dan Thornton of Colorado. About 10,000 Denverites witnessed over 12 public showings.
For more than a year...

EASTMAN 16mm.
TELEVISION PROJECTOR,
MODEL 250

NEVER before have so many revolutionary new ideas been combined so successfully in one 16mm. projector.

Designed for continuous trouble-free performance... used for more than a year in leading key network studios... the Eastman 16mm. Model 250 is giving an amazing account of itself...

- Precise sprocket-type geneva pulldown assures exceptional film steadiness...
- Exclusive feature makes possible "still-frame" operation—permits commentary from "frozen" frame...
- Simple, convenient control system includes remote control, gives maximum over-all operating efficiency...
- Advanced optical and electronic engineering makes possible unparalleled sound reproduction...
- Improved tungsten illumination—plus "Lumenized" Kodak Projection Ektar Lenses—provide unusual mosaic screen image brilliance.

Write today for detailed information on specifications, prices, and delivery.

Available upon request: "Theater Quality 16mm. Projection." This 16-page book describes features of Eastman Projector, gives much valuable projection information. Write for your copy today.

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

East Coast Division
342 Madison Avenue
New York 17, New York

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Record every program on film...

EASTMAN TELEVISION RECORDING CAMERA
BRICKS taken from the White House were not used. The bricks—none of which is included in construction material being used for new television studios for WICU (TV) Erie, Pa., the station announced last week. The bricks—which each of a size were handmade before 1800.

The construction will give the station an additional 15,000 square feet of space, officials report. This includes two new studios, a work shop and a film processing room. There will also be enough room to house new transmitter equipment.

Owner Edward Lamb said the new addition in the completed in July of this year. Nelson & Goldberg, of Erie, are the architects, and the general construction is being done by E. E. Austin Co. also of Erie.

NARTB Board

(Continued from page 50)

NARTB, BAB does not leave the NARTB fold entirely until April 1. The plan to separate BAB into an autonomous sales promotion unit was adopted last August, with a nine month grace period. At this time, however, BAB is running well under the $200,000 per year it maintained for a year.

Legislative and regulatory developments will be considered at length by the board. The Government Relations Dept., under Ralph W. Hardy, has been active on such matters as the McFarland Bill (S 668) to streamline FCC procedure, with NARTB's proposed amendments incorporated in to as a protection to broadcasters; Benton Resolution (S Res 187) to investigate the whole allocation question and the place of TV in the American scheme; bill (S 1189) to reorganize water powers vested in the chairman; electro-magnetic radiation legislation and pending executive order; FCC report on a license fee paid in the appropriation bill; legislation to ease liberal responsibility in political broadcasts; proposed increase in radio-TV excise taxes.

State Program

NARTB is working out a program to which state associations will be kept advised closely of Washington developments. The association has acquainted Congressmen and Senators with its opposition to allocation of a block of the spectrum to educational stations and it has protested building restrictions of the National Production Authority.

A proposal to increase the scope of NARTB's annual Engineering Conference, held during convention week, will be submitted in a report by Neal McNaughten, director of the Engineering Dept. Mr. McNaughten has sailed for Geneva to

Supervising laying of the White House bricks are (l to r) Paul Albracht, general manager of the Erie Dispatch (owner of WICU); Herbert Stewert, WICU manager, and Edward Lamb, president, WICU, and publisher, Dispatch.

'SERVE MASSES'

Sarnoff Cites TV Duties

ANY MEDIUM such as television "must serve the masses as well as the classes," Brig. Gen. David Sarnoff, RCA board chairman, told a Corning, N. Y., conference on "Living in an Industrial Civilization," a fortnight ago.

Speaking to more than 100 leaders of science, letters, business and industry attending the conference called jointly by the American Council of Learned Societies and the Corning Glass Works, Gen. Sar noff said that "this new instrument of mass communications cannot be used for what the more informed and better educated audience wants to see during its leisure hours."

He agreed that TV had an obligation to "attempt to lift the cultural level of the masses," but cautioned that this must be a gradual process, winning public acceptance as it moved along. "We cannot proceed by leaps and bounds to an all-culture diet."

Calling television a combination of radio, motion pictures and vaudeville, Gen. Sarnoff added that also it is a "new art form," and that the field offered broad opportunities to educators if they will take advantage of them.

Functional Music

(Continued from page 28)

lic, it was noted.

Petitioners also stated inability to show how their situation differed from the case in which listeners furnish contributions to a station to enable that station to continue a particular type of programming desired by the contributing listener.

Another important parallel was cited in the petition, calling attention to the current rule-making process that is being instituted looking toward reservation of TV channels for "so-called" non-commercial educational stations.

Funds for this are being provided by private philanthropic individuals or organizations, it was pointed out, with added reference to Sen. William Benton's (D-Conn.) suggestions of financing these outlets might be accomplished by public subscription.

These grants or subscriptions would be with the understanding or provision that the station would provide specialized programming of an educational nature, asserted the petition, which then asked if the conditions set forth for FM channels might not be equally applicable and require announcement of the philanthropic individuals and organizations in the TV field as sponsors of the programs presented.

Payment Issue

Next point raised was that pay ments by functional music subscribers are not for matter broadcast but consideration for the right to receive the programs provided. The petition cited the list of court cases and other examples to support its contention that quasi-property rights exist in the production of the unique type of service offered by the petitioners.

On this same point, the petition said that Sec. 317 does not require that any payments received by functional music subscribers, holding that the section requires only that those listeners who hear a message be advised of the fact that it is sponsored.

The petition discussed two of the several types of contracts used in functional music operation. The first contract, it was pointed out, provides that station retains exclusive control over content and scheduling of programs as well as the right to cancel or rearrange the program to accomplish better service.

Petitioners reiterated their belief that this first contract did not mean they had abdicated non-deliverable duties, if the contract, after proper consideration, still retained the view, then the petitioners are willing to enter into a second type of contract. This second contract would provide for more stringent controls by licensee over its programming and contracts.

Continuation of the specialized program format is consistent with the public interest necessity and convenience, the FM group next explained, quoting a resolution to that effect passed at the last NARTB Convention in April.

"Petitioners strongly emphasized that public interest is the touchstone for the exercise of Commission authority," it was said. Portions of the FCC's own Blue Book on programming was quoted to point out the need for "a number of comparable specialized stations."

Petitioners emphasized that programs of this nature were not primarily in the interests of subscribers but upon the assumption that there is a large segment of listeners who enjoy popular and mood music. It is hoped that listeners could be shown in hearing that listeners prefer to listen to these types of programs with a minimum of announcements.

In light of financial "difficulties" which FM licensees have encountered in past years, the petition contended that the Commission should look with favor upon functional music operations to encourage the larger and more effective use of radio in the public interest.

The last five annual reports of the FCC were cited to further show FM's financial position and the need for operation of the type planned and used by the petitioners.

Petition was signed by Paul A. Grafton, Lewiston, for WBFM (FM) Chicago; Robert G. Seals, Wheeler & Wheeler, for KCBG-TV, Milwaukee; J. Gold, and Marks, for WL JD (FM) Miami Beach; Marcus Cohn, Cohn and Marks, for WAXY (FM) New York; Frank Roberson, Spearman and Rob- erson, for KRED-FM Los Angeles; Vernon L. Wilkinson, Haley, McNaughten & Wilkinson for WBNY-FM Buffalo; Peter Shebruk, Fly, Shebruk and Blume, for WGIF-FM New York; and Samuel E. Kreiger, & Jorgensen, for WPEN-FM Phil adelphia.

In addition, joint statement and signatures of 161 noncommercial stations, from Tex.; WLDM (FM) Oak Park, Ill.; WNAV-FM Annapolis; WTTH- FM, Winston-Salem; and XINT (FM) Tacoma, Wash.

KDFC (FM) Sausalito, Calif., Friday also submitted its answer to the FCC in which it amended its contracts in conformance with the Commission policy statement. Station also said that it supported the joint statement and petition being filed.

Other replies received Friday were from WMMW-FM Meriden, Conn., WWDC-FM Washington, WKKC-FM Cincinnati and KFFM (FM) Portland, and seeking reconsideration and hearing.

KTF5 Buys Theatre

DAVID M. SEGAL, owner and general manager of KTF5 Texarkana, Tex., last week announced purchase of the Westminster Theatre for possible use as a television studio. Mr. Segal plans to continue its operation as a theatre pending application and grant of television facilities.

Page 70 May 28, 1951
BENTON SHOW
Senator Plans Program

SEN. WILLIAM B. BENTON (D.-Conn.), formerly of Benton & Bowles and Voice of America fame, is planning a regular, weekly, 15-minute television show for home- 

STATEMENT

January 31, 1950.

January 31, 1950.

January 31, 1950.

January 31, 1950.

January 31, 1950.

March 19.

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**HOLLYWOOD TV**

**Movie Studio Allots Space**

**MOTION PICTURE CENTERS**

Hollywood, until now used exclusively for theatrical motion picture making, has been converted 60% to television film production for the MPTC.

Joseph Justman, president, in making this announcement, said he will still be actively engaged in motion picture production on the lot but is "going along with the trend of the times."

A new corporation, Motion Picture Television Television Center, has been formed to produce those pictures which will be channelled to TV. Besides making its own films for television, MPTC will finance other video producers. It also will make TV films to order and act as agent in furnishing space, personnel and facilities of the lot, which has nine stages, to other television producers. The corporation is in the hands of Mr. Justman, Mr. Louis Warner, Mr. Benjamin H. Libby. The sale of the studio to the National Television Network, Inc., is expected to be finalized this week.

**FIRM SALE**

**Fairbanks Deal Pending**

**ACQUISITION of** Jerry Fairbanks Productions by Official Films Inc. [BROADCASTING • TELECASTING, May 14] is expected to be finalized this week.

Joint announcement from the principals involved in the negotiations will be made following signing of necessary papers. In an exchange of stock arrangements, Official Films will assume the controlling interest and operate the production firm as a subsidiary. The amount of stock involved was not revealed.

Mr. Fairbanks will continue in an executive capacity, heading the Hollywood Production Div., and also serve as a member of Official Films' board of directors, Broadcasting & Telecasting was told.

Aaron Katz, president of Official Films, and Lawrence W. Belleson, Beverly Hills attorney, represented the interests of Mr. Joe and Mr. Fairbanks in several conferences with Mr. Fairbanks and his counsel, Charles E. Thompson, last week in Hollywood. Mr. Katz is expected in Hollywood again this week to close negotiations.

**SUMMER SCHEDULE**

**ANNOUNCED by DuMont**

**COMPLETED PLANS for the DuMont Television Network summer schedule were announced last week by James L. Caddigan, program director, who also said that the network's Ambassador Theatre studios in New York will be closed for two weeks to complete the renovation begun last fall.**

Programs cancelled to make way for new ones include *Once Upon A Tune, Famous Jury Trials, Documentary Theatre, and Story Theatre*.

Washington Report, public interest program featuring Tris Coffin from Washington, Tuesday and Thursday 7:45-8:30 p.m., began last Tuesday. The *Week in Review*, newsreel program, Friday, 8:40-9:30 p.m., began Friday. A local newsreel program, *Camera About Town*, will be shown Thursday, 8:40-9:30 p.m., begin May 31. *Down They Go*, quiz show originating in Chicago, Wednesday, 9-9:30 p.m., will commence May 30. *Happiness Exchange*, featuring Marion and Dorothy Brown, will be shown Thursday, 11-11:30 p.m., begin May 31. *Jacqueline Susann's Open Door* started a fortnight ago.

**More Cutbacks**

(Continued from page 29)

earlier regulation. NPA also revealed it would undertake a four-week series of conferences to determine whether MRO provisions are carried out. The probe will cover dealers, distributors and manufacturers. An industry task group has filed a report on MRO with NPA.

Under DPA's realignment, Mr. Watts will supervise the work of six inter-agency groups, including the top-strated Electronic Production Board, which is headed by Edmund T. Morris Jr. Formerly has been serving as special assistant to the DPA administrator, and has been on leave of absence from his post as vice president of RCA since early this year. Mr. Morris is on loan from Westinghouse Mfg. Corp.

In his new capacity, Mr. Watts will continue to head up the Production Executives Committee and age as acting chair of the Procurement Policy Committee and Aircraft Production Control Board.

In other appointments, Mr. Wampler becomes deputy administrator with responsibility for program and requirements, functions, including chairmanship of the top level TV Design Committee which will work with Mr. Morris' board and NPA's Office of Civilian Requirements on electronics and other requirements that the government group was set up continue to gain more accurate estimates of the military and civilian economy.

**Knowles Named**

A third appointment is that of Nathaniel Knowles as deputy administrator for Staff Service, the post held by Edwin T. Gibson, left the DPA administrator, until the resignation of Gen. William H. Harrison, who returned to International Telephone & Telegraph.

Mr. Knowles will assume the duties of an Assistant administrator, and will take charge of the department's responsibility for materials review and coordinating activities.

In announcing the reorganization, Mr. Gibson explained that DPA functions—that of coordinating overall procurement, programming and production—remain unchanged.

**The John Hopkins Science Review over WAAM** (TV) Baltimore has been a part of the program to France through Radio Diffusion Francaise, to be seen by French viewers. Programs also will be seen in other countries throughout Europe.

**TELEFILM, INC.**

**COMPLETE FILM PRODUCTION FOR**

**TV SPECIAL PROGRAMS**

All Production Steps

In One Organization


HOLLYWOOD 3-7505

**ATLAS FILM CORPORATION**

[ESTABLISHED 1919]

**CREATORS and PRODUCERS of**

**TELEVISION COMMERCIALS**

**1111 SOUTH BOULEVARD**

Oak Park, Illinois

CHICAGO • AUSTIN • 7-5620

Page 72 • May 28, 1951

**PRODUCTION for new TV film series, The Falcon, will be started within next 30 days by Ziv Television Programming Inc., New York, according to announcement last week by John L. Sinn, president of Ziv TV. Each half-hour show will be budgeted at $17,500, and casting has begun. When completed, sets will be made available to local as well as national TV advertisers.**

**McCarthY television Co., diviision of Glenn McCarthy Productions, has been organized with offices at Samuel Goldwyn Studios, 1041 N. Formosa Ave., Hollywood, Mr. McCarthy is president and Robert Paige vice president and producer. New company plans series of filmed domestic comedies, sale in a package, for television. A 30-minute pilot film has been completed for sponsor consideration.**

**KLING STUDIOS and United Broadcasting Co., Chicago, have completed first in a series of half-hour television films, The Old American Barn Dance, featuring stars of WLS Chicago's National Barn Dance show.**

**EXPLOREx Pictures Corp., New York, new film distributing firm headed by Murray Kaplan, has acquired approximately 2 million feet of film in Osa Martin Johnson properties, to be made into 52 half-hour TV shows. Films include "Congo, I Married Adventure," "Borneo," and "Babooon." Mrs. Osa Johnson will appear in opening and closing sequences on each of five films, and will handle commentary.**

**AMERICAN Jewish Committee, New York, has produced an animated ballad-caroon, Baseball, with guitar background and song. Especially for TV, the film short is showing at a local high school playing baseball season and thereafter.**

**BLough ANPs**

**JOHN W. BLough, Robert W. Orr & Assoc., New York, joins the Bureau of Advertising, ANPA, as its director of promotion. He succeeds John C. Ottinger Jr., who has been named to the newly created position of director of sales development for the bureau. Mr. Blough was with Orr & Assoc. for five years as head of merchandising, and earlier served as copies executive at Lennett & Mitchell, New York. Mr. Ottinger moved from John A. Cairns & Co., New York, where he was any copy executive, and of promotion for the Bureau of Advertising in 1947.**

**BELEIVED to be the first single strength Florida citrus juice canner to use television, the Adams Packing Assn. Inc., Auburndale, Fla., currently is preparing film for TV-spot use in Detroit and other markets. Dan Sanborn, of Sanborn Adv. Agency, Lakeland, is filming for TV-spot use a sequence showing Mrs. E. Harold Wilson Jr. and her children drinking their quota of Adams juice. Sanborn handles the Adams account.**
FBI Probes Baseball

(Continued from page 25)

when the House Judiciary Monopoly Subcommittee agreed to hold hearings on baseball's interstate commerce nature during the first two weeks of July. "Nub of the inquiry is the sport's controversial "restrain clause," which binds ballplayers to any team with whom they may sign a contract without allowing them to negotiate directly with other clubs for their services.

Spokesmen acknowledged last week that, following exploration of the sports commerce factor, the subcommittee may delve into baseball broadcasting contracts, under the chairmanship of Rep. Emanuel Celler (D-N.Y.).

Authorities felt, however, that radio-TV broadcasting rights are certain to arise on the basis of players' suits contending that baseball is interstate by virtue of broadcasts and that these are subject to anti-trust provisions.

Bills On Anti-Trust

Concerted action to exempt not only baseball but all professional sports from anti-trust laws, was taken in the form of bills sponsored by Sen. Johnson and Reps. Wayne D. Huyck (D-N.Y.), Al Herion (D-Fla.) and Melvin Price (D-Ill.). Baseball was not mentioned specifically.

Sen. Johnson, who is president of the Western Baseball League, sponsored his measure (S 1528) as a means of establishing the validity of the reserve clause. The proposal will be referred to the Senate Interstate & Foreign Commerce Committee, of which he is chairman. Lower chamber bills (HR 4229-31) were to be sent to the House Interstate Commerce Committee. Reps. Mills and Herlong co-introduced similar legislation in 1949. The exemptions also would apply to "acts in the conduct of such enterprise."

Only precedent for evaluation of baseball's interstate nature lies in an old Supreme Court ruling that baseball, as such, does not fall within the category of interstate commerce and therefore is not subject to anti-trust laws.

Under practices now prevalent, major league broadcasters involving an area-home team may be caught by stations in the local team's area when the latter is not playing. Broadcasts must be terminated 30 minutes before the start of the home team's game. Such broadcasts are common in Washington and other major league cities where night contests are involved. In those instances the local club has no veto over play-by-play of games out of its home territory.

The NCAA, whose TV steering committee was slated to meet behind closed doors last Friday came up with a modified plan for limited station telecasts. Preliminary investigations by the Justice Dept. and charges of monopolistic power inherent in its boycott weapon.

The situation has been equally explosive in the professional football circles, prompting complaints of restrictive practices by football teams involving territorial radio. Several questions have been posed relating to exclusive sponsor contracts signed through their advertising agencies. Comr. Bert Bell of the National Football League last fall announced that league rules had been modified to place responsibility with individual clubs.

One complaint involved WOL Washington, which claimed its rights were violated by George Marshall, Washington Redskins owner, from carrying a Detroit-New York contest. Mr. Marshall was quoted as saying his club had either its territorial rights and had contracted exclusively with American Oil Co., with a clause barring broadcasts or telecasts of other games in the area at all times.

DuMont Contract

Mr. Bell last week announced the league had sold exclusive television rights for broadcasts, telecasts and film coverage of NFL championship games to DuMont TV Network (see separate story).

Perhaps the strongest protest of all has been voiced by Edward Lamb, owner of WICU (TV) Erie, Pa., WTEN (TV) Columbus, Ohio, and WGRD-WGRF (FM) Toledo, Ohio. He charged that the NFL, ABC and the Cleveland Browns club last December denied WICU permission to teleteach a Cleveland-A detroit game. He asked the Justice Dept. to "study anti-trust implications of the arrangements now entered into by the professional football teams. Mr. Lamb also held that WTEN and WSPD-TV Toledo has been "discriminated against . . . in almost an identical fashion."

Mr. Lamb claims WICU had a contract with ABC and Sun Oil Co. for teletec play-by-plays of all Cleveland Browns home games. But Comr. Bell and Cleveland Coach Paul Brown "prevalued upon ABC to refuse teleteach rights to WICU."

Mr. Lamb's radio-TV owner, who also publishes the Erie Dispatch, expressed "grave doubt" about the legality of a local broadcast rule within NFL. Under current practices, he advised the department's Anti-Turst Division, a station within the area of the local football team was prohibited from airing an "outside" game throughout the season whether or not the home team was playing on the particular day the station sought to broadcast the football play-by-play.

Comr. Bell said last week, however, that "any club can teleteach games but not within 75 miles of the city where a game is being played." League policy is more liberal than ever, he added.

In Review

(Continued from page 26)

as raw as the one buzzing in Congress over Gen. MacArthur's recall.

Then comes the meat of the panel and plenty about prices, too. Like good cuts of cooked beef, the program is very well done and juicy. But there the simile stops because it isn't always tender.

Broadcast on Sunday on some stations and later in the week for others, the program attempts to be timely and newsworthy. But with no harm meant to worthy Congressional thought processes, the most recent time the show came on was when the headlines was when the show was aired a day before Sen. Moody took office in the Senate.

That show was on foreign policy and it followed by a hair's breadth the MacArthur speech to Congress. After the program, tempers of Sens. Humphrey, Lehman and others cooled to a degree that participants forsook the pleasantly ways to swing untrammelled fias. A Senatorial eye-witness called the scuffle a "cream-puff" brawl.

Radio Background

Senators as a rule do not spread themselves too wide in too many places. But in Sen. Moogy's case, it is the story of man bites dog— he was an established broadcaster before appointed Senator to fill the seat last vacant by the late Arthur H. Vandenberg.

Not long after Sen. Moody took office he moderated the real thing, that is, he offered the privileges of presiding over the U. S. Senate in the Vice President's chair. There's a story that after a day in the Veep's chair, Sen. Moody, former Washington correspondent for the Detroit News, walked into the Senate Press Gallery and headed for the hat rack, only to catch himself up short and remember he had parked it in the Senate cloakroom.

At least on his program he not only knows where everybody's hat is placed but also what is contained within.

Mr. Lucey, chief political writer of Scripps-Howard, has been moderating the last few panels, as Sen. Moody thinks it best not to take part in issues in which he has leg-islative interest. Apparently he expects to moderate only a select few "non-controversial" panels. Sen. Moody, a Democrat, could find it difficult to straddle the fence, particularly when it needs mending.

And why not? Yesterday's panel discussed the MacArthur-Bradley debate. For a "non-controversial" Senator—untouchable.

With construction on the new KSFO-KPXJ studios well under- way, the modern plant—first on the West Coast specifically designed for AM and TV—will see completion in December of this year.

Located on San Francisco's famed Van Ness Avenue, the radio and television center will be three stories high and will house three independent television studios, four AM studios, in addition to business offices.

One of the new building's many unique features will be the "roof deck," designed for telecasting outdoor programs and special events.

PROGRAM CITATIONS

Annual citations made by the American Association of Univer- sity Women for "good listening and viewing" brought KSFQ more recommended programs than any other Northern California independent station—with such selections as: "Hour of Melody", "Business News", "Farm Bureau of the Air", "Top of the Mark", "Parade of Melody", "California Council Table" and "Tunes for Tots".

Included among the eleven KFPI shows, cited for "good viewing '51", were: "William Winter and The News", "Time for Beauty", "This is the Business", "Fred Waring", "Studio One", "What's My Line", "KPIX Tele- news", "Mr. L. Magilton", "Ford Theater", "Celebrity Time" and "Great Fights".

STATISTICS: Bay Area television set sales have now reached the 190,000 mark.
CUBA NETWORK

UNION RADIO Television, which last fall put into operation Cuba's first TV station, CMUR-TV Havana [BROADCASTING & TELECASTING, Oct. 30, 1950], is planning to spend $2 million this year for a Cuban TV network that will provide complete coverage of the island, Irving Later, New York representative of URT, revealed last week on his return from conferences in Havana.

Plans call for 5 kw stations at Santa Clara, Camaguey and Holguin and for 500 w stations at Santiago de Cuba, Matanzas and Pinar del Rio, to be erected in that order. Each station will have a three-bay antenna designed to quadruple its output and all will be linked to the 5 kw Havana key station, where most of the programs will originate, by microwave relay.

Equipment Available

Mr. Later said that although definite orders for equipment have not yet been placed, the company has reasonable assurance that it will be able to get the transmission and relay apparatus it needs, material shortages and U. S. construction restrictions notwithstanding.

CONSOLIDATED TELEVISION Productions President W. B. Clum last week outlined the films under production by his firm, in which he said was an effort to dissipate confusion caused by "the announcement of the formation of a similarly-titled concern, with headquarters apparently to be located in Hollywood."

"Mr. Chandler, chairman of the board of Consolidated Televisions Productions Inc. who is also president of KTTV Inc., is continuing with his plans for station syndication and independent operation. An announcement concerning film syndication for major market television stations is expected in the near future," Mr. Clum said. "The past five years informed all concerned that he has absolutely no interest in this newly-formed syndication concern, notably the title of Telecasters Film Syndicate, Inc., in the use of his name in connection with it in any way."

Films now under production by his company, Mr. Clum said, include "Concrete Malady," "Jump Jump of Holiday House."

Station Staffs

(Continued from page 9)

high in relation to other lines of employment. Pressure for wage increases at this time, according to top of relatively large advances starting back in 1946. Unlike many industries, radio has experienced steadily rising operating cost ratio over the past five years, with the rising payroll being a significant contributing factor. The year 1950 witnessed the highest ratio of operating expenses to income in the history of broadcasting; 1951 may be even higher."

Pressure to move wages, materials and service costs to higher levels will continue so long as the national defense program continues, Mr. Doherty said, with many broadcasters in danger of being caught in the squeeze between higher operating costs and lower income.

"Radio is today the only important segment of American industry which is experiencing any semblance of a decline in the price of its service or commodity," he said. "Probably never before in the history of radio has the challenge to station management been so great."

Five impacts on radio operations from the defense economy, according to Mr. Doherty, are pressure for a gradual upward trend in wages; labor shortages; material and equipment shortages, with rising costs; higher taxes on incomes; threats of taxes and/or limitations on advertising expenditures.

He said these problems can best be met through industry cooperation, as provided by NABTA.
assistant manager in the broadcast set-up, is in charge of radio and TV regional sales, assisted by Ralph Widman and Bob Scott, who concentrate on video.

Ashley Beverly, production director of WFAA-TV. Larry Dupont is news and special events director; Carlos Dodd, TV technical supervisor, and Ray Huffer, formerly with the radio operation, stage manager.

Claudine Shannon occupies the continuity chair, a position she previously held at WFAA radio. Alice McCord, a former stage manager, supervises the traffic operation. Howard Anderson is director of the film department.

WFAA-TV, which carries programs from the NBC, ABC and DuMont networks and is North Texas outlet for Paramount, operates on Channel 5 (180-186 mc) with 13.6 kw aural and 27.1 kw visual power.

An illustration of its programming is taken for the week May 13 when the station totaled 61 hours on the air. Eight hours consisted of network programming and 21 hours of live telecasts. The remainder was non-network film. Mr. Nimmons expects the station to be on the air at 6 p.m. and to run through midnight, by early winter.

New era will be ushered into southwest telecasting when the co-axial cable comes. Messrs. Nimmons and Campbell predict this will come about the fall of next year.

WFAA-TV is also an example of a station that has come into the black side of the ledger in its operation.

Its television plant is located in a compact cream brick building which had been built with only one studio. An addition to the building, estimated at a cost of $100,000, will make available another studio, extra storage space (for props and scenery), and a special room for set construction.

This expenditure added to the original purchase price when WFAA-TV came into being makes the cost $765,000. To this can be added another $35,000 spent in remodeling existing facilities and maintenance, plus a $50,000 investment in a film studio, to a total of $860,000 investment.

WFAA-TV's equipment boasts a $95,000 DuMont telerecorder. An expected 25% growth of the present 61 member TV staff also will include plans of both Mr. Dodd and Mr. Collins to expand technical aid with a full-time remote crew, thus being able to handle four remotes weekly after June 1.

The film production unit at the station is under the direction of Victor L. Duncan. Publicity is handled by Harry L. Koenigsberg with Jane Cockrell, his assistant. Wyna Fortwood directs sales promotion. Her assistant is Joyce Wilbur.

Film Unit

The film unit specializes in video commercial announcements. It is equipped to make films of live action—interior or exterior; sound or silent—semi-animation, full-scale animation, animated small-object photography, varied photographic effects prevalent in 20-second or one-minute spots, and also five-minute or longer sound productions.

According to Mr. Campbell:

"Unlike radio, where the principal broadcasting stations meet FCC standards for primary coverage in both Dallas and Fort Worth, the two markets are separate under FCC standards in that the two television stations in Dallas and the one in Fort Worth render primary service only in the home city of the stations.

"The Dallas stations have some coverage in Fort Worth, just as the Fort Worth station has some coverage in Dallas; but under the 'strongest signal' formula advanced by NBC, and now pretty generally accepted, the Dallas market is 5% greater in population and total wealth than the Fort Worth market.

"Television set distribution pretty well reflects this difference in the Dallas 'strongest signal' area, with 61.8% of the receiving sets as compared to the 38.2% in the smaller Fort Worth area."

Compare Media

And for radio as compared to TV, Mr. Campbell remarks: "We expect television to attract new advertisers to itself. The national advertisers are, in some cases, switching from radio and perhaps other media; but we really expect the bulk of our money to come from advertisers who have not used radio very extensively, if at all."

Radio, he says, is not "a dying media." Mr. Campbell feels complete TV saturation in the station's market area "would only reduce the potential audience of WFAA Radio by 18%.

Of rates, Mr. Campbell says WFAA-TV is a firm advocate of a "one-rate policy in television. While we are handicapped by dual rate cards of other television stations, we put in a rate increase on April 1, and we expect to continue to increase rates as the market and set distribution justifies it."

From where I sit by Joe Marsh

The Cow That Can't "Run Dry"

Sandy Johnson showed me his Jersey cows last week. It was a warm day and they were all under the trees near a watering trough.

And darned if one cow wasn't pumping water into the trough! It's a fact—she'd raise the pump handle with her nose, and use her throat to push it down again.

"That's Mabel," Sandy said as she moved away. "Sometimes they drink that trough dry, and she's learned to fill it. But she doesn't know her own strength—turns the place into a swamp if we don't watch her."

From where I sit, Mabel isn't the only one who sometimes doesn't know where to stop. For instance, people often carry personal opinions too far —like the person who wants everyone to accept his choice of political parties, or ballplayers ... or beverages. I prefer a glass of beer with my meals. I know that a lot of other people prefer milk. But nobody ought to insist on "herding" others around to his way of thinking.
Attenitive Time Measured
By New Hooper Service

MANY BROADCASTERS of late reportedly have felt themselves unfairly used by the research services they have supported. By entering into measurements of TV as well as radio audiences, these research firms have, the radio station men feel, spotlighted the loss of audiences from radio to television without doing anything to point out to buyers that while a family watching TV is not listening to radio, neither is it reading a newspaper or magazine.

C. E. Hooper Inc. has now come up with a new service designed to appease the complaints of the radio executives.

Called the “Mediameter”—first Hooper service not to incorporate the founder’s name into its title, but nonetheless a name on which the company has taken steps to secure full legal protection—this new service is designed to measure the number of minutes of “personal attentive time” the American public devotes to newspapers, magazines, radio and television.

Confined to at-home exposure to these four media, which will be measured by the common denominator of minutes of attentive time, the new service was described by C. E. Hooper, president of the research firm, as an extension to four media of the “minutes of listening” calibration his company has long used in radio audience reporting.

Announcing his newest service May 16 at a meeting of the Media Assn. in New York, Mr. Hooper explained that the indexes of attentiveness per home for each medium is expressed in terms of minutes of attentiveness for each individual, in addition to a family measure. For example, he said, if four persons in a home are watching TV while a fifth is reading a magazine, this four-to-one radio will be reflected in the report.

He proposed that the reports be developed in the country’s 100 largest cities on a three-times-a-year frequency, covering the time between 8 a.m. and 11 p.m., seven days a week. He is offering the service on a participation plan with the goal of securing the 100 largest advertisers as subscribers.

Data for the Mediameter measurements are collected by the telephone coincidental method, calls being made continuously from 8 a.m. to 11 p.m., Sunday through Saturday.

Interviewers start each call with an overall question: “Was someone in your home listening to the radio, looking at television, reading a magazine or reading a newspaper when the phone rang just now?” Then each media is covered with separate questions covering the number of men, women and children attending to the medium, the name of the radio or TV program or programs, newspaper or newspapers, magazine or magazines receiving that attention.

The figures, collected continuously in random homes, can be used to measure duplication within a medium (number reading the same newspaper), between media (those reading different newspapers), and to show the average exposure to each medium at all times.

For instance, if 5% of the families called during an hour reported some magazine reading and the average of persons reading magazines were 1.2 per home, that multiplying 60 minutes by 5% by 1.2 would give 3.6 minutes as the average time per home devoted to magazine reading during that hour. The technique is the same as that which has been long used to determine average sets-in-use figures for radio, Mr. Hooper explained. They can be broken down by hours of the day, days of the week, average for the week and week-long total, he said.

Service Functions

Referring to the function of the Mediameter service, Mr. Hooper said: “This is no measure of comparative media effectiveness. Rather it is a measure of potential exposure to each medium. It is the function of the advertiser to interpret the significance of its results between media and of trends revealed within media in the periodic surveys. Our position is the one we always occupy, responsible for accuracy and statistical reliability in the measurement itself.”

ALASKA BUSINESS

Contracts Signed in New York

MIDNIGHT SUN BROADCASTING CO., licensee of KFAI Fairbanks and KENI Anchorage, Alaska, through Adam J. Young Jr., New York, is to carry Life Can Be Beautiful (NBC, 3:15 p.m., Monday-Friday). Show is sponsored by Procter & Gamble’s Tide through Benton & Bowles, New York, and will be rebroadcast a two-weeks delayed basis and rebroadcast 3:15 p.m., Alaska time.

Spot business contracts also going to the Midnight Sun stations during the past month are: Procter & Gamble’s Joy through Betco Co., New York, two one-minute daytime spots, Monday-Friday; J. B. Williams Shaving Cream through J. Walter Thompson, New York, one half-minute daytime spot, Monday-Friday; Hills Brothers’ Coffee through N. W. Ayer, New York, one one-minute daytime spot, Monday-Friday, and Whitehall Pharmacal (Anacon, Heet, Bisodol Mints) through John Murray Adv., New York, one half-minute spot Monday-Friday, effective June 1.

RFE ADVISOR

Duffield Lands in Munich

ROBERT G. DUFFIELD, manager of WOWO Fort Wayne, Ind., has arrived in Munich to serve as a consultant to Radio Free Europe.

On six weeks leave from Westinghouse Radio Stations Inc., Mr. Duffield will study radio and transmitter installations, methods of operation and help plan imminent expansions.

His experience in all phases of broadcast operation dates from his joining Westinghouse in 1927 at KYW (then in Chicago; now in Philadelphia). Mr. Duffield has served in all the Westinghouse stations except KEX Portland, Ore.

Prior to flying to Germany, Mr. Duffield arranged a communication schedule via amateur radio with H. W. Jones, manager of the Fa. Eastern Sales Dept. of the Westinghouse International Co. in New York, to keep up with happenings here.

In Munich, he is accompanied by Mrs. Duffield. Before returning home, they plan to visit Spain and Portugal.

BASEBALL SUIT

KFSB Files New Charges

KFSB will file its original injunction suit to restrain interference with broadcast of St. Louis Cardinals baseball games [Broadcasting • Telecasting, May 21]. However, the station has filed a new injunction and damage suit directed solely against the Joplin Baseball Corp. and its director.

The original suit not only named the Joplin team, but also the Cardinals, Griesedieck Brewing Co. and Ruthrauff & Ryan. These four defendants had filed motions to dismiss on grounds that the court lacked jurisdiction in any such case involving anti-trust laws. In the new action, KFSB asks $10,000 damages resulting from an interruption to a May 8 Cardinal broadcast on the station. Also sought is a mandatory injunction against further interference.
Open Mike
(Continued from page 18)
programs are better than ever. Better programming at the right time for the right section of the country has been made possible through the modern miracle of the high-quality tape recorder...

What local station is there which can produce a musical show from any transcribed or recorded library and have it compare with the high professional polish of a taped network show? What local station has the time to devote to such individual shows? What local stations can afford to pay a Don Wilson or a Del Sharbutt to announce its shows?

The four major networks have finally not "degenerated into network transcription libraries forrepid talent." Show me a transcribed service which can compete with the recency of network on a year-around basis...
The show was taped... So...

Robert F. Concis
Program Director
KBKH Pullman, Wash.

Dissenter
EDITOR:
Without arguing the merits of the Richards case, I nevertheless take exception to the main point of your editorial, "Who Complained:" [May 21]. Your point is, as I interpret the editorial, that if the public hasn't complained, then there is no real complaint in existence.

How is the public to know whether or not a story is slanted unless they devote themselves to exhaustive reading and research on a great many subjects, something few do? After 12 years in the radio business, I submit that I have seen stations whose newscasting was sloppy and indifferent, stations whose newscasting was conscientious... but for the most part the public was more concerned with delivery and voice than content. They will believe as gospel most of what they hear. The responsibility is with the owner to see that his newscasts present the true picture, not with the public to detect any slanting and complain about it...

Bill Erin
Program Director
WKJF Spartan, Wis.

Ignore P.I.'s?
EDITOR:
I think criticism of your method of blasting P.I. deals is in order. Apparently every time you amass a sufficient collection you print a long article with full details on each deal... It seems to me that we are defeating our own purposes by giving these chiselers free publicity...

At WCOJ no further notice is taken of these offers than to deposit them gingerly in the circular file. We do not waste our time and stationery, and I suggest that you do the same. Your space could better be used in general editorials against these shady sharpshooters.

Louis N. Seltzer
Secretary & Chief Engineer
WCOJ Coatesville, Pa.

[EDITOR'S NOTE: Our function, as we see it, is to report all the news, including the bad. As a news journal, we would be following a wishful policy indeed if we chose to Ignore P.I.'s in the hope that while our hatchet was turned they would somehow go away.]

An A.M.A. for Radio
EDITOR:
We have again arrived at that time of year when radio stations begin to beat the brush for summer replacements... and out run high school seniors, unemployed salesmen and college playboys who are enamored of the "glamor" of radio. The small stations can hire these misfits at a low rate... What's to be done about the summer replacement problem?...

Isn't it about time we really made radio a profession?... We should set up professional standards, a process of registration. We who depend on radio for our daily bread need protection from those to whom radio is merely a glamorous pastime...

It would be to the advantage of management to cooperate in the plan for putting the radio industry on a professional status. They would thus be assured of a ready supply of experienced and air-wise personnel. As for admitting new members to the profession, they would have the opportunity of proving their worth through regional auditions and examinations, supervised and conducted by a board made up of actively employed radio personnel and executives, assisted by officials of accredited schools...

Dave Mokr
WARA Attleboro, Mass.


SILAO SPRINGS, ARK.
ONE OF THIS WEEK'S ADVERTISERS

WILDROOT

5000 WATTS
M.B.S. AFFILIATE
Serving 4-State Area

Associated With KGER
Long Beach, Calif.
NEW KMBC HOME
Celebration Marks Opening
ARTHUR B. CHURCH's month-long anniversary celebration was climax ed May 19 with the opening of a new million-dollar KMBC Bldg. in Kansas City, Mo. [BROADCASTING 
• TELECASTING, May 21]. The four story building covers a block in downtown Kansas City and houses a 2,600-seat theatre to be known as the TV-Playhouse.

Mr. Church, president and founder of the KMBC-KFRM Kansas City team, was honored through a celebration entitled, "30 Years and 30 Days," which began April 21. The 30 years represents the length of Mr. Church's association with broadcasting.

Some 15,000 visitors were conducted through the KMBC Bldg. by staff members. Products and services of every KMBC-KFRM advertisers were merchandised with displays along the route of the public tour. The official dedication, an hour-long broadcast, was presented from the stage of the TV-Playhouse. Attending the broadcast were 600 invited guests and about 2,000 public spectators who had written for tickets.

At 7:30 p.m., the Brush Creek Polkas had its 1951 premiere from the TV-Playhouse. The first half-hour was carried coast-to-coast by CBS. KMBC television cameras—the station has purchased TV equipment for future use—picked up the show, piping it by cable to sets in the huge KMBC television studio where it was viewed by several hundred persons.

The new building has a total floor-space of 100,000 square feet, and also houses the local bureau of United Press Assn. Negotiations are under way for tenancy of other available space.

Name of the building was chosen after a contest conducted within the radio and advertising trades. Grand winner of the contest was Gene Duckwall, Foote, Cone & Belding, Los Angeles. Other winners were:


Judges for the contest were Herbert H. Wilson, chairman, president of Kansas City's Centennial Assn.; Bruce B. Brewer, president, Bruce H. Brewer & Co.; R. J. Potts, president, R. J. Potts & Co.; Ken & Holden; William J. Krenzke, president, Potts-Turnbull Adv.; William B. Terry, president, Wm. B. Terry Organizations Inc. and James M. Kemper, chairman of Downtown Committee.

INCENTIVE PLAN
Extended by RCA
NET INCOME required of RCA Victor Div. of RCA before its management incentive compensation plan goes into effect has been increased from $5.4 million for 1950 to $8,160,000 for 1951, SEC records showed May 18. The limit on the aggregate amount of incentive compensation payable under the plan also has been increased from $9,000 to $1,000,000 for 1951, it was disclosed.

Incentive plans for 1950 were continued into 1951 by NBC, RCA Labs Div., RCA International Div., RCA Communication and Marine Corp. of America, with provision that no RCA director or officer "has been designated eligible to receive incentive compensation for the year 1951" from any of the divisions. This was understood to have the effect of preventing top officials of various divisions from setting their own bonuses.
ROBERT J. McBRIDE Jr., promotion director WGH Newport News, Va., appointed program and promotion manager. AMBERD DAIL, announcing staff, appointed chief announcer.

MARJORIE TAYLOR, continuity editor WLAP Lexington, named continuity editor KFDW, replacing CAROLINE GRAHAM, who resigns to marry Kenneth Fitzgerald.

TED MCKINSTRY, chief announcer KJTV Helena, Mont., named program director.

WINSLOW UEDE, network sales promotion NBC Chicago, to program business development NBC Chicago.

CHARLES V. HUNTER, program director WJW Cleveland, called to active duty with Army. BRUCE MACDONALD, director program department in his absence.

NAOMI RECTOR, traffic manager WPTV Albany, N. Y., appointed director of continuity and traffic operation, replacing WILLIAM BAYLA resigned (see AGENT BEAT).

TWELL K. STARKIE appointed news editor KWFT Wichita, Texas.

AM R. WORKMAN, TV production manager Navy's Special Devices Sta, Sands Point, Long Island, N. Y., appointed producer CBS Public Affairs, will fill in during the 13-program series, It's Up To You, Sat., 5:30-6:30 p.m. over CBS-TV, in behalf of one submarine commander to present one member of each household to take civilian defense first-aid emergency training course.

HOWARD ANDERSON named director film department WFAA-TV Dallas. He has been KEDY-TV Salt Lake City as news and special events director, replacing RICHARD POTTER resigned.

MAURY FERGUSON, announcer WKY-TV Oklahoma City, resigns to freelance full time and to appear on several shows on WKY and will also broadcast three shows on KOTV (TV) Tulsa.

FRANK HARDEN, program director WIS Columbus, Ohio, elected national director of United States Junior Chamber of Commerce.

BOB KERR, staff announcer WKPT Springfield, Mo., to WDAF-TV Kansas City as announcer-news caster.

ART BACA appointed to announcing staff KATL Houston, replacing TED KNAPP, called to active duty with Air Force.


ROLAND TWIGG, graduate Columbia Institute, Phila., to announcing staff WTUX Wilmington, Del.

LES TURNER, American folk music performer, to WISP Baltimore as guitarist and song writer.

GEORGE WINTERS returns to WCKY Cincinnati as disc jockey. He replaces KEVIN HARRISON. Winters has just completed tour of duty with Marine Corps. DAN DAVIS appointed to staff WCKY Cincinnati.

MARIANNE PYATTU, accountant KEUID San Diego, to KEIG Long Beach, Calif., as assistant accountant.

JOHN MICHAELS, announcer WPAY Portsmouth, Ohio, to WYKO Columbus, Ohio, as disc jockey.

LEROY MORGAN, music rights department WRC Washington, to production department Washington. RENE MARECHAL page WRC, to music rights, RAY MORENO, WABF Worcester, Mass., to WRC Washington, as summer staff announcer.

L. T. LUMPIN appointed TV production staff WSB-TV Atlanta.

CHRISTINE BAYLE, dancer WINS New York, named "one of the best dressed men in his field" by The Men's Fashion Pageant, Atlantic City, N. J. He also was selected as a judge in next year's contest.

FRED SHEVIN, Hollywood radio-TV writer, father of girl, May 15.

RTA LAROY, TV actress, starts new weekly hour with Glamarous Session on KNBE (TV) Hollywood.

BEVERLY BROWN, program director WNOE New Orleans, awarded Blue Ribbons by Americanism through Youth betterment program in Legion Auxiliary. Mr. Brown selected in contest conducted by high school students in WNOE-TV, stage elections and select winners. He was chosen for his "Ideal Boy and Girl," "Youth for the Nations," youth participation programs.

BENNETT CERF, writer and publisher, will discuss his experiences in television and his upcoming fall with the regional final meeting of Chicago Television Council June 5. Regular luncheon meeting will take place in Dining Room 14 of the Palmer House hotel rather than the Tavern club because a large attendance is expected, according to President FRED KILIAN, ABC-TV. New officers for the next year will be elected.

WILLIAM CARSON, meteorology instructor and former orchestra leader, to WTMJ-TV Milwaukee as weatherman for daily ten-minute weathercast program.

JACK PEARCE, producer WXYL Philadelphia, father of boy, John J. III.

JEAN HERZLICH, star of Dr. Christopher Show, Wed., 9:00-9:30 p.m., who has willed his Hans Christian Andersen collection to the Library of Congress, presented catalogue of his collection to Luther E. Evans, Librarian of Congress, in Washington May 17.

GERALDINE WING, office manager KODX North Platte, Neb., elected president of North Platte Business and Professional Women's Club.

BOB FITZGERALD, continuity department KVVF Santa Fe, N. M., appointed to announcing and promotion staff. GORDON KING, part-time salesman and announcer, appointed full-time announcer and musical director. JOHN ANDRE named announcer-engineer. He was with KSFO San Francisco.

DAGMAR, star of Broadway Open House on NBC-TV, voted "Miss Welder of 1961," by the National Eutectic Welders Club. The club elected Miss Dagmar WGN Chicago "girl they would like most to wed with."

JACK GOLLY, member of "Star-Noters" musical group WGN Chicago, father of daughter, Lisa Sue.

PETE JOHNSON associated with British motion picture studios, to direction department, WRC Washington, as assistant to TOM CORRADINE, film director.

ELOISE REEVES, supervisor film operations division KECA-TV Los Angeles, appointed director of film department for station, succeeding GEORGE K. BOGGS, resigned. She will also continue in her previous position as KECA-TV Los Angeles, June 16 leaves for England for week assignment with independent film producer as advisor-consultant on series of half-hour films for U.S. distribution.

JOSEPH PARKER, producer AL JORDAN Show KEAC-TV Hollywood, and MARYLyn HARE, TV actress, are parents of boy, Christopher Joseph, May 14.


GLORIA WILSON, RCA Indianapolis, to WMAQ-WBQ (TV) Chicago, as "Mom from the Midwest," June 18.

LARRY GUTTER to WBBM Chicago writing staff. He was with W. E. Long, Harold Gingrich & Assoc. and Ollie Advertising, Chicago agencies.

JACK NAYLOR appointed floor manager WOAC-TV.

AL OUIEM, co-ordinator of television for Canadian Broadcasting Corp., Montreal, taking three months leave of absence.

PETE STRAND, director WXYZ-TV, acted as community consultant for 11th Annual Community Careers Conference held by Wayne U. Mr. Strand participated in forum discussing television.

EDWIN BAILEY, Hollywood producer CBS evening or consequence, father of girl May 12.

DICK RIFENBURG, announcer WJR Detroit, to sports announcing staff WBEN Buffalo. He was selected end on 1948 All-American football team. Mr. Rifenburg fills in for RALPH HUBBELL, sports director WBEN, now taking prolonged rest at Newton Memorial Hospital, Cassadaga, N. Y.

HAL NEWELL, television sports announcer WIXL Cleveland, to WERE Cleveland as sports commentator.

FRANK SOMMERKAMP, student Xavier U. and Sunday news writer WCKY Cincinnati, appointed sports editor Xavier News.

GRANT HOLCOMB, news caster CBS Hollywood, returns to work following recovery from injuries sustained in auto accident.

JACK KNEILL, director news and special events WBT Charlotte, N. C., played role of Elwood F. Dowd in the Little Theatre's presentation of "Harvey."


JESS PRICK, reporter and staff writer Jamestown Sun, Jamestown, N. Y., appointed news editor WJTN Jamestown. He succeeds RAY PINCH, named radio editor Buffalo Evening News, Buffalo.

GLORIA ROGERSON, women's commentator WWVA Wheeling, W. Va., named as one of the winners in Woman's Radio Commentators contest on Wendy Wren's show over CBS.

SIDNEY G. PIETZSCH, news editor WFAA Dallas promoted to rank of major in Texas National Guard. He is public information officer for 45th Armed Div., headquartered in Dallas.

GEORGE HERMAN named chief of CBS Tokyo Bureau and JACK WALTERS, New York, and ROBERT C. PIERPOINT, Stockholm, assigned to Tokyo. Rotation trips home from Tokyo on Mr. Herman, whom ROBERT F. MARTIN will replace temporarily, and JOHN J. JEFFERSON also were announced.

JOHN FRANKLIN, news commentator KYW Philadelphia, father of girl, Candida.

JACK MORAN, sports director WMON Montgomery, Va., to KVER Albuquerque in same capacity.

JIM SCOTT, news director WKBX Manchester, N. H., father of daughter, Morgan Erica.

PAUL JONAS, sports editor MBS, and AL HELFELD, sportscaster MBS, recently received membership in Million Mile Club of United Airlines.

KEN DUNHAM, newswriter KBCS San Francisco, and ROLAND SMITH, engineer KBCS, flew to Honolulu last week to tape series on Hawaiian defenses for CBS.

Key to a $6 Billion Market

News...
LOCAL COVERAGE

FCC Issues Warning

INDICATION that FCC will crack down on suburban stations claiming coverage of wide metropolitan areas was seen in a ruling granting a construction permit for a new local station in Burbank, Calif.

In granting the application of Broadcasters of Burbank for a 250 w unlimited time outlet on 1490 kc, the FCC stated: "It will be clearly understood that we are authorizing this station for the city of Burbank and it is expected that the station will be programmed for that city, announced as a Burbank station and that there will be no limitation that the metropolitan area is being served."

The facilities granted for the new station are the relinquished by KWIK Burbank, revoked by final order of the Commission earlier this year on grounds of transfer of control without FCC approval. [BROADCASTING * TELECASTING, Jan. 29].

Broadcasters of Burbank is a partnership composed of the following: Walter W. Mansfield, real estate business, 20% owner; Albert S. Hail, real estate, 20%; Floyd J. Jolley, used car dealer, 40%; and Arthur J. Crowley, attorney, 20%.

In its memorandum and order accompanying the grant, FCC pointed out that a Class IV station is designed to render primary service only to a city or town outside a metropolitan district and the suburban and rural areas contiguous thereto. In general, as in this case [Burbank], a Class IV station cannot provide service to a metropolitan district because of the coverage limitation imposed on this class of station by power restriction and by interference from other stations of the same class.

The opinion noted KWIK had been the only outlet in Burbank, which grew from a population of 34,387 in 1940 to 78,318 in 1960. Continuing, the memorandum opinion stated in part:

... the city is located some distance from the center of the principal city of

this metropolitan district, has a large business district, a completely separate government and a number of independent civic, social and cultural organizations. Among the latter organizations are the Senior Symphony Orchestra, Youth Symphony Orchestra, Theatre Guild and Choral Clubs, all organizations serving as a rich source for local live programs and organizations among which the city should be afforded opportunity for community self-expression.

In the instant case members of the applicant have represented to the Commission that due to local residence or personal interest in the city of Burbank, their sole interest in acquiring this facility is to provide a needed local service to that city. The applicant has also represented to the Commission that it will make every possible effort to provide this service and to afford the many organizations of the community opportunity for local self-expression.

In view of the above matters, we believe a grant of the instant application would be in the public interest despite the failure to provide service to the metropolitan area in accordance with the recommendation of the Commission's Standards. The application meets the requirements of the Commission's Rules and Standards as applied to all the other stations.

From the foregoing, it will be c' understood that the applicants are authorized to provide service to the city of Burbank, California, which preacher has no local standard broadcast signal.

From the foregoing, it will be c' understood that the applicants have the legal right to maintain a local station in Burbank, California, which preacher has no local standard broadcast signal.

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MEDIA WAR? Canada Publishers Nettled By Low-Rate Radio Report

IMPACT of the Canadian broadcasting industry's "The Inter-Media Story" report [BROADCASTING • TELECASTING, May 7], showing the lower cost of radio as compared to Canadian broadcasting industry and circulation interests are understood to have told the broadcasting industry that its report will have advertisers demanding more research on readership, a costly undertaking.

Meetings of directors of the Canadian Assn. of Broadcasters and a committee of the Canadian Daily Newspapers Assn. is to take place this week in Montreal to iron out some of the difficulties which publication interests claim have arisen from "The Inter-Media Story." Figures used in the report were those of the Bureau of Broadcast Measurement Audit Bureau of Circulation.

preliminary mirographed form "The Inter-Media Story" has a distribution by the Canadian Assn. of Broadcasters to all Canadian advertising agencies and Canadian advertisers.

while there have been no of official issues by either side, it learned on the highest authority that pressure is being brought to bear by newspaper-owned radio stations to modify the report before it is issued in its final form, as it shows the cost of radio time far lower than that of newspaper space throughout Canada. Close to a third of the CAB membership represents newspaper-owned or controlled stations, and there has even been a threat that newspaper-owned stations may withdraw from the CAB if the report is not modified. This would affect all phases of the Canadian broadcasting industry, as there are newspaper-owned stations throughout Canada, though most are centered in Ontario and Quebec provinces where the bulk of Canada's population is concentrated.

Canadian broadcasting has never had a serious internal squabble, most privately-owned stations being united in the possible ramifications of the government-owned system which administers Canadian radio legislation. But "The Inter-Media Story" threatens to split the Canadian industry into three groups - government-owned stations of Canadian Broadcasting Corp., newspaper-owned stations and independent stations.

On hand for the opening of the Radio-Canada Bldg. were, front row (1 to r), E. A. Weir, CBC commercial manager, G. Treanor, WHBO, Washington; Donald Manson, CBC Ottawa; Marcel Ouimet, director of the CBS French network, Montreal. Back row, Phil Lalonde, manager, CKAC Montreal; Vic George, manager, CFCF Montreal, and George Young, CBC director of station relations, Toronto.

Dignitaries galore attended the opening of the new Radio-Canada Bldg. Front row (1 to r) Camillus Houle, Montreal mayor; Dr. McCann; Dr. Frigon; Archbishop Paul-Emile Leger, of Montreal, and Edouard Rinfret, Postmaster General of Canada.

CBC BUILDING Gala Opening in Montreal

OVER A THOUSAND Canadian and American radio, government and business officials attended the official opening May 18 of Canadian Broadcasting Corp.'s new 45,5 million Radio Canada Bldg. in downtown Montreal.

Members of the foreign diplomatic corps at Ottawa and Montreal were shown through the building where CBC originates broadcasts in 14 languages for airing by shortwave to Europe and Latin America. Advertising agency officials and advertisers were shown studios, master control room and master recording room.

The proceedings were telecast by closed circuit from cameras at various vantage points in the building to receivers stationed throughout the ground floor of the 12-story structure. It was Montreal's first important TV demonstration.

Ceremony speakers included Dr. J. J. McCann, Canadian Minister of National Revenue, under whose jurisdiction comes the CBC; A. D. Dunton, chairman of the board of the CBC, and Dr. Augustin Frigon, CBC general manager.

Exterior of the building on Dorchester St. has large windows giving full view of the ornate marble entrance lobby which features a huge map of Canada painted on one plywood wall, and also has four window displays showing various CBC services.

For some interesting information on radio in Iowa, please see page 31 of this issue
JOHN D. LANGLOIS appointed general sales manager of Langworth Feature Programs Inc., Y. transcription firm, following resignation of FIERRE WEIS, (see separate story in this issue). At same time, C. L. LANDGLOB Sr., presi- dent, announced inauguration of broad and aggressive campaign with adver- tisements and spotting to increase com- mercial AM broadcasting for Langworth local-station customers.

STANDARD RADIO TRANSCRIPTIONS, Hollywood have signed twenty- seven radio stations for Standard Pro- gram Library since Jan. 1, according to Gerald King, president. Company also announced signing of Lorraine Cugat, vocalist and orchestra leader, for series of transcriptions. Firm also signs "The Whippoorwill" with Georgia Brown instrumental group to recording contract.

PAUL PHILLIPS, producer-director NBC Phil Harris-Alice Faye Show, to Filmcraft Productions, Hollywood, in charge of sales and client services. He was western sales manager Jerry Fairbanks Productions, Hollywood.

ROLF W. BRANDIS, television director Filmakar Trailer Corp., Chicago, to Academy Film Productions Inc., same city, as assistant sales manager. He will also supervise the packaging di- vision. He worked formerly at Olsen Advertising agency.

FRED WHITNEY named by Society of Motion Picture and Television En- gineers to direct test film technical operations. Mr. Whitney, previously with Altec Service Corp., and Western Electric, "will tie the Society's test film activities to the technical performance problems presented by mod- ern high quality sound systems now used widely in theaters and to growing field of professional 16 mm mo- tion pictures in education and in tele- vision."

THE BEST way to get results from any of the above classifications is to place an ad in BROADCASTING • Telecasting ... where all the men who make the decisions meet every Monday morning.
ALLIED PACT

Gets Government Recording

ALLIED RECORD Mfg. Co. for the fourth consecutive year has been awarded the annual contract for recording, processing and pressing all transcriptions for agencies of the U. S. government.

Daken K. Broadhead, president of the Hollywood transcription firm, said the Bureau of Federal Supply has issued a contract naming his firm as the federal government's exclusive supplier of radio transcriptions. He did not reveal contract terms. It runs from June 1, 1951, through May 31, 1952.

Allied's Hollywood plant and its K. R. Smith division in New York turn out all transcriptions required by the government agencies, including those for the Voice of America; subscribed Guest Star shows for Treasury Dept.'s Savings Bond; Stars on Parade and Sunday We Hail for the Adjutant; all's Office of the Army.

In addition, Allied presses training recruiting programs for navy and Marine Corps and transcriptions supplied by the U. S. armed forces overseas. Under its contract Allied also provides recording facilities in New York, Washington, Chicago and Hollywood to federal agencies in transcribing their radio programs.

RADIO INSTITUTE

'Ven-Agers Will Learn How

THE FIRST North Carolina High School Radio Institute, co-sponsored by the North Carolina Association of Broadcasters and the Communication Center, U. of North Carolina, will be held July 22-Aug. 4 at the university campus at Chapel Hill.

Held in cooperation with the university extension division, the institute will include special lectures by professional radio men and women; practical experience with professional equipment; modern radio production facilities and courses especially designed by the university radio staff.

AWARD to Actor Ben Blue as "East Baltimore Boy of the Year" is presented by Joseph Katz (I), president of The Joseph Katz Co., Baltimore, and received on actor's behalf by Sid Fields. Mr. Katz is founder of "East Baltimore Boys," whose plaque cited Mr. Blue for spreading the fame of the old neighborhood throughout the world." Award was made at annual reunion and dinner of club at city's Phoenix Club this month.

INDIANA NEWSMEN

Bruner Named President

ROBERT H. BRUNER, WIOU Kokomo, Ind., was elected president of the Indiana Radio Newsman during the organization's third annual clinic-convention at the U. of Indiana in Bloomington May 12-13. Others named were Al J. Jeffries, WIRE Indianapolis, first vice president; Howard Stevens, WBOI Terre Haute, second vice president; Phil Haines, WTCI Elkhart, secretary, and Ruth Dunagin, IU radio-journalism instructor, treasurer.

Panel discussions on "Local News Coverage" and "Manager-Newsroom Relationships" highlighted the two-day sessions, which culminated with panels involving chiefs of three major wire services at Indianapolis.

Among the speakers were William Ray, special events, NBC Central Div., and Malcolm Johnson, Pulitzer Prize-winning reporter for the late New York Sun and lecturer at Indiana U. Next IRN meeting will be held in November in connection with the convention of the National Assn. of Radio News Directors at Chicago.

Strictly Business

(Continued from page 14)

midwest operation in the 203 N. Wabash Ave. Bldg., and now has nine people working with him. The only move has been from floor-to-floor in the same building as the company added stations to reach its present total of 50 AM and four TV. Mr. Weed opened the Detroit branch, in 1938, and still supervises activity there.

A radio man for 21 years, he is a native New Yorker. He attended Cornell-on-the-Hudson near Green Point and the New York Military Academy preparatory schools before registering at Fordham U. A proficient swimmer, he joined the membership in the New York Athletic club while attending prep schools, and won a swimming scholarship to Fordham. He collected ribbons and medals at a variety of competitive eastern meets, but has cut down on swimming and eliminated diving since breaking his leg in a steep dive.

Before being influenced by his brother to go into radio, Neil between school terms, spent two summers in the merchandising department of The American Weekly in New York and one as a salesman of unlisted securities in Asbury Park. Then he joined the radio department of Lord & Thomas & Logan (now Foutz, Cone & Belding). From 1930 until 1932 he spent most of his eight-hour routine answering fan mail for Weber & Field, Bing Crosby, Jannette and Arthur Pryor and his band. Writers'-cramp and a yearning for sales caused him to shift to WBNX as national sales representative of the foreign language station. From there, he went to World Broadcasting, New York, before joining his brother and the New England Network as Chicago branch manager.

Other Activities

He manages to carry on a staggering number of activities with enjoyment, calm and efficiency. His first interest is his family. He and his wife, the former Reilly of New York, live in Highland Park, north along the lakefront, with their four sons, Neil Jr., almost 15; Eddie, 11; Barry, 10, and Bill, 6. He is interested also in community and school projects, and currently is running a musical performance for his church.

He holds membership in Exmoor Country Club, the University Club of Chicago, the Press Club, Television Council, Radio配音 Club and Key Club, and is a member of the National Assn. of Radio Station Representatives and an associate member of the National Assn. of Radio and Television Broadcasters.

Mr. Weed currently is planning a summer vacation in Palm Beach, and has automatically scheduled numerous weekends for fishing with his boys in the front yard. He calls it fishing, even though he seldom has time to do more than put worms on four hooks.

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ALL OVER ROANOKE AND WESTERN VIRGINIA

RADIOS ARE TUNED TO...

Bob Hope

Theatre Guild On the Air

Phil Harris-Nice Faye

The Big Show

Life of Riley

The Railroad Hour

Grousse Marx

PLUS

AWARD-WINNING LOCAL PROGRAMS

• Farm and Home

• Devoted To Sports

• The Sports Desk

...awarded First Place by Virginia Associated Press broadcasters.

WSLS NOW NABC IN ROANOKE AND WESTERN VIRGINIA

Winner of Billboard's Annual Public Service Competition Award in 1950.

NATIONALLY REPRESENTED BY WEDGE & COMPANY

Successful marketing is an integrated operation.

Printers' Ink stands alone as the one publication that reports every phase of marketing completely, that integrates all the complexities of marketing for the advertising, management, sales and agency executives who are the leading buyers of advertising.

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Stone that WSM needed another advertising salesman. Since he would work for a straight commission, this persuasion did not prove too difficult.

The first month, Mr. Daniel made the grand total of $46. Next month, $60. He was working with a list of inexact accounts that other salesmen did not consider worthwhile.

Before long, however, the horizon brightened. WSM (now WSM- \(\text{AM}-\text{FM-TV}\)) increased its power from 5 kW to 50 kW and became one of the pioneer clear channel stations in the country.

Mr. Daniel was made commercial manager of WSM in 1935 and held that position until he resigned to establish WSAV. While at WSM, he served as chairman of the NAB Sales Managers Committee for NAB District 8.

Why, with such deep-reaching roots in Nashville, did Mr. Daniel choose Savannah to establish a station?

"After vacationing at Sea Island, Ga., in 1937, my wife and I decided to drive back to Nashville through Savannah," Mr. Daniel explained. "At that time I discovered that Savannah had no choice of radio service.

"So, by chance, I became interested in establishing a station at Savannah."

Follows Through

When Mr. Daniel gets an idea, so business associates say, he realizes it thoroughly. In fact, one associate described his outstanding characteristic as tenacity.

The associate explained, "Harben Daniel is no genius. He's not a guy who can just sit down and get 18 bright ideas. But once he strikes the right idea, he follows through to the last detail."

So with an idea to expand Savannah's choice of radio service, Mr. Daniel set to work. And WSAV, "The Voice of Savannah," went on the air Dec. 28, 1939, with 100 kW. Within a few months power was upped to 250 w and WSAV became the second Georgia affiliate of NBC.

Even as a 250 watter, the station did a pioneering job with production type programs, and its series, "Saga of Savannah," won national magazine recognition.

Early in 1940, WSAV greatly improved its facilities with 5 kW on 630 kc, its present assignment. The companion station, WSAV-FM went on the air first in December 1949, and Mr. Daniel has on file with FCC an application for a television channel.

WSAV is a monument to Mr. Daniel's industriousness and business acumen. He has built an idea into a respected property.

But there were tired hours and throughout the building of a successful career, his helpmate was the formerly Catherine Murray, of Nashville, whom he married in 1934.

Today, the Daniel's handsome Southern home at 310 E. 46th St., Savannah, is shared by two daughters, Catherine, 14, and Mimi, 7.

Civic-minded, Mr. Daniel is president of the Rotary Club of Savannah, president and chairman of the board of trustees of the Porter G. Piepont Educational Fund Inc., past president of the Sigma Chi Alumni Chapter of Savannah, a member of the board of the Savannah Chamber of Commerce, a member of the U.S. Army advisory committee, of the Oglethorpe Club, the Savannah Yacht and Country Club, the Cotillion Club of Savannah and of St. John's Episcopal Church.

One would have to say that Mr. Daniel is a very active man. There are moments, nevertheless, when relaxation becomes a need, and he finds respite in his hobbies—boating and fishing.

Through all this febrile activity, he has kept his spare frame topped by a cool head. How does such a man feel about the future of radio? At this point, Mr. Daniel becomes philosophical:

"The biographers have said that had it not been for the many obstacles which it was necessary for him to overcome, there never would have been an Abraham Lincoln."

"Just as overcoming obstacles creates greater capacity in men, the same applies to industry. I feel that the radio industry, which has had relatively easy sledding for more than 20 years, can meet the challenge of the present crisis and emerge stronger, more stable and better able to cope with competitive forces in the years to come."

**PULSE EXPANSION**

Roslow Reports 51 Markets

EXPANSION of The Pulse Inc.'s radio audience surveys into at least 51 markets during 1961 was announced last week by Dr. Sydney Roslow, director of Pulse. Detroit and Atlanta are the most recent major markets to be added. Other additions are New Orleans and Minneapolis-St. Paul.

More than 20 TelePulse surveys are to be included in coverage for the year.
YOUTH AND NARCOTICS

WCKY Cincinnati, Cincinnati Youth and Narcotics, May 20, documentary program prepared by station's public relations department, summarized city's narcotics and youth problem. Various civic groups contributed to program.

"KISS Me Kate!" is what Don Bell, disc jockey at KRNT Des Moines, calls out as Kate Mauch prepares to hang a large smackedoo on him. Mrs. Mauch was the winner of recent "Kiss Me, Kate!" contest held by KRNT. Mr. Bell and the "Kiss-O-Meter," devised by Ralph Reynolds, station engineer, were the solo judges in the contest, with Mr. Bell acting as the go-between. The promotion was part of elaborate arrangements announcing the arrival in Des Moines of the musical show "Kiss Me, Kate!" Contest was opened to all women whose name was Kate. To protect the finalist and insure the safety of all, local police officials were called in to handcuff and blindfold Mr. Bell.

CIGARETTES TO VETS

WPX Milwaukee, 8:25 a.m. Mon. through Sat., keeps in touch with veterans of both World Wars. Station sends musical tribute to different veteran each day, plays his favorite record, and through cooperation of Milwaukee's VFW post sends carton of his favorite cigarettes.

AWARD BROCHURE

KSTP Minneapolis sending trade and advertisers bright brochure pointing out national awards they have received. Cover is blushing face with microphone body saying "We Shucks!" Inside gives data of two "firsts" awards station received. Small gold colored replicas are pasted under the heading "KSTP top O' Heap with two firsts." . . .

STATION BOOKLET

WJJJ Montgomery, Ala., sending trade and advertisers booklet based on all phases of station operation. Piece has pictures of station studios, personnel and equipment. It also has all types of programs carried by WJJJ along with many pictures of coverage. Last part of book is devoted to "How to protect yourself in case of atomic attack on Montgomery." . . .

STATION'S SIGHT SAVERS

WIBW Topeka sending trade blue-covered promotion piece with outline of eye-glasses on cover and wording "For clearer vision! . . ." Inside continues cover phrase with " . . . on the road to greater Kansas sales, hire WIBW." Tying in cover lines with prime station has attached package of silicone-treated Sight Savers along with card which prospective time-buyer may fill out requesting more packs of Sight Savers as well as current and future availabilities on station. Remainder of piece describes market and station, concluding with facts about premium promotions.

WIDE COVERAGE

KLZ Denver, through The Katz Agency, N. Y., has released a six-page, two-color booklet pointing up that KLZ delivers more customers than ever before. Using Census, BMB and Hooper sources, the folder shows that Denver today has more people, more readers, more sets-in-use, more KLZ listeners than ever. BMB maps and data on station's seven-state coverage, day and night, together with description of its technical facilities and merchandising and promotion service, are included.

COVERS TRAIN WRECK

FIRST on-the-scene TV films to be telecast in New York of both the Pennsylvania Railroad wreck at Bryn Mawr and the $500,000 pier fire at Philadelphia were those of WPIX (TV) New York, the station claimed last week. Footage of both disasters was "shot" from a plane by Ray Zeiner, WPIX's Telepix cameraman, and shown at 2:30 p.m., May 18. Films, for which baseball telecast was interrupted, included tie-up with WFIL-TV Philadelphia, the latter exchanging its film of ground scenes for those of WPIX taken from the air.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

Close-up of a female face with a microphone body saying "We Shucks!"
May 17 Applications

APPLICATIONS FILED
KJCF Festus, Mo.—License to cover CP new AM station.

WANT Richmond, Va.—Same.

License Renewal

License renewal applications filed by following AM stations: KTHQ Liburn, Hawaii; WKAY Gladstone, Ky.; KBOW Butte, Mont.; WATO Oak Ridge, Tenn.

Modification of CP

WNB-FM New York—Granted joint petition and conclusions, now due May 1 of every fiscal year.

May 18 Decisions

ACTION ON MOTION

By Town: George E. Sterling

Clarksdale Bestg. Co., Clarksdale, Miss.—Granted Methods of application.

Texo Bestg. Co., Clarksville, Tex.—On Commission’s own motion, removed application, from hearing docket.

FCC General Counsel—Granted extension to May 15 to file opposition to review for decision of Hearing Examiner’s ruling of April 27 in proceeding on applications of Central Ohio Bestg. Co., Galion, Ohio, and that of The Court House Bestg. Co., Washington Court House, Ohio, Action May 11.

By Examiner Panney N. Litvina

KBGV Great Bend, Kan.—Granted joint petition in proceeding upon applications of George E. Gruntz, Co., Great, Kan. requesting (1) time for filing suggested corrections to transcript of record to be extended from May 11 to May 18 and (2) time for filing of findings of fact and conclusions, now due May 15, be extended to June 13, upon which proposed findings of fact and conclusions are due.

KXUW Corpus Christi, Tex.—Granted continuation of hearing from May 17, to Aug. 15 in Washington, D. C.

By Examiner James D. Cunningham

KVA San Fran., Calif.—Granted further hearing on its application and that of KUWM San Mateo, Calif., presently scheduled for May 18 to be continued to July 27 in Washington, D. C.

By Examiner Basil P. Cooper

WFTC Knoxville, T. N.—Granted motion to amend application to specify new transmitter site, effective power, from 1 kw D to 5 kw D, to specify new estimated cost, figures, and financing, and to show transfer of 5 kw D to May 19.

Radio Reading, Reading, Pa.—Granted motion to amend application to show maximum operating expected values of proposed directional antenna.

By Examiner H. B. Hutchinson

KXJG Sonora, Calif., and KETYK Helena, Mont.—Granted petition to amend application by deleting words “100 kw D and F,” where they occur in answers to questions, and to substitute in lieu thereof words “to 10 kw D and F.”

Gulf Beaches Bestg. Co., St. Petersburg Beach, Fla.—Granted in part petition to amend application to specify use of 130 kw D in lieu of 1500 kw D and for removal of station, effective power, from 1 kw D to 5 kw D, to specify new estimated cost, figures, and financing, and to show transfer of 5 kw D to May 19.

By Examiner Leo Resnick

GFA Bestg. Co., Winflow, Ariz.—Granted in part petition to increase antenna height by reducing nighttime power proposed to be used in daytime to be used as proposed and change antenna patterns to be used day and nighttime, now due May 15, to be continued to May 26, upon which proposed findings of fact and conclusions are due.

May 18 Applications

ACCEPTED FOR FILING

License for CP

KDKD Clinton, Mo.—Licensed to cover CP new AM station on 1280 kc.

Modification of CP

WSAY Rochester, N. Y.—Modified CP increase power etc. for extension of completion date.

WARM Canton, Ohio,—Mod. CP change frequency etc. for extension of completion date.

AM—1450 kc

Wilmingtn. Bestg. Service, Winmgtn., Ind.—Modified CP new AM station on 250 kw, unam. AM-1450 kc

WTND Orangeburg, S. C.—CP change from 1270 kc to 920 kc.

FM—291 kc

WPNF-FM Fayetteville, N. C.—CP to change ERP from 12 kw to 1 kw and antenna to 287 ft. etc., and changes in ant. system.

License for CP

KSL-FM Salt Lake City, Utah.—License to cover CP new FM station.

Modification of CP

WNXT Portsmouth, Ohio.—New AM station for extension of completion date.

Grants authorizing new stations, changes in facilities, and transfers applications in the end, are granted, accompanied by a roundup of new station and transfer applications.

License for CP

KDFC San Fran., Calif.—License to cover CP new FM station.

WKOY-FM Carmi, Ill.—License to cover CP new FM station.

KSTP-FM St. Paul.—License to cover CP new FM station.

License Renewal

KLOF Long Beach, Calif.—Application for renewal of license.

License for CP

KRON-TV San Franc.—License to cover CP new TV station.

License for CP

KTOF Knoxville, Tenn.—License to cover new TV station and to specify location as Service District No. 180, Iowa Central College, Ames, Iowa.

TENDERED FOR FILING

Modification of CP

WGAF Atlanta, Ga.—Licensed CP to change trans. location and change type trans.

AM—1900 kc

KTKO Oklahoma City—Increase power from 1 kw to 5 kw and changes in DA.

Modification of License

WEIB Weirton, W. Va.—Mod. license, pursuant to Section 3.36 of Rules to permit WEIB—both WEIB, W. Va., and Steubenville, Ohio.

APPLICATION DISMISSED

Sireno E. Bowers Jr., Netaire, La.—DISMISSED application for CP new AM station on 1500 kw D unam. (Continued on WJMR relinquishing 900 kc.)

APPLICATION RETURNED

Duplin Bestg. Co., Wallace, N. C.—RETURNED application for CP new AM station on 1400 kw D unam. (Continued on WGRB relinquishing 1400 kc.)

May 21 Applications

ACCEPTED FOR FILING

WVCH Chester, W. Va.—CP increase power from 250 w to 1 kw and install new trans. station.

Modification of CP

WFAA Dallas—Mod. CP change DA etc. for extension of completion date.

WPAP Fort Worth—CP change DA etc. for extension of completion date.

AM—1250 kc

KWT Seattle—SSA to operate simultaneously with KWWC from 7:30 p.m. to 8:30 p.m., DST Thursday evenings during summer months.

AMENDED to change authority to operate 7:30 p.m. to 8:30 p.m., DST, Thursday evenings from May through August.

May 22 Decisions

By THE SECRETARY

WBAT Marion, Ind.— Granted license change frequency etc. 1400 kc to 2000 kc.


WBT-FM Charlotte, N. C.—Granted license station; 99.9 mc; Ch. 290, 1 kw.

WISC-FM Madison, Wis.—Granted 1170 kc; Granted license station: 96.4 mc; Ch. 251, 1 kw.

WISD-FM Madison, Wis.—Granted 1160 kc; Granted license station: 99.9 mc; Ch. 290, 1 kw.

KXUW Corpus Christi, Tex.—Granted request to cancel CP new remote pickup station.

WGN Chicago—Granted CP install aux. antenna on proposed CP stations only. Following were granted mod. CPs for following completion dates as shown: WBCQ Bennington, S. C., to 9-16-51; WPXF Long Island, N. Y., to 7-14-51; KRES St. Joseph, Mo., to 8-31-51, conditions.

KXUW Corpus Christi, Tex.—Granted CP license covering changes in vertical ant. W. W. Washburn—Granted CP license change frequency etc. 970 kc to 100 kw D; DA—3, unil.

WWWS Pittsburgh—Granted CP license install new trans. at present main trans. station.

KSEL Lubbock, Tex.—Granted license covering changes in vertical ant.

KGGF Covelline, Kan.—Granted CP license install old main trans. as aux. trans. at present main trans. station.

WNLC New London, Conn.—Granted license change frequency etc. 970 kc to 100 kw D, DA—3, unil.

WAWA-21, WAWA-390 American Co.— Granted mod. license to change frequency to 153.36 mc. and to 152.87.

Following were granted mod. CPs for extension of completion dates as shows: WFOC-FM Savannah, Ga., to 9-18-51, condition: WJFZ-FM New York, WAKO-FM Cumberland, Pa., to 9-8-51; WNBC New York, to 12-21-51.

WDAE-FM Tampa, Fla.—Granted 11l-ic license station 160.7 mc; Ch. 264, 65 kw; 2000 kc.

KSCJ-SF Sioux City, Iowa—Granted 56 kw; Granted license station 111-ic 118.5 mc; Ch. 225, 11.6 kw; 175 kc.

KXUF-CM Pensacola, Fla.—Granted license for following remote pickup stations: KSCJ-FM Pensacola, Fla., to 11-1-50, condition: JKWJ-FM Kansas City, Mo., to 11-1-50.

WRBN Warren, Pa.—Granted license

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.

Sterling 3426

BROADCASTING • Telecasting

COMMERICAL RADIO MONITORING COMPANY
PRECISION FREQUENCY METER, RELIABLE
A dependable service for 14 years

For immediate service phone

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Kansas City, Mo.
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Executive Offices
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26 Years’ Experience in Radio Engineering
MUNSEY BUILDG., REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE®

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Member AFCCE®

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-Electronics-Communications
1893 M St., N. W., Wash., 6, D. C.
Executive 1555—Executive 1611
(Nights—holidays; Lockwood 3-1810)
Member AFCCE®

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, III.
(A Chicago suburb)

WELDON & CARR
WASHINGrTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
2412 S. Buckner Blvd. 4752 W. Ruffner
Member AFCCE®

NERS C. DAVIS
505-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE®

GAYTON & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

SILLMAN & BARCLAY
1011 New Hampshire Ave.
Republic 6646
Washington, D. C.

ADLER COMMUNICATIONS LABORATORIES
Broadcast, Communication and Television Systems
One LeFevre Lane, New Rochelle, N. Y.
New Rochelle 6-1820

THE WES TURNER CO.
11 years TV Eng. Experience
Construction & Operation
Supervision
9918 E. Camino Real DO 7-6335
ARCADIA, CALIF.
(A Los Angeles suburb)

Member AFCCE®

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE®

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W.
EX. 8073
Washington 5, D. C.

May 22 Applications...
ACCEPTED FOR FILING

AM—710 kc
West Side Radio, Tracy, Calif.—CP new AM station 710 kc, 1 kW D.
AMENDED to change from 1 kW to 660
with change type trans., and install DA and change trans., and studio locations.
AM—860 kc
KIKI Honolulu, Hawaii—License for
new AM station.

AM—1450 kc
WLLC Campbellsville, Ky.—License for
new AM station.

AM—1340 kc
City Bcstg. Corp., Nashua, N. H.—
CP new AM station 1340 kc 250 w untl.
(Contingent on WZIM relinquishing

1240 kc) AMENDED to make changes
in officers, directors and stockholders.
AM—1280 kc
WANS Anderson, S. C.—License for
CP to change hours operation and in-
stall DA in AM station.

AM—780 kc

FM—1140 kc

WHKY-FM Hickory, N. C.—CP to
decrease ERP to 40 kw and change
change type trans.

FM—Change Power

WHKY-FM Merrill, Wis.—Mod. CP
new FM station extension of completion
date.

License Renewal

WHIS (FM) Floral Park, N. Y.—Application
renewal of license.

APPLICATION RETURNED
Williamson County Bcstg. Co., Franklin, Tenn.—RETURNED application for
new CP new AM station 950 kc 1 kW D.

May 22 Decisions...
ACTION ON MOTIONS
By Cmrr. George E. Sterling
KROY Sacramento, Calif.—Granted
continuance of hearing on its applica-

oniery from June 7 to Sept. 7 in Wash-

ington, D. C.

KXXV Stephenville, Tex.—Granted
of the commission.

WBYX Schenectady, N. Y.—Returned
extension of time from May 17 to May

28 to file reply to General Counsel’s
exceptions to Initial Decision on appli-
cation for renewal of license and trans-
fer of control.

Norman B. Lasserter, Laredo, Tex.—
Granted dismissal of application.

Uvalde Bcstg. Laredo, Tex.—Granted
leave to amend application to change
name of applicant to Laredo Broad-
casters; to submit new partnership
agreement including N. B. Lasserter as
56% partner; and to provide informa-
tion relating to new partner, and for
removal of application from hearing
docket.

In re Application of Hurburk Bcstg.
Inc. (Assignor) and Leslie S. Bowden
(Assignee)—Disamalgamation of license
by final decision released Jan. 28, Commis-
sion affirmed its order of Dec. 14, 1949,
revoking station’s license thereby ren-
dering application moot.

(Continued on page 91)

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covering changes in existing FM station;
92.3; Ch. 222; 2.3 kw; 140 ft.
KBOX Harlingen, Tex.—Granted mod.
CP change type trans. & Opens.
KMYR Denver—Granted license in-
stall new vertical ant. and change
trans. and studio locations.
KYUM Yuma, Ariz.—Granted license change
frequency, etc. 560 kc 1 kw
DA-N untl.
KSC-59 Sarkes Tarzian Inc., Bloom-
ington, Ind.—Granted CP for new TV
inter-city relay station.
WHKY Hickory, N. C.—Granted CP
install new trans. at present main
trans. on 1290 kc 1 kw, DA-N as aux.
WROS Scottsboro, Ala.—Granted
med. CP for approval of ant. and
trans. and main studio locations.

BROADCASTING • Telecasting
**Help Wanted**

### Managerial

Opportunity to manage fulltime, network 1000 watt station in midwestern town of 40,000 population. Good salary plus pension. Apply Box 865J, BROADCASTING.

Wanted, aggressive CM. Opportunities located. Rich community, 1000 midwest affiliate. Integrity, experience important. Act quickly. Box 865J, BROADCASTING.

### Announcer

Announcer-salesman western network station in good secondary market, permanent. Send disc and letter with snapshot to Box 752J, BROADCASTING.

Immediate opening experienced combination man. Opportunity expanding organization. Box 749J, BROADCASTING.

Announcer-disc jockey, strong on morning drive, with1000 watt network station, 3 years experience. Better than rising talent. Midwest location. Send letter of application and 2 recent photos to Box 718J, BROADCASTING.

(There is a home in Wyoming) for a combo announcer-engineer with first class ticket, network affiliate, will consider inexperienced man willing to learn. Send disc, photo and particulars to Box 789J, BROADCASTING.

Sportscaster-announcer. Reliable 1000 watt network station. Must be experienced staff capable of doing strong sports and football assignments. Good salary, plus talent. Send letter and photo, salary and experience expected in first letter. Box 792J, BROADCASTING.

Wanted—announcer, first phone license. Prefer someone with experience in completely independent to help build station. Send letter, complete details, in care of station. Starting salary $70 per week. Box 843J, BROADCASTING.

Program director and staff announcers wanted. Wanted: above average, experienced and personable program director for an independent station in St. Louis, Mo. Must have definite capacity for growth and development. Salary paid on basis of your ability to perform. Box 842J, BROADCASTING.

Cheese announcer that sells Cheezy merchandise in wide market. Air full details. Box 804J, BROADCASTING.

### Salesman

Salesman for 1000 watt Pennsylvania Independent. Block of accounts to start midwest station has opening for resourceful and able to write good commercials. Apply Box 792J, BROADCASTING.

Southeastern regional network desires full or part-time representative with commission basis. In following cities: New York, Detroit, Chicago. Write full details and salary expected. Box 755J, BROADCASTING.

Salesman for local accounts. Draw and commission. Texas station. Box 855J, BROADCASTING.

### Technical

Immediate opening for first phone engineer. 250 watt network station. Microphone excellent. Box 852J, BROADCASTING.

Studio control engineer for Washington, D. C. network station. Necessary physical requirements. Box 850J, BROADCASTING.

Transmitter engineer for vacation relief starting June 11 in Vacationland. Must have 3 years experience. Contact Chief Engineer, WOYJ, Burlington, Vermont.

Need first phone transmitter operator. No experience required. Write or call WJZ, Exeter, Radio Station WPWM, Sulphur, Va.

Immediate opening, first phone engineer. Starting wage $250.00 a month and other advantages. Pioneer educational station. WUSU-KBUS, Iowa City, Iowa.

Engineer wanted, 1st class license, experience not necessary. WTSB, Lumpkin, Illinois.

Combination announcer and engineer wanted for 250 watt Mutual station. In college town of 8,000, good opportunity for right person, prefers southern man. Salary based on capability. Good town, good prospects. Write WVSU, King University, Box 1042, Kingsport, Tennessee.

Wanted: Commercial-Continuity writer. Has more personnel if needed, including engineers, promotion, traffic, continuity. Box 862J, BROADCASTING.

### Salesmen

Representative available on commission basis for radio-television producers. All western and eastern. Box 863J, BROADCASTING.

Primarily interested in investment opportunity with sales or sales-announcer job leading to sales manager. Family. 21, Experienced, excellent background. Box 865J, BROADCASTING.

Salesman. Experienced. Prefer to write own copy. Now employed. Will relocate and have references. Should work major markets of Florida or southwest. 26, Family, college graduate. Must have references. Box 865J, BROADCASTING.

Anchors

Help Wanted - Continued

Help Wanted (Cont’d)


Announcer wanted, immediate opening: excellent salary for experienced, verifiable sales record. Send disc, photo, letter, KFXJ, Grand Junction, Colo.

Announcer with first class license wanted by KXWY, Kaluakoi, Hawaii. Send full details first letter.


Two fully experienced all-round an- nouncers with some sales ability preferred. Two years experience. Send resume and permanent to qualified men. Personal advertisement. Opeings June 1. WDBC, Escanaba, Michigan.


Announcer-engineer. Good working knowledge of announcing. Opportunity with chief engineer. Send disc, qualifications, personal and business requirements. WMEL, Atlanta, Ga.

Wanted: Announcer with first class ticket, mostly night work. Contact WMIO, Brunswick, Georgia.

Announcer-copypwriter wanted by two networks in competitive market. Send audition, resume and photo to WDBJ, Asheville, N. C.

Wanted—Combination man with radio schoo 1ing, or six months experience. WGG5 Titon, Georgia.

Topnotch combo man for station in midwest. Opportunity with chief engineer. Send disc, resume to WMCE, Burlington, Ver- mont.

Wanted: Combination man with radio education, or six months experience. Possible vacationing experience. Send disc, photo, letter. Bartell, Empire Building, Milwaukee 3.

### Advertisement

**Classified Advertisements**

**Payable in advance. Checks and money orders only.**

**Situations Wanted, 104 per word—$1.00 minimum • Help Wanted, 204 per word—$2.00 minimum**

All other classifications $25 per word—$4.00 minimum • Display ads. $12.00 per inch

**No charge for blind box number. Send box replies to BROADCASTING, 870 National Press Blvd., Edgerton, 4, D. C.**

All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
Program director or announcer-enter
tailer with 12 years experience at lead-
ing midwest station. Also director-10 kilowatt network affiliate.
Experienced in large operation or as program
director. Includes 12 years experience in larger sta-
tion, preferably in midwest or south-
west. Write 8671, BROADCAST-
ING.

Newman, college background. Draft
not available, capable of taking
years news director 1000 watt station.
Legman, rewrite, newscasting. No con-
firm. Consider for midwest announcing.
Box 863, BROADCASTING.

Buy now and save! Experienced con-
veniences director-programmer-
ator-annotator-engineer (one man)
cluster to settle in New England,
New Jersey, or New York. Presently
employed in out West. Twenty-eight, marred, draft exempt
In samples, tape write 8640,

Presently employed as program direc-
or. Also have been promotion direc-
ror, chief announcer independent
and network stations. Desires
vancement to progressive station. Married veteran
will travel. Consider positions in
larger station. Box 8671, BROADCASTING.

Who! Looking for an attractive per-
son to fill in for chairman. Have the
bottom rung of the ladder? A
lot of things to do! Give 4471 (Draft 4-A).
Disc and photo. Box 8663, BROADCASTING.

Want two for the price of one? Copy-
writer, commentator-will work hand-
with independent stations. Box 9032, BROADCASTING.

PD. Experienced 25 to 5 kw. Excel-
ent record, references. Wants suc-
cessful program station. Box 850,

BROADCASTING.

Program director, experienced, ambi-
tuous, single. Draft exempt.
Write 303, BROADCASTING.

Newman-old, personable, authori-
tive newscasting style. Five years
in metropolitan market. Draft exempt.
While country, Western, Northern
Carolina. Box 9033, BROADCASTING.

For Sale

Stations

Texas 250 watt, independent; town
10,000. No competition. Would sell
to aggressive individual to
manger. Take $7,500 cash to
hand. Box 8822, BROADCASTING.

For sale. Oklahoma 200 watt day-
time station $35,000 cash. $5,000 cash,
with remaining balance approved.
Box 8823, BROADCASTING.

For sale; 500 watt affiliate station
now. Under absentee ownership
with station going. Box 9034, BROADCAST-
ning.

Equipment etc.

GE 3 kw FM transmitter and monitor.
Box 101, BROADCASTING.

New 4 transmitters. Magnecon-
trum recording magnets, Magnecon
W-741 microphones. New equipment used approximately two
years. Perfect condition. Has run
under General Electric limiting amplifier or
will consider trade. Box 9035, BROAD-
CASTING.

For sale-Complete set of Pike &
Jones reel to reel tape recorders.
April 1, 1951. Original cost $995, plus
current market value. Box 9036, BROADCASTING.

(Continued on next page)
Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing
BLACKBURN-HAMILTON COMPANY

For Sale

For Sale Stations

NETWORK AFFILIATE FOR SALE

Only station in Eastern market of 12,000—city population, 40,000. Requires minimum $40,000 cash. Staff complete, equipment set up. If you want a station to operate, or a good investment, write

LEONARD-FRANK
New Package Firm Opens

FORMATION of a radio packaging firm by Bill Leonard of WCBS New York's This Is New York and The New York Story, and Len Frank of Carnegie Hall Recording Corp., was announced last week. To be known as Leonard-Frank Programs Inc., the firm will have offices at 681 Seventh Ave., New York.

First project will be a 15-minute, six-week series, In Town Today, featuring name-guest interviews by Mr. Leonard. Some shows already have been recorded. Series is designed to be a low-cost radio program for sale to stations throughout the country, the announcement said.

EDUCATORS MEET

Radio Session Aug. 2-3

PLANS and operations of low-power educational stations will take up part of the agenda at the Fifth Annual Conference on Radio in Education, held on the campus of Indiana U. Aug. 2-5.

Also of top interest will be production of quality programs using school talent. George C. Johnson, director of educational programs and chairman of the conference, said the meeting was open to teachers, school administrators and high school radio students.

Clinic and workshop sessions will be held on setting up the low-power educational radio station, playing programming standards, getting radio started in the school, staffing and programming the low-power FM educational station, studio equipment and its uses, continuity writing, use of the tape recorder, writing the variety show and the documentary and radio pronunciation. Details can be obtained from Mr. Johnson, WFIU Indiana U., Bloomington.

STATION WANTED

Station owners, interested in expanding to another market, will consider local as well as power stations, either Network affiliates or Independents. Location immaterial.

Excellent financial ability and references. All replies held in strictest confidence. Interested in direct purchase—no brokers. Indicate price and location. All replies acknowledged promptly with requests for full details if interested.

For Sale

For Sale

GE BT-1000 foot tower FM transmitter and monitor. Priced for quick sale at $2850.00. Box 8992, BROADCASTING.

Help Wanted Salesmen

WANTED IMMEDIATELY, lowest price on eight bay side mounting FM antenna and 700 feet high and five eighths Andrew or Communication Products coax. Used excellent condition.

Box 5831, BROADCASTING.

For Sale

For Sale

NEW PROGRAMS AVAILABLE

WANTED IMMEDIATELY, lowest price on eight bay side mounting FM antenna and 700 feet high and five eighths Andrew or Communication Products coax. Used excellent condition.

Box 5831, BROADCASTING.

EXECUTIVE PLACEMENT SERVICE

Confidential, nation wide service placing qualified, experienced managers, commercial program directors, department directors, club managers, etc.

Howard S. Foner
TV & Radio Management Consultants
726 Bond Blvd., Washington 8, D. C.
STATION CHANGES
Recommended by CBC Board

TWO-Canadian stations were recommended for power increases or changes of frequencies; a number of share transfers were approved, and FM stations were given increased operating hours, at the May 17 meeting of the Board of Governors of the Canadian Broadcasting Corp. at Montreal.

CHUB Nanaimo will operate with 1 kw on 1570 kc instead of 1450 kc. CKLB Oshawa will be able to increase power from 100 kw to 250 kw on 1240 kc, and a new transmitter site has been suggested.

CFC-FM Kitcheiner and CJSF-FM Hamilton, Canada's only exclusively FM stations, are not doing as well financially as expected, and the CBC Board has recommended they cut their hours of operation from 10 to six hours daily. CPFL-FM London has been given permission to program separately from Monday to Thursday, for 2 1/2 hours nightly except Tuesday when only 1 1/2 hours is permitted.

CJSO Sorel has been approved for installation of an emergency 250 kw transmitter on the CBC Asaam, Hollywod, as 58th member.

FCC Actions

Decisions Cont.: (Continued from page 87)

-Grant Renewals without prejudice of application.

-WABY-AM Binghamton, N.Y., granted a renewal of its license to operate and appear in public argument on its application.

-By Examiner J. D. Bond


-By Examiner H. R. Hutchison

Charles H. Chamberlain, Belfontainas, Ohio - Granted continuance of hearing in application hearing, hearing now scheduled for May 25 in Washington, D. C., continued until further order.

May 23 Applications

ACCEPTED FOR FILING

-4:15 a.m.

WMBR Bainbridge, Ohio - Change of frequency from 1460 kc w. to 1460 kc w. d.

-License Renewal


TENDERED FOR FILING

-14:40 a.m.

KDNY Denver, Tex. - Change from 1460 kc w. to 1460 kc w. d.

-License Renewal


*This map, shows airline miles to the nearest large cities, assuring complete CBC service to the great Joplina, Mo. district.

Nationally Represented by William G. Rambeau Co.

May 28, 1951 * Page 91

BROADCASTING * Telecasing


ABC-Paramount Board

(Continued from page 86)inated the business life of Abraham H. Blank, of Des Moines. Born in 1879 in Galatz, Romania, he rose to the presidency of Tri-States Theatre Corp. and Central States Theatre Corp., both of Des Moines, as well as director of Tulsa Hotel Co., Walnut St. Corp., Triple A Properties and Tri-State Meredith Broadcasting Co.

JOHN A. COLEMAN

Starting as a floor page at the New York Stock Exchange in 1916, John A. Coleman rose high in the financial and business world and became a member of the exchange in 1923. He has served as chairman of the board of governors and as a governor, besides having diversified financial connections. He was born Dec. 24, 1901. A prominent Catholic layman, he has occupied prominent posts in the Church and Catholic institutions.

CHARLES T. FISHER Jr.

Prominent Detroit banker, Charles T. Fisher Jr. was born Feb. 14, 1907. He is president and a director of the National Bank of Detroit as well as a director of Detroit Edison Co., Briggs Mfg. Co. and American Airlines. Mr. Fisher also is well known in Catholic lay circles.

E. CHESTER GERSTEN

Messenger boy role at National Bank of Commerce of New York in 1909 led within a decade to an executive post for E. Chester Gersten. He was born July 3, 1889, and went to the bank at the age of 20. Eventually he became vice president of the bank and then president of Public National Bank & Trust Co. He is a past president of the New York State Bankers Assn.

WILLIAM T. KILBORN

The steel industry in the Pittsburgh area holds the attention of William T. Kilborn. He was born in 1897 in Portland, Me., but most of his business life has been spent around Pittsburgh. He has been with Flannery Bolt Co., in nearby Bridgeville, since 1934 and now is president-director of Fort Pitt Mfg. Co.; director and member of the executive committee, Pittsburgh & West Virginia Railroad; director and chairman of the executive committee, Pressed Steel Car Co.

HERBERT J. SCHWARTZ

One of the nation's merchant leaders, Herbert J. Schwartz also has banking interests. He was born in 1887 in New Orleans and is president-director of Maison-Blanche store (WSMB) as well as an official of Hibernia National Bank. He is president-director of City Stores Co., Wilmington, Del., and City Stores Mercantile Co., New York; director of Lit Bros. and Hearn department stores, among others; chairman of executive committee and director of B. Londonstein & Bros., Chicago, and chairman, Joseph & Loeb, Birmingham.

MAIL RATE

2nd-Class Hike Proposed

SUBSTANTIAL increase in the second-class mail rate was proposed by the House Postoffice Committee last week. The committee voted 17-6 to up rates in the category, which includes mailings of newspapers and magazines, some 60% over a three-year period.

President Truman's proposal was an increase of double the present rate. For a period of three years, Representatives of newspapers and magazines had told the committee in extensive hearings that they would find it difficult to meet any increase in rates above a total of 30%. The committee is taking up the postal bill (HR 2982) in section and was expecting to clear the legislation by last Friday.

Anna E. McCosker

ANNA E. MCCOSKER, 75, sister of Alfred J. McCosker, former chairman of the board of Mutual Broadcasting System and WOR New York, died suddenly last Thursday in her home in New York. She was the founder and former president of the Elvira Theatre Club.

CKSM Shawingan Falls, Que., went on air last month with 1 kw on 1220 kc. Station is owned by D. R. Wilson, publisher of Shawingan Standard. Jean Legault is general manager, Al- lan Rogerson national sales manager.

WILLIAM A. SEAMAN (seated), vice president, Liggett & R. Co., signed contract for Liggett-Rexall to start its fifth year on WCOP Boston. Approving the deal are (l to r) A. N. Armstrong Jr., WCOP commercial manager; William J. Stock, advertising and merchandising manager, Northern Div., Liggett Drug Co.; Nelson Brogg, m.c. on Ligget-Rexall Braggt About Boston show; Jack Chase, WCOP-Liggett-news editor.

GILLIN MEMORIAL

Over $7,000 Contributed

MORE than $7,000 has already been received for the Johnny Gillin Memorial, representing contributions from 75 stations, two networks and four individuals, Carl Haverlin, treasurer of the memorial committee, reported last week. The memorial to Mr. Gillin, president of WOW Omaha and one of the broadcast industry's best known personalities, will be a donation to Creighton U. of Omaha, his alma mater, earmarked for research in cardiac-vascular disease, which caused his death at 45 last year. The memorial committee, with Paul W. Morency, WTIC Hartford, as chairman, has set a goal of $75,000 for the fund, which it hopes to present to the university's School of Medicine not later than July 18, anniversary of Mr. Gillin's death.

NPA Names Holbrook

APPOINTMENT of Harry J. Holbrook, Borg-Warner Corp., Chi- cago, as director of the Consumer Durable Goods Div. of National Production Authority, was announ- ced by the government last Monday. He is on leave from his post as head of the firm's Electric Range and Water Heater Div. Mr. Holbrook also is vice chairman of the Electric Range Section of the National Electric Mfrs. Assn. and served with the War Production Board during World War II.

Nebraska Elections

BOB GAMBLE, KFOR Lincoln, Neb., news director, was elected president of the Nebraska Associ- ation of Broadcast Executives, Jan. 18, the vice president at a meeting in Lincoln, Neb., May 18, it was an- nounced by Dr. E. M. Makely, Omaha AP correspondent, who was named secretary.

GIVEAWAY SHOWS

Wis. Votes to Legalize

THE Wisconsin Senate voted late Thursday night to approve a bill legalizing radio and television giveaways, smoothing the way for final adoption and signature of the governor, early this week. Wisconsin will then be the first state to legalize giveaways, originating both within and outside the state.

Olmstead was the chief sponsor. The bill was referred to the assembly, which passed it unanimously three weeks ago for approval of what was described as an amendment which defined technically the element of consideration. Consideration is one of the three basic ele- ments (with prize and chance) in the state's definition of a lottery.

HENRY BUBA CO.

New Consultant Firm Opens

UNIFIED programming-financial consulting services for radio and television broadcasters are offered by a new firm, the Henry Buba Co., 61 E. 42nd St., New York, Missouri-2 649, company-organizers, Henry H. Buba and Arthur F. Moore, announced.

On call will provide dovetailing financial and programming advice. Mr. Buba was senior auditor for R. S. Rankin & Co., CPA's; a partner of Kruger & Conover, auditors and consultants; controller and management and statistician for C. E. Hooper Inc. for five years. Mr. Moore has been associated with Kenyon & Eckhardt, Young & Rubicam, and CBS-TV.

WCAU AM Sales Rise

JOHN S. deRUSSY, general sales director, WCAU Philadelphia stations, reported last week that "WCAU radio sales have very defi- nitely increased." Mr. deRussey pointed to four big contracts signed within the past few weeks. "Probably the most sig- nificant thing about this business," he said, "is that the adver- tisers, for the most part, have never before used radio advertising or have used it only slightly. Yet, they are now signing long-term contracts for across-the-board spots or shows." The four big contracts were announced as being with the Callahan Agency; Joseph Scriver of Swag Rock & Tanz Adv. Agency; Adam Scheidt Brewing Co., through Ward Wheelock Co.; Latrobe Brewing Co., through Willman & Callahan agency, and Omaha Oil Co., through Lennen & Mitchell Inc.

RCA INSTITUTES, INC.

One of the leading and most respected radio technology in America, offers its leading technical experts to the broadcasting industry, as it is presented by RCA INSTITUTES, INC., A Service to the Corporation of America.

Address inquiries to:

RCA INSTITUTES, INC.
One RCA Plaza
New York 18, N. Y.
Radio Still Best
(Continued from page 86)
media values—the "best combination of impact, audience and economy."
At the first of NBC's five regional radio station promotion managers' meetings, some 34 representatives of NBC eastern radio affiliates heard Charles C. Barry, NBC vice president in charge of radio programs, label radio "still the best and quickest means of reaching the American public."
Referring to the effects of television, Mr. Barry observed that the group that "the only thing we can do to hurt ourselves at this stage of the game is to quit—to become fearful." Radio, he said, "employs the greatest magic-eye of all time—the eye of your imagination."
The radio program chief, one of several NBC executives who appeared before the all-day clinic in New York on Monday, assured his listeners that network radio men "think about television, but we are not afraid of it."
"There's no doubt about it," he said. "We're going to have to share the living room from now on. Anyone who says we're not is wrong. But anyone who thinks they're going to turn the radio set off entirely is equally wrong."
Retains Faith
Mr. Barry said NBC has as much faith as ever in radio as "a medium which reaches more people for less dollars than any other in U.S. And it will continue to do so for years to come," he added.
In the same vein, John K. Herbert, vice president in charge of sales of the NBC radio network, described radio as "still the most effective seller of mass audiences of any of the five major media types—newspapers, magazines, supplements, radio and television."
But it has become necessary "to make our sales in a factual way," and to "present the story of network radio in an arithmetical sense," he asserted. "We must prove statistically that the audience we are delivering is lower in cost than the audience delivered by television, or by the supplements, or the magazines," he said. "Hence, if that's what we've
got to do, we must be more sure of our audience than we were before."
Mr. Herbert called upon each NBC affiliate, as a "true partner" of NBC, to "do its level best in all its forms of promotion to constantly increase its audience advantage. For the total of these station audiences—the advantage each of you has over your nearest competition on NBC's sales story," he explained.
"We must join forces to build larger audiences, to maintain identities, to deliver success stories, so we can go to the clients and say, 'Network radio is here to stay. Network radio sells more goods to more people at a lower price than any other media type available to you.'"
Mr. Herbert told the promotion men that "what you do with your station, and its relationship to the community in which you live, is the all-important factor in the success of NBC. . . . As you promote your station, promote its character in local programs, so will you develop an audience in relation to your station that is your audience, the station's audience. It is the sum total of your station audiences that comprises NBC's listener strength."
Similar clinics were held in Chicago in Monday (see story page 24) and Atlanta on Thursday, and are slated for Dallas (Monday) and Los Angeles on Wednesday.

William Henry Childs
WILLIAM HENRY CHILDS, 70, known as Billy Childs when he was a member of the Sinclair Minstrels radio group, died May 22 in West Palm Beach, Fla., after a long illness. He lived in West Palm Beach since 1944 when he retired as superintendent of a Commonwealth Edison Co. station. The minstrel group was heard regularly over WLBR Chicago for 10 years, starting in 1927. Prior to that, he had played radio roles over KKW, then in Chicago. The minstrel team disbanded in 1937. Thereafter, Mr. Childs, who also was known as "Big Bill," confined radio work to guest appearances.

TRIAL SERIES
Radio Shown Superior
FIRST results of a month-long series of Los Angeles tests designed to show the relative effectiveness of radio and newspapers indicate that radio has superior pulling power, according to KFI and KHJ Los Angeles. The two stations retained Advertising Research Bureau Inc., Seattle, to make the tests.
At Bullocks and Harris & Franks department stores, early returns showed that radio led newspapers in bringing customers into the stores to buy tested merchandise.
The Los Angeles tests are running through May, with KFI and KHJ pitted against local newspapers. ARBI has conducted over 120 point-of-sale retailer tests [Broadcasting • Telecasting, May 14, 7).
The Los Angeles stores being surveyed besides Bullocks and Harris & Franks, are Barker Bros., Eastern-Columbia, Sears, Green Brothers & Co. and Owl-Rexall Drug Co. Items tested include women's dresses and coats, cups and saucers, men's suits, refrigerators, patio chairs, scissors and jungle gyms.
Under the ARBI technique the retailer advertises the same item simultaneously on radio and in newspapers, spending identical sums in each medium. Customers are interviewed at point-of-sale during a three-day period. Those customers are asked what influenced their purchase of the test merchandise.
Joseph B. Ward is ARBI managing director.

CORPORATE TAX
Committee Votes Increase
GREATER tax load for corporations was indicated last week, as the House Ways & Means Committee voted for an increase in the regular corporate rate plus an upping of the excess profits tax. Republicans on the committee put up a strong protest but Democratic lineballoting pushed through the recommendation. Under the projected House committee tax plan, the corporate tax ceiling would be increased from 62% to 90% of income. The called ceiling takes in the total amount that can be collected from an individual firm in the form of normal tax, surtax and excess profits tax. The committee already has recommended an increase in the excise levy on radio-TV sets at the manufacturing level from the current 10% to 15% (see At Deadline).

When’s BMI It's Yours
AOMH BM1 "Pin Up" Hit—Published by BMI
JEZEBEL
On Records: Frankie Lane—Col. 39367; Alexander Brothers—Mer. 5620; Allen Greene—Mer. 5622; Frankie Darin—Vita 1002; Golden Gate Quartet—Col. 37835; Silver Echo Quartet— Manor 2019; Four Bluejackets—Mer. 8031.

On Transcriptions: Bob Chester—Standard; Larry Fonte—World.

BROADCAST MUSIC INC. 505 DAVID AVENUE NEW YORK 19, N.Y.

TEST SERIES

Think
FIRST
of
"CANADA'S
FIRST
STATION"

In the big Montreal area—one of the best markets in Canada—CFCC gives you maximum coverage and the friendly listenership of increasing numbers who prefer "the Station of the Stars."
Many distinguished advertisers agree. "It's easier to sell through CFCC.

LEBANON, PA. • 1000 WATTS • 1270 KC
The STAR MARKET of Central Pennsylvania
REACHES THIS RICH 300 MILLION DOLLAR MARKET IN SIX COUNTIES

May 28, 1951 • Page 93

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by BMI
JEZEBEL

On Records: Frankie Lane—Col. 39367; Alexander Brothers—Mer. 5620; Allen Greene—Mer. 5622; Frankie Darin—Vita 1002; Golden Gate Quartet—Col. 37835; Silver Echo Quartet—Manor 2019; Four Bluejackets—Mer. 8031.

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'Lone Ranger' Renewed
GENERAL MILLS, Minneapolis (Cheerios), renews The Lone Ranger, Monday, Wednesday, Friday, 7:30-8 p.m., over ABC for 52 weeks, effective June 1. The agency is Dancer-Fitzgerald-Sample, New York.
NETWORK RATE CUTS DRAW NORTH CAROLINA PROTESTS

RECENT network rate cuts and implications were deplored by North Carolina Assn. of Broadcasters in resolution adopted Friday at Nags Head (early story page 29). NCB approved discounts in radio on an unparalleled public service and as an advertising medium without equal.

National Production Administration was urged to include radio and TV construction on list of building permitted without NPA permit. Association urged Dept. of Commerce to include broadcasting in list of essential activities. Other resolutions reaffirmed support of NARTB; asked FCC for further relaxation of state-class operator requirements; endorsed BMI; approved state civil defense program under E. Z. Jones, WBBB Burlington; pledged support of BMI talent project.

Attendance at meeting exceeded 80 delegates and wives. Named to serve on nominating committee with Chairman Harold Essex, WJSJ Winston-Salem, were Nathan Cooper, WMNC Morgantown, and William S. Page, WVC Kingman. Committee named to work with U. of North Carolina in utilizing its communications center. Members are Cecil Hoskins, WWNC Asheville, chairman; Pat Patterson, WRRF Washington, and Larry Walker, WBT Charlotte.

Carl Haverlin, BMI president, discussed BMI's search for composing talent. Earl Wynn, director of U. of North Carolina, and John Young, his assistant, discussed role of university in state radio picture.

NARTB, NPA MEET TUESDAY

MANLY FLEISCHMANN, National Production Authority administrator, tentatively agreed to meet Tuesday with NARTB President Justin Miller to discuss radio-TV station building regulation (see). Mr. Fleischmann set tentative day and time (2 p.m., Commerce Dept. Bldg.) in view of pressing commitments before Congressional committees on defense production legislation. Judge Miller will be accompanied by Ralph Hardy, government relations director; Virgil Wasilewski, legal department; Robert R. Richards, public affairs director, and perhaps Thad Brown, NARTB TV counsel.

FORT INDUSTRY PLANS

FORT INDUSTRY Co., which has withdrawn from Consolidated Television Broadcasters Inc., making new plans to enter TV film business, George B. Storer, president, said Friday. Consolidated, cooperatively-owned production syndicate, was formed less than two months ago [Broadcasting • Telecasting, April 23] with Fort Industry backing. Mr. Storer said Fort withdrawal was "due to certain developments not known" when company formed.

GENERAL MILLS STORIES

GENERAL MILLS (Rix) to sponsor Edward Arnold—Starts Monday through Fri., 10:25-10:30 a.m., on ABC starting June 4. Agency is Tatham-Laird, Chicago.

AFR TV PROGRAM ANNOUNCED BY THOMAS

PLANS for session on "Television, Today and Tomorrow" at 47th convention of Advertising Federation of America, St. Louis, June 10-13, being released today (Monday) by Eugene S. Thomas, WOR-TV New York, general manager and convention program chairman. TV session is June 13.

Speakers and subjects include Don L. Keanney, assistant sales manager for TV, The Katz Agency, on "TV Film Commercials;" John A. Thomas, television account service head, BBDO, on "TV as an Advertising Medium;" Don McGuire, radio-TV production head, Mead Film Prod, on "TV and TV," George S. Burbach, general manager, KSD-TV St. Louis, on "The TV Station;" Louis Westheimer, president, Westheimer & Block, St. Louis, on "TV and the Retailer;" Newman McEvoy, vice president and media director, Cunningham & Walsh, on "TV and Other Media;" Louis A. Hausman, CBS sales promotion and advertising vice president, on "TV and Your Budget."

Other speakers yet to be announced will discuss "TV's Technical Future," "TV Programming," and "TV and the Public."

HEAVY DEMAND NOTED FOR NARTB INAUGURAL

RESERVATION for NARTB inaugural dinner June 5, with proceeds going to Johnny Gillin Memorial Fund, were at 300 mark Friday, exceeding expectations, according to Robert K. Richards, NARTB public affairs director who is handling dinner arrangements for association (see board story page 30).

Check covering sum realized from $20-a-plate dinner will be presented to Mrs. John J. Gillin, widow of radio executive, by Paul W. Morency, WTIC Hartford, chairman of fund committee. Chairman of dinner committee is Frank M. Russell, NBC Washington vice president.

MILLER SENDS COMMENTS

NARTB President Justin Miller sent 14-page statement Friday to House Interstate & Foreign Commerce Committee ABC TV sound on NBC regulatory proceedings for April 30 hearing on McFarland Bill (S 688) [Broadcasting • Telecasting, May 7]. Judge Miller accepted committe request asking him to prove points raised in cross-examination. He agreed with ABC on exemption of radio sound. He criticized ABC's interference and lack of cooperation and said his appearance was "a result of NBC's flouting of long-standing agreement with the Commission." He said he "was very disappointed with ABC's attitude but not surprised." He said the committee should be "adequately prepared to handle the complex problems involved, and the contributors of the hearings should be assured that they can present their respective positions in a dignified manner."

NBC WANTS ABC SPACE

NBC reportedly has served notice on ABC to vacate ABC New York premises in New York, Hollywood, Chicago and San Francisco which ABC has been leasing from NBC—on "temporary" basis—since split-up of old Red (NBC) and Blue (ABC) networks several years ago. Notice proclaimed ABC-United Paramount Theatres merger plan.

DE WITT TO 'OPEN HOUSE'

GEORGE DE WITT, comic, signed by NBC as m.c. and star of Monday and Wednesday Broadway Open House on TV, effective May 28.

Closed Circuit

(Continued from page 4)

p.m., as summer replacement for Victor Borge show. Kellogg claims theme of Space Patrol, sponsored by directly competitive firm, is too similar to that of its program.

BLASTS at proposed NARBA treaty (see story page 56) in Julius Klein Newsletter as well as National Grocage publication, expected to be reviewed by NARC Con. Rosel Hyde, head of U. S. NARBA delegation.

NARTB board to be asked to take lead in developing uniform standards for TV sound tracks, slides, etc. Standardization would serve as specific for one of video's worst headaches. Similar uniformity in broadcast recording was universally adopted and received wide foreign recognition.

SHORTLY to be announced will be resignation of George Wallace, NBC manager of Advertising & Promotion Dept. for radio, to become promotion manager of Reader's Digest international editions. His successor shortly will be named.

WHEN HEARINGS are held before FCC on ABC-United Paramount merger, star legal controversy indicator here for ABC on this transaction has been Paul Porter, former FCC chairman. For United Paramount, Duke M. Patrick has been Washington counsel.

AT&T PLANS TO EXPAND UPPER NEW YORK RELAY

EXPANSION of AT&T microwave radio relay facilities in upper New York State requested in application filed with FCC, AT&T Long Lines Dept. announced Friday. Anticipated network television requirements plus growing demand for long-distance telephone channels, given a new reason. Two television channels between Albany and Buffalo will be added, in addition to long-distance telephone facilities.

Present microwave facilities in area are used only for television. Two-channel system now connects Schenectady, Utica and Syracuse to Albany, with single-channel leg serving Binghamton. Network TV programs reach Rochester through radio relay hookup from Buffalo, which connects with network by coaxial cable running from Cleveland via Erie, Pa.

ILLINOIS PASSES TV BILL

ILLINOIS House of Representatives Thursday, May 15, proposed a bill to give additional U. of Illinois sports on public television. Rep. Richard Stengel of Rock Island, sponsor, proposed that bill bar any state tax-supported educational institution from selling rights for sports events to theatres while games are in progress unless there are no restrictions on public telecasting. Bill now goes to Senate.

BENTON HEARING

ONE-DAY hearing to be held by special Senate Interior and Aeronautics subcommittee May 27, Thursday) on Benton Resolution (S Res 127), Chairman Ernest W. McFarland (D-Ariz.) announced Friday. Chief witness will be Sen. William B. Benton (D-Conn.), sponsor of resolution to prevent proposed TV allocation plan [Broadcasting • Telecasting, April 16 et seq.].

EDGECOMBE EYES 'GAL'

26.5% **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%.

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