NBC Affiliates Fight Back
Page 15

Radio-TV Sports Policy Looms
Page 15

ct. Network Gross
Over $16 Millions
Page 17

Contract Folder's Confession
Page 18

TELECASTING Begins on Page 47

"hold on, Cudahay!"
Don't hide in a trunk. Get action! Year after year,
for more than 28 years, the station that has sold more,
more often, for more people, to more people is

— that power-full station
WOR

at 1440 Broadway, in New York
Back in 1936, Little Crow Milling Company called on WLS to perform what seemed to be a most difficult task. They wanted to introduce a new kind of cereal, Coco-Wheats, to Midwest homes. What made the task seem so difficult was:

1. Not a single salesman was to be used.
2. Not a single package of Coco-Wheats was in the area.
3. Not a single buyer in the area had been called on.

Some said it couldn't be done . . . it was expecting too much of even the recognized great power of radio and WLS. But it worked. Radio's ever magic touch created desire, and turned that desire into action.

WLS listeners were sold Coco-Wheats . . . demanded it of their merchants . . . and sent box tops to the station. Through 1950, WLS has received 1,235,734 box tops for this one account! Today, Coco-Wheats is well known and solidly entrenched throughout the Middlewest. WLS listener-response then and each and every year since is proof that WLS advertising produces volume sales.

This is but one example of the continuing effectiveness of WLS in building product acceptance . . . an effectiveness predicated on knowledge of and adherence to listeners' interest in their day to day business and home life in city or on farm.

That builds listener loyalty—and listener loyalty is the substance of successful radio advertising.

For detailed information on how radio's ever magic touch can sell for you, contact your John Blair man, or write WLS today.
Sell the Yankee Market
the YANKEE Way...

Right on
MAIN STREET

Do your selling in each large shopping center through the local Yankee Network home-town station. With Yankee you can get as close as that—appeal directly to the dealer's own customers with his own local station.

You can depend on every Yankee home-town station to add a plus to your sales, because each station has the local impact that only a local station with an established network audience can provide, reaching every neighborhood shopping center throughout the trading zone.

Yankee's 29 home-town stations provide the most complete and effective coverage you can buy in New England, tying into one great market the many prosperous centers of population in this six-state area. Choose Yankee for today's best buy in radio in New England.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
ASSN. OF National Advertisers, it's learned authoritatively, is undertaking new radio rate survey in TV markets, reworking data in light of changes in radio tune-in because of war emergency situation. New study will be based on Oct.-Nov.-Dec. Nielsen. First report, which caused consternation in radio ranks, was effectively attacked because it calculated TV "penetration" without taking into account radio listening factors.

ANA'S RADIO-TV COMMITTEE, which brought in last summer's report for radio rate cuts in TV markets, is now functioning under chairmanship of George Duram, media director of Lever Bros. He succeeds William Brooks Smith, advertising director of Thomas J. Lipton Inc., who spearheaded last year's project.

IF CBS CHAIRMAN William S. Paley decides to accept call to government service, it's likely to be special short-term assignment to make survey in critical materials field—far removed from radio or TV. It's possible, however, that if war situation worsens, he'll find himself back in colonel's uniform, possibly on staff of Gen. Dwight D. Eisenhower (who should announce commander-in-chief of Allied Forces in Europe), under whom he served in psychological warfare in World War II.

WHETHER OR NOT ABC finds another sponsor for Drew Pearson, who will be dropped in February by Adam Hat Co., it's definite that commentator will stay on that network. His contract with ABC runs from January to January and already has been renewed for 1961.

SHOULD NBC fail to receive 100% acceptance of its 48 AM affiliates in TV markets on its projected rate adjustment, prevailing view is that it will abandon plan for present. Network may find some solace, it's reported, in fact it can show advertisers and agencies that it's better to abandon plan and lost than never to have tried at all.

ANNOUNCEMENT shortly will be forthcoming on formation of new TV film distributing syndicate by two important entities in radio-TV and one in motion picture booking and distribution.

LEVER BROTHERS (Rinso) planning one-minute transcribed daytime spot announce-ment schedule starting Jan. 29 in 50 markets through Ruthrauff & Ryan, New York.


WITH his Senate Interstate & Foreign Com-merce Committee assigned to study Defense Dept. proposals, President Eisenhower is to control radio signals as protection against enemy attack, Sen. Ed C. Johnson (D-Col.) may himself write more restrictive legislation.

(Continued on page 88)
**WSAV reaches more homes than any other Savannah medium!**

**Comparative Analysis**
Based upon Official Published Reports - BMB - Study No. 2.
For three subscribing Savannah, Georgia stations:

<table>
<thead>
<tr>
<th>Subscribing Station</th>
<th>Total BMB Radio Homes:</th>
<th>Total Weekly Audience Families:</th>
<th>Average Daily Audience Families:</th>
<th>Number Counties:</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSAV</td>
<td>D 143,670</td>
<td>D 82,080</td>
<td>D 57,009</td>
<td>D 42</td>
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<tr>
<td></td>
<td>N 109,100</td>
<td>N 53,850</td>
<td>N 33,786</td>
<td>N 29</td>
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<td>Savannah Station &quot;B&quot;</td>
<td>D 106,860</td>
<td>D 65,810</td>
<td>D 46,163</td>
<td>D 28</td>
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<td>N 83,320</td>
<td>N 46,070</td>
<td>N 31,578</td>
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<tr>
<td>Savannah Station &quot;A&quot;</td>
<td>D 51,880</td>
<td>D 30,470</td>
<td>D 19,323</td>
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<td></td>
<td>N 44,800</td>
<td>N 28,430</td>
<td>N 16,996</td>
<td>N 3</td>
</tr>
</tbody>
</table>

Average Daily Circulation (ABC Reports):
Savannah Newspaper "A"—46,774
Savannah Newspaper "B"—23,807

It's 630 in Savannah WSAV

Represented by Hollenberg
CANNED CORN

...German Style

Things keep happening in radio to which there seems no sensible answer. Like Fritz the Plumber.

He's on WMIL. He talks in a burlesque German accent that smacks of Weber and Fields in their amateur days. He reads nonsense "commercials" straight from the corn belt of the nation. He plays (on request, so help us) recorded polkas and schottisches and the like to the accompaniment of his own inane introductions.

He's on the air for three hours a day; he pulls hundreds of letters a week and almost no one can equal his audiences when he gives forth with this stuff. (When Hooper reported a 5.6 for Fritz, for example, the average for the three network stations was only 2.4.)

Darned if we know why. But we're not complaining.
While just about everybody likes the idea of meat on the table, most folks also like the idea of turning the processing and curing chore over to the nation’s meat packers.

That even goes for a lot of farm families right in the heart of the hog country. With prime porkers rooting all over the place, you’ll find packer-processed meats in many a farm refrigerator.

This, we believe, says something important. When farmers find it’s to their advantage to sell their animals to meat packers and buy just the cuts of meat they want from retailers, that’s a pretty good indication that America’s meat supply system is working all right.

It shows that the service performed by meat packing companies is well worth its moderate cost.

American Meat Institute

Headquarters, Chicago • Members throughout the U. S.
Robert W. Ballin, vice president in charge of Hollywood office, Focote, Cone & Belding for past three and one half years resigns to accept position as vice president in radio and TV department. He will work in administrative capacity on agency radio and TV accounts, in addition to other duties. Prior to joining FC&B he was head of Hollywood office Ruthrauff & Ryan, Inc. During that time he produced Jack Benny Show for R & R and later, when account shifted, for FC&B.

Harry O'Brien, executive vice president of former O'Brien & Dorrsence, N. Y., announces formation of new creative and consultant art director service, specializing in radio and TV. Mr. O'Brien for many years was art director at CBS and is president of New York Art Directors Club.

Albert Tilt, 3d, DuMont Television Network, to Erwin, Wasey & Co., N. Y., on TV staff.

L. Roche, director of advertising and public relations Flintkote Co., to Erwin, Wasey & Co., N. Y., in executive capacity.

Gilbert C. Morris, account executive and group head Puller, Smith & Ross Adv., N. Y., and Ralph W. Nicholson, group head, same agency, elected vice presidents.

Charles W. Kopf, Marashke & Pratt, N. Y., rejoins BBDO, N. Y., as copy chief for Armstrong Cork Co.

Ettore Firenza, art director Brissacher, Wheeler & Staff, S. F., appointed vice president.

Arthur F. Monroe, director of public relations and publicity division J. M. Mathes Inc., N. Y., appointed vice president.

Ross N. Smith, production manager Stevenson & Scott Ltd., Montreal, to head new radio and TV department of agency.


Young & Rubicam, Toronto, moves to new Bank of Nova Scotia Bldg., King and Bay Sts.


Station, agency and advertising executives dropped in during open house session held by WRVA Richmond, Va., as part of the annual dinner meeting of the Richmond Sales Representatives Assn. Among those attending were (1 to r): James Clark, WRVA sales manager; Tom Sheehan, Bert Warner and Gibson Wright, representing Safeway Stores; Mark Evans, director of WRVA's Housewives Protective League, and Gordon Manchester, account executive. Lewis Edwin Ryan Adv., Washington advertising agency which handles the Safeway Mid-Atlantic division account.
PLANS for Federal Department Stores to sponsor the Shopper Show on WXYZ-TV Detroit are set by (l to r) Sidney Jacobson, Federal’s sales promotion manager; Charles Rosen, executive vice president of W. B. Doner Agency, Detroit, and John Pivar, WXYZ-TV production director.


HUDSON PRODUCTS Co., Long Beach, Calif. (Sleep-Eze sedative), names Erwin, Wasey & Co., L. A. advertising counsel. Radio will be used.

IRVING COLLIN, sales manager Foreign Language Quality Network, previously sales manager of WLIR New York and assistant sales manager WHOM New York, to S. Duane Lyon Inc., N. Y., as vice president. He will also act in capacity of account executive, director and timebuyer of radio and television.

JACK BUCHOLTZ, production manager Supreme Displays, N. Y., to William Warren, Jackson & Delaney, N. Y., in the radio and television commercial production department.

DISCUSSING plans on the set for CBS-TV People’s Platform are (l to r): Standing, Leon Levine, producer; Newell Schwinn, advertising manager, Household Finance Corp., sponsor of the show; Charles Collingswood, CBS newsmen and program chairman; Norman LeVally, president, LeVally Inc., HFC agency; Al Waack, Eastern advertising manager for HFC and seated, Bill Shipley, announcer.

WANT A GOOD RECEPTIVE AUDIENCE AT A GOOD LOW COST? IN ROCHESTER, N. Y.?

BUY IN WHAM’S “Midnight Merry-Go-Round”

WHAM’s 11:20 P.M. to 12:30 A.M. coverage stretches over 23 New York counties, plus the huge bonus territory you get from a clear channel at night. There’s always a sizable, receptive audience tuned to Bob Keefe’s platters. And—just to put frosting on this late-hour cake—there’s a late news summary at midnight and a sports roundup at 12:05.

See your Hollingbery man for details about lowest cost availabilities on “Midnight Merry-Go-Round”

WHAM The Stromberg-Carlson Station

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

January 1, 1951 • Page 9
This master control console, including 16 de luxe audio equipment racks, is part of a modern 6-studio layout—custom-built by RCA. Designed for AM, FM and TV operation, this "In-Line" design handles 16 studio inputs and feeds 10 output channels—simultaneously, or individually, by a pre-set relay system.

Unlimited audio

Two supervisory positions like this one handle 4 studios, 2 outgoing lines. It includes telephone ringdown, remote switching, talkback, monitoring, and cueing. This set-up uses existing RCA Consolettes—makes studio and master control functions possible in one location.
Master control handles 4 studio inputs, 4 output channels, 2 remote inputs, 3 turntable inputs, cueing, monitoring, talkback. This master control and one sub-master handle all program needs.

A few of the many de luxe units available:

- Supplementary equipment for Consolettes—switching systems, extra inputs and outputs, jack strips, ringdown, sound-effects filters, and line equalizers
- Master control equipment—to handle any number of studios
- Matched custom wings for consolettes—for studio and master controls
- Custom racks for relay switching
- "One-man" control layouts
- Master control console combinations
- Studio control consoles
- Custom recording—for separate or simultaneous recording
- Custom recording control consoles
- Mobile recording equipment—disc recorders, tape recorders, record playbacks, everything including the motor vehicle.
- Audio/Video equipment—custom studio, plus video switching, monitors, stabilizing amplifiers.

facilities.....for

RCA fine custom-built studio control systems

With RCA Custom-Built equipment you can extend your audio facilities almost without limit. No matter what size the system, experienced RCA design assures instant, fool-proof switching without program level "pops" or "breaks." Fidelity of sound meets the requirements of the world's severest critics.

Suitable for every AM, FM, and Television station—small, medium, or large—RCA Custom-Built Systems are "individualized" to handle all the studio-control operations anticipated by the individual plant. Any number of station studios may be provided for... any number of remote lines... any type of master control... all the monitoring, talkback, and cueing facilities needed... every conceivable facility for controlling program operations and reproducing high-fidelity sound. True cabinet craftsmanship combines durability with function. Handsome styling and finish enhance station prestige.

Consultation on Custom-Built equipment is provided without obligation to every station—any size. Service includes detailed layout proposals, diagrams of equipment and facilities, artist's sketches by RCA functional design experts, thorough counsel by RCA's experienced staff of broadcast specialists. Where plans are already down on paper, RCA will be glad to work from these—co-operate closely with your principals.

Your RCA Broadcast Sales Engineer can tell you about this service. For complete information call him, or write Department 19 AA, RCA Engineering Products, Camden, New Jersey.

AUDIO BROADCAST EQUIPMENT
RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal
There's no guesswork or fumbling around in the Atlanta Market when you buy WGST. The top ABC shows, the best in local programming plus on-the-spot merchandising means a winning combination. Ask the man who knows—the Atlanta Businessman—more local advertisers buy more time on WGST than any other Atlanta Station.
Here is another WRC program-personality combination doing a consistently solid selling job for over five years. Holly Wright clearly leads the field, Monday thru Friday at 7:00 each morning. This is NOT an availability. We merely point to this record as an example of the “sales-programming” WRC can do for you. Top-rated shows with selling power dominate the programming pattern.

WRC pays out, not alone in top audience ratings in the rich District, Maryland and Virginia area—but in hard “over-the-counter” retail sales.

*American Research Bureau

IN THE NATION’S CAPITAL
YOUR BEST BUY IS

January 1, 1951 • Page 13
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
NBC AFFILIATES UP IN ARMS

By J. FRANK BEATY

SOME two-score NBC affiliates blew their tops once again last week as they scanned a confidential document from NBC which explained in detail why the network felt it had to cut evening radio rates in TV cities.

Aroused and organized after a fortnight of indecision and informal leaks, affiliates through a provisional committee, for the Jan. 10 New York meeting called by NBC to study rate surgery the network had tried to impose in December, organized and laid a private dinner meeting in Astoria, N.Y. This dinner meeting will serve as an organization and briefing session in advance of the main gathering the following day.

Judging by advance indications, at least 50 affiliate station executives will attend the private dinner meeting and the joint meeting to be held the following day.

Members of the provisional station committee indicated last week, after hearing from NBC stations in TV areas that stations will stand up and fight against any network effort to slash rates.

SPORTS POLICY TALKS

POLICY actions at which the future of sports broadcasting and telecasting are at stake will be taken in the next few weeks. As professional and scholastic interests add up their box office reports and try to work their way out of what they contend is a dilemma.

The problem of sports telecasting was worked over in detail last week by the convention of the College Physical Education Assn. held at the Hotel Adelphia, Philadelphia. Campus representatives, who operate on the policy level as against the field activities of more publicized coaching staffs, heard Jerry Jordan, leading sports research specialist, present new figures showing that TV hasn't hurt scholastic or professional sports.

In the professional sports field, representatives of radio-TV interests as well as media will take part in a meeting to be held Jan. 16 at Columbus. The session was called by George Trautman, president of the Audit Bureau of Circulations, which is a group of Professional Baseball Leagues. Representing radio-TV industries will be officials of NAB and Radio-Television Mfrs. Assn. President Justin Miller and General Manager William B. R. Ryan are expected to appear.

Appearing Friday before the physical education officials, Mr. Jordan contended television has not hurt newspapers, magazines, radio, entertainment or sports attendance to the extent many persons had predicted. He spoke for a half-hour with a half-hour discussion period following.

NCAA Meet Jan. 8

Scheduled Jan. 8 is a meeting of the National Collegiate Athletic Assn., representing big colleges. This meeting will be held at Dallas. NAB has been invited to appear. Many of the coaches and athletic officials planning to attend the Dallas meeting are "understood" to the conclusion that TV has dealt collegiate football a brutal blow. Some of them plan to demand a flat NCAA ban on football telecasts.

Mr. Jordan told the physical education group Friday that the media, entertainment and sports industries have been operating at or very close to the highest levels in their history despite the fact that 1950 was the dangerous novelty period in TV's development.

In the three years of video's growth, he said, 1,000 daily newspapers, mostly located in TV markets, have added 1,100,000 circulation; that more radio stations have been in operation four years than in the 25 years previous, with 2,045 now operating compared to 945 in 1945. Fifty-four million new radios have been bought in the last four years.

"Thirty-one magazines have had a 32% increase in circulation in the last 10 years," Mr. Jordan said, "and despite a $3 billion drop in personal income in 1949, the public still spent $144 million more on recreation than in 1948. In 1960, there are moderate declines in

Radio-TV at Stake

Radio and television at stake in the broadcast industry. NBC's affiliates are flexing their muscles and fighting against any network effort to slash rates. The problem of sports telecasting was worked over in detail last week by the convention of the College Physical Education Assn. at Hotel Adelphia, Philadelphia. The session was called by George Trautman, president of the Audit Bureau of Circulations, which is a group of Professional Baseball Leagues. Representing radio-TV industries will be officials of NAB and Radio-Television Mfrs. Assn. President Justin Miller and General Manager William B. Ryan are expected to appear. Appearing Friday before the physical education officials, Mr. Jordan contended television has not hurt newspapers, magazines, radio, entertainment or sports attendance to the extent many persons had predicted. He spoke for a half-hour with a half-hour discussion period following. Scheduled Jan. 8 is a meeting of the National Collegiate Athletic Assn., representing big colleges. This meeting will be held at Dallas. NAB has been invited to appear. Many of the coaches and athletic officials planning to attend the Dallas meeting are "understood" to the conclusion that TV has dealt collegiate football a brutal blow. Some of them plan to demand a flat NCAA ban on football telecasts.
NAME HIGGINS

KMBC-KFRM Sales Head

GEORGE J. HIGGINS, for the past three years manager of WISH Indianapolis, Friday was appointed vice president in charge of sales for KMBC-KFRM Kansas City, Mo., by Arthur E. Church, president of Midland Broadcasting Co. The appointment is effective Feb. 1. Mr. Church said in making the announcement:

No successor to Mr. Higgins has been named at WISH by C. Bruce McConnell, who last week was granted FCC consent to acquire control of the licensee corporation, Universal Broadcasting Co. (See story page 66). It is expected, however, that Mr. McConnell’s son, Bob McConnell, will be in charge of the stations involved in the consolidation. In addition to WISH, the outlets include WIBU Anderson, WANE Fort Wayne and WHOT South Bend.

Sports Figure

Mr. Higgins was vice president and general manager of KSO Des Moines, Iowa, from 1944 to 1948. Prior to that he served for two years as manager of the St. Paul office of WTCN Minneapolis-St. Paul. Mr. Higgins first joined that station in 1931 as sports director.

In 1938 Mr. Higgins did the play-by-play of the World Series for the Blue network and in the same year broadcast the All Star Football game from Chicago. He has long been active in sports and is past president of the American Hockey Assn. and at one time was president of the American Assn. of Baseball Writers.

At present Mr. Higgins is a member of the NAB board and its Television Committee. He also served for two years on the CBS Affiliates Advisory Board.

NORGE SPOT DRIVE

To Use 47 Non-TV Markets

NORGE Division of Borg-Warner Corp., Detroit, begins a concentrated radio spot campaign in 47 non-TV markets Jan. 15 for a year. Initial 21-week campaign will begin with about six spots weekly, doubling during the spring. Schedule is expected to be dropped in the summer and resumed in September.

Transcribed announcements and occasional live participations will advertise the entire Norge line, stressing refrigerators, gas ranges, electric ranges and washers. Four-Star Review on NBC-TV, which Norge sponsored last Wednesday, supplements the radio campaign. Agency is J. Walter Thompson Co., Chicago.

RAYMER CHANGES

McKinnie, Allison, Schofield Shift

Promotion of Ralph E. McKinnie, account executive of Paul H. Raymer Co., to be sales manager in charge of the firm’s New York office, and appointment of John D. Allison as account executive for both radio and television, were announced last week by Paul H. Raymer, president of the representative firm.

Mr. McKinnie has held account executive positions with CBS-TV and the DuMont Network, and earlier was national sales manager for WCKY Cincinnati. As a Naval officer for five years just before and during World War II, which included service as an executive officer in the South Pacific, Mr. McKinnie reportedly is the “Mr. Roberts” in the book and play of that name by Thomas Heggen.

Mr. Allison entered radio and television with Headley-Reed Co., New York, about 11 years ago, eight of which he served as a vice president. Subsequently he was vice president and general manager in charge of the New York office of Taylor-Howe-Snowden Radio Sales.

Also announced was the appointment of Arthur C. Schofield, until recently director of advertising and sales promotion for the DuMont network, to head the reorganized and expanded sales research and promotion departments of Paul H. Raymer Co. Mr. Schofield earlier served as assistant advertising manager of WOR Radio, New York City, and as a member of the account executive and sales promotion departments of WOR Television Co.

Mr. Raymer and Mr. Schofield both have been with the firm for 14 years.

CASH NAMED

NBC Station Relations Dir.

NORMAN CASH has been appointed director of radio station relations of NBC, effective today (Monday), to replace Easton Woolley, who resigned last November to become vice president of Intermountain Broadcasting and Television Corp. in Salt Lake City.

Mr. Cash joined NBC in 1948. Since March 1948, he has been a member of the stations relations department. As a wartime lieutenant in the Corps of Engineers, he was awarded the Bronze Star.

D-F-S TOPS

In Agency Gross Billings

DANCER-Fitzgerald-Sample, New York, for the 17th consecutive year tops the 20 leading advertising agencies for gross radio time billing during 1950, the agency revealed.

Top 20 agencies and billing: Dancer-Fitzgerald-Sample, $13,088,843; BBDO, $11,669,137.60; Benton & Bowles, $8,078,006; J. W. Thompson, $7,697,048; Young & Rubicam, $7,401,297.60; WABC, $7,123,058.60; Howe & Co., $7,912,163.80; Compton Inc., $6,206,568.60; Cunningham & Walsh, $5,976,845.60; Foote, Cone & Belding, $4,478,083.60; John F. Murray, $4,444,151.30; Ward Wheelock, $4,168,717; William Esty, $4,094,055.80; Duane Jones, $3,948,798.40; McCann-Erickson, $3,819,457.80; Leo Burnett Co., $3,519,243.80; Ruthrauff & Ryan, $2,903,691.80; S. L. & Presby, $2,652,439; Knox & Reeves Inc., $2,508,285, and Sullivan, Stauffer, Colwell & Rayles, $2,693,109.

AUDIENCES UP

Hit All-Time High

BROADCAST Audiences (radio plus TV) are at an all-time high, according to the American Home-operating Pocketpiece, which shows 25% of the 33 TV cities reported on as having higher average evening audiences in November 1950 than in any other month in the 15 years of audience reporting by C. E. Hooper Inc.

Philadelphia showed the greatest increase in evening set-in-use over the base year of 1948, up 68% in Nov. 1950 from Nov. 1948.

Cities with the highest percent of evening set-use in November 1950, ranked, were: New York, 69.1; Chicago, 68.0; Detroit, 65.0; Milwaukee, 65.0; Philadelphia, 45.9; Buffalo, 45.5; Baltimore, 45.5; Cincinnati, 45.2; Minneapolis-St. Paul, 44.3; Columbus, 44.2; Dayton, 43.8.

Wide Open Mike

EDITOR: I appreciated very much the desk calendar which Broadcasting & Telecasting, sent to me for Christmas. I looked through it very carefully and in fact, had scheduled some of the major decisions which the Commission must make during the year. How can the Commission get the business done if you don’t give us the “planned approach” for solving our problems?

With kindest regards and all good wishes for the New Year.

Wayne Coy
Chairman, FCC

[Editor’s Note: We regret we’re late with the 1951 FCC Time Table embodying that “planned approach” to do in process by our Planning Board, but budgetary factors plus unforeseen developments (such as connected with education proceedings) interrupted normal production, and the schedule will be coming in early issue.]

Page 16 • January 1, 1951

BROADCASTING • Telecasting
GROSS network time sales for the month of October 1950 came very close to equalling those of October 1949, with this year's total mounting to $16,163,627 compared to last year's $16,413,883, a difference of only $250,256. Figures for several operators were released to Broadcasting • Telecasting by Publishers Information Bureau.

Advertisers in many important classifications continued to show an increase in their network time purchases (see Table I). Procter & Gamble Co. once again led the sponsors with October purchases of $1,685,453, a decided increase over last year's month total of $1,386,449.

Few Declines

Two evidences of a slight decline, however, were Sterling Drug Co., which spent $679,000 this October as compared to last year's $686,789, and third place Lever Bros., whose October total was $661,043 and October 1949 total, $737,793. Fourth place was taken by General Foods this year, which bought time worth $556,293 and last year ranked 8th with total purchases of $516,083. Miles Labs retained its October '49 fifth position during the month of October, but increased its expenditures this year to $288,706 from last year's $559,331. Expenditures of $3,917,790 placed

<table>
<thead>
<tr>
<th>Table I</th>
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<tbody>
<tr>
<td><strong>TOP TEN AM NETWORK ADVERTISERS FOR OCTOBER 1950</strong></td>
</tr>
<tr>
<td>Rank Order</td>
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<tr>
<td>1. Procter &amp; Gamble</td>
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<tr>
<td>2. Sterling Drug</td>
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<tr>
<td>3. Lever Bros.</td>
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<tr>
<td>4. General Foods</td>
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<tr>
<td>5. Miles Labs</td>
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<tr>
<td>6. Campbell Soup</td>
</tr>
<tr>
<td>7. Liggett &amp; Myers</td>
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<tr>
<td>8. R. J. Reynolds Tobacco Co.</td>
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<tr>
<td>9. Philip Morris</td>
</tr>
</tbody>
</table>

the Food Producers in first position among the product group classifications during October 1950. Within the food group, General Foods led all other advertisers by purchasing $901,350 in gross time.

Sturning Drug topped the other producers by spending $656,479. Fourth and fifth place were taken by the Shaking Materials category and Soaps, Cleaners & Polishes, respectively (see Tables II and III). The 10-month period of January-October 1950 showed a total of 875,347 in gross radio network time purchases, which was $3,647,413 less than the $15,502,760 grossed by the networks in 1949.

**TABLE II**

<table>
<thead>
<tr>
<th>Gross AM Network Time Sales for October 1950 by Product Groups</th>
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<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
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<tr>
<td>Apparel, Footwear &amp; Access.</td>
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<tr>
<td>Automotive, Automotive Equip. &amp; Access.</td>
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<tr>
<td>Beers, Wines &amp; Liquor</td>
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<tr>
<td>Building Materials, Equip. &amp; Fixtures</td>
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<tr>
<td>Confectionary &amp; Soft Drinks</td>
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<td>Consumer Services</td>
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<tr>
<td>Educational &amp; Religious Organisations</td>
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<tr>
<td>Entertainment &amp; Amusements</td>
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<td>Food, Feed &amp; Fuel</td>
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<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
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<tr>
<td>Household Equip. &amp; Supplies</td>
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<tr>
<td>Industrial Materials</td>
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<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
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<tr>
<td>Optical Goods &amp; Cameras</td>
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<tr>
<td>Political</td>
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<tr>
<td>Religious Organisations</td>
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<tr>
<td>Radios, TV Sets, Phonographs, Medical</td>
</tr>
<tr>
<td>Stationery, Writing Supplies &amp; Stenographers</td>
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<tr>
<td>Tobacco</td>
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<tr>
<td>Total GROSS</td>
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</tbody>
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**TABLE III**

<table>
<thead>
<tr>
<th>LEADING AM NETWORK ADVERTISERS FOR EACH PRODUCT GROUP IN OCTOBER 1950</th>
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<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
</tr>
<tr>
<td>Automotive, Automotive Equip. &amp; Access.</td>
</tr>
<tr>
<td>Beers, Wines &amp; Liquor</td>
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<tr>
<td>Building Materials, Equip. &amp; Fixtures</td>
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<tr>
<td>Confectionary &amp; Soft Drinks</td>
</tr>
<tr>
<td>Consumer Services</td>
</tr>
<tr>
<td>Educational &amp; Religious Organisations</td>
</tr>
<tr>
<td>Entertainment &amp; Amusements</td>
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<tr>
<td>Food, Feed &amp; Fuel</td>
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<td>Gasoline, Lubricants &amp; Other Fuels</td>
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<td>Stationery, Writing Supplies &amp; Stenographers</td>
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<td>Tobacco</td>
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**GROSS REVENUES OF THE RADIO INDUSTRY IN 1950 (TIME SALES AFTER TRADE DISCOUNTS BUT BEFORE DEDUCTION OF AGENCY COMMISSIONS)**

<table>
<thead>
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<tbody>
<tr>
<td>National Networks</td>
<td>$128,903,467</td>
<td>$144,688,800</td>
</tr>
<tr>
<td>Regional Networks</td>
<td>$5,994,858</td>
<td>$6,050,000</td>
</tr>
<tr>
<td>National Spot</td>
<td>$108,314,507</td>
<td>$120,660,000</td>
</tr>
<tr>
<td>Local Retail</td>
<td>$182,144,301</td>
<td>$196,350,000</td>
</tr>
</tbody>
</table>

**Estimated total increase** $22,841,000

**Near Half Billion in '50-NA**

Station revenue increased from $323.7 million in 1949 to $338 million in 1950, or 4.4%. Dr. Baker estimated. Overall average profit of stations before federal taxes again will be close to 16%, he said, on the basis of increased costs matched against higher revenues.

Dr. Baker found costs increasing to a greater extent in the West North Central area, with greater-than-average increases in the Mid-Atlantic and New England States. National spot increased most in New England and Mid-Atlantic States. Local business went up the most in New England, West South Central and East North Central States.
Confessions

Of a Contract Folder

I AM a radio station Contract Folder. The label they put on me when I was first put in the file three years ago was "Delsoy Products." That's the name I still bear—and I must say, I've been a pretty busy file. They've even changed the color and style of contract folders since I began, and even though I'm pretty full of new memos and additional contracts, my hide's pretty tough and I love to take it!

You see, three years ago, I represented a new business. Delsoy Dessert Topping, a vegetable whip cream made from soybeans, had just begun to be manufactured by three fellows who had started a business. When the station salesman first took me down to their office, I contained, of course, just one contract—that first one—and it wasn't signed—yet.

I must have lain on the desk there for two hours while those three men, and the station salesman, discussed the business of this thing called radio. At that time, like it is with a new business, money was a very important item, and besides, there wasn't much of it. I could tell pretty much how things were from just looking around. This new company had rented just a portion of the building they were in. Out of the window I could see the one truck they owned, and even the desk I was on was pretty old and scarred.

Finally the contract was signed (for an amount so small I blush to mention it) but when the salesman closed me over it, I felt very satisfied and happy, like I'd just had a good dinner. That was on Sept. 12, 1947.

A Long History Of Selling Success

Since then, a lot has happened. Many new contracts have been added to my covers. Renewals, additional time, and changes of time. Naturally, I've paid many visits to the Delsoy Products Co. with the salesman in the last three years. It made me very proud through the first two years to hear that the station with which the first contract was signed, WKMH Dearborn-Detroit, was really doing the job and, more important, that radio was the only form of advertising they were using. Proud, because with each visit I could see things happening. Instead of one yellow and red truck there were two trucks . . . and then four . . . and then six . . . and eight . . . ten . . . and now THIRTEEN Delsoy trucks. On one of those visits, I also saw some digging across the way; and the next thing I knew here was a big brand new building.

In the beginning, the meat on me was pretty thin. But soon the fat was being added and I felt healthier every day as Doctor Radio put me on a bigger and bigger diet.

I remember when my details called for only five spot announcements weekly on an early morning disc jockey show. But after while, the broadening brought a spot across-the-board on Bess Wright's Kitchen program. She is the station home economist.

After that things began to happen. The spot was added to an evening record emcee program. Then, the Delsoy company increased their spot on the Bess Wright show to a 5-minute segment across-the-board.

People who deal with me like to talk in facts and percentages, and, I can't say that I can blame them. For example, they point out that the station has had two or three rate increases in the past three years, but in addition, Delsoy has increased its schedule on the amount of time purchased by some 135%. That's tonic to me!

Promotion Cooperation Pays Dividends

The station, I noticed, went ahead with typical radio cooperation by promoting Delsoy's product—and of course, me, too. It sent letters to WKMH Homemakers Institute. That's a group of 100 housewives, located throughout metropolitan Detroit, who test and endorse products under the direction of Bess Wright.

Letters were sent to grocers too. Use and promotion of the whip cream before 100 women three days a week at Bess Wright's cooking school, held in the People's Outfitting Co., a Detroit department store, was a station effort that just suited my purpose fine.

All this was direct with the advertiser, up 'til now. Then, things were moving so fast, the Delsoy folks began talking of an advertising agency. I heard them ask the salesman if the station would help them select one. I was kind of worried for a little bit there, because I was afraid that maybe my job might end and that the new contracts might be kept in a fancier file somewhere. But, of course, this wasn't the case. I do have some new different-looking contracts with my sides. They're from the agency—and we're going bigger and better than ever.

I think I'm one of the proudest, happiest contract folders in the file. Of course, lots of my next door neighbors have a lot of good things to tell, too, from "A" to "Z," but here is a real radio story. From one truck to 13; from small quarters to a new building . . . and all on radio.

The last time I was down there with the salesman and the agency man I heard them talking. They're selling Delsoy now in Toledo, Flint, and Cleveland. I heard the agency man say they were now using some newspaper and billboard too. Well, of course, I got a kick out of knowing that we made a business grow so big that we could give them some business too.

But another thing I got a kick out of was that Delsoy is now buying radio, with a transcribed single jingle, on such stations as WPDM Flint, Mich.; WTHY Port Huron, Mich.; WSQD Toledo, WBNL Columbus, WONE and WING Dayton, and WGAN and WERE Cleveland, all in Ohio.

ANOTHER and new contract is signed for the folder. Grouped about the WKMH business desk are (1 to r) R. C. Force, sales representative; Harvey Whitehouse and Robert Smith of Delsoy; Fred A. Knorr, president and general manager, and Eric R. Swanson, Delsoy's secretary-treasurer.

BROADCASTING • Telecasting
Radio First as News Source

Radio is still America's number one news source, outranking newspapers by 26% to 25%, according to a survey made early last summer by Pulse Inc. for Free & Peters, which revealed the results of the survey last week in an attractive brochure titled "Radio News Is Bigger Than You Think."

"It was a study we felt impelled to sponsor," the station representative firm explains, "to obtain factual answers for those who, in 1956, were quite ready to bury all radio, most certainly news over the radio... It was an attitude we found hard to accept. That there had been a strong habit of turning to the radio for news, no one would deny... Was it possible that a habit so firmly established, so strongly entered to, so universally acknowledged, could suddenly weaken and fade away? Only research could give the answer."

As guinea pig, Free & Peters selected a program of almost pure radio news broadcast by seven of the stations the company represents: Four five-minute broadcasts a day sponsored by the same advertiser (Esso, although the name is not mentioned in the report), with each station selecting and rewriting the news for each program, both news and commercials being broadcast by an anonymous voice.

Three key questions were chosen for the survey: Do people listen to the radio for news? Is there any difference in news listening between families living in the station's city and families living in surrounding towns 25 to 40 miles away? How does TV set ownership affect listening to radio news?

More Depend On Radio

In answer to the first of the three key questions, F&P found "more people depend on radio for news than on any other medium." Asked whether they got most of their news from newspapers, radio or television (in that order), people gave radio the decision over newspapers by 38%, city dwellers preferring radio to newspapers by 38%, "outsiders" by 60%. Radio led TV in the overall figures by 26%, radio's lead in the city being 18%, its lead in the outside area of satellite markets 25 to 40 miles away being 32%.

"This greater dependence on radio for news by respondents in the 'outside' areas was observed in every single market," Free & Peters reports, noting that the average jump of 22% in "outside" over city figures is missed by surveys of listening based on interviews made only "inside" the city. "It means that radio news is eagerly sought by people...

Moving from general news listening to the specific "guinea pig" program, the Pulse surveyors found that "in the course of a week one out of three families listens to at least one broadcast of this news program. Furthermore listening to it becomes a habit, "more than one out of four listeners hear two or more of these broadcasts every day, more than half listen five or six days a week; more than four out of five listen three to six days a week.

A sizeable proportion of the listeners to these newscasts—37% or more—comes either from other stations or turns on its radio expression to get the news. No less than 22% go to another station or turn the sets off after the news is finished.

Checking on TV homes, we found that television set owners do 73% as much listening to this radio news program as non-TV owners, the report states. It points out that TV listeners do more of their listening in different parts of the house—41.6% in the kitchen, 34.2% in the living room, 18.6% in the bedroom and 5.6% in the dining room—than non-TV owners, who do their listening largely (56.0%) in the living room and only 20.3% in the kitchen, 10.9% in the bedroom and 3.8% in the dining room.

95% Are Adults

Analysis of the Esso Reporter audience by age and sex shows more than 95% of the audience comprised of adult men and women. Coupled with the fact that 57% of program's listeners were able to identify its sponsor, this implied that the program should do a good sales job. But Free & Peters was not satisfied with mere implication and went a step further, matching each member of a listening group with a non-listener, age for age, sex for sex, dwelling for dwelling, community for community, so that "as closely as competent research could achieve, both groups were exactly the same in all respects—but one:

Group listened to the other one did not listen to this news program."

Sales to listeners were 50% higher than to non-listeners, with 29.5% of the listening group having bought Esso gas at the last purchase; 19.7% of the non-listeners had bought this brand. As listening increased so did the per cent of purchasers: 57% of those listening one or two days; 27.9% of those listening three or four days; 33.4% of those listening five or six days bought the advertised brand.

Free & Peters concludes the report with this sentence: "Radio news stands out as a vital service to listeners... as an effective vehicle for advertisers."

Don Lee Sale

General Tire Purchase Approved

The record $12,320,000 acquisition of the Don Lee radio and TV properties by General Tire & Rubber Co. along with parlay sales of one AM and one TV station, was slated to be consummated Saturday (Sunday), after FCC approved the transactions Wednesday.

Aising out of the Los Angeles Superior Court's acceptance of the General Tire bid for the stock of Thomas S. Lee Enterprises from the Thomas S. Lee Estate [Broadcasting Telcasting, Nov. 20, Oct. 23, 1956], the multiple transactions break down thus:

- The First National Bank of Akron, as trustee of the retirement plan for salaried employees of General Tire and certain subsidiaries, acquires the radio-TV properties of Don Lee Broadcasting System, including its four owned AM stations and one FM and one TV station for $12,320,000 cash.

Evidence of a satisfied sponsor is reflected on the dotted line of the 1951 contract signed by Feld Chevrolet and KCKN Kansas City, Kan. Firm has sponsored broadcasts in the Kansas City market without interruption since March 1937. New pact for KCKN broadcasts is signed by Milton Feld, president of the company, while looking on are (1 to r): Harley Kaylor (seated), KCKN commercial representative; Lester Goodman, Feld secretary-treasurer, and Merrill Owens, president, Merrill Owens Advertising Agency, which handles account. Feld has sponsored a $10,000 "mystery voice" contest and other programs on KCKN.

Broadcasting Telcasting

Pulse Survey Reveals

- The bank sells KTSI (TV), Hollywood and four experimental and associated facilities to CBS for $323,755 plus long-term lease arrangements covering studios, transmitter sites and associated facilities for a total rental of $3,112,500.

- To meet FCC's duplioverall requirements, CBS must dispose of its 49% interest in KTVY (TV) Los Angeles—which is来说 to be to Los Angeles Times, already owned of 51%, for a reported $450,000.

- General Tire acquires all of the Don Lee properties except KTTL and one AM station from the bank as trustee for stockholders to exceed $250,000, with General Tire's Lee Enterprises leasing space and facilities for 10 years at a total rental of $3,480,000.

- To comply with FCC's multiple-ownership policy limit of seven stations, General Tire, which also owns Yankee Network and Yankee's four owned stations, sells the Don Lee KDB Santa Barbara to Lincoln Delar, sole owner of KXDA-AM-FM Sacramento, KXOB Stockton, and KXOC Chico, Calif., for $25,000.

Part Not Included

Not included in the FCC actions, since FCC approval is not required, was Don Lee's 19% interest in Mutual, which went to General Tire, already owner of approximately 19%. General Tire also acquires control of Pacific Northwest Broadcasting Co. through which the Don Lee Network has 25 affiliates in addition to 16 affiliates in California.

With completion of the sales, the California properties involved will be held as follows:

General Tire—Don Lee Broadcasting System, including KHJ-AM-FM Los Angeles, KFRC San Francisco (Continued on page 68)
Radio-TV Vital, Says Pierce

THE NEED to maintain rather than silence radio and TV operations in time of national emergency was stressed last week by R. Morris Pierce, president and general manager of WDOK Cleveland, who won acclaim for his radio work in combat areas in World War II.

His statement was prompted by the Dept's proposal to give the President far-reaching control powers over radio, television and other radiations during emergencies or periods of possible attack, to prevent the use of such signals as direction finders for enemy planes and missiles [BROADCASTING * TELECASTING, Dec. 25, 1950]. The proposal has been widely interpreted as a forerunner to blacking out radio and TV during the next war, which Mr. Pierce found "alarming."

The WDOK president, who for two years during World War II was in charge of construction and technical operation of the broadcasting stations in Allied liberated areas in North Africa and Europe, noted that during this service he became familiar with broadcasting operations in combat areas.

"These broadcasting stations operated almost continuously," he said, "the occasions in which they were silenced, for security reasons, could be counted on the fingers of one hand."

Quotes BBC Official

Mr. Pierce quoted Francis C. McLean, head of the Planning, Installation and Designs Dept. of the British Broadcasting Corp., having written him early last month in response to a query:

It seems to me most extraordinary that anybody in the U.S. should talk of closing down broadcasting in the event of war. There is, I think, not the slightest doubt that broadcasting will be more than ever, necessary in the event of war to stop the spreading of rumors, to keep up the morale of the people, and to maintain an adequate channel of communication from the government to the people.

It will, no doubt, be necessary to make modifications to the actual broadcasting system and to take steps to avoid hostile planes direction-finding on broadcasting stations. As you know, we had a number of precautions here during the last war.

We got very successful results with this and were able to have various transmitters running at times when there were a large number of enemy planes over.

Mr. Pierce said he cannot believe that the enemy would be so "naive" as to trust the guidance of expensive bomb-carrying aircraft to "a radio station in the U.S. which could be silenced at a moment's notice or whose operating frequency could be changed at will."

He thought it more likely the enemy would seek more certain methods, such as some provided by nature or others less dependent upon such easily varied factors as broadcast signals.

Engineers at varied companies and its allies, he felt, should be consulted and the problems weighed carefully before governmental authorities come to a final decision.

That the Defense Dept. proposal would be approached cautiously by Congressional leaders to whom it was referred, as well as by the FCC, appeared a virtual certainty. Observers saw no likelihood that it would be considered at the current lame duck session of Congress.

Chairman Ed C. Johnson (D-Col.) of the Senate Interstate and Foreign Commerce Committee, to which the proposal was relayed from the Armed Services Committee, is known to be skeptical about the scope of the authority which would be conferred.

Will Study Situation

He expressed his concern to NAB Government Relations Director Ralph W. Hardy, and promised that "our Committee will examine this whole matter very carefully."

Some FCC authorities also have voiced concern, particularly with one of the features which Sen. Johnson also questioned—the proposal to extend the President's control to times of "strained international relationships" in addition to times of war or proclaimed emergency.

Mr. Pierce's caution against blacking out radio and television was based on experience during 1943 and 1944, first as chief engineer for the Psychological Warfare Branch of OWI and later, in England France and Luxembourg, as chief engineer of continental operations for the Psychological Warfare Branch.

In North Africa, he conceived the idea of broadcasting terms to the Italian Navy on the international distress frequency. Later, in Europe, his accomplishments included supervising installation of the first free radio in France at Cherbourg, and "leading" the capture of Radio Luxembourg, one of the most powerful stations in Europe.

POPULATION Increases in Over 3/4 Economic Areas

OVER three-fourths of the nation's 443 state economic areas had population increases between 1940 and 1950, the Census Bureau reported last week (see map). At the same time preliminary population counts were issued for the areas, to be used for housing statistics from the 1950 census.

Of the 338 areas where population gained, 229 had increases of 10% or more and 120 had gains of 20% or more. In the areas which lost population, only 21 areas had losses of 10% or more and there were only two areas which lost population to the extent of 20% or more.

Areas of heavy population growth were largely concentrated in the West and South. The West, reported as the fastest growing region in the U.S. between 1940 and 1950, showed population gains of 20% or more in about three-fifths of the 59 state economic areas constituting the region. An increase of 20% or more was recorded by all but one of the 17 state economic areas of California which formed the foremost state in the nation in both amount and rate of population growth between 1940 and 1950.

Growth in South

In the South, the Census Bureau reports 54 of the 181 state economic areas, or almost 30%, had growth rates of 20% or more.

In the North Central region, 24 of the 135 state economic areas were reported to have shown increases of 20% or more. Only six of the 68 state economic areas of the Northeast had such rapid population increases.

Large Increases

Two state economic areas were reported to have more than doubled in size during the past 10 years. These were areas Virginia-B and Maryland-B, each of which constitutes a part of the Washington, D. C., standard metropolitan area. The increases were 120% and 106.3%, respectively.

![Percent change in population of state economic areas: 1940 to 1950](image-url)
ELECTRONIC OUTPUT

Tremendous Program'

URGENT need for a "tremendous program" in the next 18 months to accelerate military production of vital electronics equipment—especially component parts—was asserted by a high-level government munitions official.

The problem of scarce materials and industry fulfillment of expected defense orders was decried by Edwin Hobbs, communications chief of the Defense Dept.'s Munitions Board.

Mr. Hobbs' comments were in response to a report that the department was studying the feasibility of "commanding" complete facilities of the radio-TV industry "before building new plants or opening shadow plants."

Mr. Hobbs termed the report as "inaccurate" but said that the electronics-communications segment probably could expect defense priorities ranging from 60% to 90%—depending on the gravity of the international situation. Much of the curtailment already has taken shape under a "slow process," he pointed out.

The government, he stated, encourages expansion of the "intergal facilities" or production lines of component parts firms, though he conceded they face shortages in skilled specialists.

In fact the government probably would be more apt to help component parts firms in tax write-offs on new equipment than it would to aid finished product companies whose role stresses assembly and engineering aspects.

The problem of expansion relating to end-product makers is simplified to the extent that plants already exist to serve production needs. The greatest problem facing those firms is the scarcity of trained manpower. Mr. Hobbs noted.

The government wants to make use of present industry facilities, including expanded lines of parts makers, before renting any standby plants now in mothballs, Mr. Hobbs emphasized.

Vital Metals Short

Complicating the picture is the shortage of vital metals confronting parts manufacturers and the great difference between current civilian needs and military equipment requirements.

Despite the great number and diversity of parts firms, there actually aren't too many in any one segment—tubes, resistors, condensers, etc.—nor are there specialists sufficient to go around. Furthermore, Mr. Hobbs added, the military has ordered a number of equipment items which have not been tested or have yet to be "modeled" for the first time.

Shortage of vital materials was further pointed out last week by the National Production Authority, which issued a new anti-hoarding order covering aluminum, cobalt, copper, nickel, steel, tungsten and tin—all used in electronics equipment.

NPA thus implemented the Defense Production Act passed by Congress last August. Penalties provide for $10,000 fine, one year's imprisonment, or both.

NPA also issued the first of its "conservation" orders prohibiting use of a scarce metal in certain products. (BROADCASTING • TELECASTING, Dec. 25, 1950.)

The anti-hoarding order provides that "no person shall accumulate (1) in excess of the reasonable demands of business, personal, or home consumption, or (2) for the purpose of re-sale at prices in excess of prevailing market prices, materials which have been designated as scarce...or materials the supply of which would be threatened by such accumulation."

The NPA directive prohibits hoarding of cobalt, used in radio- TV tubes, and tungsten, used in lamps. Cobalt was designated to include ingots, secondary copper and copper-base alloys. Others were aluminum, primary or secondary in "crude" form; nickel, alloyed and unalloyed; cadmium metal, tin, primary and secondary; and tungsten.

Tungsten Restriction

The provision on tungsten, used in tubes, included the material "in any form or shape into which it may be fabricated except such finished forms as are fabricated for installation (without further processing) into electrical communications systems...and electronic equipment such as radio, radar, and similar products.

In other actions last week, NPA also:

- Modified its previous order on aluminum, permitting manufacturers of electronic equipment.

CIVIL DEFENSE

12 Finalists Are Picked

TWELVE finalists out of 1,500,000 high-school students who participated in the fourth annual Voice of Democracy Contest during National Radio & Television Week were selected by NAB, which met last week at NAB's Washington headquarters.

Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce jointly announced the selection by NAB. The 12 finalists were picked from winners of contests in the 48 states, Alaska, Puerto Rico and District of Columbia. Four national winners will be selected with winning transcription reviews by a panel of eight distinguished Americans.

Winners will be brought to Washington Feb. 22 for an awards luncheon at which they will receive $500 scholarships. They will spend a week in Washington,结束旅行 in Williamsburg. The screening panel that picked the dozen finalists consisted of Ellsworth Tompkins, specialist for large high schools, U. S. Office of Education; James D. Secrest, RTMA general manager; Robert K. Richards, NAB director of public affairs and chairman of the overall Voice of Democracy committee; Associate Justice John H. Noma, presenting the Junior Chamber and manager of WGBG Red Lion, Pa.

VOD CONTEST

As now constituted, a nationwide emergency could be declared—in the interest of the "national safety"—upon a Presidential or Congressional decision that an attack has occurred or is "anticipated." The emergency authority, which could be invoked without proclamation in certain limited areas, expires on June 30, 1954.

Congressional conferees also agreed to authorize the CD administration to distribute state funds to states, who in turn would match the outlays for certain projects, but not including communications which would be borne by the government. States would share in the expense for air-raid warning systems. Conferees' action followed Senate passage of the bill (HR 9798) Dec. 22.

Floor debate took on a cautionary note as Sen. Brien McMahon (D. Conn.) warned against "serious dangers" that would confront radio and television stations, newspapers and other influential media in the event of hostile attack.

"It is quite possible that Communists are even now organized to seize a radio station when an enemy attack may occur, and to broadcast messages generating panic and chaos among the populace," Sen. McMahon asserted.

"An irresponsible and reckless use of communications facilities may greatly impair our capacity to successfully withstand a surprise assault. I think the gravity of this problem is apparent by simply mentioning a few defenses.

Other Defense Actions

On other civil defense fronts last week:

- The District of Columbia CD group accepted a bid by RCA for installation of four units of its contemplated air-raid warning system, with contract calling for $45,000. Installation is to be completed within four months, comprizing electronic horns and activating equipment. A $337,000 District outlay was pending on Capitol Hill in supplemental funds.

- The Federal Civil Defense Administration issued a 250-page volume titled Civil Defense Health Services and Special Weapons Defense, and was nearing completion of two tests of communications for state and local planners.

Role of mobile first aid stations is explored and monitoring teams are advised to carry walkie-talkie radio sets or utilize radio networks of the police force to transmit information to radiological plot centers.


Hill Approval Seen

January 1, 1951 • Page 21
BAC CHIDED

The charge was made just as NAB President Justin Miller was preparing to call the council to Washington for a Jan. 8 meeting, second session of the full group. First meeting was held Dec. 14 [BROADCASTING • TELECASTING, Dec. 18, 1960].

This second session is to go into regulatory problems, with top FCC officials joining in the discussion. Civil defense and the industry’s role in this phase of mobilization will be considered.

At the Dec. 14 meeting the council met with President Truman, Secretary of State Acheson, Secretary of Commerce Sawyer and other government administrators. In each case government officials discussed the radio-TV role in national defense with candor and confidence, according to council members.

Mr. Hayes

Mr. Hayes, writing to John R. Steelman, assistant to the President, complained only one of the 14 representatives of commercial radio stations truly represented NAB commercial stations, noting that only half the nation’s stations belong to NAB.

After the council was projected last summer, at Mr. Steelman’s suggestion in a letter to NAB, some industry elements balked at taking part in the council if it operated under NAB auspices. This undercurrent of opposition melted away at an Oct. 2 meeting and the full council membership was announced in November.

WTOP resigned from NAB more than a year ago following dis-Advisory Council, acting for the industry, is not a truly representa- tion of the industry and its special problems, Mr. Hayes said.

Hayes Takes Complaint To White House

Mr. Hayes has been a frequent visitor to the White House in the past several months, but this is the first time he has met with a top Washington official to discuss his industry’s opposition to the FCC’s new ‘Air Hazard’ policy. Mr. Hayes, president of WTOP, Inc. of Washington, D. C., decided this issue in Simms 1964.

The Commission also said “no reasonable analysis or construction of the rule making can lest that the procedure provided there- by constitutes a delegation of the Commission’s authority to other agencies” as claimed in objections. Mr. Hayes would agree that “contemplates no more than a referral of applications requiring aeronautical study to the Aire Subdivision...who will act as an expert in an advisory capacity” and the “determination of this body will merely aid the Commission in deciding whether a grant of the application involved in such case would be in the public interest.”

The Air Coordinating Committee was created by Presidential order to provide for the development and coordination of aviation policies. The Airspace Subcommittee, part of CAA, coordinates proposals by government agencies, private indi- viduals, and special organizations which may involve conflict in the navigable airspace. It functions through the regional subcommittees “composed of experts in the aeronautical field, familiar with the requirements of air safety in their area, who will provide local coordination of radio tower application problems,” FCC related.

The Commission noticed pointed out the regional CAA offices and coast guard. NAB, the Armed Services Dept. of Defense air bases “will be able to provide assistance to applicants in applying the criteria and in the selection of sites which, will be kept in mind in the application of the criteria.”

FCCI indicated the following may aid applicants in determining where their proposed sites lie with respect to the criteria. The area near airports is delineated on Special aeronautical charts, location aeronautical charts, instrument approach and landing charts, radio facility charts, Flight Information Manual and a new guide (by-monthly). The charts may be purchased from the U. S. Coast and Geodetic Survey while the Manual and Guide may be pur- chased from the Government Printing Office.

Mr. Hayes has been a frequent visitor to the White House in the past several months, but this is the first time he has met with a top Washington official to discuss his industry’s opposition to the FCC’s new ‘Air Hazard’ policy. Mr. Hayes, president of WTOP, Inc. of Washington, D. C., decided this issue in Simms 1964.
FOUR MAJOR responsibilities of broadcasters to the public were cited by Joseph W. Ream, executive vice president of CBS, at a speech Thursday before the Mid-Century Conference of the Speech Assn. of America held at the Roosevelt Hotel, New York, Wednesday-Saturday.

Mr. Ream emphasized that "getting and staying on the air with the best technical facilities" is the first obligation of broadcasters to the public. The second obligation, he said, is to serve the majority "so well that 41 million radio families and more than 9 million television families spend four to five hours a day beside their receivers." Giving "most of the people most of the time what they most want to hear," he said, "is the end measure of the success or failure of our system of broadcasting."

Serving a wide variety of minority interests with specialized network programs in more than half of all night-time and weekend hours, was Mr. Ream's third challenge to the broadcasters. Admitting that the documentary programs produced by CBS such as Operations Crossroads, Mind in the Shadow, and The Empty Nook, received only a small per cent of the radio audience possible, he pointed out that the problem is "one of impact." Breakdown of the weekly program schedule from BROADCASTING • TELECASTING, Dec. 25, 1950, into two categories, entertainment and programming for education, demonstrated that 70% of all quarter-hours from 6-11 p.m. offer at least one network program aimed at minority tastes.

Fourth responsibility, according to Mr. Ream, lies in "maintaining an immense, waiting audience-in-being—ready at any moment to listen and respond to the needs of their government in a time of national emergency." He said "this means broadcasting material that most people want to hear most of the time," and also "keeping virtually all of our 2,000 stations on the air."

Siepmann Charges

Charles A. Siepmann, professor of education at New York U.'s School of Education and author of Radio's Second Chance, charged that the offerings of radio constitute "a resounding failure." He said that radio has not tended to subordinate profits to public service but has equated profit-making with its service to the public.

T. R. Shearer, vice president of A. C. Nielsen Co., New York, spoke in a morning session of the conference Friday and warned: "The fact that television is a very powerful advertising medium should not blind us to the possibility of immeasurably enhancing its sales effectiveness by sound research, properly interpreted, and fully applied." Mr. Shearer pointed out that the problems of measuring television audiences are enhanced by the high cost of television programming which make imperative the need for comprehensive information regarding every factor that determines a TV campaign's effectiveness. He explained the Nielsen Audimeter technique to the conference and also demonstrated the Nielsen research data methods.

ARRANGEMENTS for Texas Round-Up, hour-long show of live hillbilly music originating from several Texas Quality Network stations, are completed by (11 to r) Mike McGuire, sales manager, Gulf Brewing Co., sponsor; Jack Harris, manager, KPFB Houston; Wade Barnes, Foote, Cone & Belding, agency handling show; Bert Oliver, FC& B; Jack McGrew, assistant manager, KPRC. Round-Up is presented by KPFB, WOAI San Antonio, WFAA Dallas, KRIS Corpus Christi, and KRGW Weslaco.

WILFRED BUSH (seated), sales manager, Light Grain & Milling Co., signs one-year contract with KSCB Liberal, Kan., for sponsorship of Light's Man On The Street. Looking on are Leon Salathiel (l), KSCB manager, and Ray Pearce, commercial manager.

On the dotted line

PLANS for promoting The Story of Doctor Kildare, syndicated program, over Yankee Network are discussed by co-sponsors' executives: (1 to r) Jerome H. Rose, exec. v.p. of Rhodes Pharmacal Co.; Abe Schumacher, president, and Ira C. Kepford, v.p. charge of merchandising and adv., Liggett Drug Co.

David H. Kimel (r), local commercial manager for WLAB Lawrence, Mass., watches as Philip L. Danforth, executive v.p. and treasurer, Essex Savings Bank, signs for daily weather reports. Year's contract marks bank's return to radio

WOW Appoints Favia

APPOINTMENT of Tumberto Favia, Italian Language broadcaster for Radio Diffusion Francaise (French broadcasting system) as WOV New York correspondent in Paris was announced last week by Arnold Hartley, WOV program director. Mr. Favia will use portable recording equipment to cover activities of the Italian-speaking community in France, which is second only to that in the United States in size and is equally active in the business, art and social life of its adopted country, according to WOV.
Investigations Start

**Columns which it said were offered by Cohen & Whitmore, Los Angeles.** The Better Business Bureau of Washington congratulated WEAM on its action. WEAM also carried MBS programs promoting similar merchandise, according to the station.

The WFL-TV rules covering mail-order items specify that every product advertised must be backed by a certificate of approval from a recognized testing laboratory or by the reputation of an established merchandising firm.

**No Censorship**

- "This action," said Mr. Clipp, "should in no wise be interpreted as unwarranted censorship of the advertising of reputable organizations. Television already has been proved a highly effective medium for mail-order selling. The new WFL-TV regulations are designed to protect this sales power by eliminating the damaging effects of irresponsible advertising."

Another WFL-TV precaution concerns the acceptance of business from new firms or product merchandisers. The station will forward only a briefly-established merchandising background, time contracts will be consummated only after a thorough investigation of company resources, including credit status, it was reported. "If TV stations are to win and hold the continuing confidence of the home audience, they must voluntarily assume the responsibility of supervising the quality of merchandise sold to the viewing audience through TV facilities," Mr. Clipp said.

Radio and TV stations have reported a large number of offers from mail-order firms. Many of these have been forwarded to BARB with comments on the type of merchandise.

Frequent complaint is made that mail-order houses buy newspaper and magazine space but only want to handle radio-TV business on a per inquiry basis.

This ad will appear in newspapers and magazines from coast-to-coast," said an offer from New Products Distributors of America, New York, in describing a "$10 value" gift box to be offered for $1.

The package includes a miracle lint-free, washable plastic dust cover and dust sheet, and will retail at $1 for a package containing 10 cloths. In addition a 20x20-inch synthetic chamois goes along with the two items.

A letter to a station, M. J.

(Continued on page 69)

**TAX STATUS**

**Excess Profits Relief Seen**

P. I. OFFERS MOUNT

STEPS to protect the public against operators of mail-order business are being taken by governmental and industry sources as per inquiry and free-time projects continue active.

Several pre-holiday offers are being investigated by the Bureau of Federal Investigation, U. S. Post Office Dept. They consisted of alluringly described Christmas tree ornaments actually made of cardboard.

Better Business Bureau, of Washington, D. C. became interested in tree-ornament offers when WEAM Arlington, Va., MBS capital outlet, refunded money to listeners after receiving a sample.

Broadcast Advertising Bureau, New York, has received many complaints from NAB member stations about per inquiry and mail-order offers. WFL-TV Philadelphia has moved to protect listeners by setting up contractual rules governing acceptance of all such business, according to General Manager Roger W. Clipp.

**Post Office Inquiry**

The U. S. Post Office Dept. inquiry followed complaints that mail-order tree ornaments were not worth the $1 charge, according to department officials.

Mentioned in connection with the department's inquiry were Ornaments Ltd., Los Angeles, and Robin's, Newton & Chapman, Los Angeles agency.

A. Frank Katzentine, president of WKAT Miami, told Broadcasting Teletcasting he had returned to senders the dollars sent to the station in response to announcements. He took this action after inspecting the ornaments.

Postal officials said they would decide, after investigation, whether the facts and evidence justified

reference of the case to the Dept. of Justice, which would decide if the proceeding should be instituted.

The copy submitted to stations referred to "50 brilliantly colored luminous Christmas tree ornaments for the price of one dollar. Just think of it, a total of 50 magnificent luminous Christmas tree ornaments, everything you need to transform your Christmas tree and living room into a fairy wonderland—all for only one dollar. And if you're not delighted, your money will be refunded."

Bonuses of 36 luminous icicles were offered if the order was submitted within 48 hours. The ornaments were described in considerable detail.

The $1 packet is understood to have contained 4x6-inch sheets on which are stamped Santa Claus, Christmas trees, stars, candy canes and similar effects, a total of 56 cardboard pieces.

A number of similar ornament offers were made by firms bearing other names.

In refunding hundreds of dollars to listeners, WEAM stated that it felt the product was not worth the money. The station had carried six announcements in one day before inspecting a sample of ornaments, which, despite complexities, promised at least two things for the broadcaster to cheer about this New Year's Day:

- The bill, as agreed upon by House-Senate conference, is less discriminatory against the radio-TV entrepreneur than the old World War II law.
- The new legislation is designed to take care of—at least in part—existing corporate problems inherent in the broadcasting industry.

Whether the relief provisions can aid every individual station operator is a matter which only the tax lawyer or accountant can iron out, it is explained. But for the most part, broadcasters are as for the unheard of low price of $1.50, present, television profits, will not be wholly siphoned off by the government.

The original House bill (HR 981) was tightly drawn with few provisions for growth, new services or abnormalities in a corporation's operation. The Senate, however, amended the measure substantially to bring these considerations into the bill's writing. Conferences retained nearly all of the Senate amendments. The conference report was adopted by the Senate Dec. 28 and needs only House approval to go to the White House.

It was expected that the House would follow the action by the Senate and quickly adopt the legislation today or Monday (Dec. 29, Monday in time for President Truman to sign the measure. The 82d Congress convenes Wednesday.

**$3.3 Billion Added**

As written, the new tax bill may pick up an estimated $3.3 billion to add to the $4.7 billion tax boost ushered in last fall. However, President Truman announced Thursday that a new tax program was being drawn up to finance the country's increased spending and that it would be submitted to the 82d Congress once the Treasury Dept. and Congressional committees get together on the general outline.

Current thinking in Washington circles points to higher corporate and individual income rate. Under the excess profits levy agreed upon by the conferences, a flat 2% increase in the 45% corporate rate now in existence would be imposed.

It is expected that President Truman will deliver his State of the Union address to Congress within several days after the 82d Congress convenes. His budget message, usually sent to Congress following the following day, may call for a $3.3 billion tax program for fiscal 1962, it was understood.

Most of the money sought would go for the armed forces and for other defense purposes. Few in, economists have predicted that "normal" operation of the government.

General features of the excess profits bill include: (1) retroactive to July 1, 1960, with termination date to be adopted by each corporation; (2) $2,400 ceiling on normal tax, surtax and excess profits tax at 60%; (3) crediting 55% of the surtax rate; (4) 1946-49 base period; (4) subjecting 75% of the excess to a profits levy, and (5) a minimum credit of $25,000 for all corporations.

An important section of the bill deals with capitalization of adver- tisement. Briefly, the proposal puts it up to the Treasury Dept. to determine a fair rate of return. It is understood that a 30% return on the investment of corporations under the bill would be comparable to planning during World War II. Since no sudden deviation in advertising volume would be permitted, it is expected that costs...

(Continued on page 69)
LOOK WHO'S LISTENING!

In the rich Texas Gulf Coast area the by-word is buy radio. There's no better way to reach so many people at so little cost than via the microphone. In the 71 Texas Counties and Western Louisiana Parishes that make up the KTRH BMB coverage area there are today 2,629,600 people, a big audience getting bigger every day. Population-wise, the Coast is an example of a rocketing market and listener-wise, it's growing, too, as evidenced by the 11.2% hike in KTRH BMB families over Study No. 1.

.... AND TO WHAT 50,000 WATT STATION!

KTRH, of course—the leading Houston station in total BMB families. KTRH also ranks high inside Houston, America's 14th market. According to the October-November Hooper Radio Audience Index, it's KTRH they're hearing most in three of the five-time-rated periods.

KTRH
CBS—Houston
50,000 Watts—740 KHz

All sources available on request
Mr. Grignon, general manager of WISN Milwaukee, said the station has just completed its 15th year. "AM radio still remains the most effective low-cost medium," he said, predicting that new advertisers will take the place of any who may cut radio spots. Mr. Grignon had "no material effect" as far as WISN is concerned, he said.

1950 was the biggest business year for WQXR New York, declared Elliott M. Sanger, executive vice-president of the station. A 10.7% increase in business over 1949 was revealed by Mr. Sanger, an increase which reached its peak during November, the largest sales month in WQXR's existence. Asserting that "this is further indication of the fact that there is no substitute for good music," Mr. Sanger said for the future that WQXR's emphasis for 1951 will be more and more on the kind of musical programs for which WQXR has been a leader for the past 15 years.

Vernon G. Witt, president and manager of Columbia Pictures Inc., Seattle TV film production firm, said that TV sets in Seattle had increased "more than 400% during the year now ending" and said that his firm believes "that the remarkably swift growth of television advertising and merchandising in the greater Seattle area is with the same comparative pace noted during 1950." He added that "increased awareness of film as a medium of advertising . . . in television, has accelerated demand in this area for filmed promotional pieces of all kinds . . . Criterion is staffed and geared for much greater activity in production work of this kind in 1951 over 1950."

More TV Money

Maurice Master, of Master Motion Picture Co., Boston, Mass., is convinced there will be more time bought on TV and more money spent on TV next year. Based on his own experiences in producing videos, etc., Mr. Master believes there will be an increase in sponsors representing foodstuffs, soap products, footwear, and home furnishings. "If the war situation gets worse," he believes, "there's bound to be a decrease in products available to sell. In any event, even if there's less business generally, more television will be used and it will come out of other media."

Joseph Dephoure, of Dephoure Studios, film producers, Boston, Mass., believes that 1951 should undoubtedly be a bigger revenue year for TV and pointed to the present situation in Boston where all available time has already been sold to sponsors with major TV stations. He expects "largest increases to come from sponsors of foodstuffs, beverages, hosiery, and beauty products. Mr. Dephoure said, "We're already starting to have entertainments on film stock, and allocations in the future will probably be based on purchases of the last couple of years . . . However, big advertisers will stay in television. And essential films for the government will take the place of any decrease in television advertising."

Feeling Pinch

Fred Niles, Director, Television Division, Kling Studios Inc., Chicago: "Television films, like many other basic industries, are already beginning to feel the pinch of shortages. Raw stock shortages are becoming evident, and are an element in every producer's think-

(Continued on page 70)
Columbia Broadcasting System

is pleased
to announce the
affiliation of...

WAKE

as the CBS outlet
for the rich Greenville*
South Carolina area

Effective January 1, 1951

*South Carolina's First Market

WAKE

GREENVILLE, SOUTH CAROLINA

JIM AYERS—General Manager

Represented by the O. L. Taylor Company

NEW YORK • CHICAGO • DALLAS • SAN FRANCISCO • LOS ANGELES • PORTLAND
IDEA WAR

PLANS for acceleration of the government's psychological warfare program, entailing use of broadcast media in field operations, were revealed last week by a top military official.

Brig. Gen. Robert A. McClure, head of the newly-created Psychological Warfare Division of the Defense Dept.'s G-4 Section, said his organization is working on personnel and equipment requirements designed to implement military field operations in Korea, Japan and other theaters.

At the same time, he disclosed to Broadcasting • Telecasting that his branch has "earmarked" several personnel and specialists not now available for psychological warfare duty.

Gen. McClure's group now numbers about 15 members, none of them familiar with broadcast media, but plans to expand upward to 35 personnel. Those who may be expected to serve would include regular or reserve officers, primarily those with World War II experience.

Gen. McClure's division, reactivated last September, currently is at war with the planning and supervising broadcast participation in field operations, including suggestion of possible themes for field use which would be more convincing "than the printed word." His division, he explained, would not be concerned with actual broadcast operations but rather serve to "backstop" psychological warfare.

Contingent on Crisis

"It is conceivable," Gen. McClure commented, "that in time of war, the organization would be sent to Europe to function in the field as it did during World War II." Developments would hinge on the international situation, he noted.

During the last war, Gen. McClure headed ETO, with command over such figures as William S. Paley, CBS board chairman; Adrian Murphy, CBS vice president and general executive; Davidson Taylor, former CBS vice president and incoming general production executive for NBC-TV, and Samuel R. Rosenbaum, former chief of Radio Luxembourg and now head of the trusteeship of the AFM welfare fund [CLOSED CIRCUIT, Nov. 27, 1960].

The Psychological Warfare Division also will work closely with the National Psychological Warfare Board, comprising officials of the Coast Guard, Navy, State Dept. and other agencies. Its purpose is to coordinate overall strategy of U.S. propaganda activity [Broadcasting • Telecasting, Aug. 28, 1960.]

The plan for broadcast media envisions, among other facets, possibility of dropping leaflets and broadcasting from U.S. planes. Gen. McClure also thinks it "quite feasible" that guided missiles could be used for voicing broadcast themes. To that end, his division currently is guiding research to determine the feasibility of using missiles for broadcast uses.

Military Planning

Radio Increase

PHILA. SUITS

Stations To Ask Rehearing

COUNSEL for three Philadelphia stations last week were preparing to ask the U.S. Court of Appeals, Third Circuit, to hear a petition on its reversal of a lower court's decision dismissing $50,000 libel suits against them [Broadcasting • Telecasting, Dec. 25, 1950].

The appellate court's decision, interpreting the political broadcast section (315) of the Communications Act, held that the law does not prohibit stations from censoring political broadcasts by persons who are not candidates.

The district court had dismissed suits against the stations—KYW, WCAU, and WFLY—on the ground that Sec. 315 forbids stations to censor political speeches and that under Pennsylvania law the owner of a station is not responsible for libelous broadcasts in the absence of fault on his part.

The Court of Appeals, however, noted that the broadcast involved in the suit was not made by a candidate, and held that the legislative history of Sec. 315, as well as the language itself, shows Congress intended it to apply only in the case of broadcasts by candidates.

Attorneys representing the three stations in the consolidated case planned to base their request for rehearing upon the fact that the decision rests upon legislative history whereas this point was not covered in the briefs or arguments by either side.

The suits were filed by David H. H. Felix, a Philadelphia attorney, after William F. Meade, then chairman of the Republican Central Campaign Committee, made two broadcasts over the stations in October 1949 allegedly impugning Mr. Felix who had Communist affiliation.

WGET to Progressive

AFFILIATION of WGET Gettysburg, Pa., with the newly-organized Progressive Broadcasting System was announced last week in a joint statement by Earl C. Pace, managing director of the station, and Larry Finley, PBS president. WGET, which is owned by the Times & News Publishing Co., has been in operation since August 1950, on a full daytime schedule.

Son To Bernard

J. J. BERNARD, general manager of ROMA Oklahoma City, is the father of a boy, born Dec. 28, 1960. The child is named John Joseph Bernard. Mr. and Mrs. Bernard have two other children, Karen Hart and Joan Justice.
An Invitation to Radio and Television Stations

GOLD MEDAL AWARDS FOR OUTSTANDING PUBLIC SERVICE IN PROMOTING FIRE SAFETY

To recognize outstanding public service in promoting fire safety, the National Board of Fire Underwriters again announces its annual Gold Medal Awards for 1950 to the nation's radio and television stations.

A Gold Medal or $500.00 in cash will be given to the radio or television station which, in the opinion of impartial judges, has contributed most to the betterment of its community through fire prevention.

There also will be honor award citations to five radio stations for distinguished achievement through their campaigns. Identical awards will be made to the press.

To Prevent Fires and Save Lives

Every year, through their public service campaigns, radio and television stations, and the press, in hundreds of towns all over the United States help their communities gain greater safety from fire.

These campaigns strengthen fire departments, building codes, safety ordinances, and stimulate increased activity on the part of civic organizations working to prevent fires and save lives. It is in recognition of such worthwhile services that awards have been made annually since 1941.

Get Entry Forms and Suggestions

You are invited to nominate your radio or television station for the 1950 awards. All radio and television stations and all daily and weekly newspapers are eligible. Mention or lack of mention of the National Board will not be a factor in the judging. For entry forms and for suggestions regarding the materials and make-up of the entries, see your local fire chief or write the National Board of Fire Underwriters.

WINNERS LAST YEAR

GOLD MEDAL

Station KANS
Wichita, Kan.

Honor Award Citations

WEBR
Buffalo, New York

WJEF
Grand Rapids, Mich.

KONO
San Antonio, Tex.

KELO
Sioux Falls, S. D.

KSYC
Yreka, Cal.

NATIONAL BOARD OF FIRE UNDERWRITERS

Public Service Organization of the Capital Stock Fire Insurance Companies

85 John Street, N.Y. 7, N.Y. • 222 West Adams St., Chicago 6, Ill. • 1014 Merchants Exchange, San Francisco 4, Calif.

Broadcasting • Telecasting

January 1, 1951 • Page 29
increased revenue for radio in the coming year despite unsettled world conditions. The majority of representatives expect both spot and local radio billings to expand. Over 70% see increased spot business with the average gain expected to be about 15.5%. In the local field 1951 will be a bigger year according to 77.7% of those expressing an opinion. They expect the gain to average about 9.5%.

Network radio will be down in 1951 in the opinion of 43.7% of the representatives. The drop, they say, will be about 10% below 1950.

Another 31.3% expect the network picture to remain the same.

There is no doubt that television billings will increase, expected by the national representatives queried to average about 36%.

AM billings should be up an average of 14% according to 86.1% of the representatives who see gains for this broadcast media in 1951.

Operating Increase

On the question of operating expenses for radio, 79.4% of the representatives see this item increasing an average of 14% in 1951. Another 17.6% say this cost will remain the same.

The war situation, viewed with mixed emotions, was mentioned as a factor to be reckoned with by almost every national representative polled by Broadcasting & Telecasting. Basing their predictions in part on the practices of the last war, the majority felt radio could expect added advertising dollars—averaging about 18%.

One faction felt this condition would be precipitated by an increase in "good-will" advertising brought about by expanded war production in many "name" firms and by the stimulus of the excess profits tax. Another group took the view that the advertisers of soft goods—food, clothing, etc.—would increase broadcast appropriations to back available lines. This increase, they said, probably would more than offset any decrease which might come among hard goods. As some items become increasingly hard to get, hard goods advertisers are expected to change their radio advertising theme from selling to institutional messages. Also mentioned was the possible shortage of paper—and the increasing cost of white-space—which would tend to divert some appropriations to radio.

Business in general, according to 82.8% of the representatives, should be better in 1951. They peg the average gain at about 14%.

Even with the present-day unsettled world conditions, the representative generally take the view that both radio and television will prosper in 1951. John E. Pearson, president of John E. Pearson Co., New York, feels that the industry "will have the biggest year in its history and especially spot on both radio and TV. The station that's really on its toes and has smart local programming as well as alert local and national sales staffs and representatives can expect to do from 15 to 20% more business overall...."

Adam J. Young, president of Adam J. Young Inc., New York, expects that despite abnormal conditions business will be good. He says "the amount of money spent on all types of advertising will increase, and this will be reflected favorably in radio and television...."

"General business will be better with a great variety of lines showing improvement," in the opinion of Lloyd Venard, vice president and eastern sales manager of O. L. Taylor Co., New York. Decreases, however, are seen "in lines of business where production is curtailed for war necessities—automobiles, for example."

A warning to stations not to return to the "take it or leave it," selling attitude of the last war is voiced by Lewis Avery, president of Avery-Knodel Inc., New York. As to the business picture, Mr. Avery feels that "spot radio and spot TV advertising will show substantial gains in 1951 over 1950. I would estimate that spot radio will increase 15% and spot television 25%. If there are no new TV stations in 1951, a large part of the increase will come from rates...."

"General business activity in 1951 will increase," according to James W. Le Baron, manager of

(Continued on page 80)
Want to be snowed under with replies in New England?


This letter from Snow's agency, Daniel P. Sullivan Company, tells the whole story—

"Until further notice, please omit reference to the free recipe booklet. Response has been remarkable, not only in number but in geographic spread.

"Analysis shows returns from every corner of the New England states as well as New York State and Canada.

"Our present difficulty is the limited office staff. If we continue to swamp them with requests, we're afraid of delays in mailing out the books, which would not be good!

"Thank you for your excellent work on Snow's Clam Chowder and other products."

Want further evidence in the same vein? Ask WBZ or Free & Peters. They'll give you eye-opening records on WBZ results... on both daytime and nighttime programs!

WBZ

BOSTON

50,000 WATTS

NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

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

for WBZ-TV, NBC Spot Sales
REGIONAL networks and groups are generally hopeful of improved business in the year ahead, with gains ranging from 5% to 20%.

Of a dozen regional organizations that replied to a Broadcast-\(\text{ing}^{*}\) Telecasting questionnaire, only three predicted business will be unchanged in 1951 and in no case did a regional predict a loss in revenue.

All but three regionals predicted local business would rise and estimated increases running from 5% to 25%.

Four groups predicted national spot would remain the same whereas nine predicted gains ranging from 2% to 15%.

All but three predicted gains in network time sales, ranging from 5% to 25%. None expect the 1950 level to continue, with the trio anticipating declines, estimating them at 10% and 25%.

Main sources of increased business mentioned on the regional questionnaires were foods, drugs, household, regional soft goods, national hard goods, national spot, war industries, institutional, industrial, auto, farm implements, money lending and service organizations.

All but one group predicted operating costs would go up anywhere from 3% to 20%, with most of the estimates running around 10%.

As to general business, only one regional looks for a decline in 1951. The rest look for overall business to go up anywhere from 5% to 20%, mostly around 10%.

Mr. Jones, general manager of Columbia Pacific Network, believes material shortages "will translate themselves into an abnormal turnover of advertising accounts. Since radio is less dependent on hard goods manufacturers than some media, we expect fairly normal national business in the soft-goods lines and services, but local dealer shortages and credit regulations will require wider diversification of local accounts on our station."

Mr. Ingrin said: "We believe that recent credit restrictions on auto buying will expand use of radio by dealers and manufacturers. The last quarter of 1960 has brought increased interest in the part of farm implement dealers. For the first time in several years we have regular schedules from distributors and dealers."

Heavy Spot Activity

"We feel certain that these schedules will continue throughout the year since farm income continues good. Unless the armed forces make unusually heavy demands on food processors we look for heavy spot activity in this field. Intermountain billings increased more than 100% in 1950 and we are bullish on 1951."

Ward D. Ingrin, vice president in charge of sales, Intermountain Broadcasting System, said: "Should certain materials go on the critical list, the entire advertising picture would change. If avenues of supply remain relatively open, we at Don Lee-Mutual are expecting a really good year of business in 1951."

Frank Samuels, vice president and general manager in charge, ABC Western Division, believes radio will hold its own in 1951 and pass 1950 in gross sales.

"Many advertisers who have curtailed some of their radio budgets in 1950 may be entering radio for the first time," he said. "Many new advertisers who were never in radio, and other advertisers who displayed their product in newspapers, magazines, etc., are continuing to give TV a phenomenal growth." Despite the national emergency he predicted business will continue to prosper and Southern California's population influx is bringing new dollars and consumers, he added.

Cliff Gill, general manager of Pacific Regional Network, believes the booming West Coast will roll up record payrolls. He (Continued on page 66)
For three straight months

WWDC

Washington, had the

BIGGEST MONTH

in its history!

October was the biggest month in WWDC's exciting history! Then November topped October! And then December topped November! This happened in Washington, mind you—a booming city with 4 newspapers, 4 television stations, and 14 radio stations. There's just one reason why: WWDC gives advertisers more results in dollars and cents. Get all the dope from your Forjoe man.

★ ★ ★ ★ ★

P.S.—Transit Radio (WWDC-FM) also broke all records for the 3-month period. Don’t overlook this hot new advertising medium in your 1951 plans. National reps: H-R Representatives, Inc.
many FM stations face 1951 with confidence, judging by scattered returns from FM stations that sell time. A Broadcasting • Telecasting questionnaire sent to some two-score FM stations did not draw enough replies to reduce figures to a percentage basis. Only one of a dozen respondents predicted 1951 will be worse than 1950, maintaining the traditional optimism of many FM operators despite the difficulties they face. The rest estimated time sales will go up from 10% to 100% in 1951, with higher figures coming in several cases from transit and/or storecasting operators.

Local business will increase anywhere from 10% to 100%. One station executive fears a 20% loss in local revenues. National spot will go up from 10% to 100%, according to a half-dozen stations, but three predictions expected no change in this category. Type of sponsors from whom more business is expected include local retail, wholesalers, distributors, co-op accounts, jewelers, beverages, construction and furniture.

Asked if TV in their markets is hurting their FM revenues, two stations said television actually increases revenues; three said there is no effect; one conceded TV hurt his business.

Operational expenses will go up around 5% to 10%, many managers believe, but two expect no change and one hopes for a decrease.

Here are some of the comments submitted by FM executives:

Ben Strouse, general manager of WDDC-FM Washington, predicted the station’s FM business would be up 100% in 1951 and called the figure “conservative.” “We are Washington's transit radio station,” he said, “and transit radio has now hit its stride as an effective medium. December was our biggest month by far, and we are still growing.

Shortages Threaten

"Presumably some of our best sources of revenue will dry up because of shortages, but new sources will undoubtedly develop. Our country will be going through a tough period — there will be stresses and strains. We will have manpower problems, material problems and many others, but radio will again serve well in whatever emergencies arise. Commercially, radio will have one of its best years, despite obstacles that may develop."

Edward A. Wheeler, president and general manager of WBAW (FM) Evanston, Ill. (Chicago), noted half of the water was removed from the FM picture in early 1950. A gradual increase in the number of FM stations (and FM operating hours) is expected in 1951 as additional AM and AM-FM operators find it necessary to evaluate their audience.

"In TV markets, the increasing proportion of TV-FM sets (without AM) will cause concern to the AM stations without FM affiliates. In 1951, FM should receive recognition from national accounts now that FM has been shown to be a good advertising buy on the local level.”

E. J. Paxton Jr., manager of WKYB-FM Paducah, Ky., broadcast local baseball but fears the war will kill minor league baseball.

Everett L. Dillard, general manager of WASH (FM) Washington, said they had huge replies to the reducing audience “because of TV-FM combinations and by establishing in the minds of the public that there is more than one medium of broadcasting, i.e., AM.

Advertising to Gain

"Regardless of the international situation,” he said, “all indications point to a considerable upsurge in FM advertising in 1951.” FM circulation in Washington is rising, from 114,000 last October to an estimated 125,000 as of Jan. 1. There are more FM than AM stations at night in Washington, he noted, and predicts that around the nation a number of FM stations should reach the profit stage in 1951.

Sol Chain, vice president and general manager of WBBM (FM) North Haven, Conn. (New York) continues to drop because over 40% of our business is advertising television. From what I hear on other stations that figure probably holds for them, too. With no TV to sell, that business will be lost. Assuming there will be revenue from other sources connected with the defense effort, we'll still be 20% under. General business in this area should be improved since this area is part of the arsenal.”

Jerome P. McCarthy, station manager of WTOA (FM) Topton, N. J., has transit radio and said response from local merchants is "very encouraging."

Ira A. Hirschman, president of WFLN (FM) New York, looks for a 10% increase in the station’s come-next year and contends TV actually is a help to FM.

E. J. Hodel, general manager of WDBJ-FM-AIR (FM) Sta. Va., expects a 75-100% increase in FM business in 1950, with local up 100% and spot up 50%. He believes mobilization will aid FM, possibly to the detriment of TV, due to scarcity of metals and components for sets. In time he feels manufacturers will find it more profitable to build quantities of FM sets instead of fewer TV receivers. He notes a revived interest in FM by set makers, advertisers and even networks, pointing to a slow but sure FM expansion in 1951.

Guy T. Nunn, manager of WDET (FM) Detroit, expects the biggest year in FM, AM and TV history, with chance FM’s gain may be slight depending on set production and conversion of TV programs to FM sets. He fears dislocations during the changeover to military production.

HILL PICKUPS

Provides for Radio-TV

FACILITIES for future radio-TV pickups in Congress have been installed in the newly remodeled Senate and House chambers, according to Lee Holcomb, electrical engineer of Capitol Architect David Lynn's staff.

New streaming of the Capitol’s radio wings is slated to be ready for the convening of the 82d Congress Wednesday. Remodeling took place for half-year periods in 1949-50. Total cost approached $5 million.

According to Mr. Holcomb, conduits, junction boxes, cabinets and plug-ins for microphones have been built in the new house chamber. Most of these facilities also are integrated in the Senate design. He said that during the remodeling, a representative group of broadcasters was consulted in order to determine radio-TV's needs.

Most complete facilities are in the House wing where joint sessions of Congress are held. Permanent lines have been run from the House wing's "attic" to a broadcast cabinet which gives outlet to the outside, the FM set and sound truck. Complete "studio equipment" of 12 spot and flood lights can be set up in the House for TV and newreel purposes, it was pointed out.

JAZZ PROGRAM

Is Savings Bonds’ Salute

LATEST "Guest Star" program produced for the U. S. Savings Bonds Div. of the Treasury Dept. is a 15-minute jazz classic that has been distributed to 2,800 radio stations, it was announced last week. The show, called Dixieland Clarimonde No. 1, features 28 of the nation’s greatest jazz artists including Bob Crosby, Hoagy Carmichael, Ziggy Elman, Joe Venuti and Charlie Teagarden.

As a part of the public service effort to urge the buying of U. S. Savings Bonds, the show was recorded early in January in CBS Hollywood’s Vine St. studios. The release was scheduled for broadcast New Year’s Eve.
They're talking about you

... and what you sell

If you have a product or service to sell, someone is probably talking about it right now.

For, when customers and prospects get together, table-talk can turn to shop-talk — and to you and what you sell.

Word-of-mouth mention is powerful medicine in any sale—and whether it's a boost or a blast can often depend upon the impressions made by your personal selling, what other customers say and, perhaps most of all, by your advertising.

It's advertising that influences the people you can't get in to see or don't know. It's advertising that pre-conditions prospects — that shapes the opinions upon which your order can rest.

That's why so many successful marketing executives in every field are advertising-minded.

They know that the salesman is but one link in the buying-chains-of-command — that chain reactions are triggered by advertising—and that their (and your) greatest sales asset is acceptance.

Selling to advertisers is no different.

Advertising is bought by the group of executives who plan marketing strategy and tactics.

That's why media, agencies, services and suppliers concentrate their advertising in Printers' Ink. It's the one publication that reaches the entire marketing group of advertising, management, sales and agency executives who create and buy advertising.

Printers' Ink is the magazine of marketing for advertisers—the place to build acceptance among the leading buyers of advertising.

PRINTERS' INK | THE WEEKLY MAGAZINE OF ADVERTISING, MANAGEMENT AND SALES
205 EAST 42nd STREET, NEW YORK 17, N. Y. • MURRAY HILL 3-6500
Hennock, Webster  
See '51 Advances

By Freida B. Hennock  
Commissioner, FCC

I have no difficulty in fixing the most significant event in the field of broadcasting during the critical year of 1950. The past year will be long remembered as the year in which educational television took its first firm steps toward realization. 1950 saw educators make a forceful claim for television frequencies supported by a rising tide of public opinion.

SUB-PART A  
GENERAL INFORMATION

B17.—Basis and Purpose
(a) These rules are issued pursuant to the authority contained in Title 3 of the Communications Act of 1934, as amended, which vests authority in the Federal Communications Commission to issue licenses for radio stations. When it is found that the public interest, convenience or necessity would be served thereby, and to require the painting and/or illumination of radio towers it is essential that such towers be readily identifiable and if in a well populated area so that they may constitute a menace to air navigation.

(b) The purpose of these rules is to prescribe certain procedures and standards applicable to the Commission's consideration of proposed antenna structures which will serve as a guide to persons intending to apply for radio station licenses. The standards have been worked out in conjunction with the Civil Aeronautics Administration, the Department of Defense and other Government agencies.

B17.—Definitions
(a) Airport Reference Point. The airport reference point is a point selected and marked at the approximate center of the airport landing area.
(b) Antenna structures. The term "antenna structures" means any of the various supporting systems and its supporting structures.

(c) Approach Surfaces and Approach Areas. The approach surface is an imaginary horizontal plane extending from the airport reference point at a distance of 500 feet to 1,000 feet and 3,000 feet measured horizontally from the carrier service airports, taxiways, and runways. Approach areas are measured horizontally from the runway centerline extended outward to the limit of the airport. The approach area begins at the centerline extended outward for a distance of 500 feet to 1,000 feet and 3,000 feet measured horizontally from the carrier service airports, taxiways, and runways.

(d) Slope—For instrument runways the slope of the approach surface is a line drawn from the runway centerline extended outward at the airport reference point. The slope extends upward and outward from the airport reference point for a distance of 617.3 feet.

(e) Slope—For instrument runways the slope of the approach surface is a line drawn from the runway centerline extended outward at the airport reference point. The slope extends upward and outward from the airport reference point for a distance of 617.3 feet.

(f) Proposed Antenna Structures. Proposed antenna structures are proposed structures that are not located in the areas designated for proposed antenna structures.

(g) Proposed Antenna Structures. Proposed antenna structures are proposed structures that are not located in the areas designated for proposed antenna structures.

(h) Established Air Traffic Control Areas. Established airport traffic control areas are designated by the Civil Aeronautics Administration for air traffic control purposes.

(i) Established Air Traffic Control Areas. Established airport traffic control areas are designated by the Civil Aeronautics Administration for air traffic control purposes.

Rules Concerning The Construction, Marking and Lighting Of Antenna Towers and Supporting Structures

(See separate story this issue)

The CBS Stations  
Covering The Top Of The Nation

Announce

The Appointment of

Weed and Company

As Exclusive National Representatives

(c) Minimum Flight Altitude—Minimum altitudes designated by the Administrator of Civil Aeronautics to provide for the protection of air navigation and to reduce the possibility of the application of the vertical plane to the proposed antenna structures, symmetrically located on either side of the runway, extend upward and outward from the centerline to the edge of the runway or from the proposed antenna structures to a distance of 5,000 feet measured horizontally. The approach areas extend from the centerline to the edge of the runway or from the proposed antenna structures to a distance of 5,000 feet measured horizontally.

(d) Proposed Antenna Structures. Proposed antenna structures are proposed structures that are not located in the areas designated for proposed antenna structures.

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(k) Proposed Antenna Structures. Proposed antenna structures are proposed structures that are not located in the areas designated for proposed antenna structures.

(l) Proposed Antenna Structures. Proposed antenna structures are proposed structures that are not located in the areas designated for proposed antenna structures.

(m) Proposed Antenna Structures. Proposed antenna structures are proposed structures that are not located in the areas designated for proposed antenna structures.

(n) Proposed Antenna Structures. Proposed antenna structures are proposed structures that are not located in the areas designated for proposed antenna structures.

(o) Proposed Antenna Structures. Proposed antenna structures are proposed structures that are not located in the areas designated for proposed antenna structures.

(p) Proposed Antenna Structures. Proposed antenna structures are proposed structures that are not located in the areas designated for proposed antenna structures.

(q) Proposed Antenna Structures. Proposed antenna structures are proposed structures that are not located in the areas designated for proposed antenna structures.
ASK INJUNCTION
In 'Times-Picayune' Case
A TEMPORARY injunction against the New Orleans Times-Picayune, respondent in an anti-trust suit lodged by the government last summer, was sought in a motion filed last Tuesday in Federal District Court, New Orleans.

The motion, which seeks either an injunction or a partial summary judgment, asked the court to decree that the Times-Picayune Publishing Co. "be perpetually enjoined from offering combination or unit rates" for certain advertising in the daily Times-Picayune and afternoon New Orleans States.

The action represented an inter move by U.S. Attorney John McKay in a case involving publication of the two newspapers but not the company's radio interests, WTPS-AM-FM New Orleans. The suit, reminiscent of FCC's duopoly broadcasting rule, is being watched closely, however, by FCC legal authorities and newspaper-owned stations.

The Justice Dept. suit is aimed partly at alleged practices involving all "combination" rates, charging in this case that the company used its two papers to attain monopoly at the expense of the competing New Orleans Item. The company has denied charges of anti-trust action and monopolistic practices.

Attorney McKay's motion added that if the request is not granted, the court should issue an order, "pending final determination of the merits of the complaint, temporarily restraining the company from adhering to certain advertising contracts."

Also filed with the district court was an affidavit signed by David Stern, publisher of the Item, and George Nelson, Item executive, which charged that combination rate selling has caused that newspaper to "operate on greatly reduced revenues and at substantial operating losses."

Officials of the Times-Picayune Publishing Co. contend that such procedures are generally utilized in the newspaper field and do not violate the anti-trust law.

FCC normally has not acted against licensees charged with anti-trust violations unless the suits ended in convictions or consent decrees, nor has it clarified its policy generally with respect to such cases.

Ethan Allen

FUNERAL services were held in Santa Rosa, Calif., for Ethan Allen, 40, West Coast advertising and radio man who died Dec. 19 after an illness of almost a year. Mr. Allen retired from BBDO, San Francisco, last February and moved to Santa Rosa in an attempt to regain his failing health. He is survived by his widow, Elizabeth, and four children.

HYDE APPEARS
Testifies on Wire Tapping

FCC Comr. Rosel H. Hyde appeared Dec. 20 before the Senate Committee on the District of Columbia concerning S 4154, a bill making any wire tapping unlawful in D.C. except by a law enforcement officer acting under court warrant. The bill was introduced by Sen. Matthew M. Neely (D-W. Va.), committee chairman.

Comr. Hyde stated FCC wished to take no position on the issue but explained Sec. 605 of the Communications Act contains a general prohibition against unauthorized interception and divulgence or use of wire or radio communications of a private nature. He said that the Supreme Court in the 1957 Nardone case ruled government employees, including law enforcement officers, were included in the prohibition under Sec. 605.

The question of relaxing provisions of Sec. 605, Comr. Hyde said, rests with Congress since wire tapping is "clearly as great an invasion of a citizen's basic rights of privacy as any search of his home or person." He felt necessary some provision of safeguard such as the proposed requirement for a court warrant to wire tap. Comr. Hyde recalled a number of bills similar to S 4154 have been proposed, particularly relating to national defense or kidnapping.

Rep. Kenneth B. Keating (R-N. Y.) introduced a comparable measure in the House, HR 929, a bill to authorize acquisition and interception of communications in the interest of national security.

RCA announces new high-fidelity tape recorder designed to meet existing broadcasting requirements. RCA type XT-11A magnetic tape recorder is suitable for all sizes of AM, FM and TV stations, firm says.

Radio-TV Specialists

DEPT. OF DEFENSE officials revealed last week that the military establishment has availabilities in its radio-TV branch for Naval Reserve commissioned officers who wish to return to active-duty. Positions are open for radio-TV writing and production specialists as well as for reporters interested in recording documentaries outside of Washington for the department.

Qualifications include network or large station writing production experience and special events background, but are not limited to those factors, it was stressed. Naval reserve officers are not presently subject to involuntary recall. Applicants should contact Chief of Information, Navy Dept., or the Director of Information, Office of the Secretary of Defense, Dept. of Defense, Washington, giving background experience and service serial number.
Rules Concerning the Construction, Marking and Lighting of Antenna Towers and Supporting Structures

(See separate story this issue)
pection. Any antenna structure less than 500 feet in height would necessitate the raising of the minimum flight altitude within the Civil Airports and designated traffic control areas of the country.

(b) In areas of established coastal corridors.

(c) Where the antenna structure would project above the landing area, or the limiting height of structures specified in Section 17.15, of all airports now in existence or provided for in approved plans.

§17.15—Antenna Structures 170 feet in height and under.

Antenna structures 170 feet and under in height above the ground will not require special aeronautical study, except in the areas outlined in Section 17.15.

§17.16—Certain Antenna Structures Exempt from special aeronautical study.

Antenna structures mounted on top of natural formations or existing man-made structures will not require special aeronautical study, if, as a result of such mounting, the over-all height of such natural formations or existing man-made structures has not increased more than 20 feet.

§17.16—Antenna structures in airports and approach areas.

Antenna structures in the vicinity of airports and approach areas will require aeronautical study if they project above the following heights above ground or surfaces (in case of conflict between the applicable rules, the above shall be applied):

(a) In instrument approach areas, more than 100 feet above the ground or 100 feet above the elevation of the approach area, whichever is higher. A three mile radius shall be used for purposes of determining the above height.

(b) More than 100 feet above the ground or the established airport elevation, whichever is higher. A three mile radius shall be used for purposes of determining the above height.

(c) More than 100 feet above the ground, whether the structure is stationary or in motion, unless the structure exceeds its height above ground.

(d) In addition to the requirements of paragraphs (a), (b), and (c), antenna structures which project above the landing area shall require special aeronautical study except those structures located in the areas set forth in Section 17.15 of these rules.

§17.17—Shielded Antenna Structures.

In any special aeronautical study conducted under the provisions of this Sub-part, the circumstances that the antenna structure will be shielded by natural formations or existing man-made structures will be taken into account.

§17.17—Existing Structures.

(a) Nothing in these criteria concerning antenna structures or locations will apply if they exist as of the effective date of these criteria.

(b) No change in any of these criteria or relocation of airports shall be allowed to affect such structures authorized by the Commission.

SUB-PART C

ANTENNA MARKING SPECIFICATIONS

§17.21—Painting and lighting, when required.

Antenna structures shall be painted and lighted when:

(a) They require special aeronautical study; or

(b) They exceed 170 feet in height above the ground.

(c) The Commission may modify the above requirements for painting and/or lighting of antenna structures, when in its judgment the absence of such marking would not be inconsistent with the safety of aircraft or that a lesser marking requirement would insure the safety thereof.

§17.22—Particular specifications to be used.

(a) Where special aeronautical study is not required, the Commission will prescribe the type of marking required, and the dimensions therein set forth hereafter.

(b) Where special aeronautical study is required, the Commission will, in so far as consistent with the safety of life and property in the air, assign painting and lighting specifications as set forth hereafter.

(c) However, where antenna installations are such that their painting and lighting in accordance with the above specifications are confusing or endanger rather than assist airmen, the Commission may specify the type of painting and lighting to be used in the individual situation.

§17.23—Antenna structures 100 feet and under in height.

Antenna structures 100 feet and under in height above the ground, located in areas set forth in Section 17.15 of these rules, shall be painted and lighted as follows:

(1) The structure shall be painted throughout its height with alternate bands of international orange and white, terminating with an orange band at the top and bottom. The width of the international orange bands shall be one-half the width of the international white bands.

(2) For night marking there shall be installed at the top of the tower at least 100 feet, or 111.1/2, respectively, enclosed in aviation red Fresnel or prismatic (heat resistant preferred) obstruction light through the lower third of the structure from the top to a distance approximately one-half the height of the structure from the top of the structure, and furnished with a sufficient number of low power light units to be visible from the middle of the structure to the middle of the area below.

§17.24—Antenna structures above 170 feet up to and including 400 feet in height.

Antenna structures above 170 feet up to and including 400 feet in height above the ground shall be painted and lighted as follows:

(a) The structure shall be painted throughout its height with alternate bands of international orange and white, terminating with an orange band at the top and bottom. The width of the international orange bands shall be one-half the width of the international white bands.

(b) For night marking there shall be installed at the top of the structure at least 100 feet, or 111 1/2, respectively, enclosed in aviation red Fresnel or prismatic (heat resistant preferred) obstruction light through the lower third of the structure from the top to a distance approximately one-half the height of the structure from the top of the structure, and furnished with a sufficient number of low power light units to be visible from the middle of the structure to the middle of the area below.

§17.25—Antenna structures above 400 feet in height.

Antenna structures above 400 feet in height above the ground shall be painted and lighted as follows:

(a) The structure shall be painted throughout its height with alternate bands of international orange and white, terminating with an orange band at the top and bottom. The width of the international orange bands shall be one-half the width of the international white bands.

(b) For night marking there shall be installed at the top of the structure at least 100 feet, or 111 1/2, respectively, enclosed in aviation red Fresnel or prismatic (heat resistant preferred) obstruction light through the lower third of the structure from the top to a distance approximately one-half the height of the structure from the top of the structure, and furnished with a sufficient number of low power light units to be visible from the middle of the structure to the middle of the area below.

§17.26—Antenna structures above 400 feet in height and under 600 feet in height.

Antenna structures above 400 feet in height and under 600 feet in height above the ground shall be lighted and marked as follows:

(a) Antenna structures above 400 feet and under 600 feet in height above the ground shall be painted and lighted as follows:

(1) The structure shall be painted throughout its height with alternate bands of international orange and white, terminating with an orange band at the top and bottom. The width of the international orange bands shall be one-half the width of the international white bands.

(2) For night marking there shall be installed at the top of the structure at least 100 feet, or 111 1/2, respectively, enclosed in aviation red Fresnel or prismatic (heat resistant preferred) obstruction light through the lower third of the structure from the top to a distance approximately one-half the height of the structure from the top of the structure, and furnished with a sufficient number of low power light units to be visible from the middle of the structure to the middle of the area below.

§17.27—Antenna structures above 600 feet in height.

Antenna structures above 600 feet in height above the ground shall be painted and lighted as follows:

(a) The structure shall be painted throughout its height with alternate bands of international orange and white, terminating with an orange band at the top and bottom. The width of the international orange bands shall be one-half the width of the international white bands.

(b) For night marking there shall be installed at the top of the structure at least 100 feet, or 111 1/2, respectively, enclosed in aviation red Fresnel or prismatic (heat resistant preferred) obstruction light through the lower third of the structure from the top to a distance approximately one-half the height of the structure from the top of the structure, and furnished with a sufficient number of low power light units to be visible from the middle of the structure to the middle of the area below.
THE LATEST WCKY STORY

SO IT'S IMPACT YOU WANT

WCKY'S JAMBOREE*
PULLS
55,088 ORDERS
IN
ONE WEEK

THE GREATEST MAIL WEEK IN WCKY HISTORY

*No Mirrors, Cameras, Production Crews, Directors,
Film or Headaches — JUST WCKY

INVEST YOUR AD DOLLAR WCKY'S-ly
THE LATEST WCKY STORY

BMB PROVED IT

NOW MAIL CONFIRMS IT

WCKY has more families listening 3 to 7 times per week in the 10 Southern States than any other station serving this area.

Let us show you how to get a big IMPACT on a small budget.

WCKY—on the air everywhere 24 hours a day 7 days a week, 365 days a year, with a 1951 General Electric transmitter.

Call Collect: Tom Welstead
Eastern Sales Manager
53 E. 51st St.,
New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

FIFTY THOUSAND WATTS OF SELLING POWER
Sports A-Field

STRAWS in the sports show wind:

Movie moguls have set their sights on big spectacle sports events like the World Series and championship boxing bouts to pump more patrons into half-empty theatres. This time they are aiming at television and radio too. They want big screen telecast exclusives.

Commissioner Chandler has sold the radio and TV rights for the 1951 World Series and All-Star games for the next six years for $7,370,000. In 1950 combined radio and TV rights for the Series brought $976,000.

The Big Ten, most professional football and some boxing clubs are restricting their handing telecasts this year—arguing that fans will not come to an exhibition they can see in the comfort of their own homes. Some minor league baseball clubs say it is radio, more than television, that is hurting their gates.

A winning team draws crowds. Losers don't. Radio or TV will not change that fact. Since there must be more losers than winners in the finals, there are always sports promoters looking for an alibi—and it is currently fashion able to turn to TV and radio.

An exhaustive baseball survey by Jerry N. Johnson, director of a sports study last spring [Broadcasting • Telecasting, May 15, 1950] was reported in Broadcasting • Telecasting Nov. 20. This study showed conclusively that televised baseball clubs had a relatively better attendance than clubs having radio or TV.

It is true that some fans listen to their radios or watch their TV screens rather than go to a sports event. But it is also true that many others begin listening or looking who seldom, if ever, have gone near a football stadium, a baseball diamond or a boxing ring.

Both radio and TV stimulate interest where none existed before. Big time sports owe their life to publicity. There are no better media for that publicity than radio and TV. It's a short-sighted sports group that cuts its show from the radio-TV limelight. Once out, it may be hard to get back.

We'll make a long range prediction. When the Gillette-World Series $7-million-dollar-plus package deal expires six years hence, baseball will be buying its time on both AM and TV.

It Had to Happen

IT HAD to happen. It did down in Dallas. "The Railroad at the same time," said one reporter to another, "if the L&N ever arrived at the same time."

The question was posed by the Dallas Morning News in a display ad spotted in its classified ad section. And it gave its own answer—a vociferous "No."

"All over the country," said the copy, "television is cutting into the reading time of evening newspapers to such an extent that advertising is seriously affected."

The Morning News, a pioneer in radio with WFAA, also has a TV outlet, WPAA-TV. So does its afternoon competitor, the Times-Herald, which operates KRLD and KRLD-TV. And there's competition in nearby Fort Worth, where the Star-Telegram operates WBAP and WBAP-TV.

As far as we're aware, this is the first "break" on the effect of TV on newspaper readership. A number of confidential surveys in TV markets indicate that afternoon readership has been affected from 20% to 36%.

The question arises as to how long that story will hold. Agencies and advertisers, as well as telecasters, foresee growth in daytime TV that will equal the rapid expansion of nighttime TV last year.

Maybe, with the resurgence of radio, and imminent paper rationing, the newspapers—morning and afternoon—won't covet added circulation or readership anyway.
More Italians* Listen to

WOV

than any other New York Station
(Network or Independent)

In The Vital Selling Hours of 9 AM to 7 PM
The Fall 1950 Pulse Shows...

WOV’s average rating is 10.2, a 6% INCREASE over Fall 1949
—while the nearest competing station in the Italian field has an average rating of only 3.8, a DECREASE of 29%.

This dominance is firmly founded on WOV’s unequalled Italian language program service—providing network quality entertainment and news coverage from studios both in New York and Rome, Italy...with the showmanship and drive that sell!

*2,100,000
Italian-Americans Live and Buy in the Greater New York area.

730 FIFTH AVE., NEW YORK 19
ROME STUDIOS: VIA di PORTA PINCIANA 4

National Representative: John E. Pearson Co.
JACK HARRIS, general manager KFRC-AM-TV Houston, elected a director of Houston Post, parent company. Col. Harris, former Army Radio Division Chief, joined KFRC in 1947. He had come up through the ranks at WSM Nashville.

RALPH J. CORDINER, executive vice president General Electric, elected president succeeding CHARLES E. WILSON [Broadcasting • Telecasting, Dec. 18, 1950].

ROBERT H. HINCKLEY, ABC Washington vice president, moves his offices to 1731 L St. N.W.

RALPH W. NIMMONS, assistant manager WFAM-AM-TV Dallas, appointed station manager for WFAM-TV. ALEX KESEE, regional sales manager, appointed assistant manager; he will continue his duties as regional sales manager. GEORGE K. UTLEY, radio sales staff, will replace Mr. Nimmons in radio sales and also continue to handle national sales for station. BERT MITCHELL will assist Mr. Nimmons. HILDA LeBLANC CHASE and TOM BROWN to sales staff.

JOSEPH GOODFELLOW, account executive WNBC New York, and GEORGE DITRICH, general manager Radiotime Inc., Chicago, appointed radio account executives for NBC Spot Sales Dept., N. Y.

ROY W. PARKER appointed sales service representative WJNO West Palm Beach, Fla.

VANCE HERROLD, KREI Farmington, Mo., to sales staff WIL St. Louis.

FRANK CUNNINGHAM appointed manager KPAR Banning, Calif., replacing WILLIAM T. SMITH resigned.

LARRY ISRAEL, sale director WDVT (TV) Pittsburgh, appointed di- rector of operations. JIMIE SPANOS will assist him in his new duties.

FRED LeMIEUX appointed general manager KOGT Orange, Tex.

BUDDY STARCHER, WCAU Philadelphia, appointed managing director WAKL Apollo, Pa.

CKNW New Westminster, B. C., announces following staff promotions effective today (Jan. 1): PHIL BALDWIN appointed national advertising director; HUGH WALLACE appointed local sales manager in New Westminster, and AL KLEINMAN appointed local sales manager in Vancouver office.

TED SWIFT appointed general manager WTAO and WXIR (FM) Cambridge, Mass. Was with WEEI Boston, CBS Radio Sales and WNEB Worcester.

WAYNE J. HATCHETT, chief engineer KJFJ Webster City, Iowa, appointed general manager.

JAMES F. MCKERNAN, co-manager and chief engineer WTTW St. Johnsbury, Vt., resigns. E. DEAN FINNEY, president and co-manager, appointed general manager and president. RICHARD M. ADAMS, salesman, appointed assistant manager.

HARRIS L. UMSTEAD, commercial manager WAZF Yazoo City, Miss., appointed station manager.

ESTEL FREEMAN, continuity department WBEM Indianapolis, ap- pointed night operations manager for WBGM-AM-TV.

ROY SINOR, general manager KROP Brawley, Calif., appointed vice president in charge of sales for Broadcasting Corp. of America and its five Southern California stations.

WILL DOUGHERTY, account executive and program consultant WSRV Cleveland, appointed assistant sales manager assuming direction of programs, announcers and traffic.

Personals . . .


TR BUSINESS

Eight New Accounts Added

TIME purchases by Whitall Pharmaceutical Co. and seven other sponsors were announced last week by Transit Radio Inc. Whitall is sponsoring a full hour daily on Transit outlet WWDC-FM, Wash- ington, beginning Dec. 18 and running for 26 weeks. Whitall prod- ucts to be advertised include Ana- cin, Kolynos toothpaste, Hill's Cold Tablets, Bisodol Roll Mints, Kripfin, Heat liniment and Free- zone foot remedies.

Other new national sponsors are Botany Lotions, Grove Labs for Bromo Quinine, Northwest Ford Dealers, Ford Motor Co., Sports- man Products, Rum & Maple Brandy, and Stagg Brewing Co. Vic- roy cigarettes completed a 16-week test of Transit Radio in St. Louis and has renewed for 82 weeks effec- tive today (Jan. 1), it was an- nounced.

JONES Hits Justice

FCC COMRA. Robert F. Jones for- night ago took the Justice Dept. to task, indirectly, for not taking a more active position on alleged anti-trust questions in the field of color television and FM. In oral argument on a common carrier case, Jones told Lambert S. O'Malley, who represented the Justice Dept., that it was the sec- ond instance he could remember where the Justice Dept. had in- tervened in common carrier matters—where it is said, FCC has broad powers to regulate monopoly—whereas he could remember no similar instance of interven- tion in cases where FCC has no authority over manufacturers, as in color TV and FM.

HADACOL SHOW

First Nationwide Radio Use

FIRST venture in network broad- casting will be launched Jan. 12 by the LeBlanc Corp. (Hadacol, a diet- ary supplement), according to plans by its president, State Sen. Dudley J. LeBlanc of New Orleans. Hadacol's entry into Los Angeles and West Coast markets, according to the firm. At present, LeBlanc is plac- ing 15 spots daily on 16 stations in the Los Angeles area, along with newspaper advertising.

The 9:30 p.m. (EST) Friday show will originate from a testim- onal dinner feting Sen. LeBlanc in Hollywood. That night, Mutual TV will air it. Liberty and most of the independ- ents will carry the program which will be rebroadcast by ABC at the same hour the following evening. Hadacol's agency is Majestic of Houston.

Promotion of Hadacol has in- cluded a holding of more than 500 Christmas parties with cooper- ation of some 500 radio stations which carry Hadacol advertising [Broadcasting • Telecasting, Dec. 25, Nov. 27, 1950]. Typical of these was the party held by WNOE New Orleans which reports 700 children and 150 parents jam- ming a downtown theatre for gifts and a three hour show. James E. Gordon, WNOE president, who di- rected the event, noted that chil- dren lined up as far as two city blocks were denied entrance when the theatre filled to capacity.

SO IT'S IMPACT YOU WANT!

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

S.E. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Page 44 • January 1, 1951
Construction Rules (Continued from page 9)

shall be installed two such beacons positioned so as to insure unobstructed visibility of all of one of the beacon from aircraft at any angle of approach. The beacons shall be equipped with a flashing mechanism producing not more than 12 flashes per minute nor less than 12 flashes per minute with a period of one second interval each for a 12-hour luminous period.

(3) One or more appropriately two-third and one-third of the over-all height of the tower, there- where the beacon is installed at least two 100 or 111-watt lamps respectively) enclosed in aviation red or amber lenses, and (2) the preferred obstruction light globes. Each light shall be mounted so as to insure unobstructed visibility of at least one light at each level from aircraft at any angle of approach.

(4) All lights shall burn continuously or by telephones or telephone or alternately equipped and capable of supporting this beacon is mounted on top of Federal Aviation Administration criteria and is determined that this additional construction does not affect the safe operation of the beacon from aircraft. Where a radio- another construction of not more than 20 feet and incapable of supporting this beacon is mounted on top of of at least one of the structures, the light shall be (a) Teknot- and the white bands shall be approximately 20 feet in height.

(5) For any structure where there shall be installed at the top of the structure one or more obstruction light so equipped with two 300 or 620-watt lamps (one 300 or 620 Watt lamps to burn simultaneously, and 87,27—Antenna Structures over 500 feet up to and including 500 feet in height.

(a) Antenna structures over 400 feet up to and including 500 feet in height above the ground shall be illuminated and lighted as follows:

(1) The beacon shall be painted throughout its height with a light-colored paint, or (2) the preferred obstruction light globes. Each light shall be mounted so as to insure unobstructed visibility of at least one light at each level from aircraft at any angle of approach. These beacons shall be equipped with a flashing mechanism producing not more than 40 flashes per minute nor less than 12 flashes per minute with a period of one second interval each for a 12-hour luminous period.

(6) For any structure where the one-half of the over-all height of the tower, one similar flashing mechanism or shall be mounted on top of the beacon to be installed in such position within the structure so that the structural members will not impair the visibility of the beacon from aircraft at any angle of approach.

(7) On levels at approximately three-fourths and one-half of the over-all height of the tower, at least one 100 or 111-watt lamp (A2/T or A21/7S, respectively) enclosed in aviation red or amber lenses, or one 300 or 620-watt lamp to burn simultaneously, and one 300 or 620-watt lamp to burn separately, and one 300 or 620-watt lamp to be mounted on top of the beacon in such a manner so as to make the beacon visible from aircraft at any angle of approach.

(8) All lights shall burn continuously or by alternately or be equipped with a flashing mechanism producing not more than 12 flashes per minute nor less than 12 flashes per minute with a period of one second interval each for a 12-hour luminous period.

87,27—Antenna Structures over 500 feet in height.

Antenna structures over 500 feet in height above the ground shall be painted and lighted in accordance with specifications to be determined by the Commission in aeronautical study.

87,28—Antenna farms and multiple structure antenna arrays.

For any structure so equipped antenna structures which are so grouped as to present a common potential menace to air naviga- tion, the foregoing requirements for painting and lighting may be modified as a result of aeronautical study.

87,29—Installation of Tower Lights and Associated Control Equipment.

The license of any radio station which has an antenna structure, the lighting illumination pursuant to the provisions of Section 303(q) of the Commu- munications Act of 1934, as amended, as outlined elsewhere in this part:

(1) Shall make an observation of the tower lights at least once 24 hours, either visually or by a mechanical and properly maintained equipment designed to register and indicate the failure of such lights, to insure that all tower lights are functioning properly; or alternatively,

(a) Shall provide and maintain an automatic alarm system designed to detect any failure of such lights within 90 minutes of such failure to the licensee.

(b) Shall report immediately by telephone or telegraph to the nearest Air Route Traffic Control Center, Civil Aeronautics Administration, Washington, D.C., the failure of a code or rotating beacon light cause of failure, and the time of such failure. Further notification by radio or telephone shall be immediately upon resumption of the beacon light.

(2) Shall inspect at intervals not exceeding 30 days at least one beacon light or obstruction light globe shall be exhibited from sunset to sunrise inclusive at each tower at each level from the ground to the top of the tower except that the tower shall not be illuminated nor lighted for a period in excess of 3 hours unless there is a reasonable cause therefor.

(3) Antenna structures over 500 feet in height above the ground shall be illuminated and lighted as follows:

(a) The time the tower lights are turned on and the daily check of proper operation of the tower lights shall be made.

(b) (1) Nature of such failure.

(2) Date and time the failure was observed.

(3) Date, time and nature of the adjustments, replacements, or repairs were made.

(4) Identification of Airways Communication Station (Civil Aeronautics Administration) notified of the failure of any code or rotating beacon light not corrected within thirty minutes. General Accounting Office, Washington, D.C., is notified in writing immediately upon the issuance of a failure notice.

(c) Date and time notice was given to the Airways Communication Station.

(d) Upon completion of the periodic inspections required at least once each three months:

(1) The date of the inspection and the condition of all tower lights and the lighting conditions of the beacon, light control devices, indicators and alarm systems.

(2) Any adjustments, replacements, or repairs made with these lighting requirements and the time any such adjustments, replacements, or repairs were made.

87,31—Cleaning and repainting.

Antenna structures shall be cleaned and repainted as often as necessary to maintain their specified color or color scheme.

87,32—Lighting equipment.

All lighting equipment shall be exhibited from sunrise to sunset unless otherwise provided.

87,33—Spare Lamps.

A supply of spare lamps shall be maintained for immediate replacement purposes at all times.

87,34—Lighting equipment.

The lighting equipment, color of filters and reflectors used, where the specifications in the section are further defined in the Airway Communications Feائية/Army-Navy Aeronautical Specifications, Bulletins, and Drawings. (Lamps are referenced at standard number.

White House Staff

TWO assistant secretaries have been named by Joseph H. Short, new press-radio secretary to President Truman. They are Irving Perimeter, Bureau of international Radio Offices, and Roger Babb, executive assistant in the State Dept. press office. Eben Ayers, assistant to the late Charles Ross, becomes a special assistant on the White House staff.

907.015, Madison, Wisconsin

Represented by Headley-Kend Company

BROADCASTING • Telecasing

Divison Meeting of the International Civil Aeronautics Organization during November, 1949, the designation "Aviation Surface Orange," was adopted to place "International Orange."

Copies of this specification can be obtained from the Office of Federal Airways, Civil Aeronautics Administration, Department of Commerce.

It is strongly recommended that the 111-Watt and 620-Watt, 3000 hour lamps, be used instead of the 190-Watt and 500-Watt lamps whenever possible in view of the extended life, lower maintenance cost, and greater safety which they provide.

KJB Appoints Bowles

KJB Midland, Tex., has appointed Bowles Co., Fort Worth, as its exclusive national representative, it was announced today. KLBK Parsons, Kan., and WJMB Brookhaven, Miss., who have become affiliates of Bowles Sales Network, also will be represented by Bowles Co.

MILK BUYS YOUR SOAP IN WISCONSIN!

WKOW COVERAGE CLEANS UP FOR YOU IN AMERICA'S RICH DAIRY CAPITAL

Whether people in Wisconsin use bar soap, soap chips, or deter- gents, chances are that Bossy's "moo-la" is paid for. For milk is Wisconsin's biggest industry, bringing in millions of dollars yearly for farmers and city folks alike. Only WKOW's big half- million area gives you full coverage of the heart of America's Dairyland, where 874,000 people spent $875 million dollars in 1949.
Lager Charges Denied

CHARGES attacking alleged "errors" by the State Dept. in its participation in foreign frequency allocations and certain programming of the Voice of America have been categorically repudiated by high department officials.

The charges were raised Dec. 18 by Sen. William Langer (R-N.D.) who accused "somebody in the Department" of "conveniently or deliberately" overlooking a conference held in Copenhagen, Denmark, in 1948, for the purpose of reallocating certain European radio frequencies.

As a result, Sen. Langer declared, German listeners today no longer hear American programs, but are deluged, instead, with Russian propaganda.

State Dept. telecommunications officials branded the Langer accusation as false and said the facts are entirely in variance with his charges." Sen. Langer, they said, is not correctly informed.

An official said that the State Dept. had sent delegates to the convention to present requirements and to draft preliminary plans but asserted they were "summarily dealt with and ignored." The conference, he said, "subsequently" rejected Germany of certain frequencies, it was explained.

Officials attributed poor German radio reception to "shared" frequencies, and to Russian jamming activities.

"The State Dept. has been anything but dilatory or negligent in this matter," a spokesman asserted, adding that it had sent delegates on at least two other occasions since the Copenhagen conference.

Sen. Langer contended that the U.S. was not represented at the allocations meetings.

In referring to the Copenhagen conference, Sen. Langer noted that the Coca-Cola Corp. had dropped its allocation rights from stations at Leipzig and other Russian Zone areas, and stated that "to overcome their propaganda our stations must of course be equally powerful or more powerful."

ARCHIE L. LEE
D'Arcy Board Chairman Dies


Lee was also a director of the Coca-Cola Bottling Co. of St. Louis, as well as the Western Coca-Cola Bottling Co. and the Coca-Cola Bottling Plants Inc. in Portland, Me.

Mr. Lee's death appeared to begin when he interviewed Samuel C. Dobbs, former president of the Coca-Cola Co., for the Atlanta Georgian while he was a reporter with that paper. Robert W. Woodruff, chairman of the executive committee of the Coca-Cola Co., has credited Mr. Lee with having done more than any other individual to popularize Coca-Cola.

DICK ROBBINS appointed assistant on production of Columbia Pacific Network's Meet the Misses, replacing MAURIE COHEN, re- cently resigned as Ozarri-Steffen (pack- aging firm).

DENNY HAYES, announcer, and WIP ROBINSON III, Educational director, KNJU New Ulm, Minn., elected president and vice president, respectively, of local branch of NSPSSSA, bersbershop quartet singing group.

CHARLOTTE SLIFE, continuity writer at KNJU New Ulm, Minn., and regional radio engineer there, announce their marriage.

PROGRESSIVE BROADCASTING SYSTEM adds following to its station roster: field force B. A. VWH in O'DRISCOLL, JOSEPH SEIFERTH, CHARLES T. MEENAH, LEONARD WAYNE, RAY TROTTER, TOM TOYE, JOEL HOLT, HIRAM STRONG, CHARLES BERGER and CHARLES DERRY.

News 

W. W. CHAPLIN, NBC correspondent, assigned to European headquarters of NBC, replacing W. L. G. Eisenhammer, as well as all activities of General, and Supreme Headquarters of Atlantic European Powers.

NOBLE to new editor CBH Halifax.

GENEVA JOB OPEN
For IFRB Technical Assistant

A VACANCY on the Technical Secretariat of the International Federation of Radio Broadcasters in Geneva, Switzerland, is to be filled by April 1 this year. Persons interested in applying for the position of technical assistant are urged to write to Francis Cott de Wolf, Chief, Telecommunications Policy Staff, U. S. Dept. of State, Washington, D. C., for copies of qualifications required and further details.

Qualifications which a candidate for the position (paying from $2,920 to $3,980 per year with allowances for expatriation and children of school age) should have, include a degree or diploma in physics or electrical engineering from a university or a recognized college or from an equivalent professional body; five years experience with a government organization or private company in the radiocommunications field (a shorter period may be acceptable if the candidate has undertaken special studies in radiocommunications engineering) and a broad knowledge in the field of international regulation of telecommunications.

WPIC-AM-FM Sharon, Pa., and its staff were warmly applauded by station's new owner, 12-year-old newspaper publisher and head of his "radio luck turned all good." He was able to secure the services of Ken Church as general manager for the station and the two became the company's representative and operating team for the outlet. Mr. Church had many years of experience in sales and management behind him at the two best stations as WKRC and WCKY Cincinnati and KMOX St. Louis.

Together they reprogrammed the station from stem to stem, retaining the best features of the old program structure and streamlining the rest according to the likes and dislikes of the Indiana listeners. At the same time they built the station up to the present 50 kw operation.

Mainstay of the programming has been disc jockeys and block programs which have appeal to the large metropolitan audience as well as rural listeners.

With the advent of television, Mr. Fairbanks' faith in AM remained. He was apparently more than prepared to undertake the television venture as soon as it is possible. Details of a TV application filed in January 1948 are still not entirely clear. The plans embrace blueprints for new buildings to house both TV and AM, which Mr. Fairbanks is convinced "will still be paying the bills many years hence."

A native of Indianapolis, Mr. Fairbanks married an Indianapolis girl, Mary Evans Caperton, in April 1935. They have two chil- dren, Anthony Caperton Fairbanks III, a sophomore at Westminster School, Sims bury, Conn. and Richard M. Fairbanks III, in grade school.

In addition to Yale, Mr. Fairbanks attended Phillips Academy, Andover, Mass., and the Milford School, Milford, Conn. Tennis was Dick Fairbanks' hobby until an injury to his left hand forced him to golf, which he plays with "indifferent success." Aside from that, Mr. Fairbanks is a busy man who finds operation of a 50 kw station allows little time for extra-curricular activities.

Gray Appointed

GORDON GRAY, president of the U. of North Carolina and owner of WJSL Winston-Salem, N. C., has been named technical assistant on the Scientific Manpower Advisory Committee of the National Security Resources Board. Chairman W. Stuart Symington, D. Mo., made the committee, which comprises representatives of education, industry and science, will examine proposals dealing with undergraduate and graduate personnel. Mr. Gray, one of 11 members named to the group, recently resigned as special assistant to President Truman after previ- ous service as Secretary of the Army.
Happy New Year

TO THE 349 NATIONAL ADVERTISERS
WHO PLACED SPOTV ADVERTISING ON
THOSE TWELVE OUTSTANDING TV STATIONS
(and for all those who use them in 1951, it's bound to be happy)

WSB-TV ...............Atlanta
WBAL-TV .............Baltimore
WNAC-TV .............Boston
WFIAA-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
Heads up, boys, it's—

I. E. Showerman!
(Another F&P TELEVISION Specialist)

Yes, "heads up" is the phrase for Chick Showerman. As you undoubtedly know, he's been heading up a lot of things, for years — including the Central Division of NBC, as Vice President In Charge (recently piloting this Division's television sales to an outstanding level in the industry). Now Chick has joined F&P, to head up our rapidly-growing television sales and to help keep us heads (and shoulders) up on National Spot Television.

Big man though he is, however, Chick Showerman is by no means the only great performer in our team of TV specialists. For years we've been building a complete line and backfield of skill and experience in this new and exciting medium — have long since developed a TV squad that's of strictly championship quality. . .

We of Free & Peters are entirely convinced that "good men are the secret of success." Ever since our company's founding in 1932, we have considered it a big part of our job to discover, develop and acquire good men. We know you can see the results, here in this pioneer group of radio and television station representatives.
TV NETWORK system of AT&T has grown from 476 miles of facilities (coaxial cable or radio relay) connecting three stations in two cities at the end of 1946, to 17,344 miles of intercity connections linking 72 stations in 42 cities at the end of 1950, AT&T reported last week in a year-end review of the company's TV progress.

Final figures for 1950, the report noted, do not include the seven Los Angeles or the three San Francisco TV stations nor the 750 miles of cable between these two West Coast cities, since they are not as yet connected with the Bell System's east-midwest TV network.

Extension of the radio relay between Omaha and San Francisco is expected to make such a connection possible before the end of 1951, AT&T predicted. Link will be used for remote telephone and television transmission and it is anticipated that the task of equipping it for video program transmission will be completed by late fall, available for coast-to-coast simultaneous TV broadcasts if the networks or the TV program sponsors order such service.

Other TV plans of the Bell System for 1951 call for linking Birmingham, N. Y., to the network by means of radio relay from a point near Schenectady; erection of a direct radio relay between Charlotte and Atlanta; equipping an existing coaxial cable from Memphis to Birmingham for TV use and the addition of a number of new video circuits on existing routes.

Network Telecasting

In its review, AT&T set Dec. 1, 1945, as the date of the first postwar network telecast, when the Army-Navy football game was sent by coaxial cable from Philadelphia to New York for broadcast in the latter city. This temporary twocity hookup was replaced on Feb. 12, 1946, by the first permanent network installation — a northbound coaxial link from Washington to New York, which was augmented with a second circuit, providing service in the opposite direction two months later.

Philadelphia and Baltimore were joined permanently to the New York-Washington coaxial in October 1947 and a month later New York and Boston were connected by the Bell System's first radio relay system, with eight intermediate relay stations between the two cities. Experimentation at first, these circuits were put on a commercial basis May 1, 1948, after the telephone company had filed a rate schedule with the FCC.

On Sept. 20, 1948, a midwestern hookup went into service, connecting Cleveland, Buffalo, Toledo, Chicago, and St. Louis by coaxial cable, with radio relay connections between Chicago and Milwaukee and between Toledo and Detroit. In January of this year, midwestern networks were joined by a Philadelphia-Cleveland cable circuit which added Pittsburgh to the TV network en route. Wilmington, Providence, Albany, Schenec-

tady, Utica, Syracuse, Rochester, Erie, Lancaster, Dayton, Columbus, and Cincinnati where added to the number of interconnected cities for TV program service during 1949.

Continued Expansion

During 1950 the network continued to expand. Memphis was connected to St. Louis by coaxial (Continued on page 58)

Cites TV's Record Progress in '50

Mr. Folsom

TELEVISION progress in 1950 "outdistanced the progress of all of its previous years combined," Frank M. Folsom, president of RCA, said in a year-end statement released last week. "As 1951 bowed in, the New York metropolitan area alone had more than 2 million sets with an estimated viewing audience of 8 million men, women and children," he continued.

Television receiver circulation has increased 12 times in the past year, he said. Video now reaches 10 million homes and approximately 40 million people. The public spent $1.5 billion for sets last year, representing an increase of more than 100% over 1948, the best preceding year in television. Set manufacturing facilities and production schedules were stepped up to such an extent that more sets were offered to the public in a single month than in the entire year of 1948, he said.

"Theatre television, with giant projections of special events on screens of motion picture houses, began to spread across the country in 1950," his statement continued. RCA Victor installations in New York, Boston, Washington, Chicago and Los Angeles were believed to form the pioneering basis for an independent theatre television network which would supplement regular film fare with special offerings to attract the public. Installations in 71 theatres, from Yuma, Ariz., to San Francisco, were planned by one big chain at year's end, the statement continued.

"Set Production

During 1950, 70% of total RCA Victor production was of sets with 16-inch tubes, the "overwhelming choice," from 18 models offered, including three with 121/4-inch tubes, 11 with 16-inch tubes, and four with 19-inch tubes.

Network facilities were extended and programs improved. NBC, when its present construction plans are completed, will have invested between $35 million and $40 million, the statement went on. And there are plans for acquisition of more top talent, and for morning network programming as sponsorship goes up.

"NBC's commanding lead in all phases of television broadcasting is expected to increase as 1951 progresses. The plan is to provide entertainment of such quality and variety that increasing numbers of set owners will be attracted to the NBC network. At the same time, efforts will be made to provide the finest cultural and informational programs," the announcement said.

Among NBC "tasks completed," Mr. Folsom listed the building of a talent line-up for producing programs at the rate of 100 per week, the leasing and transforming of the Center and Hudson Theatres in New York, and the conversion of three radio broadcasting studios into production studios for TV.

Outside the United States, RCA-equipped television stations were opened in Havana, Mexico City, and Sao Paulo, Brazil, and plans for a Canadian station were being studied.

Meanwhile, Mr. Folsom said, radio continued to serve the public. Thirty-five million listeners every evening of the week was the average audience for the first half of 1950. The potential audience of families with sets in their homes comprised 95% of the population. RCA scientific achievements, of.

GILLETTE PACT

GILLETTE Safety Razor Co. last week bought television rights to the World Series and baseball's annual All-Star games for the next six years at $1 million a year, the highest price ever paid.

Announcement of the sale of the World Series to the television Commissioner A. B. Chandler, Joseph P. Spang Jr., president of Gillette, and Frank White, MBS president.

Gillette and Mutual had already acquired radio rights to the Series and All-Star games through 1956 under a contract written last year. At that time, however, Mr. Chandler was unwilling to sign away TV rights for so long a period.

The radio rights for the period through 1956 were bought for $370,000.

No official explanation was forthcoming as to Mr. Chandler's reasons for agreeing at this moment to sell the TV rights for the six-year period. Whether his decision was connected with the fact that his term as baseball commissioner expires at the end of 1961 could not be ascertained.

Under terms of the Gillette-Mutual agreement with baseball reached in 1949, Gillette was given first refusal rights to the games. Gillette could have the games providing it equalled any rival bid.

Gillette was forced up to $800,000 to buy the TV rights to the 1960 World Series—a figure matching the highest bid entered by the DuMont Television Network, backed by Chevrolet.

First Refusal Rights

Under terms of the arrangement between Gillette and Mutual, that network is assured of carrying the radio broadcasts of the Series and All-Star games, and the three TV stations owned by its stockholder station network, WOR-TV New York, WGN-TV Chicago and WNAC-TV Boston, are assured of participating in whatever television network arrangements are made.

In the Chandler-Spang-White announcement last week, it was said

COLOR CASE

RCA ATTORNEYS in Chicago—members of the firm of Kirkland, Fleming, Green, Martin & Ellis—late last week were preparing a lengthy brief to be filed with the U. S. Supreme Court, appealing the Dec. 22 color television decision of 1956. After five weeks of consideration, the three-judge court upheld the FCC approval of CBS color TV but halted its inauguration until April 1 or a final decision of the Supreme Court [BROADCASTING • TELECASTING, Dec. 25, 1956].

It was understood that the Chicago law firm planned to file the appeal "within the first two weeks of January," perhaps this week. FCC may also appeal—against continuation of the temporary re-striking order—but speakers refused last week to say when. They are known to want a final decision in the case at the earliest possible time, however.

One spokesman involved in the color suit hazarded that the highest court's decision might not come until April "or later," because of two statements made by the lower-court judges in their decision. They held that "the public interest in this matter has been magnified far beyond its true perspective" and that "another reason why the [FCC] order should be stayed is the existing economic situation." The latter statement was made with reference to "mass shortfalls in production, procurement and manpower relative to the requirements of national defense. This situation, the court said, "becomes more acute with each passing day, and the prospects are that it will be far worse before it is better."

In some quarters it was felt that, assuming as the advent of color television might be delayed by material and manpower shortages even if the CBS system wins final court approval, the Supreme Court might consider the entire problem one of theory only.
STUDIO ONE
advertising the products of
Westinghouse...a
CBS Package Program
and the top dramatic show
in all television.
For another good buy, see
back page of this insert.
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<tr>
<th>Day</th>
<th>Time</th>
<th>Program</th>
<th>Network</th>
<th>Notes</th>
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<tr>
<td>Sunday</td>
<td>5:00</td>
<td>Lucky Pup</td>
<td>NBC</td>
<td>Chalk Wagon Playhouse</td>
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<tr>
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<td>5:00</td>
<td>NABC Games</td>
<td>NABC</td>
<td>Captain Video L/E-M</td>
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<tr>
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<td>5:00</td>
<td>Lucky Pup</td>
<td>NABC</td>
<td>Small Fry Club L/E-M</td>
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<td>NABC</td>
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<td>NABC Games</td>
<td>NABC</td>
<td>Captain Video L/E-M</td>
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**JANUARY 1951**

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**TELECASTING NETWORK SHOWS SHEET**

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### Pulse's Expansion

Pulse is grateful... to its clients for their continued support through the years since 1941. This has made possible Pulse's steady expansion to its present television markets, now including:

- **Boston**
- **New Haven**
- **New York**
- **Syracuse**
- **Philadelphia**
- **Washington, D.C.**
- **Cincinnati**
- **Cleveland**
- **Columbus**
- **Dayton**
- **Chicago**
- **St. Louis**
- **Los Angeles**
- **San Francisco**

For information about any of these markets, **ASK THE PULSE**.

**THE PULSE, INC.**

15 West 46th Street

New York 19, N. Y.
THE GARRY MOORE SHOW
is a happy-go-lucky,
tuneful and skilful
CBS Package Program
that can make some
sponsor's afternoon
a profitable one.

Here is proof that
CBS Daytime Television
offers bigtime talent,
full production value
and sales opportunity
equalling anything
in television.
By J. R. POPPELE
President, Television Broadcasters Assn.

The role television can play in unifying the nation to meet the crisis faces that may be required as a result of the crisis. The emergency tends to spotlight the need for a speed-up in plans to inter-connect the East and West Coasts via coaxial cable and radio relay and thus unite the nation as never before! This should be set into motion without delay.

CBS TV CITY

CONSTRUCTION Begins in L. A.

CONSTRUCTION of the first unit of CBS' proposed $35 million Television City in Los Angeles at Fairfax Ave. and Beverly Blvd. [BROADCASTING • TELECASTING, May 29, 1951] will begin this week. The initial section, being erected on the site of the present Gilmore Stadium now being taken down, will cover approximately 5 of the 15 acres already acquired by the network on that area. It will consist of six studios and a six-story combination crafts and office building.

Completion of this first project is expected by early 1952 at which time network programs will be originated from the studios, to be transmitted directly by microwave relay to the East Coast and the rest of the CBS-TV network.

Studies, promised by the network to "combine finest working conditions with most modern equipment and facilities that TV engineers and architects can design," include accommodations for broadcasting CBS color TV, Pereira & Luckman, Los Angeles, are the architects and engineers for the new project. William Simpson Construction Co., Los Angeles, is the builder.

As soon as arrangements are completed for the KTLA (TV) transfer (story page 19), CBS will move its Hollywood outlet KNX-AM-FM and the Columbia Pacific network to the new Mutual Don Lee Building on Vine St. The KTLA staff as well as that of Don Lee network remains in the building. Application will be made to FCC by CBS to change call letters of the TV station to KNX-TV.

CBS will retain Columbia Square studios as headquarters for network radio and television.

GENERAL ELECTRIC announces new TV receiving tube (Type 12BD7) designed primarily for vertical oscillator and amplifier service with large wide-angle picture tubes, but which also may be used in applications where two similar tritodes in single envelope are desirable.

Film Report

Alabama's housewives are making it their business to dial Channel 13 to see what's cooking in WAFM-TV's brand new model kitchen. And they see it live over Alabama's only live-camera TV station.

Only WAFM-TV's Model Kitchen is on the air every weekday from 11 a.m. to 12 noon. And that means no TV competition. Your product gets undivided attention... right in the kitchen... where it's used!

Live TV

Live TV with 5 top economists and 23 sides on the scene to demonstrate all household goods makes the Model Kitchen show convincing. Viewers know your product will work for them just the way they see it in use!

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teletatus

"IRRITANT" advertising will not get the results in television that it got when confined to a single bodily sense"—radio, Social Research Inc., Chicago, has concluded. The company, a private research firm of psychologists and sociologists, aided by consultants from the U. of Chicago, recently completed its final report.

The survey also concluded: "It is impossible to find a TV audience which does not have a social class viewpoint toward whatever it watches. In radio and magazine advertising, the indifferent audience simply waits. In television they get up for another errand unless both the visual and the auditory senses are satisfied."

The first in a series of scheduled psychological studies "explored typical TV programs representing upper and lower middle class tastes, with the hope that clearly represent different worlds in entertainment appeals and in the social structure of their audiences."

Commercials, "unless carefully attended to by the different types of audiences," will be ignored, according to findings outlined in the report. It was also found that commercials among "middle majority daytime shows" must fit the character of the program, be "sincere" and emphasize "the worthwhile character of moral values."

Middle majority housewives who watch such daytime shows rarely stay for any whole show on any one day..." Commercials must be well spaced and the sales line sympathetic to the housewife's practicality, the survey showed.

Middle majority housewives are appealed to in daytime shows by performers who are "sincere, real motherfully, and successful but not anoyy," Kate Smith, star of her own afternoon show on NBC, "is a person who in herself represents all of the high-valued, moral qualities dear to the middle majority, and at the same time appeals to them as a friendly equal," Dr. Burleigh B. Gardner, executive director of Social Research, said.

Kukla, Fran & Ollie, another NBC-TV feature, attracts, in contrast, the upper middle class, mainly because it is "fanciful, sophisticated" entertainment to which the upper middle class viewers subscribe or feels he ought to), shows a world without the hostility so common to soap operas, has adult and independent characters, emphasizes the tolerant notion that "little sins thrive all over," the report notes.

The weekly viewership ratings for the second week of November 1952 and the first week of December 1952 are listed below.

---

**Weekly Television Summary**—January 1, 1951, Teletasking Survey

**City** | Outlets On Air | Sets in Area |
---|---|---|
Albany | WATV, WMAW | 6,000 |
Atlanta | WSB, WATL | 6,000 |
Baltimore | WMAR, WJZ, WBAL | 6,000 |
Boston | WJAR, WBZ, WJW, WHDH | 6,000 |
Buffalo | WKBW, WNBC, WGR | 6,000 |
Chicago | WLS, WTMJ, WBBM, WBBM | 6,000 |
Cincinnati | WKRC, WCPO, WCKY, WTSE | 6,000 |
Cleveland | WEWS, WUAB, WODE | 6,000 |
Columbus | WSYW, WCMH, WTVN | 6,000 |
Dallas | KRLD-TV, KTVT, WFAA, WBAP | 6,000 |
Denver | KTVK, KTVN, KDOC | 6,000 |
Des Moines | KSDK, WQAD, KCCI, KCRG | 6,000 |
Dayton | WDTN, WDTN | 6,000 |
Duluth | WDSU, WDAF, WDAY, WOBM | 6,000 |
El Paso | KTEP, KFAA, KRLD | 6,000 |
Fort Worth | KRLD-TV, KTVT, WFAA, WBAP | 6,000 |
Grand Rapids | WTVG, WTVJ, WOOD | 6,000 |
Greenville | WRVP, WAGA, WBTX | 6,000 |
Houston | KPRC, KTVH, KTRH | 6,000 |
Indianapolis | WFBN, WLBV, WLS | 6,000 |
Jacksonville | WJKR, WJCT, WJXT | 6,000 |
Kansas City | KCTV, KMOX, KCMO | 6,000 |
Las Vegas | KLAS, KLTV | 6,000 |
Los Angeles | KTLA, KTTV, KCAL, KNBH | 6,000 |
Minneapolis | KSTP, WCCO, WCCO | 6,000 |
Milwaukee | WTMJ, WTMJ, WISN | 6,000 |
Nashville | WSM, WCRV, WPLN | 6,000 |
New Haven | WTNH, WTNH, WTNH | 6,000 |
New Orleans | WDSU, WVUE, WDSU | 6,000 |
New York | WABC, WBBB, WPIX, WNET | 6,000 |
Newark | WATV | 6,000 |
Norfolk | WRGB, WOR, WOR | 6,000 |
Okaloosa County | WDBX, WDBX | 6,000 |
Omaha | KMTV, WOW, WOW | 6,000 |
Philadelphia | WCAU, WBAL, WPTZ | 6,000 |
Phoenix | KPHO, KTVK, KTVK | 6,000 |
Pittsburgh | WUPB, WPX, WBZ | 6,000 |
Providence | WJAR, WJAR | 6,000 |
Richmond | WTVR, WTVR, WTVR | 6,000 |
San Antonio | KABB, KABB, KABB | 6,000 |
San Diego | KFMB, KFMB, KFMB | 6,000 |
San Francisco | KGO, KRON, KRON | 6,000 |
Seattle | KOMO, KIRO, KIRO | 6,000 |
St Louis | KSDK, KSDK, KSDK | 6,000 |
Syracuse | WSYR, WSYR, WSYR | 6,000 |
Toledo | WOIO, WOIO, WOIO | 6,000 |
Toronto | WBNF, WBNF, WBNF | 6,000 |
Washington | KRCW, WTOP, WTOP | 6,000 |
West Palm Beach | WPTV, WPTV, WPTV | 6,000 |
**Markets on Air** | **Estimated Sets in Area** |
Albany | 60,000 |
Atlanta | 120,000 |
Baltimore | 70,000 |
Boston | 60,000 |
Buffalo | 100,000 |
Chicago | 150,000 |
Cleveland | 110,000 |
Coluombus | 90,000 |
Dallas | 110,000 |
Denver | 90,000 |
Des Moines | 70,000 |
Dayton | 60,000 |
Duluth | 80,000 |
El Paso | 70,000 |
Fort Worth | 90,000 |
Grand Rapids | 70,000 |
Greenville | 60,000 |
Houston | 100,000 |
Indianapolis | 80,000 |
Jacksonville | 60,000 |
Kansas City | 100,000 |
Las Vegas | 80,000 |
Los Angeles | 110,000 |
Minneapolis | 80,000 |
Milwaukee | 90,000 |
Nashville | 90,000 |
New Haven | 100,000 |
New Orleans | 120,000 |
New York | 150,000 |
Newark | 60,000 |
Norfolk | 70,000 |
Okaloosa County | 60,000 |
Omaha | 80,000 |
Philadelphia | 100,000 |
Phoenix | 120,000 |
Pittsburgh | 80,000 |
Providence | 70,000 |
Richmond | 60,000 |
San Antonio | 100,000 |
San Diego | 90,000 |
San Francisco | 120,000 |
Seattle | 90,000 |
St Louis | 80,000 |
Syracuse | 90,000 |
Toledo | 80,000 |
Toronto | 80,000 |
Washington | 90,000 |
West Palm Beach | 70,000 |
**Telecasting • BROADCASTING**

**Psychologists Study TV Advertising**

(Report 144)

**Trendex Reports On December Viewing**

TOP 10 Trendex ratings for sponsored network television shows in the week of Dec. 1-7 have been reported as follows:

1. Star Theatre
2. Talent Scouts
3. Farewell Theatre
4. Toast of Town
5. Cactus Jim
6. Men Against Crime
7. Dr. Kildare
8. Philco TV Playhouse
9. Top O' the Morning
10. Show of Shows

**Nielsen Releases November Report**

FIRST November report of National Nielsen-Ratings places Texaco Star Theatre as the top program.

(Continued on Page 58)
Morning...afternoon...evening*
WSB-TV dominates the Atlanta television market.
Gives advertisers more viewers per dollar
...also more pull per dollar. Of interest
to time buyers—99% of the
Atlanta market's TV sets
are home sets!

* WSB-TV share of audience (October-
November Hooper Television Audi-
ence Index): Monday thru Friday,
8:00 A. M. to 12:00 noon—92.2%.
Monday thru Friday, 12:00 noon to
6:00 P. M.—75%. Sunday, 12:00 noon
thru 6:00 P. M.—62.5% Sunday thru
Saturday evening, 6:00 P. M. to
10:30 P. M.—53.4%. For further de-
tails, see your Petry man.

Affiliated with The Atlanta Journal and The Atlanta Constitution
the year included the development, with U. S. Navy cooperation, of “the world’s largest and most accurate analogue computer,” and an electronic “brain” to evaluate the performance of guided missiles, ships, airplanes and submarines.

Another laboratory development was a portable model of the electron microscope, a new non-broad- cast industrial television system based on a sensitive pickup tube called the “Vidicon,” and a new facsimile system capable of transmitting printed documents at the rate of 120 square inches a minute.

Turning to international communications, Mr. Folsom said that RCA had successfully extended the use of its automatic tape relay method of transmission of overseas radiotelegraph traffic, and had introduced a “new two-way, customer-to-customer teleprinter exchange service.

RCA Institutes in 1950 graduated the largest number of technical students. Employment of virtually all graduates immediately by industry reflected the “increasing importance of the courses in radio, electronics, and television.”

Folsom (Continued from page 46)

**ADULT EDUCATION VIA TV**

**News’ Reports Comments on WWJ-TV Project**

FAVORABLE reaction to WWJ-TV Detroit’s private showing of its first all-color telecast, held before government and industry officials at Washington’s Wardman Park Hotel Dec. 17, was chronicled the following day in the Detroit News, statement in the newspaper.

The newspaper quoted the comments of such observers as FCC Chairman Wayne Coy and Comr. Fredrik Hennock; Col. Ed Kirby, radio’s chief, Dept. of Army, and Gen. Owen Brewster (Jr.), who attended along with other members of the Senate Interstate & Foreign Commerce Committee.

Stressing that federal officials described WWJ-TV as “the pioneer in turning the nation’s living rooms into classrooms through television,” the News quoted Chairman Coy as commenting that the educational series is "terrifically valuable and should be carried a step further by having students take part in the production end.

"Along with the need for well-planned talent education, the television industry needs vehicles to train young men for its expanding technical staffs," the FCC Chairman reportedly stated.

Col. Hennock said she would "like to see every station in the country duplicating the Detroit effort, morning, noon and night.” She felt the series has "drama as well as educational value," and also offers a means of helping Americans who never received formal education.

Col. Kirby predicted, according to the News, that all educational networks will duplicate the Detroit plan and “give the whole nation a graphic lesson in world problems and responsibilities.

NBC New York recorded the show, which emanated directly from Detroit, for showing on four TV screens before some 100 invited guests. Harry Miller, manager of WWJ-TV, and Herbert Ponting, a director of the Detroit News, explained the project under which listeners seeking official certification from the university will be able to use high school or college for use in the telecast lectures for a $2 fee. About 400 have registered for a TV course in photography starting this month, Mr. Bannister added.

Also present at the showing were FCC Chairman, Rosel Hyde, Paul Wark, and E. M. Wyckoff, president of ATAS, Justin Miller, and several members of Congress, as well as industry representatives.

**ELECT STOKEY**

As ATAS President

MIKE STOKEY, television producer, was officially named president of the Academy of Television Arts & Sciences, Los Angeles, for the coming year at a meeting last month. His election was unopposed following the withdrawal of three other nominees for the post [Broadcasting • Telescating, Dec. 18, 1950]. Syd Cassdy is retiring president.

Elected to other offices also for the year are: Hal Roach Jr., of Hal Roach Studios, first vice president; Harland Thompson, CBS-TV production supervisor, second vice president; Betty Mears, TV and radio program secretary; Fred Henry, assistant general manager; KLAS-TV Los Angeles, treasurer; Isabelle Pantone, KPTV Los Angeles production staff, recording secretary; Harry Koplan, program package, secretary to treasurer; Mark Finley, public relations director, Don Lee Network, corresponding secretary.

Officers will be installed at the Academy’s third annual awards dinner Jan. 23 at the Ambassador Hotel, Los Angeles, when the winners of the annual “Emmy” awards will be announced.
GPL Introduces First TV Camera Chain
Designed from Start to Finish for Compactness and Ease of Operation

Built with the compact precision which distinguishes a quality watch from an alarm clock, GPL's new image orthicon camera chain is smaller, lighter, easier to use. It is the first camera chain that has been "human engineered" — designed from motion studies of cameramen and control personnel. It is the first with type and location of controls based on minimum movement and maximum ease and efficiency.

This simplification, together with size and weight reduction has been accomplished without any sacrifice or limitation whatever in performance or accessibility. Superior GPL circuit design provides a better picture than normally obtainable with image orthicon equipment. Complete control is provided for every studio or field requirement.

Logical components have been combined...fewer units make up a chain. A single chain consists of only 4 units; a triple chain, 12 including switching unit and master monitor. The camera, with integral view finder, is only 103/4" x 12 1/2' x 22", weighs 75 lbs. instead of 100-105 lbs. The sync generator is a single portable unit including its own power supply. It may be easily removed from its case to go into a standard relay rack.

SIMPLIFIED CONTROL
All controls are at the finger-tips of cameramen and camera control operators. Focus adjustment of all lenses is uniform; a given rotation of focus control produces the same shift in plane of focus for all lenses. The iris is motor-controlled, either from the rear of the camera or from the camera control unit. Dials on both camera and control unit indicate the lens opening. Negative feedback is used to stabilize video frequency response, eliminating an adjustment. Target and beam are controlled by thumbwheels next to convenient knobs for pedestal and gain.

READILY ADAPTABLE
GPL Camera Chains completely meet all studio and field requirements or may be readily adapted to supplement existing installations. Before you make any camera chain investment, get all the facts on this new addition to GPL's outstanding line of TV studio equipment.

Write, Wire or Phone for Details

General Precision Laboratory
INCORPORATED

PLEASANTVILLE  NEW YORK

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Thrice-Delayed Tests Begin Today

PHONEVISION

ZENITH Radio Corp. begins its long-heralded test of Phonevision, its dollar-in-the-slot adjunct to commercial telecasting, in Chicago today (Monday). The 90-day test, delayed three times, will offer three "top-flight" motion pictures daily to residents of 800 Chicago area families between Jan. 1 and March 31.

The FCC-approved experiment is an attempt to determine public acceptance or rejection of the device. Families wishing to see a certain Phonevision movie call the telephone operator, ask for transmission of a signal for clearance of the jumbled original TV transmission and are billed $1 for each movie they see.

Today's opening lineup includes Jack Carson and Ann Southern in "April Showers," Bing Crosby, Joan Caulfield and Barry Fitzgerald in "Welcome Stranger" and Clark Gable and Lana Turner in "Homecoming." These Hollywood films have grossed more than $12 million since their release, according to Zenith. The films were described by the firm as "pictures of a caliber never before presented to the home video screen." Zenith declined to release titles of other movies which will be telecast. It was understood a list of the first week's bill, Jan. 1-6, was mailed last week to the 300 test families.

Films will be telecast by Zenith's experimental station KS2XB S three times daily, at 4, 7 and 9 p.m. A total of 36 films will be used during the test, as films will be repeated on two succeeding days after the initial showing. Repeats, however, will be spotted at a new time and on a different day in order to attract all segments of the test group audience and give them a variety.

Films were produced in the U.S. and in Europe, and will be transmitted with a scrambled signal from the station on top of the Field Bldg. in Chicago's "Loop." The signal can be unscrambled only on order of test residents who call the telephone operator. Regular televiewers tuning to Channel 2 will see only the garbled picture. The key signal which unscrambles the transmission is sent via the telephone circuit.

The Phonevision test begins after FCC approval, cooperation of film producers, a "special" license from ASCAP and a "special" waiver by the American Federation of Musicians, Comdr. Eugene F. McDonald Jr., Zenith president, explained last week. "The sole purpose of the test is to gather data for use of the FCC in determining whether Phonevision is in the public interest and whether it shall, in the future be authorized as a new type of service," he said.

"Not a Substitute"

Stressing that the system was not developed as "a substitute for any of the established or potential uses of regular television broadcasting radio, motion pictures or other extant communications and art forms," Comdr. McDonald sees the device "as a new and distinct service."

"It is in no way affects people's opportunity or choice of viewing regular, free, television programs, of going to the theatre, or spending their time and money as they see fit," he said.

If the method is approved, Zenith theorizes that "the money and resources they see "does not intend to enter the entertainment business or any other fields of programming made possible by Phonevision's potentials." We plan to remain in the field of manufacturers electronics, and would simply produce and license other manufacturers to produce equipment," Comdr. McDonald explained.

RTDG VS. SDGA

NLRB Dismisses L.A. Case

REGIONAL National Labor Relations Board in Los Angeles has dismissed a complaint by SDGA it showed because of "lack of evidence" the Radio and Television Directors Guild case charging Screen Directors Guild of America with "unfair labor practices." An announcement was made a fortnight ago at a meeting of SDGA which was informed of the move by Howard LeBaron, NLRB regional director.

RTDG, which had intervened in recent NLRB hearings on SDGA petition seeking jurisdiction over TV directors in Los Angeles, charged violation by SDGA of Section 8 of the National Labor Relations Act claiming the latter was employer-dominated [BROADCASTING • TELECASTING, Oct. 9, Sept. 25, 1950].

RTDG is asking NLRB in Washington that the "unfair" plea, though dismissed by the local board, be included as part of the evidence in the whole case now under the board's consideration.

SDGA also advised members at the meeting that new members had joined both in New York and Los Angeles and that the majority of the nation's top TV shows were now being directed by SDGA members. Guild further reported that about 70 TV film program producers are signatories of SDGA 100% guild shop contract.

DEY BROS. SIGN

Buys Program on WHEN(TV)

DEY BROS. & Co., Syracuse, N.Y. (department store), has signed a 52-week contract with WHEN(TV) Syracuse for a daily half-hour shopper's program, Your Day-Time Shopper, Monday through Friday, 1-3 p.m.

With 270-use store personnel on the daily shopping programs is planned, with various departments demonstrating their wares in the WHEN studios. Joyce Taylor, Dey's fashion co-ordinator, is head of the program and conducts daily TV tours of the store. Newspaper promotion has been used heavily for the show, while point-of-sale displays in the store call attention to merchandise featured on the program. During the Christmas shopping season, hundreds of specials were sold to customers who had seen the program. The program will be shown on WHEN, the station reports. First show in the series was presented Dec. 11.
telecasting * broadcasting

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TRUMAN DINNER
Correspondents Map Plans

PROGRAM representatives of the major radio and TV networks are slated to meet in New York this Friday to map out entertainment plans for the ninth annual Radio Correspondents Assn. dinner in honor of the President of the United States. The dinner will be held Saturday, Feb. 3, at the Hotel Statler, Washington, D. C.

The association’s executive committee met last Thursday to work out seating arrangements and other details for the occasion, which is expected to draw about 700 key government officials, Congressional members and industry representatives, including the radio correspondents.

John Edwards, ABC, is serving as general chairman of this year’s planning committee, with ABC the “coordinating” network on the usual rotation basis. DuMont Television Network will participate along with the four major radio networks.

A feature of the 1950 dinner, during which President Truman will receive a gift from the correspondents, will be the installation of new officers of the association. Elections are scheduled to be held Jan. 10, William McAndrew, WRC-AM-FM and WNBW (TV) Washington, president of the organization, will preside.

WTMJ-TV Tube Costs

WTMJ-TV Milwaukee has released figures on tube costs showing the cost per hour of the various tubes in use at the station as well as the total net cost of each type of tube. According to the figures, orthicon tubes averaged an hourly cost of $2.47 each, while iconoscope tubes, used in film cameras, cost 29¢ per hour, and transmitter tubes cost 71¢ per hour.

CINCINNATI IS TOPS IN DAYTIME TELEVISION!

One of America’s TEN TOP DAYTIME PROGRAMS . . . reported in the November issue of TELEVISION . . .
PAUL DIXON’S MUSIC SHOP.

This "tops-in-the-nation" program is seen Monday through Saturday . . .
WCPO-TV, 3 to 5 P.M.

Selling’s a Cinch With Dixon!

WCPO-TV IS TOPS IN CINCINNATI TELEVISION!

WEWS Cleveland under same general management is also one of the country’s top TV stations.

SEE YOUR BRANHAM MAN!
BRITISH VIDEO

'Smoker' Cites Commercial Plan

OPERATION of British television on a commercial basis, with sound radio continuing as a BBC monopoly, will be recommended by the committee, according to a prediction in the London Daily Mirror.

Writing under the heading "All Commercial TV, Government Report Will Urge," Clifford Dixon reported that the committee, appointed by the British government to report on the future of radio and TV, will have its charter expire at the end of 1961, will file a report of more than 150,000 words.

Appearing in two volumes, the first part, Mr. Davis predicted, will contain the committee's findings and the second part will review evidence taken at extended hearings.

According to the Mirror story, the recommendations of the 10-man group are expected to be along this line:

- Sponsored TV programs should be started, starting first on the existing TV wavelengths in order to lengthen present transmission time of 30 hours a week.
- Radio should be supported by advertising—should be established.

The BBC decision should be set up as a separate organization from sound broadcasting immediately.

Cinema should be allowed their own TV system for films, newreels and stage shows. The same program could then be televised to hundreds of cinema screens.

The government should relax its ban on capital expenditure to allow the BBC to spend more money on sound and TV development.

The committee was set up in 1949. It held a thorough investigation and four of the members visited the U.S. and Canada to study commercial radio and TV.

Mr. Davis understands the report will be severely critical of the BBC internal organization and some of its policies, though agreeing unanimously that the BBC offers the finest service in the world.

Suggested commercializing of TV is ascribed to the new medium's high costs.

Cites Digest Service

EDITOR:

I've seen the digest of BROADCASTING [Dec. 4, 1960] which you had the AP transmit. It was a splendid service and one which I appreciate very much. As usual, you're on your toes. Thanks for your thoughtfulness.

Lester W. Lindow
General Manager
WFDF Flint, Mich.

Artist McDonald

EDITOR:

...I was never so surprised...when I saw my "doodlin" BROADCASTING + TELECASTING [Nov. 27, 1960]. ...I have received many, many letters about it from both friends and in several cases, managers that I do not even know personally. Two wanted me to design them some letterheads.

I have had...telephone calls, and a few telegrams...Everyone that I see personally, if in the industry, mentions seeing it in BROADCASTING + TELECASTING...

Guess I am forced to admit—maybe your old book does have a few readers...

Patt McDonald
General Manager
WHHM Memphis

Car Radio Report

EDITOR:

Dr. Ken Harwood's Alabama auto listing survey, reported in your Dec. 18, 1960, issue, was especially interesting to the industry in Southern California. Since Ken had helped develop the technique, this type of survey of stations in Southern California. His findings induced our association to call in The Pulse for a full scale check of the radio status of 800 cars at 50 widely scattered Los Angeles County intersections day and night for a full week.

Their findings were that 72.5% of the cars were radio equipped, the highest figure discovered in any of the surveys made thus far (New York, Chicago and Alabama). Since there are actually more passenger cars than there are families or occupied dwelling units in our county, this finding is significant. The day-and-night sets-in-use average, 8 a.m. to 8 p.m., was 32.8%, considerably higher than the similar percentage in homes.

Robert J. McAndrews
Managing Director
Southern California Broadcasters Assn. Inc.
Hollywood

Continue Reviews

EDITOR:

Please continue your program reviews regularly!

Thank you for your critical comments. We will do much to keep tele and broadcasters on their toes.

Here's one reader who appreciates this: Leom C. Hood, Radio Chairman, National Council of Teachers of English.

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Managing Director
Southern California Broadcasters Assn. Inc.
Hollywood

Color Choice

Let Public Decide—Caldwell

FORMER Federal Radio Comr. O. H. Caldwell, editorial director of Tele-Tech, in a letter to members of the present FCC has suggested the public might decide which color-TV system is preferred.

He indicated the Commission should authorize the "compatible color-TV system" along with the CBS system so the public might choose the better method.

Mr. Caldwell attached a copy of his report in the January 1961 issue of Tele-Tech titled "Compatible Color-TEV System" to the article, based on RCA's early December demonstrations, urged opportunity for public choice.

He stated that the FCC, "overwhelmed by the uproar resulting from its recent decision...taking merely the testimony of its own senses—now needs only to authorize compatible color-TV system to go on the air, along with the present-approved abode non-compatible system. Then the public, industry, and trade will quickly decide for themselves which system they want—which system must survive! Thus in a single logical and democratic step, the FCC can provide the soundest future for color, and meet the challenge of television enjoyment of millions."

Mr. Caldwell's letter stated in part:

"Having pioneered in the administration of radio, as you are now pioneer- ing in television, I am facing difficulties and understand the high motives with which you are undertaking to serve the public.

We earlier Commissioners had to act in a day when we knew all too little about the new medium. We were faced with decisions on too-meager information and field experience. We found we made some embarrassing mistakes, but we also learned that one way to correct the effects of these was, as quickly as possible, to authorize a parallel, sounder course, and so let the industry draw its own conclusion. Then, by giving them a choice so they could decide for themselves."

This lesson we thus learned years ago...Our valiant efforts to set the present color-TV difficulties. It will...be much more serious for the industry, trade and public will quickly determine which is the more practical of the two systems for home use. There is no doubt whatever that the compatible system will quickly outrun the other.

SCHOOL OF RADIO TECHNIQUE

316 West 57 St., N. Y. + Plaza 7-3272
WMIT (FM) Sold

Reactivation Asked

WMIT (FM) Charlotte, N. C.—The Southeast's first FM outlet which ceased operation last April after eight years of pioneering—may return to the air as a television station.

The project represents an investment of more than a quarter-million dollars.

Bid was filed with FCC last week for the station's assignment by Mr. Mitchell Broadcasters, a new firm headed by W. Olin Nisbet, Jr., Charlotte investment banker, which also has purchased WMIT's plant at Clingman's Peak from Gordon Gray, former licensee. The price, including 10 kw transmitter, was reported as $27,500.

The application specified a new 50 kw amplifier would be acquired for $27,000 to boost the station's output to 300 kw effective radiated power on Class B Channel 295, 106.3 mc. WMIT previously had ERP of 76 kw. Antenna height is 3,076 ft. above average terrain and more than 6,500 ft. above sea level.

Service Planned

The application reported the 1 mw/m contour of the 300-kw station will include 27,280 sq. mi. having a population of 2,163,900 while the 50 mw/m contour will include 50,600 sq. mi. having a population of 4,017,500.

Total estimated cost is $54,500. FCC was told, while first year operating cost was specified as $40,000, it would require the initial payment of $57,000. Hours of operation will be 8 a.m. to 10 p.m.

Mr. Nisbet, president and 73.33% owner of Mt. Mitchell Broadcasters, is chairman of Interstate Securities Corp., of which he owns 31%. Vice president and 20% owner of the applicant is Bruce North, executive vice president and 14% owner of Allison Erwin Corp., hardware firm, and vice president 40% owner of Alwim Corp., real estate, both in Charlotte. Secretary-treasurer and 6.6% owner of the applicant is W. H. B. Simpson, partner owner of WMBR Greenville, S. C. Mr. Simpson is president and 70% owner of the Georgia, Florida & Alabama Railroad and holds extensive dry goods merchandising interests in Belk Simpson and other stores through the South.

Mr. Gray, owner of WSJS-AM-FM Winston-Salem, N. C., made a bid for WMIT in 1943. He established the pioneer FM outlet in 1942 on the old 60 mc band. He evidenced great disappointment when the decision was made to continue the outlet [BROADCASTING • TELECASTING, April 10, 1950]. Mr. Gray expressed belief at that time that FM is "the superior form of sound broadcasting" and "sincerely" hoped this feeling would one day be proved financially as well as technically.

Mr. Mitchell Broadcasters told FCC it wanted to reactivate WMIT and to continue "rendering an FM service continued in the past," it explained operating economies "consistent with good operation and program service will be necessary, particularly during its early stages."

No Duplication

"Without any intention of lessening competition or duplicating essential service to the public," the applicant explained it proposed to provide "additional facilities and assistance from other stations. Initially, according to the application, studio space is to be obtained from WSOC Charlotte and some WSOC staff members will be employed on a part-time basis."

FCC was told the fulltime staff will include J. P. McFarland as chief engineer-manager. Mr. McFarland, the application said, had been employed by Mr. Gray and "as a result of his efforts, facilities and assistance from other stations."

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East Coast: Radio Stations Get a New Voice

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Private funerals were services for John H. North, 64, vice president in charge of media for Aubrey, Moore & Wallace, Chicago agency. Mr. North died suddenly of a heart attack Wednesday morning in his Evanston, Ill., home.

He was named vice president of the agency in 1949, and since then had supervised all radio and television business. Mr. North worked at the agency for 97 years. Before joining it in 1924, he worked at Lee O. Duncan Advertising Agency and was a salesman for Armour & Co., both Chicago. He was first president of the Radio Club of Chicago when it was organized in 1944.

Survivors include his wife, Eliza, four daughters, Mrs. J. Duncanh North, Mr. J. Duncanh North, 10, and James Bruce North, 4; his mother, three brothers and a sister.

COSTS LESS

A CHIEF ENGINEER SAYS:... have been using the Fairchild Tape Recorder constantly... over 3600 hours now... practically no maintenance... get more work done in less time... optimum performance always... has operating features no other equipment has... fast, fatigue-free work without fatigue... has literally paid for itself... front office thinks I'm a magician!...

FROM THE FRONT OFFICE:... tried to get along with cheaper tape recorders... looked good but didn't hold specs or stand up long... Fairchild gives my customers better recordings... brings me more customers... can do shows now we couldn't with other recorders... brought in new sponsors... and my engineers at budget asks almost nothing for maintenance... how soon can we get delivery on another unit?... regret we didn't get the Fairchild Tape Recorder sooner!

WE HAVE FAIRCHILD TAPE RECORDERS: Columbus Records (N. Y.) • CBS-TV (N. Y. and Hollywood) • National Sound Studio (N. Y.) • WR (De Paul College and General Hospital, Chicago, III.) • National Broadcasting System (Rome, Milan, Milan) • General Motors (Detroit)
Here is a condensed version of the confidential booklet sent to affiliates in TV cities by NBC. The last page of each booklet was specially prepared to show one of the rate reductions on the station to which the document was sent. The condensation follows:

The NBC plan to cut evening radio in TV cities, to reflect TV's impact on radio values, proposes no rate changes in other time classifications but present rates between evening and other rates would no longer exist in the case of affected stations.

NBC explained it had four basic principles in drafting the plan. First, NBC desired to calculate TV's effect on TV families included in the station's evening audience, rejecting the theory that all TV families should be subtracted from the radio audience.

Continued Listening
Second, NBC credits the station with continued listening by TV families and rejects the theory that any TV family does no evening listening. Third, a "reasonable limit" is placed on the amount of indicated rate reductions so radio stations in TV cities can survive economically, and continue rendering valuable service.

Fourth, NBC uses a prospective basis for TV's circulation to provide stability in the radio rate structure. Explaining why a rate reduction is needed now, the NBC statement cites these reasons: To maintain radio networks' operations in a sound economic basis; to hold many important accounts in jeopardy under present rates; to break the logjam which is blocking new sales and to get sales momentum rolling.

As to the advertiser's position, NBC claims that sponsors "know that TV has caused a sharp decline in listening in metropolitan markets" and some of its clients are asking for a radio network bypassing TV cities "which we have refused to do." Besides, rate cuts are sought by sponsors to reflect diminished listening in TV cities.

Sponsors are holding back on evening radio network buying, NBC warned, and unless rates are cut they will further curtail use of the medium. Radio-only as well as radio-TV users both feel this way, the network explains, because they don't want "to buy waste circulation in metropolitan markets."

Radio advertisers also in television, NBC notes, are watching their TV rates go up as TV circulation grows and figure this contraction of the radio audience is not reflected by a radio rate cut.

Taking up the decline in net sales, NBC argues that sponsor resistance to evening radio at present rates "is reaching the danger point and is threatening the economic stability of network radio." All networks are affected, and all have "substantial amounts of evening time," according to NBC. Furthermore, new evening time sales have virtually dried up, the network laments.

This trend of several years is shown in charts. The first traces total evening homes listening to radio from 12,240,000 in 1946 to a peak of 14,384,000 in 1949 and down to 13,024,000 in 1950. Daytime listening rose from 8,766,000 homes in 1946 to 8,803,000 in 1949 and 8,806,000 in 1950.

Evening listening is much below the 1947 level now, according to NBC. The downward trend is even sharper on the basis of evening listening to all four networks, according to another chart, ranging from 10,894,000 homes in 1946 to 12,255,000 in 1949 and 10,771,000 in 1950.

Major part of the decline in evening listening has occurred in metropolitan markets, dropping 9.2% for the country as a whole from the beginning of 1949 to the beginning of 1950 compared to 18.2% decline in metropolitan markets.

The trend in radio homes as compared with television homes is shown in another chart (see this page), revealing fewer radio-only homes than at the beginning of 1949.

Another chart shows that sponsors bought 199:25 hours on the four networks in 1948, 177:40 hours in 1949 and 172:20 hours in 1950 (third week of October each year). It will be even worse in 1951, the network fears.

Network 'Health' Seen
Network radio can be restored to economic health by means of full advertising support if rates are adjusted, NBC argues in a chapter titled "A Rate Adjustment To Unfreeze Network Sales." Substantial investments in improving NBC's evening programs were made in 1950. It is stated, and sales efforts "have been intensified to the maximum" along with promotion activity.

Sales will continue to drop unless evening network radio is again attractive to advertisers, in NBC's opinion. A decline would hit the quality of programming whereas a rate cut which stimulates sales will permit high-quality commercial program service "against which you can sell spots and chain breaks," the NBC statement continues.

Normally the strong program schedule would have been sold, NBC claims. "With sales unfrozen, the network and its affiliates can receive the maximum return from NBC's improved programming, its intensified sales activity and its enlarged promotion," it is stated.

Full weight has been given to ways of avoiding a rate cut, such as curtailed TV expansion because of mobilization and the influence of excess profits taxes in enlarging advertising expenditure, NBC informed its stations. These aren't enough, NBC claims, to start the swing back to evening radio.

NBC explains in detail its method of reducing rates, estimating TV circulation as of Oct. 1, 1951. The cut in total network evening rate is 11%, compared to 15% proposed by ANA and many advertisers, based on Jan. 1, 1951, TV circulation. NBC's Oct. 1, 1951, TV figure is 13,500,000 sets in markets affected by the rate reduction compared to the 8,600,000 figure used by advertisers.

Advertiser-proposed cuts, in the case of certain station rates, would run as high as 35%, 45% and 55%, according to NBC, with a 25% reduction on NBC stations.

ANA's July 1950 study, says NBC, "calculates the effect of television by subtracting all TV families in the station's area from its radio audience. The resulting percentage reduction is rounded to the next lowest 5% and applied to the station's rate to obtain the reduced rate."

NBC Illustration
Illustrating, NBC cites a hypothetical case proving 500,000 radio families in the net-market coverage area of Station X, with 200,000 owning TV sets and 375,000 (75% of total) listening to the station and constituting its evening BMB audience.

ANA assumes the 375,000 BMB families own all of the 200,000 TV sets and the other 125,000 own no sets, according to NBC. ANA subtracts all of the TV families from the station's BMB audience to get a percentage cut. In this case, ANA would delete 200,000 TV families from the 375,000 BMB families, getting a percentage reduction of 53.33%.

On the other hand, says NBC, it would scatter the 200,000 TV sets among the 500,000 radio families. Under this formula, the 375,000 BMB families (75% of 600,000) own 150,000 TV sets (75% of 200,000). Before subtracting the 150,000 TV families from the 375,000 BMB families, NBC credits the radio station with a 25% factor representing radio listening by TV.
families as compared to non-TV families.

At this point NBC subtracts 75% of the 150,000 TV families from the BMB audience of Station X, or 112,000 from 375,000 families to arrive at the percentage reduction in circulation on which a rate cut is based. Thus the reduction in this case would be 30% compared to 53.33% under the ANA method.

Here are NBC's instructions on application of the method to a particular station:

The first step in arriving at the reduced rate for your station is to determine the total radio homes in your station's nighttime coverage area and your evening BMB audience based on BMB Study No. 4. The percentage ratio between BMB families and total radio families is then applied to the total television families in your area to determine how many of those television families are included in your BMB audience, and to exclude those which are not part of your BMB audience.

The television families in your BMB audience are next credited with a 25% factor for evening radio listening. The net result represents the loss in your station's BMB audience because of television.

The families thus lost are deducted from your total BMB audience to obtain the percentage reduction in your evening radio circulation and this percentage is applied to your current evening rate to obtain the reduced rate. If the percentage is higher than 25%, the latter percentage is applied.

**AD RATES**

Still Control Exempt

EXEMPTION of radio time rates from price control still is in effect under the Defense Production Act signed into law by President Truman last September even though a national emergency has been decreed by the President since that time, government spokesmen explained last week [Broadcasting * Telecasting*, Sept. 11, 1950].

Whether this means wages can or cannot be “stabilized” in the radio industry is still unsettled and one Economic Stabilization Administration official reported that ESA attorneys are studying the provisions of the Act, Public Law 774, to set an interpretation.

From an industry legal source, however, came an observation that Title IV of the law relating to price and wage stabilization specifically exempts only prices from control for radio and TV does not mention wages.

The report of the Senate Committee on Banking and Currency respecting S 3936, which with HR 9176 was basis for the Defense Production Act, indicated price and wage controls generally go hand in hand but in certain instances might be imposed separately. No examples were noted.


**NEW SERVICE**

Management Audits Offered

"MANAGEMENT Audits," a consulting service for radio-TV stations and networks, is being offered by Von Baumann Studios, New York production firm which has heretofore confined its radio-TV activities to packaging and production.

Cyril von Baumann, executive vice president, said the audits "apply practical and psychological methods, forms and charts to the study and analysis of each department—its operations and functions, plus an evaluation of the entire station personnel (from boss man down)—their duties and activities."

**WALKER NAMED**

New Manager of KFPW

JAMES P. WALKER, formerly account executive with KTUL Tulsa, has been appointed manager of KFPW Fort Smith, Ark., effective today (Monday). KFPW, which was recently acquired by KTUL [Broadcasting * Telecasting, Dec. 25, 1950], has become the CBS affiliate in Fort Smith. John Esau, vice president and general manager of KTUL, will supervise operations of both stations. L. A. Blust Jr. will be general sales manager for both stations, and George L. Ketcham will be general promotion manager.

Mr. Esau also announced plans for building a new broadcasting plant and studio for KFPW on a site east of Fort Smith, where the present transmitter and towers are. KTUL and KFPW are affiliated with KOMA Oklahoma City, also a CBS outlet owned and operated by the Griffin Radio Interests.
Regional
(Continued from page 32)
said: "Lessons learned by adver-
sisers during all-too-recent World
War II will eliminate much of the
guerrilla warfare that marked the ad-
vertising picture in 1942 which,
deeply its uncertainties, showed an
increase over pre-war 1941."
"After an opening quarter fraught
with confusion, 1951 will be one of
the biggest years for business in the
history of advertising. Cheaper dollars otherwise
destined for excess profits tax
coffers will help build brand names
for many new or lesser known com-
firms and maintain the names of
already established advertisers."
Bob McRaney, general manager
of Mid-South Network, Columbus,
Miss., observed that the South is
rapidly acquiring new industries.
"Cattle growing and poultry are
also contributing to the economic
prosperity of the Mid-South area," he
said. "We expect local business to
increase and foresee greater
use of radio locally and regionally
as the local markets are becom-
ing more important with television's
invasion of the major markets."

Mr. Carr
Mr. McRaney

Tom Carr, sales director of
Georgia Assn. of Local Stations,
said: "Higher profits and higher
taxes should increase advertising
budgets locally, but TV may hurt
network business."
W. L. Gleeson, president of
Broadcasting Corp., Riverside,
Calif., calls advertisers who heeded
newspaper claims that radio had lost its audience to
'TV are now returning to radio and
TV is getting its audience
from all other forms of enter-
tainment, including newspaper
and magazine readers. Radio is go-
ning to greater heights and
greater sales volume. The radio
industry needs to do a better job of
selling itself. Set makers should be
sold on using radio to sell tele-
vision instead of pouring millions
into media that are trying to stop
both radio and television from
growing."

George T. Frechette, managing
director of the Wisconsin Network,
said regionalis "are becoming bet-
ner recognized as an easy way for
advertisers and agencies to cover
a specific state or area. The Wis-
sconsin Network has seen the shift
to regional networks by spot adver-
sizers during the last part of
1950 and looks to a substantial
increase in revenues in 1951."

Impetus From War
Lee Jacobs, president of Oregon
Trail Networks, said a war crisis
"will add impetus to the normal
increase expected as the North-
west will be a vital area for war
operations. This activity and tax
dollar advertising will just about
offset shortages of goods, leaving
the industry with just about the
same revenue as 1950. Small
market stations located in non-war
activity areas will probably suffer
a loss in revenues."

An unchanged healthy adver-
siting picture in Canada for 1951 is
envisioned by E. A. Weir, com-
erial manager, C a n a d i a n
Broadcasting Corp., as the shift
doctor that there will be more pres-
sure for daytime network time in
the Dominion.

"Business can be expected to re-
main good; bookings on networks
show business is going to remain
reasonably stable," declared Mr.
Weir. "Advertising for neces-
sities will continue, and this is
still basic revenue producer for
radio. No definite percentages of
fire for commercial TV have been
set up yet by CBC, and no change
is expected in present FM com-
mercial regulations."

FCC CLEARED the way last week
Indiana radio stations by approving
give C. Bruce McConnell control
license of WISH Indianapolis.
McConnell owns control of
WHBU Anderson, WANE Ft.
Wayne, and WHOT South Bend.
Under the plan approved by FCC,
Universal stock will be exchanged
for stock in the licensees of the
three other outlets. Thus Universal
will be holding company for the
three others as well as the licensee
of WHBH [BROADCASTING •
TELECASTING, Nov. 27, 1950].

The reorganization plan, which
involves no monetary consideration,
was one of more than a dozen trans-
fer and assignment applications
including the complex and record-
setting Don Lee-Broadcasting Sys-
 tem transactions (story page 19)—
took over during the last week of
1950.

Succeeds McKinney
Mr. McConnell, who acquired
43% interest in WISH for about
$151,000 a few days before the
merger plan was first announced,
will own 67,856 shares of the
reorganized company. He will
succeed Frank E. McKinney as
president of Universal, with Mr.
and Mrs. McKinney owning 10.6% of
the stock. Earl H. Schmidt, sub-
stantial minority stockholder of
WHBU and WHOT, will have
14.01% of the reorganized Univer-
sal, and Frank M. McHale, who
has had 10% of WISH, will have
3% of the reorganized firm.

WISH operates on 1310 kc with
5 kw day and 1 kw night. WHBU
WANE, and WHOT are 250 w full-
time outlets on 1240, 1450, and
1490 kc, respectively. WISH,
WANE, and WHT are ABC affilia-
tes, while WANE and WHBU
are affiliated with CBS.

Other transfers and assignments
given FCC approval included:
WPX-AM-FM Ann Arbor, Mich.,
acquisition of negative control by
Arthur E. Greene and Edward F.
Buchanan through purchase of 40%
interest from Paul G. Greene for
$50,000.

KEPO El Paso and KFWT-AM-FM
Wichita Falls, Tex., acquisition of
control by E. H. Agnes D. and John
H. Rowley and Kenyon Brown for
$25,062.

WMIL Milwaukee—acquisition of
control by Gene Fonser for $29,605.

TWO-TONE SQUEEZE
Allied Gets New Presses

ALLIED RECORD Mfg. Co., Hol-
lund, has installed two new four-
tone presses that squeeze hot slabs
of plastic into 16-inch transcrip-
tions. Custom-built by Stewart-Bolling
foundry in Cincinnati, the new
equipment adds a production ca-
pacity of more than 5,000,000,
transcriptions weekly to the batteries
of presses at the Allied plant, ac-
ccording to Daken X. Broadhead,
president.
LOYALTY OATHS

REACTING to the CBS "loyalty questionnaires" [Broadcasting  Telecasting, Dec. 25, 1960], Authors League of America has asked Joseph H. Ream, vice president, for assurances that employees' "rights under law" will not be "curtailed or disturbed," and that innocent individuals' reputations "will in no instance and no way be damaged by your questionnaire or by any use that is made of it." A saying that "the kind of personal liberties which are defined in the First Ten Amendments to the Constitution are ever lost, the democracy we wish to defend will have been lost," the league letter went on to list five "conclusions" as to the CBS order, as follows:

1. It (CBS' order) establishes the principle that a writer's employment may depend upon his politics. The Authors League has always taken the view that a writer's employment should depend upon his writings. We fully understand that under wartime conditions preconditions have to be taken, especially in fields of communications, against subversion and sabotage, and that the move by CBS has been under the name of such precautions. Nevertheless, we declare the principle that the hiring or firing of a writer should be decided by his politics, without recourse to the proper channels for security against subversion already established and being extended by the United States government. Your technique goes outside and beyond these channels and arrogates to one corporation a type of function which has traditionally belonged to the federal government. Unless and until this power is delegated to private corporations in a legal and orderly manner, it seems to us improper for a single company haphazardly to take it.

2. The CBS questionnaire is more likely to condemn the loyal unjustly than to protect the disloyal. Days of hysteria like these, the mere hint that a man has ever had Communist connections may damage his earning power indefinitely. No safeguards against this happening to those who are loyal have been announced by CBS. A fundamental safeguard, it seems to us, would be a guarantee not to deprive a writer of his job merely on the ground except incompetence without a hearing.

3. The questionnaire is not flexible; it does not take into account the passage of time. In checking all present and past affiliations, it equates for instance, the period of the McCarthy campaign with the days when the United States, Great Britain, and Soviet Russia were wartime allies; and both those periods with the present time. Majority opinion and the national interest have shifted with the times; your questionnaire writers should know something about that facet. Nor does it admit that men may change their minds.

4. The questionnaire seems to us negative in intent and in effect. It asks a writer to prove his loyalty to the United States by denying that he has ever belonged to certain organizations or engaged in a particular activity; if he can prove that he has been of value to the nation, so long as an affirmative means of determining it—and of inspiring it—can be justified, or the being of any use. It is a violation of any use that is made of it.

RTDG Investigating

Meantime, a committee of the Radio & Television Directors Guild is investigating the question. RTDG has requested Mr. Ream to postpone application of the order until Jan. 4, when the RTDG New York local council will meet, hear the committee's report, and, presumably, act.

Executive Placement

EXECUTIVE Placement Service effective June 1, has been formed by Howard Frazier, TV and radio management consultants, with offices in the Bond Bldg., Washington. The new project expands an employment service, formerly available to clients, to include executive applicants. The service is licensed and bonded by the District of Columbia. Mr. Frazier for some years was associated with the management consultant firm of Frazier & Peter.

Tax Status

(Continued from page 24)

The profits bill has two main optional "formulas" for determining excess profits, one geared to a corporation's earnings in a base period and the other to its invested capital.

The wartime act contained a general relief provision for hardship cases but because of the difficulty met by the government in applying it, it was interpreted so that specific provisions were substituted in the new profits bill. These include measures to aid those corporations whose operations permit them to come under the general classifications of (1) growing companies, (2) new corporations, (3) corporations which increased capacity, (4) depressed industries. Specific portions of the bill which could affect the broadcaster directly involve the following: (1) recognition of capital additions during the base period (e.g. TV broadcasters who began with limited investment in small quantity of equipment and who added their investments many times over); (2) consideration of abnormalities during the base period; (3) permission of a 15% rate of return on invested capital (perhaps the government will reach for the radio-TV operator); (4) adjustments of recent losses; (5) consideration of capital borrowed; (6) special relief for corporations changing products or services during the base period; or for new corporation products. A major aid for the broadcaster is that provision which affects most corporations that began business during or after the base period. It permits such a company to compute its excess profits credit by applying the average base period rate of return for his industry to the amount of his total assets. Retardation Cited

NAB, when appearing before Congressional committees hearing the tax proposal, emphasized that the broadcasting industry would be retarded if the "rate of return" was computed by lumping together radio and television operation with the broad field of communications. This would have placed broadcasting with the vast public utilities operating in the area. However, the conference agreed to treat radio, television and the two as similar operating as a single industry group thus alleviating the inequity. NAB reportedly was particularly pleased with this action. This interpretation became evident when it is understood that the lawmakers provide that a corporation, without a previous earning base period, would have to attain the average rate of return for its industry classification before the excess profits tax is effective. The Treasury Dept. has set March 1 as tentative a date on which it will issue the yearly base period rates of returns for the various industry classifications. Meanwhile, the average industry rate or return thus computed from the data ready available will be used temporarily.

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Electronic Production
(Continued from page 21)

parts to use next March 75% of
their average use during the Jan-
June 1960 base period—the in-
creasing civilian supply by 10%.

The government said the increase
was designed to “give relief to cer-
tain manufacturers and assemblers of end products . . . to maintain pro-
duction and to permit additional time
for adoption of substitute materials.
Conditions laid down by NPA: (1) the
components must serve a “func-
tional purpose in the end product”;
(2) it is not practicable to “substitute
another material before or during
March”; (3) components do not ex-
ceed 1% of the end product’s total
weight; (4) parts manufacturers must
obtain certification from the assem-
bler of the end product stating NPA
terms were complied with.

Cadmium Conservation

• Took steps to conserve cad-
mium (used frequently to plate
steel chassis in radio-TV sets) by
limiting cadmium inventories to
30 days and its use to certain prod-
ucts, including “copper-base alloys
containing not more than 13% cad-
mium for parts inside electronic
tubes and resistance welding elec-
trical fuses . . . .

• Discussed with industry of-
ficials the impact of NPA re-
strictions on use of substitute
manufacture of low-voltage elec-
trical distributing equipment needs
for expanded industrial production.

• Established a Facilities and
Construction Bureau designed to
speed up industrial expansion
needed for defense and to expedite
related defense construction, with
Frank R. Creeden as assistant ad-
ministrator supervising functions
relating to building of new facil-
ities. Mr. Creeden set up five di-
visions governing industrial ex-
pansion, tax amortization, loans,
building materials and construc-
tion controls.

• Brought under its complete
control purchase and distribution of
all natural rubber.

WANE Fort Wayne, Ind., has an-
nounced five one-hour programs, fea-
turing final rehearsals of the Fort
Wayne Philharmonic Orchestra con-
ducted by Igor Buketoff, sponsored by
Magnavox.

MILITARY NEEDS
Can Be Met—Baker

MILITARY requirements can be ade-
quately met by the electronics
industry if it is permitted to con-
tinue to defend on a sound basis
partly in line with its own expan-
sion plans, according to Dr. W. R.
G. Baker, General Electric vice
president and general manager of
the company's Electronics Dept.

“One of the major concerns,”
Dr. Baker stated, however, “is that
trained electronics workers would
counterweight to other fields if there
should be a sharp curtailment of
television and radio output before
production lines for military equip-
ment could be placed in operation.”

Contending that a part of physi-
cal facilities necessary for military
production will be provided under
present “expansion plans” within
the industry, Dr. Baker noted that
GE's electronics department has
embarked on a long-range program
to include expansion of facilities
relating to manufacture of parts
components or products that can
be used in defense output. One
of GE's three new plants can be
readily converted to military use,
he added.

A major critical shortage fore-
sen by Dr. Baker is the number of
experienced electronic engineers
capable of designing and improving
guided missile, radar, communica-
tions and electronic fire control
equipment.

WORLD RATE PLAN
Will 'Hold Line,' Sinn Says

WORLD Broadcasting System Inc.
will “hold the line at rates on their
current level as long as possible,”
according to John L. Sinn, presi-
dent.

In a letter to the World member
affiliates, Mr. Sinn cited the re-
cently completed negotiations
between world and AFRA which
resulted in an average cost increase
for AFRA talent of 17½%, but re-
assured the affiliates that World
would not increase its rates as long
as respected the possible present structure. He added that the
stations will continue to receive
all the new commercial ideas for
sale of the programs.

Don Lee Sale
(Continued from page 19)

Francisco, KGB San Diego.
CBS—KTS'L
Los Angeles Times—KTTV (100%)
Mr. Delmar—KDB.
First National Bank of Akron
(as trustee)—The estimated $2
million-plus Don Lee building
in Los Angeles (leased to CBS
and Lee Enterprises), Don Lee's
Mt. Wilson and Mt. Lee TV prop-
erties (leased to CBS), and other
real estate.

FCC meanwhile dismissed as
“premature” a petition filed by
Olinman Edwin W. Pauley’s Televi-
sion California seeking return of
TV Channel 32 to the long-term
competitive proceeding involving
San Francisco TV applications
[BROADCASTING • TELECASTING,
Dec. 18, 1960]. Don Lee's applica-
tion for Channel 2 in San Fran-
cisco had been severed from the
competitive proceeding and asso-
ciated with Don Lee renewal appli-
cations, when the renewals were
pending.

Applicant Only

The renewals were subsequently
granted, and FCC pointed out in
last week's order that "Don Lee's
status with respect to the tele-
vision applications in San Fran-
cisco is simply that of an applicant."

FCC said it has no information as
to whether Don Lee, under Gen-
eral Tire ownership, will wish to
continue with the San Francisco
TV application.

To Television California's sug-
gestion that details of the sale
of KTS'L to CBS imply that "traffic-
king in licenses" may be involved,
the Commission replied that "we
find nothing suggesting the activi-
ties of a promoter or broker but
rather of the orderly distribution
of a franchise.

Hence, we are satis-
fied that no problem of traffic-
king is present."

Under General Tire ownership,
the Don Lee Network and its own
properties are expected to be under
the executive management of Willet
H. Brown, now Don Lee president.
Licenses of the stations will remain
in the name of Don Lee Broadcast-
ing System.

Merle Jones, general manager
of KNX-CBS Hollywood and the
Columbia Pacific Network, will be
general manager of KTS'L under
CBS ownership. KTS'L will be
Columbia's second fully owned TV
station, the network already own-
ing WCBS-TV New York, in addi-
tion to a 45% interest in WTOP-
TV Washington.

The lease arrangements in the
Don Lee transactions provide for
CBS to rent space in the Los An-
gels Vine St. studio building for
$25,500 per year and to lease Don's
Mt. Wilson and Mt. Lee television
properties for 20 years at $460,000
per year.

CBS gets the right to renew the
Mt. Wilson and Mt. Lee leases for
another 20 years, and would be
permitted to buy the Mt. Wilson
property after the first 11 years
of the lease for $373,000 with certain
minor conditions.

Don Lee (General Tire) also will
lease space at the Vine St. building,
under a 10-year agreement totaling
$2,550,000. Certain other real prop-
erties are to be made available to
Don Lee on a rental basis for a total
of $950,000.

With General Tire acquiring
more than $5 million in cash and
quick assets in its purchase of the
Lee Estate, and with certain other
properties yet to be liquidated, the
company's actual outlay would be
approximately $6 million for the estate.

Com. Paul A. Walker voted for
hearing on two aspects of the Don
Lee transaction—assignment of the
KTS'L construction permit to CBS,
and the transfer of control of the
Don Lee AM and FM properties
from the bank as trustee to General
Tire.

The reported $450,000 sale price
of CBS's 49% interest in KTTV to
the Los Angeles Times was under-
said to be premised on a ceiling
of $25,000 in monthly losses from
April, plus certain fixed items.

FCC's action brought this phase
of the transactions just under the
wire, since the CBS-KTTV contract
was slated to expire Dec. 31.
KTTV's operations are understood
to have entered the black in October.

On the bidding for the Lee
Estate, General Tire topped Hoff-
mann Radio & Television Corp.,
and associates on the second round
by increasing its offer to $12,300,000
after the Hoffman group made the
high bid on the first round, $11,200,000 to $10,625,000.

General Tire was represented by
the Washington law firm of Pier-
son & Ball.

Sign Loyalty Oath

ENTIRE staff of KWKW Pasadena,
invited by William J. Beaton, vice
president and general manager, to
sign a loyalty oath with no com-
pulsion attached, has responded
with 100% signatures, KWKW re-
ports.

Merle Jones, general manager
of KNX-CBS Hollywood and the
Columbia Pacific Network, will be
general manager of KTS'L under
CBS ownership. KTS'L will be
Columbia's second fully owned TV
station, the network already own-
ing WCBS-TV New York, in addi-
tion to a 45% interest in WTOP-
TV Washington.

The lease arrangements in the
Don Lee transactions provide for
CBS to rent space in the Los An-
gels Vine St. studio building for
10 years at a total rental of $2,-
550,000 and to lease Don's Mt. Wilson
and Mt. Lee television properties
for 20 years at $460,000 total rental.

CBS gets the right to renew the
Mt. Wilson and Mt. Lee leases for
another 20 years, and would be

SERVICE
Twenty-four years of faithful service
to American agriculture makes WIBW
the most-listened-to-station in Kansas
and adjoining states.

WIBW The Voice of Kansas in OPEKA

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P. I. Offers Mount

(Continued from page 24)

Penny, of the agency's radio department, said the station would receive 25 cents net on each order for Nun-Lint clothes. Hollywood Toy Television Corp., Chicago, offered TV stations a per inquiry deal in December which it said had been tested on three stations with results that "amazed" the company. The item is "a toy television set" selling in stores for $8.95 and specially promoted by TV for $5.95. Of this sum the station gets $2 net. The toy shows six-minute movies on a 5x4-inch screen. It is motor driven. A suggested announcement is three pages long, with video cues provided.

Stockings $3.50 @ Doz.

Twelve pairs of "beautiful sheer nylon hose" are sold for $3.50 in an offer by Gateway Sales Inc., Atlanta. The station gets 75 cents per pair. A money-back guarantee is included. J. B. Brannon, of Gateway, in a letter to stations, wrote: "Our firm has been selling bargain merchandise through mail for seven years. We are now, for the first time entering into sales through the medium of radio... At present this offer is being handled by all of the stations comprising the Southeastern Broadcasting System." Many stations received a form letter from The Netherlands Information Bureau, Holland, which "is pleased to announce that it has available a new transcoded radio series, This Is Holland, composed of 15 features about life in the Netherlands with each program designed for a 15-minute spot." Discs may be secured "free of charge" by mailing an enclosed post card.

Another offer of free transcriptions came from Pathfinder magazine, via a letter signed by Greta Baker, radio consultant, New York. Writing to program directors she said: "One of the pleasantest parts of my 14 years in radio has been the friendly contact with program directors like you, and the radio stations all over the country. Now I am proud to tell you of a distinguished new series of public service programs that I shall write and produce for your special benefit.

"The programs will be based on articles of lasting interest in Pathfinder... Sixteen-inch transcriptions will be made available to you without charge as a public service. The only reference to the magazine will be a brief statement saying that 'the story is based on Pathfinder articles in the family news magazine'... At a later date a list of stations carrying these programs will be published in Pathfinder. I hope your station will be on the list."

Ludy Reply

Ben Ludy, general manager of WBW-AM-FM Topkea, Kan., wrote Miss Baker as follows:

I have read with interest your letter and the suggested 16-minute script plugging Pathfinder magazine. For your information I am attaching our rate card, which will give you complete details as to our time charges. I could not under any circumstances construe such a transcribed show as a public service. I am sure that you would not expect Milton Cross, the professional actors, or the transcribing company to do their work without charge.

I am sure that you will find that all well-accepted radio stations will feel as I do in the matter.

Joseph Maxfield Co., Providence, R. I., agency, submits a P. I. offer of an assortment of textiles for $1.95 a bundle. The station gets 60 cents per order, less 10% agency discount. Client is Quality Patch Co., which "has been advertising for several years in many national publications and has received excellent results." Schwab & Beauty, New York agency, submitted a late autumn P. I. campaign for a $1.50 book, Your Income Tax. Stations were offered 60 cents per copy, consignment. "The last time there was a big increase in income-tax rates, 100 radio stations shared in $250,000 of revenue," according to George F. Perkins, agency sales director.

Two offers are submitted by B. D. Ritholz, of Dr. Ritholz & Sons Co., Chicago. The first (Clark Optical Co.) is a pair of eye glasses. "Save up to $15," the offer states. "Test your eyes at home with our home eye tester. See far and near." The company pays 50 cents per inquiry.

Second offer by Dr. Ritholz & Sons Co. covers a "beauty device" (Midwest International Products Co.) and pays $2 per COD or cash in advance order. The device is called "The Isotome Method for Beauty," and is described as an "amazing new discovery for wrinkles, blackheads, enlarged pores, muddy sallow complexion, dry or oily skin, other skin blemishes." It attaches to any water faucet. References given by Dr. Ritholz & Sons Co. are Dun & Bradstreet and National Security Bank of Chicago.

Radio & TV Sales Promotion, Chicago, has had "considerable success" in distributing quick-selling P. I. items, according to a letter by Nicholas F. Acacio. Stations are asked to "advise us on what percentage you operate and the method in which you control all orders." A typical offer, the letter indicates, is Kwik Trim hair trimmer for $1, including free blades.

JACKPOT FIGHT

SUPERIOR Court in Boston has issued a temporary injunction restraining CBS from awarding jackpot prizes totaling about $16,000, in cash ($5,000) and merchandise ($11,000), until the court has determined who the jackpot question on the network's Sing It Again show Dec. 16.

A telephone call was put through from CBS to Rocco Rotondi, owner of a pastry shop in Boston, at his store. When the questions were answered correctly, the network announced that Mr. Rotondi had won the prizes. Then William de Marco went into court, claiming that he was in the store at the time of the call and the call, not Mr. Rotondi, answered the questions and should get the prizes. The court issued the restraining order and CBS is keeping the money and merchandise until the winner has been certified.

RICHARDS CASE

FCC Counsel Granted Time

FCC last week granted its General Counsel's appeal for additional time to answer the R. A. (Dick) Richards' petition asking FCC to reconsider and grant his three stations' renewal applications, or alternatively, to decide the issue on the basis of their performance since their last regular renewals.

At the same time—six days after the hearing on Mr. Richards' news policy—ATTORNEY GENERAL Robert H. Willey of the Commission dismissed as "moot" a Richards appeal from the hearing examiner's refusal to recess the hearing until FCC handed down a decision on the petition in question.

The Commission allowed General Counsel Benedict P. Cottone until Jan. 12 to file his answer to the Richards petition. His request for additional time had been denied by a motions commissioner earlier.

The case—which hangs the fate of Mr. Richards' KMPC Los Angeles, WJR Detroit, and WGA Chicago—originated in a station owner ordered newsmen to slant newscasts according to his own political, social, and economic beliefs.

The hearing, held in Los Angeles and Detroit, consumed 114 days and included 18,000 pages of testimony by some 276 witnesses, with 1,200 exhibits. It was held before FCC Examiner James D. Cunningham, who said he expected to hand down a decision in about six months [BROADCASTING, Dec. 25, 1960]. Attorneys for FCC and Mr. Richards were given 90 days in which to file their respecive versions of what the "findings of fact" should contain.

Would Deny KGF Bid

KGF Fremont, Neb., would be denied increase in power from 100 w to 250 w, operating fulltime on 1340 kc, according to initial decision reported by FCC last week. Hearing Examiner Hugh B. Hutchison found KGF already covers Fremont with primary service and the requested power increase would cause interference to other stations.

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New AWB Group

Meets April 6-8

First meeting of a new trade association for women, succeeding the Assn. of Women Broadcasters, will be held April 6-8 at the Hotel Astor, New York.

Known as American Women in Radio & Television Inc., the new association is temporarily headed by Dorothy Spicer of Minneapolis. Miss Spicer becomes acting director Jan. 1 and will serve until the April convention.

Details of the association's format were drafted in a Dec. 16 meeting of a steering committee headed by Doris Corwith, NBC New York.

Law is Chairman

Chairman of the AWRT Steering Committee is Agnes Law, CBS New York. Temporary headquarters will be maintained at NAB headquarters in Washington.

Bette Doolittle, acting secretary of AWB, is aiding the new association in a temporary advisory capacity. Miss Doolittle has been named assistant to Charles A. Batson, NAB television director.

Permanent officers will be named at the April convention. Effective Jan. 1 the following committee will operate until the convention:

Constitution and By-Laws: Geraldine Zorbaugh, ABC, chairman; Eleanor Sanger, WQXR, New York; Ruth Crane, WMAL, Washington; Harriet Sabine, Can Mfrs., Instituto.

Secretary-Treasurer: Walter Thompson Co., chairman; Dorothy Kallaway, Commonwealth & Mfg., Cincinnati; Louise Trenton, N. J.; Dorothy Fuller, WBET Brockton, Mass.

Activities: Evadna Hammersen, KQO, Denver, chairman; Hazel Hays, KOMO Seattle; Marie Houlahan, WBEZ Boston.

Membership: Doris Murphy, KMA Shenandoah, Iowa; committee comprises remaining 16 district chairmen.
QUICK WORK
KCOH Houston, through quick work, averted shutdown by fire that burned through telephone cables linking studios with transmitter. Crew of announcers, operators, and program personnel took records to transmitter, and resumed operations from there. They had only one turntable and used other makeshift equipment.

NEW FLASHCAST
WSUN Charleston, S. C., has inaugurated new flashcast sign and idea has used 36 co-sponsors who will have their copy and slogans displayed every hour with latest news. Gov. Strom Thurmond and other noted guests attended dedication ceremony. Sign was built by Trans-Lux News-Sign Corp., N. Y.

NEW PUBLICATION
FIRST ISSUE OF "WBBM Showman" has been released by station to agencies and clients by Promotion Manager Dave Kimble. Four-piece color brochure, fronted with season's greetings and picture of Wrigley Bldg. at night, contains both down lead stories appearing in trade press, few gags and short items about agency personnel changes. "Showman" will be released monthly.

TEAR SHEET ON COLOR
RCA sending to trade tear sheet of stories appearing in newspapers, magazines and trade journals dealing with color television. Same television were due to smart decision. Stories deal with RCA's color system and reports it has received in press. Attached is note from RCA President Frank Folson.

SMART PROMOTION PIECE
WFBA Dallas sending promotion piece to trade and advertisers headed "They all BUY FOR BENELL." Piece cites Julie Benell shows on AM and TV and her selling power. Folder also has pictures of guests that have been on her shows and pictures from shows.

MORE EARS
KNBC San Francisco sending mailing piece to advertisers entitled "It's a good idea." Title is printed in red on white cover. Inside points up KNBC's wide coverage in big market and increase in population in area.

VIEWS OF THE PEOPLE
WRFD Worthington, Ohio, Opinion, 1 p.m. listeners were asked to send opinions on Korean situation for broadcast. Station reported that replies, from 88 counties, ranged from "Blow'em up!" to "Let's stop using bullets and get back to the Bible." Bill Arthurs used excerpts from 150 different letters during show Dec. 25. He also gave roundup of Ohio public opinion concerning present world crisis.
**Feature of Week**
(Continued from page 18)

BROADCASTING/TV News

DON C. McNAMARA, director of TV Telefilm Inc., Hollywood, to vice president Dudley Pictures Corp. and newly formed Dudley Television Corp., same city.

NEW SYRACUSE, N. Y., Local 825, Television Broadcasting Studio Employees, of International Alliance of Stage Employees and Moving Picture Machine Operators, announces election of following officers: HENRY CRONIN, president; WILLIAM M. CLEARY, vice president; E. PAUL WILEY, financial secretary-treasurer; IRVING G. WELSTED, secretary; and MORTIMER I. SKOLER, business agent. International representative JOSEPH D. BASSON installed charter.

ALBERT W. BATES, head of editorial department Whitaker & Baxter, Chicago, appointed account executive Hill & Knowlton, N. Y. (public relations).

NATIONAL REGISTER Publishing Co., Inc. (Standard Advertising Register), moves to larger offices in Bush Bldg., 130 W. 42nd Street, N. Y. 18.


**Technical...**

ROBERT FRIECE, engineer WNBQ (TV) Chicago, father of girl, Nancy, Dec. 18.

GERALD D. JOHNSON, staff engineer WTTW and WGN Chicago, appointed chief engineer.

LORNE BAKER to CBG Gander, Newfoundland, as operator.

JIMMY RILEY, engineer WLAW Lawrence, Mass., father of boy.

**Equipment...**

CREST TRANSFORMER Corp., Chicago (transformers and electronics), announces addition of G. G. Williston Co., Houston, Tex., as representative for Louisiana and Texas.

JOHN P. RIDER Publisher Inc., N. Y., announces a new line of TV equipment for commercial TV services. The new line, which will be available to organization distributors in January, Vol. 54, will include TV communication and service equipment for various uses in the field of the exhibition of television programs for business, retail, and commercial use. The line includes TV communication and service equipment for business, retail, and commercial use.

**Television Utilities Corp., N. Y.,** announces new electronic equipment for the TV service industry. The new equipment is designed for the installation of TV service equipment, including TV service centers and TV service stations. The new equipment includes TV service equipment for the installation of TV service centers and TV service stations.

RCA announces new self-contained TV utility monitor, available either as paneled or permanent unit or as one designed for rack or console mounting.

PENTRON Corp., Chicago, announces new electronic system for the installation of TV service centers and TV service stations. The new system is designed for the installation of TV service centers and TV service stations.

TELEVISION UTILITIES Corp., N. Y., announces production of the new "Eye" monitors. Combination panel-mounted monitor, made to fit into sturdy steel cabinet for double duty around studios.

ALTEC LANSING Corp., L. A., has opened new plant in Beverly Hills to supplement production facilities in L. A. and N. Y. New plant has been merged with Hollywood offices and is located at 5026 Santa Monica Blvd.

**John Hyde**

FUNERAL SERVICES for John Hyde, 36, vice president and partner in charge of the Hollywood office of William Morris Agency Inc., who died Dec. 18 following a heart attack, will be held Dec. 20 from the Church of the Recessional, Forest Lawn Memorial Park, Glendale, Calif., for a memorial service. Hyde's name was in Forest Lawn. Head of the talent agency's Hollywood office for the past 15 years, Mr. Hyde joined the agency in 1925. He is survived by four sons, Donald, Jay, James and Vance.

Hicks Cleared in WBT Case

Hicks Cleared in WBT Case

NORTH CAROLINA Supreme Court has reversed a lower court conviction of Sterling L. Hicks on charges of conspiracy in an attempt to silence WMAS Radio in Charlotte, N.C. (Broadcasting & Telecasting, March 13, 1960). Mr. Hicks had been convicted of conspiracy to silence the radio station in Charlotte, N.C.

Following the ruling, Solicitor Basil L. Whitten announced he will pursue new legal action against Mr. Hicks to the grand jury of the Mecklenburg Superior Court to determine the facts and charges.

The jury also was released after determining that there was no conspiracy to silence the radio station.

The judge returned a verdict of not guilty to the charge of "conspiracy to silence the radio station." Mr. Hicks was released after determining that there was no conspiracy to silence the radio station.

**WQQW Now WGM**

MARKS CHANGE AT NEW YEAR

THE NEW YEAR today is being celebrated doubly at WQQW-AM-FM. Washington. Station is marking the beginning of its new station code, WQQW-AM-FM, by changing the station's call letters, "Washington's Good Music Station." First station break of the new call letters was made by M. Robert Rogers, vice president and general manager, who announced the station's call letters, "Surprise Party." Rogers was joined in the celebration by a chorus of the station's employees.

In announcing WQQW-AM-FM, the station also announced the acquisition of new equipment, including a new tape recorder, a new radio receiver, a new microphone, and a new loudspeaker. The station also announced the acquisition of new equipment, including a new tape recorder, a new radio receiver, a new microphone, and a new loudspeaker.

**Leila Louise**

Leila Louise starts weekly quarter-hour "Girls and Gowns" charm advice program on Progressive Broadcasting System.

**Cards to President**

BROADCASTING a fortnight ago by WCAX Burlington, Vt., urging residents to send Christmas cards to President Truman or "sit down with an easy chair, read the paper, and send a message to the President, telling him he has steady, sincere friends in the Green Mountain State"—startled up "scores" of telephone calls and letters which were favorable, the station reports. Vermont is normally a Republican state.

**Court Reversal**

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On All Accounts
(Continued from page 12)

sion show Great Music; the Phila-
delphia Saving Fund Society’s half-
hour Favorite Story, featuring
Ronald Coleman on WCAU; the
Keystone Automobile Club’s Let’s
Go, a weekly travel film, and its 3
weekly radio news shows, and radio
and television, sports shows spon-
sored by the 23 Chevrolet Dealers
in Philadelphia.

There are also many station breaks and spot announcements, both radio and television, for such
clients as Philadelphia Saving
Fund Society, Keystone Automobile
Club, 23 Chevrolet Dealers, Capital
Bakers Inc., Allied Florists of
Greater Philadelphia, Barberby’s
Bar (Sunshine Beer), M. A. Hanna
Coal Co., the Battery Division of
Thomas A. Edison Inc. (on stations in
Pennsylvania, New York, Michigan,
Massachusetts, Ohio, and Indiana),
Harleyville Mutual Casualty In-
surance Co., Wilkening Mfg. Co.,
Hood Chemical Co., and others.

For one client alone, the Bell
Telephone Co. of Pennsylvania, Ned
and his department place 279
one-minute announcements a week
on 93 stations in Pennsylvania.
Most of these announcements deal
with coupon offers on the party line,
the proper method of dialing, long
distance calls, and other information
material on how the public can better be
informed by telephone.

Television and radio business has
increased tremendously at Gray &
Rogers since the last war, with
television considerably ahead of
radio. This, as Ned sees it, is be-
cause “television is still somewhat of
a novelty and a little more spec-
tacular than radio. But television is a
frenzied force in advertising
and will grow stronger every year.”

He hastens to explain, however,
“television will never completely
dying radio, even though it has
not yet reached its peak yet. Both
have their proper places in the
advertiser’s budget. Each has its
own audience to reach.”

Ned is married to the former
Mary Mirkil, also a Philadelphia
founder. They have two children, both
are married. Edmund Jr. is a TV
director at WFIL-TV Philadelphia
and Carter, their daughter, is mar-
rried to George (Black) Davis Jr.
The Dorrances recently made a
grandfather when Carter gave
birth to a baby girl.

Ned’s hobbies are fly fishing and
collecting antiques of the early
American period.

WCKY WINNERS
New Transmitter Contest

MORE than 16,000 entries were
received by WCKY Cincinnati in
four contests held in connection
with dedication of its new trans-
mitter [BROADCASTING • TELE-
casting, Dec. 4, 1950] WCKY has
announced.

In the two-line jingle contest,
first prize of $100 was awarded
Ernie Walker of Jasper, Fla.
Contestants from Grand Rapids,
Mich., and Cincinnati won second
and third prizes. In the “Long-
Distance” contest, Donald Hunter
of Tokyo, Japan, won $100 first
prize for his entry. He proved he
was able to receive the station
there. Second and third prizes in
this category were awarded to listeners
from Brazil and Peru. A Cincin-
nati native, Major Robert H. Weber,
now stationed in Montgomery, Ala.,
won $100 for the best letter on the
subject “What Hometown WCKY
Means to Me.”

Also in observance of the new
transmitter’s dedication, complete
layettes were distributed to 16 sets
of twins born in the WCKY listen-
ing area on the day of the dedi-
cation. In addition, 325 defense
bonds were awarded to two sets of
twins born in Cincinnati.

HAM RESTRICTIONS
Reiterated by FCC Notice

R E M I N D E R on prohibitions against international communica-
tion between radio amateurs of
the U.S. and those of certain other
countries has been issued by FCC
with latest information on exist-
ing foreign restrictions as com-
plied by the State Dept. up to
mid-October.

The notice stated those adminis-
tration for whom radio communi-
cation between their amateurs and sta-
tions in other countries are
Indonesia and Japan (excluding amateur stations of
Allied Occupation Forces as author-
ized by supreme commander). Those
for which all amateur operation are
Indonesia, Iran, Lebanon, Netherlands,
Antilles, Thailand, Australia forbids
except for purely experimental pur-
poses. Reception of foreign amateurs is allowed in Austria but transmission
by Austrian stations is not allowed by
Allied control authorities there.

APPOINT DOME
Heads New H-R Office

ROBERT S. DOME will manage
the Philadelphia office of Headley-
Reed, station representative, which is
scheduled to open today (Mon-
da). in the Lincoln-Liberty Bldg.,
it was announced last week. Mr.
Dome formerly maintained his own
representative business in the
Philadelphia area for a number of
Pennsylvania stations.

Previously he had been office
manager in Philadelphia for Foote
& Co., station representative. Other
positions held in the past by Mr.
Dome include account executive
with Cox & Tanz Agency and ad-
vertising and merchandising with
Procter & Gamble and Rubin F.
Donnelly Co. The Headley-Reed
Philadelphia office makes a total of
eight company owned-and-operated
offices in the country and is de-
signed to bolster national coverage
of agencies and advertisers for
the stations it represents, the firm said.

HEART FUND DRIVE
Pryor Heads Radio-TV Unit

ARTHUR PRYOR Jr., vice presi-
dent of BBDO, New York, has been
named chairman of the Radio and
Television Committee for the 1951
Heart Fund. Other members of his
committee include: Robert E.
Kintner, president, ABC; Frank
Stanton, president, CBS; Frank
White, president, MBS; Charles C.
Berry, vice president, NBC; Walter
Craig, vice president, Mutual.

The committee will help 21 out-
standing representatives of major
networks and radio stations, ad-
vertising agencies, and talent
agencies, in the fund-raising cam-
paign to be conducted throughout
February to finance the associa-
tion’s program of research, edu-
cation and community service.

KEYY RENEWAL
FCC Upholds Rosnick Ruling

FINAL decision to grant license
renewal to KEYY Pocatello, Id.,
has been announced by FCC sup-
porting an earlier initial ruling of
Hearing Examiner Lee Rosnick [BROADCASTING • TELE-
casting, Sept. 4, 1950]. KEYY is assigned
250 w fulltime on 1240 kc.

FCC sustained the examiner’s
finding that no transfer of control
without Commission approval had
occurred regarding a management
contract between F. M. Butline,
handler, and Louis Hailer. The
Commission denied the exceptions
of its general counsel on this issue.

Rate Reductions

IN THE story regarding NBC’s
radio rate reduction proposal [BROADCASTING • TELE-
casting, Dec. 18, 1950], WOAI San Antonio and
WSM Nashville were erroneously
included among the NBC radio sta-
tion affiliates for which the Assn
of National Advertisers had re-
quested rate reductions last sum-
mer.
December 21 Applications
ACCruED FOR FILING
License for CP
KPOC Pocahontas, Ark.—License for CP new station.
KRUP Burango, Col.—License for CP to change frequency, power and install
License Renewal
KRLD-TV Dallas—Mod. CP new commercial TV station for extension of license.
December 27 Decisions
BY COMMISSION EN BANC
Hearing Designated
Marshall Formby, Spur, Tex.—Designated for hearing at Washington on Feb. 20, 1951, application for CP for new station on 1560 kc 250 w D. WOIC Des Moines Des Moines designated for hearing at Washington, application of WRDC Des Moines, to install new vertical ant., to be heard in proceeding consolidated with application of Radio Sum- ter for new station at Sumter, S. C., on 1560 kc 250 w, engaged, proceeding designated for hearing at WDKX Newberry, S. C., party to proceeding.
WHDC Cicero, Ill.—Waived Sec. 3.3(a) of Commission Rules and granted CP in connection with the application to change main studio location to Chi- cago for new station.
Request Denied
KTED El Paso, Tex.—By letter denied request for additional period of 45 days to file answers in proceeding re reconsideration of reorganization of station and transfer of studio and transmitter to a different location, where the respondents in the proceeding, WHEC, in opposition to the petition, should be granted due process of law, and that the petition is in violation of Sec. 418, 47 C. L. S. D., party to proceeding with regard to the motion to continue hearing.
Petition Denied
KCVQ, Lafayette, La.—Denied as meritless the petition to extend time within which to file answer in proceeding re reconsideration of order of Dec. 27 postponing hearing on application.
BY COMMISSION
Motion Granted
WCEN Mt. Pleasant, Mich.—Granted mod. of CP to incorporate changes in DA systems suggested by Commission to afford protection to Canadian assign- ment at CKX Brandon, Man, under
new NARB.
CP to Replace CP
WPAB Ponce, P. R.—Granted extension of authority for period of 60 days from Dec. 19 to operate with power reduced to about 4 kw.
KOKX Kokomo, Ind.—Granted application to replace CP which was In- adventedly allowed to expire.
BY THE SECRETARY
KSA M—Granted license for new station.
WHRD Niagara Falls, N. Y.—Granted CP to install old station on present location of main trans. on 1200 kc with 1 kw, DA day, for aux.
WNEW New York—Granted CP to install new station.
WWJ-TV Detroit—Granted extension of completion date to 3-31.
WRH Blue Island, Ill.—Same except
3-31.
KPGF Forest Grove, Ore.—Granted license for new station—1070 kc 250 w-
D.
OKKEY Oklahoma City, Okla.—Granted license install new trans.
Henson N. Armstrong, New York—Granted license for new FM STL KEA
Shamrock Bcstg., Co., Houston, Tex.—Granted license for new remote pick- up KA-646-40.
Richard Field Lewis Jr., Winchester, Va.—Granted license for new remote pickup KIC-469.
From Robert B. C. Grant—CP to change ERP from 0.036 kw to 20 kw; change trans. and make changes in ant. system.
KRLW Lewiston, Idaho.—Granted CP to change power 25 kw to 15 kw.
KSEM Inc., Moses Lake, Wash.—Same KA-618.
KECX Inc. Pittsburg, Calif.—Grant—CP to change power 25 kw to 15 kw.
KCMO-FM Kansas City, Mo.—Same.
Choice to applicant, to change power from 10 kw to 8 kw, license of license to change ERP to 56 kw.
KOKO TV Portland, Ore.—FP granted for station after a period of 30 days, in- tention of completion of licenses as follows: WATY Newark, N. J.—To 75 kw; KSTV Jupiter, Fla.—250 kw; KOMA-FM Oklahoma City, to 1-1-51; WNMC-FM Ellice Lake, Wis. to 1-1-51; KTSF San Antonio, to 1-1-51; WJKL-FM Johnson City, Tenn. to 1-1-51; Charles Wilbur Larson Jr., Hotma.
SRR Cks.
KRCB Camarillo, Calif.—Granted license for new remote pickup.
KREX Des Moines—Granted license change in remote pickup KA-386.
KOKX Kokomo, Ind.—Granted license to operate new general Commission in- terests.
The Twin States Bcstg. Co., Augusta, Ga.—Granted mod. CP to change ERP of station.
KOKK Golden, Colo., Are- chico, P. R.—Granted mod. CP to change ERP of station.
WMWA Cincinnati—Granted mod. li- cense change to new location of FM station.
WKAB Mobile, Ala.—Granted license for new trans. for antenna.
KOBK Owatonna, Minn.—Granted license for new trans. for antenna.
KSEL Lubbock, Tex.—Granted CP install new trans.
KCTW New London, Conn.—Granted CP to install new trans.
KMOC-FM Kansas City, Mo.—Same.
Tri-City Bcstg., Co., Belaire, Oh—Granted leave to amend application so as to change ERP of station from 5 kw to 4 kw, transfer station to 6000 Water Street, Wheeling, W. Va. and show changes in facilities and changes in date of construction of proposed TV station.
KFC General Counsel—Granted petition for extension of time to Jan. 25, 1951, which to file exceptions to proceeding re application for construction of station.
KCBS Chicago—Granted permission for telecasting in time from Dec. 28, 1950, which to file exceptions to proceeding re application for construction of station.
KCBS San Francisco—Granted permission for telecasting in time from Dec. 28, 1950, which to file exceptions to proceeding re application for construction of station.

KCBS ‘CLUB’
Marks New Transmitter
THAT thing called curiosity, innate in every being, is called into play by KCBS San Francisco’s ‘KCBS Sidewalk Superintendents’ Club’ to mark construction of its new 30 kw transmitter and tower.
As promotion of the new construction, KCBS is sending out a “bulletin” to “club members” giving latest data on progress. The first “bulletin” pictures the driving of 75-ft. piles, embedding of steel plates to anchor guy wires and hoisting of all the base supports to be used in the construction.
Explaining the club, Arthur Hull Hayes, vice president and general manager, says the site, 30 miles north of San Francisco, has the purpose of achieving a 10-fold increase in power, as to extend CBS coverage throughout the bay area and KCBS programs to an area which includes 9 out of 10 families in northern California.”

NBC’s Voice of Firestone, sponsored by Firestone Tire & Rubber Co., was pre- sented with the 9th annual Mason Award for outstanding contributions to music on the air" by Keyboard Jr., scholarly music magazine.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Adams 2414
Member AFCCE*

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg.
1407 Pacific Ave.
Washington, D. C.
Santa Cruz, Cal.
Member AFCCE*

A 43-year background
—Established 1918—
PAUL GODLEY CO.
Upper Montclair, N. J.
Member AFCCE*

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio
Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE*

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
902 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE*

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE*

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE*

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Member AFCCE*

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1032 Warner Bldg.
Washington 4, D. C.
National 7757

E. C. PAGE
CONSULTING RADIO
ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE*

KEAR & KENNEDY
1703 K ST., N. W.
STERLING 7932
WASHINGTON, D. C.
Member AFCCE*

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
1728 Wood St. 4742 W. Ruffner
Member AFCCE*

William L. Foss, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. Réplica 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE*

GUY C. HUTCHESON
1100 W. ABRAM ST. AR 4-8721
ARLINGTON, TEXAS

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

SILLMAN & BARCLAY
1011 New Hampshire Ave. RE. 6646
Washington, D. C.
2915 Red River 2-5055
Austi, Texas

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W.
EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1230 Washington 6, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
1 La Fevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

Philip Merryman & Associates
• 114 State Street
• Bridgeport 3, Conn.
• Bridgeport 5-4164
RADIO CONSULTANTS

Member AFCCE*

CONSULTING RADIO ENGINEERS

BROADCASTING • Telecasting

January 1, 1951 • Page 75
Help Wanted

Managerial

Wanted: Top notch manager with first class ticket and some announcing ability. Must have at least two years experience. Address: Lake W., Chicago, Illinois.

Wanted: Associate producer. Must at least be familiar with studio production, and be able to work with a good group of people. Must be in his 20's. Address: 1304 Wash. Ave., New York, New York.

Wanted: Assistant to manager. Must be able to travel and work independently. Salary dependent on experience. Address: 34th S. St., Los Angeles, California.
**Help Wanted**

**Manager Wanted**

Belden-offered opportunity for experienced or potential manager with proven sales record and character references in prosperous midwest industrial market of 250,000. Status is well established and offers growth. Write Belden for full particulars and application form.

**Box 375H, BROADCASTING**

**Television**

**3 Top notch Men Wanted**

Program Director
Advertising Manager
Producer

**Midwest city of 250,000. No television yet**

Unqualified opportunity to participate in earnings and management of corporation. Voting stock, officers, and directorships will be offered to successful applicants.

Men selected may build their own departments and will be given a contract immediately pending issuance of a CP. Do not apply unless you have a good TV background and executive experience.

President of corporation will be in Washington, D. C., January 8-12, in New York City January 13-17 to interview applicants. All replies confidential.

**Box 372H, BROADCASTING TELECASTING**

**ANY STATION CAN GROW AT A PROFIT—WITH THIS MAN!**

Making volume growth has been this man's record.

**TAKES**

**PUBLICATION.** Increased dollar volume in his territory 10 TIMES in 2 years—and DOUBLED that the third year.

**RADIO.** Sold more time, dollars or station hours, than probably any man in the country.

**TV.** Dittol

**MANAGEMENT.** Revised station operation—cut costs 40%—PLUS smoother and more efficient operation. In short, he knows HOW to make more money stick to your hands as it passes through.

**PERSONALITY.** People like him, listen to him, believe him and hand him business termed "impossible" to get.

This man is looking for a "tough" station job—a job that will be a real challenge to his record for getting results.

Reply, in strict confidence, to Box 333H, Broadcasting.
Help Wanted

Announcers

TV EMCEE Live-wire Master of Ceremonies for TV audience participation show wanted by Midwest station. Real opportunity. Send background, picture and disc to Box 372H, BROADCASTING • TELECASTING.

Situations Wanted

Television

Production-Programming, others

Radio and TV veteran wishes position as TV program director with established station. Network, agency and local station production experience. Salary not important. Best of references. Box 33SH, BROADCASTING • TELECASTING.

Missedance

CUSTOM JINGLE

RICHARD STROUT PRODUCTIONS, Box 2261, Hollywood

Southwest

$125,000.00

Midwest

$40,000.00

One of two stations in an outstanding small-town community in excess of 75,000 population with retail sales of more than ninety million dollars. This is a full-time independent that is showing excellent profits and gross expanding with this rapidly growing market. Financing arranged.

GATHERED at first BMI program directors and librarian clinic in San Francisco, held at KNBC last month, are (I to r): Paul Speegle, KNBC program manager; Carl Haverlin, BMI president; Jimmy Lyons, KNBC disc jockey, and Glen Dahlberg, in charge of station relations for BMI. California broadcasters, BMI executives, and agency representatives participated in the all day session.

AFCC

Full Radio-TV Operation In Emergency Urged

By ANDREW D. RING

President, Assn. of Federal Communications Consulting Engineers

THERE are many imponderables for radio and TV in the present national emergency. First and foremost is the necessity of maintaining all existing operations in these fields, in order to keep the public adequately informed in these difficult times.

Steps should be taken forthwith to ensure adequate production of replacement parts for all licensed stations. Provisions should be made, moreover, for the licensing of additional stations—particularly TV stations—in areas not now receiving adequate service.

The role of radio and of TV on the home front—which could become just as important as the fighting front—has been underscored by our highest federal officials, from the President down.

There should be no diminution or degrading of that service. Production lines should be kept open, so far as is consistent with the rearmament effort, to avoid steps that might result in arbitrary reductions of station power.

It is to be fervently hoped, also, that means will be found to authorize additional TV stations in important areas now denied that service. The significance of TV in civil defense and in mass training already has been attested by the military, even as far back as World War II. In time of national stress, 150 million Americans turn to their radios and their TV sets for counsel, guidance and training.

Experience Gained

The experience of the last war taught us that we can anticipate critical manpower problems on the technical side. Electronics provide the brain-power for so-called push-button war fare. Extreme care should be exercised by the federal authorities, lest the drain on radio and TV man-power endanger operations in these fields. Adequately trained manpower is essential in the interests of conservation of equipment, as well as in the maintenance of optimum service when it is needed most.

The radio engineering profession pledges its all-out support of the nation in this emergency. Engineers regard themselves as soldiers in this war for survival, whether they be on the battle fronts in other lands, or on the home front.

WMAW DENIED

FCC Reverses Examiner

REVERSING the earlier recommended decision of a hearing examiner, FCC has denied WMAW Milwaukee a license to cover its construction permit for a new station on 1250 ke directional with 5 kw fulltime. The action was taken on grounds of ownership misrepresentation, FCC said.

WMAW last week reported it will appeal the decision.

The station was given not more than 90 days in which to wind up its affairs and cease operations. WMAW has been on the air since 1946. Midwest Bstg. Co. is permittee.

Comr. Paul A. Walker dissented from the majority opinion and favored a grant of the license for the reason cited by Hearing Examiner Basil P. Cooper whose initial decision had found no evidence to support charges of ownership concealment [BROADCASTING • TELECASTING, April 17, 1950]. The majority opinion was given by Comrs. E. M. Webster, Robert F. Jones, and Frieda E. Hennock, Chairman Wayne C. Oy and Comra. Rosel H. Hyde and George E. Sterling did not participate.

FCC declared that after considering the facts in the complex case it could come to "no other conclusion than that Midwest Broadcasting Co. is not qualified to hold a license to operate a broadcast station because of concealments, misrepresentations and deceptions concerning stock holdings and other matters."

AFL COMMERCIALS

Public Service Stressed

EMPHASIZING the public-service nature of its commercials on Frank Edwards' news program on MBS, the AFL has released copies of the announcements aired on the show during the holidays.

On the Dec. 28 show an announcement included the following: "The American Federation of Labor pledges that its eight million members will live up to their responsibilities in the national emergency. They are ready to produce in record quantities the military equipment and supplies essential for the defense program. They are willing to assume the burden of the sacrifice all Americans must pay... Labor is determined to make America the arsenal of the world."

The Christmas Day program included a suggestion that all join in prayer for the men in the armed forces. The Dec. 27 broadcast asked all Americans, including AFL members, to "do more work and less complaining. Our own sons are in the fighting forces—let's back them to the fullest extent. Let's have more harmony and more unity in America. We're all in the same boat. By our actions, let's show the entire world that we mean to defend our free American way of life..."
Docket Actions...

INITIAL DECISION
KFOT-FM, Ogden. - Granted initial decision by Examiner Hugh E. Hulnick on condition that application be changed from 1350 kc. 150 w fulltime to 1340 kc. 1 kw fulltime. Initial decision Dec. 27.

OPINIONS AND ORDERS
KMRP-AM, Fresno, Calif. - Granted.

NEW COMMERCIAL GRANT
WJZO-AM, Ottawa, Kan.- Granted noncommercial grant.

FM BROADCASTING

Box Score

Summary of Authorizations, Stations On The Air, Applications

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Radio & Tele. License Dec. 18. Will devote time to other broadcast facilities.

New Applications...

Applications
Sanford, N. C.-Waldo W. Primms, 1350 kc. 1 kw day. Estimated construction cost $19,700. Mr. Primms, individual applicant, was until Dec. 1950, president, stockholder, and general manager, WGBB Sanford. Filed Dec. 17.

St. Louis, Mo.-Hawthorn Broadcasting Co., 1200 kc. 250 w nighttime. Estimated construction cost $41,000. Principals include: Louis N. Frankel, sales manager, WER St. Louis. Filed Dec. 17.

Dialywood, Ill.-A dialywood FM station to be operated by WTAX Springfield, III. Member: Louis E. Cook, president; W. Lee, director; Fred H. Lee, vice president; 6/10% and Fitchugh Lee 6/10%. Filed Dec. 18.

Fostoria, Ohio, licensee to Buffalo Evening News Inc. Estimating $40,000. Applicant is licensee of WMQ in Fostoria, Ohio.

EFFECTIVE DATED
Effective dated Enslow, N. J., to Radio News Inc. Enslow will continue to operate the station and be the owner of the license.

WJGQ-FM, Salisbury, Md.-Granted.

FM BROADCASTING

Sports Policy (Continued from page 15)

nighttime radio, sports and entertainment admission, partly due to 6 million new TV owners—but all are still enjoying one of the best shows on record.

"I think the real answer to this entire television controversy is the kind of country we live in. If we lived in a static economy that had stopped growing, then the billion-dollar force like television might well hurt many things. But a nation that has produced 17 million new family units and more than 60 million in the last 10 years can still find a prosperous place for established industries as well as rapidly expanding new ones.

"Reminding that 1950 can be called the "peak danger period in the effect of television," Mr. Jordan said, "all of our studies have shown that the greatest harm to reading, outdoor amusement and sports attendance comes during the first year of ownership. After that the novelty and cost wear off and normal attendance tend to return in many homes."

"There probably will be another period with such a large group of owners of less than a year. Television sets sales probably will drop in 1951 as a result of national defense restrictions and the FCC freeze on new TV markets. Even if the industry could produce and sell another 6 million sets, the demand for new sets would not be out of the novelty stage when television hurts most."

In discussing impact of TV on sports Mr. Jordan offered figures from 1950 baseball attendance.

These figures show that the loss in paid admissions per game in major league parks decreases each year except in the years following the second major war. This year may be the last year for the effect.

"Football attendance at colleges has set the record of any major form of outside entertainment, Mr. Jordan said, hitting its all-time peak in 1949. Even if it is off 6% or 7% for United Press survey indicates, it will still have the second best year in this country's history.

"Mr. Jordan explained that his continuing California area sports study should give the first clear answer to the controversial issue of TV on sports attendance. Football has been televised in that city for 11 years, with highest TV saturation in the world.

Football Highest

Based on five-year attendance figures furnished by 18 colleges, Mr. Jordan estimated more people paid to see college football in the area than in any other 60-mile TV territory, averaging more than a million admissions a year.

Attendance in 1950 was 11% below 1949, with seven fewer games played, he said. Most of the current loss was traced to four large colleges-Pennsylvania, Princeton, Temple and Villanova. Missouri and University of Southern California then had a third case on the stormy day of Nov. 25. when the area was crippled by a record gale.

Sports on TV is a matter of colleges increased attendance in 1950 over 1949 despite declines in student enrollment, bad weather and general economic leveling out, he said.

"Fifty-one percent of all the families and probably three out of every four in this area now own TV sets." Mr. Jordan said, estimating that the loss due to TV was not more than 6%.

"Even this loss may be temporary as most of the families will be away from the novelty stage in 1951.

"It just doesn't make sense to foster a national ban on this Philip- pena area now and never find out whether television will be helpful or harmful to football after the novelty has worn off. The public wants to know the actual facts from practical experience, not opinion. Mr. Jordan can furnish these facts in 1951."

Colleges should utilize the full promotional values of television on many of its activities as one way to broaden public relations, according to Mr. Jordan. "The years immediately ahead are going to be tough on many colleges. Student enrollment, according to the New York Times, dropped 7.4% and may continue to drop for another two years.

"Rising costs and lowered income are creating severe financial problems among many colleges. The newly engaged in public fund-raising drives to assist them in nearly $3 billion worth of needed construc-

"Television, if it does not hurt attendance, may prove to be a fine medium for bringing the public closer to college activities." Mr. Jordan is author of "The Long-Range Effect of Television on Family Habits." "The Long-Range Effect of Television and Other Factors on Television and Other Factors on Sports Attendance."

Use of television for sports has been a major topic in the last few years, Mr. Jordan said. "Many colleges have been using television as an auxiliary income source."

"But," Jordan said, "the really critical question is its effect on college attendance. The estimates of what will happen to college attendance due to TV is that attendance will be harmed in the first year, but will return after the initial shock has worn off."

"What is the evidence?" Mr. Jordan asked. "Is TV really killing college attendance? In the first year, the evidence points to the contrary. Here are the facts."

"In 1949, the year of television, attendance at college football games was down approximately 6% from the year before. In 1950, attendance was up 6% from 1949. In 1951, attendance was down 6% from 1950."

"There is one other point that deserves emphasis. The 1952 television stations made no effort to sell college football tickets. The stations themselves said, 'We have no interest in college football. We are in the business of selling television sets.'"

"The stations were so honest as to be a bit naive. They said, 'We have no interest in college football. We are in the business of selling television sets.'"

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Representatives
(Continued from page 40)
Mr. North
Mr. Hollingbery
PEGGY STONE, vice president of Radio Repertory, New York, sees a 25% general business increase in 1951. A great deal, however, depends "upon the legislation pilled out for the second quarter, wages and expenses" in the distributors and the answer can be either that business will be excellent or at a standstill.
AM business is expected to gain by Mr. H. L. T. Rayner Co., New York, who feels "general business will continue at the present rate of increase."
"There is little doubt that all media are in for a hectic, though not as most cases, profitable year," says Mr. M. Meeker, president of Robert Meeker Assoc., New York, states. Although he sees shortages, controls and a loss of skilled personnel as 1951 progresses, Mr. Meeker feels "current indications from Washington are favorable to advertising and to the part broad- casters must play in the national emergency. With the radio audi- ence definitely increasing, the pressure for reduced AM rates is subsiding" and he looks for an increase in his firm's business. "Because of the slackening in set production, Mr. Meeker expected that TV rate increases will taper off some but we believe that most TV stations will have little chance of time available in the foreseeable future.
JAMES V. McCONNELL, director, NBC National Spot Sales Dept., 1951 promises tremendous business, "it's subject to limitations imposed by networks, and it's a fantastic year for radio.

TV May Double
AM business will continue to increase and television will probably double, according to Joseph D. weed, president, Weed & Co., New York. Of the national situation does not seriously worsen," he says, "we anticipate continued good business in both AM and TV spot broadcasting.
Donald Cooke, president of Donald Cooke Inc., New York, is "very optimistic about the prospects of radio and TV in 1951. There will be no drastic change on the radio and a tremendous rise in TV business." He predicts that curtailment of TV set production will not have any drastic effect on the industry.
Favorable increases in national spot business during the coming year are seen by Frank M. Headley, president of H-R Representa- tives Inc., New York. Transit Radio, which the firm represents, is expected to extend the gains made in 1950.

"National spot business will be very good," says John N. North, vice president of Radio Representatives, Chicago, feels. "Even though there may be a shortage of goods, more promotional and institutional copy will be used. Another encouraging prospect is the shortage of newspapers. He predicts that "with newspapers already overtaxed in handling orders for increasingly large displays, much of the client's appropriation will be shifted to radio. Radio spot supplementing network TV programs also will gain in 1951, Mr. North feels.

Cities Steady Climb
The steady climb of television促使s Ralph E. Dennis, manager, ABC TV Spot Sales, to predict that "our TV spot business will be buoyed by the fact that present advertisers in all classifications will be responsible for that increase as well as many new business which has not entered the TV."
Daytime video also is expected by Mr. Dennis to increase although "the degree to which it increases in business will depend on general world conditions."
Earl Salmon, manager of ABC AM Spot Sales, says "we expect a good year in 1951 for spot radio.

George Bolling, president of the Bolling Co., New York, makes this observation: "We believe that the outlook is very encouraging. We look for a general increase in national business, with perhaps a slight decrease on the local level when goods and commodities become scarcer or are placed under control. If the government freezes production with no downturn effect on TV sets, radio will receive a marked increase in business.

"Regarding television, the con- tinuation of the big bonanza in time sales which is on now depends upon the continuation of set sales or increased viewing hours. "If manufacturing is restricted severely, the demand opportunity for increased time sales is in the increase in viewing hours.

Burt Sears, of Sears & Ayer Inc., Chicago, predicts that "new type accounts will be found in advertising for the first time" to take the place of standard advertising. Already, specialty accounts are on the increase. If the national emergency, we should have as good a year as '50, if not better.

The future of Transit Radio is bright, in the view of Carlin French, vice president of H-R Representa- tives Inc., Chicago, which represents the service. He reports that six new cities have been signed within the last few weeks, though they will not be announced for a while, and feels that 15 to 20 other stations will be added within the next two months. "Agency men know what we're talking about when we're selling—for the first time," he says, and he feels that Transit Radio will continue to ex- pand in both in service areas and ac- counts.

Advertisers Waiting
Sam Cook Diggins, Chicago sales manager, television, CBS Radio Sales, feels that "any time an ad- vertising situation drops out of Class A time, there will be many other advertisers, not so drastically affected, waiting to step into Class A time. Therefore, Class A time should continue to be at a premium—with availabilities almost non-existent." Daytime television also will continue to prosper, in Mr. Diggins' opinion, and he says, "just about where nighttime television was three years ago.

Radio will continue to advance in 1951, and greater buying power is in prospect due to the war situation. This is the view expressed by Dr. Butcher, manager of Continental Radio Sales, Philadelphia. Although some accounts are moving into daytime radio as the result of television, he feels both will prosper in the coming year. In the Midwest and in the Southwest, areas notable for their recent gains in both population and business activity, national representa- tives are highly enthusiastic about the prospects for 1951. Approximately 60% of the West Coast representatives queried said they expect the new year to bring good growth in radio that was under 1950. The average gain is expected to be about 17%.

The majority, 76%, of those expressing an opinion on the future business of daytime radio expects to gain an average of 11%. Spot radio was expected to increase by 63.5% of the West Coast representatives, and see a gain of 15%. The network picture is much less decisive. Of
those expressing an opinion, 41.6% said they felt it would remain the same while 55.3% said this type of business probably would decline in 1951.

Lincoln P. Simonds, Pacific Coast manager of Weed & Co., Hollywood, said 1951 should be a good year “for the sale and advertising of all available goods and services” in his area and that AM and TV “will merit an even increasing share of the advertising dollar in sharp-buying 1951 media purchases.”

Predicting increased radio expenditures all along the line, Guy Biddick, manager of Walter Biddick Co., Hollywood, said he is sure “national spot sponsors will not have the ready availabilities on some stations as schedules will be filled to capacity, and it is quite possible that many stations will have a waiting list of potential sponsors.”

A more cautious note is sounded by Harry H. Wise Jr., West Coast manager of George P. Hollenberg Co., Los Angeles. He says that despite the war situation, with its resulting cutbacks in production, 1951 should be “equally as good a year as 1950 from the standpoint of radio and television volume.”

An increase in revenue is predicted by Clark N. Barnes, West Coast manager of Burn-Smith Co., Inc., Los Angeles, who said: “In AM radio, national accounts will maintain or increase their advertising budgets even though their products may be unavailable. Goodwill and commercial copy ‘in the public interest’ will prevail.”

Although the shortage of materials will curtail the introduction of new products, established lines will continue their advertising campaigns which will probably become more institutional in nature. This is the opinion of Jack Gale, Southern California manager of Paul H. Raymer Co. Inc., Hollywood. “If there is any decline in spending by national advertisers, it will probably be offset by local advertisers who will be competing more energetically for the consumers’ dollars,” he said.

Increased competition is seen in 1951 by Hal H. Hoffman, San Francisco manager of Foy & Co. He expects general business in the

Looking over the first issue of the Merchandiser are George C. Collie, (l), merchandising manager WOAI-AM-TV San Antonio, and Gus G. Heinz, sales manager for the San Antonio Drug Co. Copies of the monthly publication published by the station will be mailed by the drug company to all dealers on its list. The paper, which spotlights radio and television advertising campaigns, is planned to promote sales of drug products in the southwest Texas area.

Next year is expected to be fairly stable and says “there probably will be more institutional advertising than last year.”

Greater radio appropriations for 1951 are seen by Don Staley, manager of the San Francisco office of The Katz Agency, as a result of the war situation on the production of TV sets and the freeze on video stations. Citing the advantages of spot radio, he feels “more advertisers will use it, especially in areas where TV penetration is not yet great.”

Under present war conditions, W. S. Grant, president and general manager of W. S. Grant Co. Inc., San Francisco, says “business in 1951 should increase materially over 1950.” If we go into all-out war, however, he cites experiences of the last war which “created a consumer shortage that was reflected in advertising both in the local field and in the national field, and was particularly felt in the secondary markets.”

Lindsey Spight, vice president of John Blair & Co., San Francisco, evaluates the situation this way: “If general business continues through 1951 at the rate of the last quarter of 1950, radio should have a big or bigger year... The most promising classification of national spot advertising (ideal) for clients who are diverting at least part of their appropriations from network radio to TV but still need the power of audio selling in non-television markets plus mass circulation...”

Increased appropriations in both radio and television are seen by Burton Freeman, southwest division manager of Edward Petry & Co., Dallas. “If we get further into war, and as emergency conditions tighten,” he feels “we’re probably going to buy a lot of TV substitutes which will be promoted. Business volume will be very heavy, but much of it will be directly from the government.”

“There is no chance for business to decline in the southwest in 1951 — business generally and radio and television business in particular.”

The future of television is being “well publicized” by Joes Evans, southwest manager of Free & Peters Inc., Fort Worth. Citing the industrial and economic growth of the area, he says they combine to make “good advertising business in 1951.”

Barring all-out war, the national representatives in New England see another good year for radio and television advertising. Bertha Bannan, owner of her own firm in Boston, feels that “under 1950 conditions, more or less, the future of AM radio should be definitely improved...! TV will continue to increase. Extra money for TV will not come out of AM radio, in my opinion.”

Cautious View ...

Dana Baird, Boston manager of Weed & Co., takes a ‘cautious view of the future in the light of the ever-changing war picture. He says, however, “If we do not have all-out, global war, I suspect the industry will enjoy a good year in 1951.”

Predicting a general increase in broadcast appropriations for 1951, Harry E. Barnett, manager of the Detroit office of Headley-Red, says: “If no war, I still think the general overall picture will be up for both radio and TV.”

“Short of war 1951 should be a terrific year,” in the opinion of William Bryant, Detroit manager of Free & Peters.

In Canada, the consensus among representatives is that radio appropriations will expand in 1951. “Immediate prospects for selective radio placements are the highest in history, with no curtailment as yet evident,” according to R. A. Leslie, president, National Broadcast Sales, Toronto and Montreal.

Andy McDermott, sales manager, H. N. Stovin & Co., Toronto, reports that the bulk of the radio business is going to major cities, with many stations sold out. Smaller stations, he says, are getting heavy local business. “Regional networks, especially French language, will increase their revenue in 1951,” even under war economy.

Your 1951 Broadcasting Yearbook —

... is being printed. It will be mailed to BROADCASTING subscribers within the next few weeks.

You’ll refer to this 3½ lb. radio-tv source book throughout the year for vital business information, available from no other source.

For instance—How much do advertisers spend for spot, network, regional and local campaigns? Who handles the account?

You’ll find the answers—and many, many more hard-to-get facts—in the 1951 BROADCASTING Yearbook. It has a complete directory of radio stations, including top personal, network affiliate, national representative, services—plus some 50 directories covering the news of radio, television and related businesses.

Yearbooks will be sent to regular BROADCASTING subscribers immediately upon completion.

If you’re not a subscriber, there’s still time to get in on the first mailing. Here’s a handy order form:

[Form for ordering the 1951 Yearbook]

Broadcasting • Telecasting
870 National Press Bldg.
Washington 4, D.C.

Please enter my BROADCASTING subscription immediately and be sure to send the bonus ’51 Yearbook as part of this order.

[Boxes for selecting payment method and city/zone]

January 1, 1951 • Page 81
FOUR ABC DISTRICTS ELECT COMMITTEEMEN

ELECTION of new committee men for ABC's Stations Advisory Committee in Districts 2, 4, 6 and 8 were announced by James H. Connelly, network radio stations director. J. P. Williams, WING Dayton, Ohio, elected for District 4; Thomas J. Coats, Paso, Tex., as District 6; and Sunday, is $2,437.50 an hour; all other times are $875 an hour. Sound film announcements, either 20-second or one-minute, priced at $675 in Class A time, $425 in Class B and $175 in Class C, with 8-second station breaks at 55% of those rates.

EXAMINER WOULD LIMIT CHURCH OWNERSHIP

FCC EXAMINER J. D. Bond held Friday that, under First Constitutional Amendment, established church bodies may not be licensed to operate broadcast stations if their radio purpose includes furthering their religious interests.

Observers felt ruling, if allowed to stand, could have far-reaching effects on existing church-owned stations—if which there are score or more in AM field and approximately 25 in Class B and C. It would also seem to block current FM plans of Baptist General Convention of Texas and Southern Baptist Convention, which are seeking creation of class of 10-watt non-commercial FM stations.

Examiner Bond reached his conclusion in 72-page initial decision in which, for different reasons, he looked toward denial of rival AM applications of Reorganized Church of Jesus Christ of Latter Day Saints and of Kansas City Broadcasting Co., seeking new stations in Independence (Mo.) and Kansas City, respectively. Initial decisions become effective in 40 days unless appealed to Commission.

On question of church-state separation as applied to church ownership, Mr. Bond said in part:

It is the Hearing Examiner's conviction that the First Amendment forbids this Commission, an arm of the Federal Government, should employ the public interest concepts entrusted to it by the Congress in measuring of the broadcast service proposed by an applicant which is an established church body which is intended use of the broadcast station includes the purpose of furthering the church's religious interests.

This government must hold inviolate the absolute right of the Reorganized Church to espouse its religious cause and in relation thereto, to interpret the need of the public interest as the scruples of its conscience and judgment dictate. The church's proposed radio broadcast policies and practices so evolved may not by this governmental body be either approved or disapproved in the name of the public interest, convenience or necessity.

Examiner Bond's original decision, which made no findings on church-state question, was set aside by FCC and remanded for further holdings on other issues [BROADCASTING • TELECASTING, July 5, 1950]. Both applications seek 1380 kHz, 5 kw day. Examiner Bond held application of Reorganized Church—which in 1928-29 was licensee of KDLS, now KMBC Kansas City—must be denied because one director is alien. He said Kansas City Broadcasting's application should be denied because "a corporation operated under the business concepts and practices as related and exhibited by [its] corporate officers lacks the ability to operate a radio broadcast station in their public interest." Company is headed and controlled (50.125%) by Minister Wendell Zimmerman.

LARRY PARKE TO PEARSON


MATERIALS FOR COLOR TV REQUESTED BY STANTON

CBS pres. Frank Stanton asked National Production Authority Administrator William H. Harrison Friday that color TV be allowed to "share materials with standard black-and-white television and other consumer products.

President Stanton's request stemmed from news reports that radio-TV industry appliance group had called on NPA to forbid use of critical materials for color TV [BROADCASTING • TELECASTING, Oct. 7, 1950]. Mr. Stanton felt it was "one more effort to block color television," and said he thought it possible for color TV to "gain a start during the current emergency" without impeding mobilization effort. He asked opportunity to discuss question with NPA "if the NPA has the elimination of color television under consideration."

TRANSIT HEARING SET

TRANSIT RADIO legal battle to be aired Jan. 29 in oral argument before U. S. Court of Appeals for District of Columbia, on Pollak & Martin vs. PUC. Appeal stems from dismissal of complaints by U. S. District Court in December 1949. Principals in suit, Washington attorneys Franklin S. Pollak and Guy Martin, on own behalf also filed complaint with FCC in June, claiming federal governmental rights to seek for hearing on license renewal bid of WWDC-FM, local transit radio outlet [BROADCASTING • TELECASTING, Feb. 13, April 17, 1950].

JOSE DI DONATO, formerly director of Edward Petty's national TV operations, joins Robert W. Orr Assoc., New York, as director of radio and television.

GRIFFIN SHOE POLISH through Birmingham, Castlemann & Pierce, New York, kicked off annual radio spot campaign in Florida resort area last week and will follow seasons, moving from South to North, with further campaigns scheduled to start in January.

Although final tabulation of nationwide TV critic votes not to be completed until Tuesdays,开奖 they will be winners of first monthly "Mighty Monarch of the Air" TV award, as newscaster with "freshest, newest and most informative" TV technique. Award made by Majestic Television & Radio Corp., New York, with next month's going to "best daytime-TV broadcaster."

MONARCH FOODS, Chicago, through Weiss & Geller, Chicago, currently contemplating "personality-type" shows for radio or television series. Advertiser plans to switch from magazines to radio or television starting after first of year.
LEADER... in nearly 1/10th of America

This is a BIG market — 13,658,000 people (3,611,800 radio families). It's the WLW Merchandise-able Area. (330 counties of seven states.) In it, WLW is the LEADER among media... WLW reaches

MORE of its people

MORE often, to sell

MORE products for

MORE advertisers at a

LOWER cost per impression than any other single medium.

WLW the nation's most merchandise-able station

CROSLEY BROADCASTING CORPORATION
With each new year, in fact with each new day, radio faces ever greater responsibilities. As the articulate voice of the nation it must, and will, send to the ends of the earth the message of hope and freedom which America alone holds out to the rest of the troubled world. It is with these thoughts in mind that WJR pledges the resources of its men, its women and its broadcasting equipment to the task of making the message of America audible the world over!