More power! And more power means more listeners, more value for every advertising dollar you spend on WLEE. With 5000 watts, WLEE sends out a more dominant signal in Richmond, and brings in thousands of new listeners from other parts of Virginia. Profitable results come faster than ever to smart advertisers on this success-famous station. Get the whole WLEE story from your Forjoe man.
Louisville an LLC, a newspaper in Louisville, Kentucky, features a headline that reads "Pattern For '51." The article discusses the optimism for growth in the state of Kentucky in 1951, with predictions for business activity and developments. The text mentions the Louisville business community, the role of coal demand and economy key in Pikeville, and the potential for increased sales and production in the cigarette industry. The article also highlights the possibilities for new industrial activities and the growth of existing businesses. The edition of the newspaper also includes a feature on the Makassar, a large industrial project, and discusses the impact of industrial revival on the state's economy. The newspaper covers a range of topics, from transportation and railroads to local events and community news. The article concludes with a list of the key contributors to the state's economic forecast for the year 1951.
HOW DID SUNSET BLVD GET ON BROADWAY?

Everyone knows that it's hard to be in two places at the same time.

But recently, Paramount Pictures had to be in 387 places at once.

The release of their smash hit, "Sunset Boulevard," called for simultaneous openings in theatres on Broadways all over America. And although Gloria Swanson is being mentioned for an Oscar, Paramount feels there ought to be a special award for a star not even mentioned in the cast.

That's Air Express!

Thanks to Air Express, Paramount could work on the cutting, editing and printing of this film up to the last minute—and still get there on time!

But, you don't have to be in the motion picture industry to profit from regular use of Air Express. Here are its unique advantages which any business can enjoy:

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

IT'S MORE CONVENIENT — One call to Air Express Division, Railway Express Agency, does it all.

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

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

Like to know more? Call your local Air Express division of Railway Express Agency.
BROADCASTING
TELECASTING

Closed Circuit

MOVE UNDERWAY in administration circles for revival of World War II's Defense Communications Board. While White House has not yet entered picture actively, it's learned that comprehensive analysis is being made because of general worsening of international situation. If last war's pattern is followed, chairman will be Wayne Coy, for FCC, with Army, Navy, State and Coast Guard also represented. Strongest impetus may come from defense mobilization agencies. Broadcast Advisory Council could be named consulting group. Mr. Coy has been reluctant about recommending return of DCB but it's known that FCC staff is working on blueprint.

WHITE HOUSE considering new approach to radio-TV liaison toward more expeditious access to public via broadcast media. If consummated, it would affect Broadcast Advisory Council, formed under aegis of NAB, with appointment of formal committee representative. Still, progress is expected on TV. John S. Hayes, vice president and general manager, WTOP-AM-TV-FM Washington, conferred Friday with Assistant to President John R. Steelman and Charles Jackson, of White House staff, as result of his letter to Mr. Steelman.

REORGANIZATION of Mutual, whereby it would abandon cooperative ownership and become horizontally competitive with other networks—TV as well as AM—reportedly again being talked. Acquisition by General Tire, owner of Yankee Network, of its second regional through purchase of West Coast Don Lee network, has given rise to new exploratory conversations. Yankee and Don Lee hold 19% plus each in Mutual, whereas by-laws provide for maximum holdings in one company of 30%. Year ago, TV were reports of impending deal with M-G-M, which failed to win board approval.

WHO WILL sit in at NAB headquarters for William B. Ryan, who goes on leave Feb. 1 as NAB's general manager, to become president of revitalized Broadcast Advertising Bureau? In alphabetical order only, these are prospects, either as acting or assistant general manager: Richard F. Doherty, employee-relations director; Ralph W. Hardy, government-relations director; Robert K. Richards, public affairs director. Mr. Ryan can, but board probably will make decision.

BECAUSE of his successful marshalling of forces in handling of excess profits tax legislation as it pertains to radio-TV manufacturing, Glen McDaniel, RCA vice president, being mentioned as likely first paid president of Radio-TV Mfrs. Assn. For past year, Robert C. Sprague, head of Spawar Mfg. Co., has been functioning as interim president, but it is known to be anxious to turn over toga for full-time executive as soon as one can be found. He probably would become chairman of the board.

WHILE REMOVAL of FCC headquarters from Washington federal area to point pos- (Continued on page 82)

Upcoming


Other Upcoming on page 73

BusinessBriefly

SEED SEASONAL • Ferry-Morse Seed Co., Detroit, Feb. 17 starts for seventh year Garden Gate on CBS, Sat., 9:45-10 a.m., and WCBS New York, Sun., 8:30-8:45 a.m., via WLAC Nashville. Agency, MacManus, John & Adams, Detroit.

P&G ADDING • Procter & Gamble Co. to add extensive list of new markets to current spot campaign for Tide. Agency, Benton & Bowles, New York.

FALSTAFF LOOKING • Falstaff Brewing Corp., St. Louis (Falstaff began looking for baseball broadcasts in South for early spring advertising campaign. Agency, Dancer-Fitzgerald-Sample, New York.


HERBERT, FREY, WILE ELECTED NBC VICE PRESIDENTS

JOHN K. HERBERT, general sales manager for radio network; George E. Frey, director of television network sales, and Frederic W. Wile Jr., director of television production, elected NBC vice presidents by board of directors Friday.

Mr. Herbert, former Hearst magazine executive, joined NBC last September, became general sales manager for radio network last Nov. 27. Mr. Frey entered radio with WEAF New York (now WNBC), joined NBC when network was formed in 1926. Mr. Wile joined NBC late in 1949 as assistant to Sylvester L. Weaver Jr., when latter was hired as NBC vice president in charge of television. He had formerly been with Young & Rubicam as supervisor of operations of radio department. Before his Young & Rubicam service he was with CBS in press and special events.

CBS POST TO EDWARDS

WILBUR S. EDWARDS, assistant general manager of WEEI Boston, named director of KNX Hollywood and CBS Pacific network operations, according to Merle S. Jones, who continues as general manager of KTSL, network's new TV outlet in Los Angeles. Mr. Jones announced expansion plan for KT for Charles Glett, who was Don Lee TV vice president, to assist Mr. Jones in ownership change and expansion. Radio Sales becomes national spot representative of KTSL.

HICKOK SPOT TEST

HICKOK MFG Co., through Kastor, Farrell, Chesley & Clifford, New York, running spot announcement and chain-break test on all four stations in Sanford, Conn., to determine its future radio advertising campaign. If test is successful in sales and distribution, schedule will be expanded.

TEMPLETON APPOINTED

BILL TEMPLETON, assistant account executive, Kudner Agency, New York, named radio-TV director succeeding Ed Cashman who returns to Footie, Cone & Belding (see AGENCY BEAT, page 8).

Upcoming


Other Upcoming on page 73

Bullets


SATURDAY EVENING POST, through BBDO, New York, planning 13-week spot announcement campaign starting Jan. 31 in five markets.

DISTRICT COURT DECREE IN 'LORAIN JOURNAL' CASE

DECREED incorporating many of stiff terms proposed by Justice Dept. to govern competitive conduct of Lorain (Ohio) Journal, first newspaper found guilty of anti-trust practices against radio station, handed down Friday by U. S. Dist. Judge Emerich Freed in Cleveland.

Judge Freed ruled that Journal, owned by Samuel A. and Isadore Horvitz and found guilty of anti-trust violations in refusing to accept advertising of local merchants who also bought time on WEOL Elyria-Lorain (BROADCASTING • TELECASTING, Sept. 4, Oct. 2, Nov. 6, 1950), must not discriminate against any advertiser because he uses radio or other competitive media.

He did not adopt Justice Dept.'s proposal that Horvitzes be forbidden to acquire any radio station or newspaper which competes with Journal or with Mansfield (Ohio) Journal, which they also own. He did, however, instruct newspaper to publish his findings once weekly for 25 weeks, as proposed by Justice Dept., and ordered paper to give written notice of his findings to employees. He also directed Journal to keep records open during business hours for inspection by Justice Dept., and instructed Journal officials to hold themselves reasonably available for interviews with Justice Dept. representatives.

Journal spokesmen have said they would appeal to U. S. Supreme Court.

COMMITTEE APPOINTMENTS

SEVEN Democratic members of Senate Interstate & Foreign Commerce Committee announced Friday by Sen. Ernest W. McFarland (Ariz.), Democratic Leader.

Majority members include Sens. Edwin C. Johnson (Col., chairman; McFarland; Warren G. Magnuson (Wash.); Brian McMahon (Conn.); Herbert R. O'Conor (Md.); Lyndon B. Johnson (Tex.); Lester C. Hunt (Wyo.). [See editorial page 44.]

Benjamin Moore & Co., New York, through St. George & Keyes, New York, will sponsor 29th consecutive year Your Home Beautiful starting March 3, Saturday, 11-11:15 a.m. on MBS.
KRLD

THE CBS STATION FOR DALLAS AND FT. WORTH. 50,000 WATTS FULL TIME!

Dallas 1ST

As Usual 3 out of 4

MORNING—8:00 A. M.—12:00 NOON.
KRLD has more than twice the number of listeners in the morning of any other Dallas station or frequency.

SUNDAY—12:00 NOON—6:00 P. M.
KRLD has in excess of 10% more listeners Sunday afternoon than the second highest rated Dallas station or frequency.

EVENING—6:00—10:30 P. M.
Sunday through Saturday...
KRLD has more than 45% more listeners every evening of the week than the next highest rated Dallas station or frequency.

For full information see your October-November Hooper Measurements for Dallas.

THIS IS WHY KRLD IS YOUR BEST BUY

AM - FM - TV The TIMES HERALD Stations

Owners and Operators of KRLD-TV Channel 4

The Branham Company Exclusive Representative

John W. Runyon, President Clyde W. Rembert, General Manager

BROADCASTING Telecasting January 8, 1951 Page 5
I'M FIRST!
I'M FIRST!
I'M FIRST!
I'M FIRST!

So what?
There isn't a radio station which can't claim some sort of first. Maybe first with left-handed defensive
quarterbacks, or first to use diamond-studded
microphones, or what have you.

We sport a few FIRSTS, too . . . profitable ones
for those who take advantage of them.

Such as: a show called "Club 1300". WFBR-built
and produced. FIRST in rating against every
class of opposition thrown at it for ten years—from
network soap operas to giveaways! Another one called
Shoppin' Fun. Another called Every Woman's
Hour. Others like Morning in Maryland, the
Bob Landers Show, Homemakers Harmonies and more
... a lot more . . . rate first with advertisers who
want results.

All right up there in the ratings—all with huge fol-
lowings. All available to advertisers on a participat-
ing basis.

Has your curiosity been tickled? Contact a John
Blair man or WFBR direct. You'll be shown very
clearly why, in Baltimore, you need

MARYLAND'S PIONEER
BROADCAST STATION!

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
January 2, 1951

To the PRESS and RADIO:

Subject: RAILROADS IN THE YEAR AHEAD

To meet the rising requirements of national rearmament, the railroads will continue in 1951 the billion-dollar-a-year program of expansion and improvement which has marked the last five years.

They enter the new year with orders for 125,000 new freight cars, to be added to the 42,000 put in service in 1950 and the total of 345,000 new cars since the end of World War II.

The railroads have on order more than 2,000 units of new motive power, to be added to the approximately 3,000 installed in 1950, and the total of 11,000 new units since the end of World War II.

With more and larger cars and with locomotives which total 7 per cent more in pulling power and average almost 25 per cent higher in tractive effort, railroads have greater carrying capacity than they had at the time of Pearl Harbor. With the improvements in tracks, signals, yards, shops and every other part of the plant, the average freight train in 1950 turned out transportation service each hour equivalent to moving a ton of freight 20,000 miles -- an hourly output nearly 15 per cent above the peak movement of the second World War and almost three times as much as in the first World War.

In times of emergency, railroad capacity is capable of a high degree of expansion. Between Pearl Harbor and the World War II traffic peak, three years later, freight movement on the railroads went up more than 50 per cent. With access to the manpower and materials needed to continue and enlarge the program of improvement on which the railroads have spent more than five billion dollars in the past five years, and with the continued cooperation of shippers and government agencies, the railroads once again can increase their transportation output in step with the increasing demands of defense.

Sincerely yours,

William T. Faricy
KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

*TWO TOP CBS STATIONS
TWO BIG SOUTHWEST MARKETS
ONE LOW COMBINATION RATE

You can't afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

National Representatives
JOHN BLAIR & CO.

E D CASHMAN, N. Y. production supervisor of radio-TV Kudner Agency, and producer Texaco Star Theatre, to Foote, Cone & Belding as Hollywood vice president in charge of radio and TV operations. He replaces ROBERT BALLIN [Broadcasting • Telecasting, Jan. 1].

PHILIP M. WHITE, account executive Needham, Louis & Brobby, Chicago, appointed Chicago manager Calkins & Holden, Carlock, McClinton & Smith agency. Account executive on Swift Products and Derby Foods at NLB, he had been with agency eight years.

PETER FINNEY, account executive Kudner Agency, N. Y., to Erwin, Wasey, N. Y., as account executive on Admiral Corp. account which agency recently acquired from Kudner.

WITH 30 mail order radio accounts, Marfree Advertising Corp. claims to be one of the most successful agencies of its type in America. One of the reasons its star is rising is because Marfree's vice president and Chicago manager, Alvin Maurey Eicoff, has a talent for mail order promotion possessed by few other agency executives.

Al's most sensational account currently is d-CON, the rodent eliminator which is being exploited on more than 400 radio stations across the country [Broadcasting • Telecasting, Dec. 11, 1960]. But he also was one of the men behind the mail order success of Pinto the Pony, the plastic novelty merchandised by R. & F. Specialty Co.; House of Goddart's quilt pieces; and Galgano Distributing Co.'s phonograph records.

Early last fall when Al Eicoff told a few of his friends at Chicago's larger agencies that he was about to glamorize a rat-killing compound so that a housewife could buy a can of it with no more embarrassment than when she purchased a can of cleanser, he was told it couldn't be done. Yet today d-CON is outselling its rivals by more than 50 to 1.

AL

Perhaps Al learned what the public likes and dislikes from his father, a successful retail merchant of Lewistown, Mont. He has a "grass roots" grasp of merchandising, even though he never pursued retailing as a career. After going through the Lewistown schools, he attended the U. of Texas, where he took a degree in business administration in 1943. During World War II, he served as a correspondent for Stars and Stripes, and this prepared him for a job as reporter on the Lewistown Daily News after V-J Day. Within a year, however, Al shifted from the editorial side of the News to advertising. He was named advertising manager of the paper within a matter of months.

He served briefly as commercial manager of KXL Lewistown before joining the New York sales staff of the Friedenberg Agency, station representative, in 1948. During the same year, he was named Chicago manager of both the representative firm and Marfree Advertising Corp., which was being set up at the time by his employer, Harry A. Friedenberg. By December 1949 (Continued on page 46)
ON THE
WASHINGTON SCENE

JIM GIBBONS' WMAL COUNTRY STORE

Sets all-time record
in public response!

15,000 Needy Aided by enthusiastic
support of Gibbons fans at Christmas

The National Capital Optimist Club (above) arrives at The Country Store with a train-shaped truck load of gifts and is greeted by Jim Gibbons (overall). Each day the Country Store was run by a different club or school—was in operation from November 27-December 23. During that period more than 60,000 items were contributed by the many friends of Jim Gibbons in the Nation's Capital. Items were distributed to the needy by the Christmas Bureau of the United Community Services.

The Jim Gibbons Country Store was officially opened by (1 to r) Tom Amatucci, builder of the Country Store; D. C. Commissioner John Russell Young; Jim Gibbons; Thornton Owens, Board of Trade President; and AI Renaudot, Kiwanis President. Jim Gibbons broadcast his "Town Clock" program (Mon. thru Sat., 6 to 9 am) from the Country Store each day.

Civil Service Commission
James Mitchell
presents over 3,000 cans of food to the Country Store on behalf of his agency. A total of 48,000 cans of food, 4,000 toys, 350 gallons of fuel oil, 500 loaves of bread, 5,000 pounds of meat was collected PLUS a live pig, a ton of coal, $2,960 in cash converted into food and Clothing—a tribute to the popularity of Jim Gibbons, and a Merry Christmas for thousands of needy Washingtonians!

WMAL-TV
WMAL
WMAL-FM
THE EVENING STAR STATIONS
WASHINGTON, D. C.

January 8, 1951 • Page 9

A MARY GREENBAUM and BOGART CARLAW, copy supervisors, appointed vice presidents of Foote, Cone & Belding, N. Y.

ROBERT KINSLEY, manager S. F. office Sawyer-Ferguson-Walker Co., and MILES TURPIN, manager of firm’s L. A. office, named vice presidents.

WILLIAM H. WEINTRAUB & Co., Inc., N. Y., has announced that its media, accounting, radio and television time buying departments have moved to offices at 49 East 53rd Street and its research department to 270 Park Ave. Due to the expansion of agency business during the last six months of 1950.

JIM BURCH, secretary-treasurer King, Ackerman, Deckard & Burch Inc., Phoenix, to Vick Knight Inc., L. A., as copy chief and account executive.

GEORGE COLEMAN MARTIN and staff of Martin Adv. Agency merge with Buckley Organization, Phila. advertising firm. Mr. Martin will function as service director and will continue as executive on following accounts, formerly handled by his agency: Zippy Products Co. Inc., John Hohenadel Brewery Inc., Hanscom Brothers Inc., Plantation Chocolate Co. Inc., Mrs. Morrison’s Products, and Raymond Rosen & Co. (Bendix Automatic Ironers Div.). No change in name or location of Buckley Organization.


MARFREE ADVERTISING Corp., N. Y. and Chicago, acquires A. Linn Addison Adv. Agency, Chicago, HARRY FRIEDENBERG, president Marfree, announced last week. Mr. Addison elected Marfree vice president and will supervise all space-advertising placed from Chicago office.

PETER DEBON, Sandvick-Sanfild, S. F., to production department Guild, Bascom & Bonfigli, S. F.

JOEL MCPHERSON, vice president traffic and sales Pan American Airways in charge of media advertising, to Geyer, Newell & Ganger, N. Y., as account executive.


EDITH M. KNUTSEN and ARTHUR R. ROBERTS Jr. appointed vice presidents Christiansean Adv. Agency, Chicago. Miss Knutsen has been media director of agency since it was organized in 1944. Mr. Roberts was creative director.

CLARENCE HATCH Jr., executive vice president D. P. Brother & Co., Detroit, elected president of Detroit Television Round Table for 1951. Other officers elected were: ART FIELDEN, Campbell-Ewald Co., vice president; WALKER GRAHAM, Geyer, Newell & Ganger, treasurer; NAN WHIRLI, Campbell-Ewald Co., secretary. Board members: BILL BRYAN, Free & Peters; RALPH HOTCHKISS, Maxon Inc.; N. A. CORBETT, RCA Victor Distributing Co.; CHARLES NUTTING, C. A. Nutting Sales Service; LEN LAMINS, WXYZ-TV Detroit; BILL WITHE-RELL, Video Films; BUD PEARSE, Weed & Co.

McNEILL & McCLEERY Adv., Hollywood, changes name to McNEILL, McCLEERY & CREAMER. C. R. CREAMER, account supervisor and firm member since 1946, is secretary-treasurer. KENNETH McNEILL is president and JAMES McCLEERY vice president.

KATHLEEN A. OAKES to radio and TV department Ketchum, Maelod & Grove Inc., Pittsburgh, as assistant to KATHERINE NEUMANN, star of Kay’s Kitchen five-times-weekly program on WDTV (TV) Pittsburgh.
PHILIP MORRIS, N. Y. (Bond Street tobacco), looking for availabilities in four markets, Chicago, Boston, Washington and Philadelphia between 11 a.m. and midnight to place its transcribed program "Lonesome Gal." Agency: Blay Co., N. Y.


WEST END BREWING Co., Utica, N. Y. (Utica Club beer and ale), appoints Harry B. Cohen Agency, N. Y., to direct advertising, effective Feb. 1. Radio and TV spots will be used.

PARAMOUNT CITRUS Assn., San Fernando, Calif. (CAL-FARM frozen orange juice, lemonade), in late January starts for 13 weeks participation in live shows on Los Angeles TV stations. Estimated budget $20,000. Agency: Vick Knight Inc., L. A.


GRACE BROS. BREWING Co., Santa Rosa, appoints Byrne and Grill Adv., S. F. TV will be used.

Network Accounts...


CANADIAN WESTINGHOUSE Co., Hamilton, Ont. (receivers and appliances), Jan. 7 expanded Dominion network carrying Don Wright Chorus program to 48 stations, and extended time for five weeks to April 29, Sun., 10:30-11 p.m. Agency: S. W. Caldwell Ltd., Toronto.

Adpeople...

HOWARD M. LIST, assistant advertising manager Kellogg Co. for past three years, appointed advertising manager.

A. C. RAGNOW, vice president and Chicago manager Campbell-Mithun Inc., advertising agency, to Fairmont Foods Co., Omaha, as vice president in charge of merchandising.

THOMAS E. WARD, night radio editor Associated Press, Chicago, to public relations staff U. S. Steel Corp., same city. Was newsateur WEAW (FM) Evanston, Ill.
Now... Two ways to reach the ears of PORTLAND YOUNGSTERS... both on KEX

Want a huge juvenile audience in the big Pacific Northwest market? It's yours... via economical participations... in KEX's new Special Format for late afternoons.

Back from active duty with the Marines, Bob Amsberry again conducts the ever-popular "Squirrel Cage," 4:15-4:45 Monday through Saturday. Bob's voice characters... "Gus the Goose" and "Gabby the Squirrel"... are known and loved by uncounted thousands of kids in the rich Portland area.

Then from 5:00 to 5:30 Monday through Saturday, there's the new "Merrie Circle" with Merrie Virginia... the girl who scored such a sensational hit in the "Squirrel Cage" while Bob was in service.

Two sure-fire programs! Double opportunity for results! Get details from KEX or Free & Peters.

PORTLAND, ORE.
50,000 WATTS
ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

January 8, 1951 • Page 11
personal greetings from 94 G.I.'s to their relatives in the Los Angeles area were simulcast on Christmas Day by KFI-AM-TV Los Angeles.

The station decided that one of the best gifts for those at home would be supplied by tape recorded messages from loved ones in Korea, Tokyo, Alaska, and Germany. These recordings were obtained during the month before the holiday and presented on Christmas day, the telecast being accompanied by a picture of each serviceman as his message was delivered.

Families of 79 of the servicemen phoned the station during the day to express their gratitude, and over 250 relatives and friends of the men expressed their appreciation by signing and presenting a scroll to Earle C. Anthony and George Whitney, KFI owner and manager, respectively. In addition to the broadcasts, individual recordings were sent to each serviceman's family.

Mrs. Thomas Learmonth Sr. is presented a record of her son's greeting by Mr. Anthony (l) and Mr. Whitney.

strictly business

Jerry Glynn

Jerry Glynn enjoys his job and the radio business, and it shows. A smiling, personable salesman, Jerry likes people, believes sincerely in his product and knows his prospects. That's just part of his personal formula. Chicago manager of the Walker Co., station representative firm, for the past year, Jerry was elected a vice president last September.

Young but not youthful (he'll be 26 years old Feb. 13), Jerry has moved fast all his life. Especially during his three years in radio. Son of a golf professional, who has "followed the sun" with golfing devotees all his life, Jerry was born in Biloxi, Miss., when his father was teaching golf there one winter.

Most of his youth and adolescence was spent commuting between Chicago, which was always maintained as headquarters for the family operation, and points southward in the wintertime. Twelve years ago his father bought a home in suburban Lake Forest, along Chicago's North Shore, where Jerry now lives with his parents and two younger brothers.

He entered the business of radio after graduation from Lake Forest College and a stint in the Navy. In 1943, following Navy training at the U. of South Carolina, Jerry was transferred to midshipman's school at Columbia U. in New York City. Just before he was to be graduated, he—alone among 1,200 trainees in the class—contracted scarlet fever. He missed graduation, spent six weeks staring at Long Island Sound from a hospital window and was shipped to Notre Dame U. There he completed midshipman training and was commissioned.

In Miami, at an anti-submarine warfare base, he was given sea training on Caribbean cruises aboard destroyer escorts and submarine chasers. Stationed as communications officer on an amphibious cargo ship which carried supplies and small landing craft, Jerry

(Continued on page 58)
IN ONE PACKAGE!

THE BILLION-DOLLAR MARKET OF EASTERN OKLAHOMA'S MAGIC EMPIRE—PLUS THE RICH PLUM OF ARKANSAS' WESTERN OZARK REGION!

★ ONE OPERATION
★ ONE REPRESENTATIVE
(AVERY-KNODEL, Inc.)
★ ONE NETWORK
★ ONE BUY - THE BEST

KTUL - KFPW

JOHN ESAU—Vice President-General Manager
AFFILIATED WITH KOMA, OKLAHOMA CITY
KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE

in the OREGON MARKET

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Portland radio station regardless of power. BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

TOTAL BMB FAMILIES (From 1949 BMB Survey)

<table>
<thead>
<tr>
<th>Time of Day</th>
<th>Station</th>
<th>Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAYTIME</td>
<td>KGW</td>
<td>350,030</td>
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<tr>
<td></td>
<td>Station B</td>
<td>337,330</td>
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<td></td>
<td>Station C</td>
<td>295,470</td>
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<td>Station D</td>
<td>192,630</td>
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<td>NIGHTTIME</td>
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<td>367,370</td>
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<td></td>
<td>Station C</td>
<td>307,970</td>
</tr>
<tr>
<td></td>
<td>Station D</td>
<td>205,440</td>
</tr>
</tbody>
</table>

For a full century Hillsboro, Oregon, has been a major producing, marketing and processing center. Today foods packed by Hillsboro plants are consumed throughout the world. A recent KGW Tour-Test, conducted with the cooperation of the Oregon State Motor Association, proved KGW's dominance of this market. Haley Canning Company, one of the city's major packing plants, was visited by the Tour-Test. Above William Christensen (left) Hillsboro business figure, and Bill Watkins, Haley's president, examine with "Miss KGW" canned meat products destined for the U.S. armed services. Hillsboro's expanding economy is delivered through the COMPREHENSIVE COVERAGE of KGW.

PORTLAND, OREGON
ON THE EFFICIENT 620 FREQUENCY
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
RYAN ELED TED BAB PRESIDENT

William B. Ryan, new president of BAB, made the following statement to Broadcasting Telecasting:

I regard the BAB presidency as a terrific challenge. I have been keenly interested in BAB since its start. My professional career has been centered around radio and outdoor selling. I have spent a great deal of my professional life selling radio. I regard this as an opportunity to promote the best advertising medium in America and have complete confidence of radio's ability to retain that position.

A strong trade association derives its strength from economic stability. In turn sales are the key to economic stability of its members. I look for development in BAB of direct sales tools and broad basic promotion of the medium, including education of advertising people about in broadcasting, who must be acquainted with the use and value of radio selling.

BAB will sell radio directly and intensively. It will promote radio's advantages at every possibly opportunity before groups and organizations whose members have advertising dollars to spend.

NBC SHELVES RATE CUT

NBC LAST WEEK shelved its proposal to reduce nighttime radio rates in television markets after a majority of its affiliates had expressed opposition to the plan. The network cancelled a meeting of the 48 affiliated stations that had been scheduled for Jan. 10 in New York to discuss the rate cut. A conference to be exclusively confined to the stations, arranged by a provisional station committee to precede the NBC meeting on Jan. 9, also was called off.

The decision to abandon the present effort to persuade affiliates to accept rate reductions was made on Sunday, Dec. 31. After NBC telegraphed the affected stations a notice of cancellation of its meeting, the provisional station committee followed suit with respect to the station-only conference it had arranged.

There was no indication, however, that the network had wavered from its basic belief that advertiser resistance to current radio rates in television areas must eventually force reductions.

No Immediate Action

Whether NBC had a timetable regarding a reopening of the question with its affiliates could not be learned. It was authoritatively felt, however, that the network probably would not make any immediate move in that direction.

In an official announcement of the cancellation of its Jan. 10 affiliates meeting, NBC said it was the "consensus" of the 48 affiliates that "a reduction in network rates is untimely and unwarranted in view of the fact that network radio continues to offer advertising values greater than competing media, that recent changes in the national economic picture indicate that these values will increase in the period ahead, and that broadcast operating expenses are continuing to rise."

Joseph H. McConnell, NBC president, pointed out to Broadcasting Telecasting that events occurring after the network first broached the rate cut to its affiliates had raised some questions as to the future patterns that the growth of television—the dominant factor in the radio rate reduction—would take.

He said that it was after NBC first made its proposal that President Truman declared a national

Meetings Off

(Continued on page 28)

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William B. Quarton, WMT Cedar Rapids, Iowa; Charles C. Caley, WMDB Peoria, Ill.; Edgar Kobak, WTWA Thomson, Ga., and Allen M. Woodall, WDAB Columbus, Ga. The five committee members are organizing directors of BAB Inc., successor to the original BAB. Additional directors are to be named as organisations BAB moves into high gear.

Mr. Ryan is charged with enforcing BAB board policies and immediately launching plans to meet the industry's demand for a broadened program of radio promotion. Remaining on the BAB staff with Mr. Higgins, it will be Lee Hart and Meg Zahr, assistant directors.

Commenting on the appointment, Judge Miller said: "Of course we are sorry to lose the fulltime services of Bill Ryan. The manner in which the association has progressed in recent months demonstrates his ability as an executive. I am sure he will demonstrate his abilities again, both as an organizer and a salesman, as head of BAB—a dynamic force in radio selling and promotion.

Joint Understanding

"I have agreed to a leave of absence with the understanding, in which he joins, that his withdrawal from fulltime NAB management would not adversely affect the future of the association."

Mr. Swezey, speaking on behalf of the NAB board, issued this statement:

"Many of us regard this assignment as the most important one in the industry at present, and we believe that Mr. Ryan's long experience in the field of radio sales and promotion, together with his demonstrated talent for organization and administration, eminently qualify him for the job."

"Initial steps have already been

(Continued on page 28)
Y & R NAMES
Three New Vice Presidents
THREE Young & Rubicam Inc. executives last week were named vice presidents of the agency, according to an announcement by Sigurd S. Larmorn, president.

Those named were Eldon E. Smith, manager of Y & R Los Angeles office and supervisor, Hunt Food Account; Edward A. Merrill Jr., manager of the San Francisco office; David Miller, member of the law firm of Englund, Miller & Sterling, New York legal counsel for agency. Mr. Miller was also named general counsel.

Mr. Smith first joined the agency in 1945 as a merchandise man, and was named manager of the Los Angeles office in 1949. Mr. Merrill, San Francisco manager since 1948, first joined agency in 1931.

ADAM EXPLAINS
Why Pearson Was Dropped
AN OFFICIAL of Adam Hat Stores Inc. explained last week the action of his firm in dropping sponsorship of ABC Commentator Y & R Drew Pearson's Sunday night broadcasts on the network [BROADCASTING • TELECASTING, Jan. 1].

Charles V. Molesworth, president of the company, said the decision to withdraw sponsorship was made last May, long in advance of Sen. Joseph McCarthy's (R-Wis.) attacks against the news columnist.

In explaining the Adam Stores' position, Mr. Molesworth said the firm would dispense altogether with network radio as an advertising medium. He said, that throughout Mr. Pearson's broadcast series (contract runs from Sept. 9, 1949 to Feb. 18, 1951), the commentator enjoyed complete freedom of speech.

Mr. Molesworth pointed out that Mr. Pearson received notification of the contract cancellation as early as Nov. 15, 1950, and that since the controversy with Sen. McCarthy appeared in the press a month later, "it is . . . virtually impossible that Sen. McCarthy's attack upon Mr. Pearson and the requested boycott of Adam Hats could have had any influence whatsoever upon our decision not to extend our radio contract with him."

He said his statement was designed to clarify confusion over motives behind the change in policy of Adam Hats. The executive said that although the firm was in disagreement with Mr. Pearson's views "on a number of occasions," the broadcasts were aired without company interference. Mr. Molesworth added the belief Mr. Pearson would continue on the air under another sponsor.

ABC has indicated Mr. Pearson's broadcasts will be continued, although the network has not announced detailed plans.

CBS OPTIONS TO STANTON, REAM
CBS has granted an option to buy 7,000 shares of its Class B stock to Frank Stanton, president, and an option to buy 3,000 shares of Class B stock to Joseph H. Ream, executive vice president, in consideration of "past efficient and exceptional services . . . and proven loyalty," according to information at the Securities & Exchange Commission.

In each case, the options continue until Dec. 8, 1947, unless the optionee dies or leaves the network. Par value of the stock was given as $2.50 per share, and the options may be exercised at the price of $24.75 per share, which is described as being "at least 85% of the fair market value on the date of granting the options."

The action was taken by the CBS board of directors on Nov. 8, 1950, and the option agreements made on Dec. 8, 1950.

MILK DRIVE
Heavy Radio-TV Schedule
A MILK-EDUCATION campaign utilizing radio-TV and newspapers has been launched in the Washington, D.C. area by the Maryland & Virginia Milk Producers Assn. through Henry J. Kaufman & Assoc., Washington.

In order to clarify its position to the public in a hotly contested dispute over the milk regulation rules, the association had the agency develop a concerted radio-TV-newspaper campaign which is now hammering home the group's points to thousands of District area residents. Initial effort came through local participation in the Paul Whiteman Teen Club on ABC-TV, followed by effective radio-spot announcements. A series of 1,000-line ads in all four Washington newspapers supplemented the drive.

Started in December, the campaign is continuing to add impact, Kaufman reports.

NBC SIGNS HOPE
BOB HOPE has been signed to an exclusive, long-term contract by NBC for both radio and TV. Terms for the contract were undisclosed.

Mr. Hope currently is sponsored by Lear-Shure Myers (Chesterfield) Tuesday, 9-9:30 p.m. over NBC, and by Frigidaire Div. of General Motors for six performances on the Sunday, 8-9 p.m., Comedy Hour, over NBC-TV.

PLYMOUTH BUYS PACKAGES
PLYMOUTH MOTOR CORP. (Div. of Chrysler Corp.), Detroit, for 1951 Plymouth cars, will sponsor one-time broadcasts of three CBS radio packages: Harold Peary Show, Jan. 10; The Line-Up, 10-10:30 p.m., and Songs for Sale, 8:30-9 p.m., Jan. 12. The agency is N. W. Ayer & Son Inc., New York.

AN EDITORIAL
ELECTION of NAB's general manager, William B. Ryan, to the presidency of radio's new business-getting organization—Broadcast Advertising Bureau Inc.—will be applauded generally by radio men, he said. It should be.

Mr. Ryan brings to BAB a rich background in radio selling. Even though it isn't generally known, he has guided the destinies of BAB from behind the scenes since he assumed its NAB post nine months ago.

The evolution of BAB management did not follow the course originally planned by the NAB board and its BAB Committee. There was to have been named, as chairman of the board, an outstanding personage in commerce and industry, after which a president was to have been selected. (M. Ryan had been considered for the post almost from the start.)

It was Mr. Ryan, however, a figure under consideration for the honorary chairmanship available.

In view of the exigencies, however, little appears to have been lost in altering the course. The next step is the selection of a powerful board of directors for BAB—representing all segments of radio. Every group that has a step in radio-selling—broadcasters (including the networks, of course), station representatives, radio manufacturers, transcribers, producers, suppliers—all should have a voice in its direction.

A year from April, BAB is slated to become 100% autonomous. It must have the where-withal—something over a half-million dollars—to effectively cope with the competitive onslaughts of other media.

BAB's gain poses for NAB a big question mark. Mr. Ryan brought a new confidence, stability and esprit de corps to NAB, which obviously was floundering rather aimlessly. Nominally, he will be on leave from NAB for a maximum of three years (though he can return on appropriate notice in the interim). But BAB is a full-time job if there ever was one.

NAB President Justin Miller leaves in early March for a prolonged UNESCO trip through South America. Mr. Ryan then will have left the NAB. The top command will be gone.

These are critical times. There are potentials of all-out war. It is the worst possible time to leave NAB without a policy-directing head. Either President Miller should cancel his trip or Mr. Ryan has assumed the position of BAB's presidency. There isn't time left to train even an interim replacement for Mr. Ryan even if the logical course of selecting a senior department head is followed.

Events in radio have gained favorable momentum in the past few months. Ultimate emergence of BAB as an independent entity may be followed shortly by the institutionalization of NAB-TV as a largely autonomous organization. Broadcasters and manufacturers are working in closer harmony than ever before.

Greatest diligence must be exercised at this juncture to avoid any loss of ground.

BROADCASTING • TELECASTING
**Networks Near $184 Million**

**'50 BILLINGS**

<table>
<thead>
<tr>
<th>Network</th>
<th>1950 Gross Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$35,124,625</td>
</tr>
<tr>
<td>CBS</td>
<td>$71,000,000</td>
</tr>
<tr>
<td>MBS</td>
<td>$16,102,797</td>
</tr>
<tr>
<td>NBC</td>
<td>$61,500,000</td>
</tr>
</tbody>
</table>

TOTAL gross billings for the four major radio networks in 1950 were $183,727,422, a decrease of 2.2% below the total for 1949, according to calculations released last week. The ABC, CBS, MBS, and NBC total gross billings were:

- **ABC**: $35,124,625
- **CBS**: $71,000,000
- **MBS**: $16,102,797
- **NBC**: $61,500,000

The ABC and Mutual figures were compiled by the networks themselves. Figures for CBS and NBC were estimates based on Publishers Information Bureau data.

The $183,727,422 total gross billings figures calculated last week were at only slight variance with Broadcasting *Telecasting*’s own estimates of $184,500,000 of the total network gross business published in the Dec. 25, 1950, issue.

The ABC radio billings for 1950, $35,124,625, was C. estimates by Broadcasting *Telecasting* at $35,500,000. ABC last week also reported gross television billings for 1950 of $6,470,510. Broadcasting *Telecasting* had set the figure at $5,750,000.

ABC’s radio billings for 1950 were $7,217,600 below the gross for 1949, but television billings rose $5,075,519 above the 1949 gross of $1,391,591.

The network’s biggest customer in 1950 was General Mills Inc., who spent nearly $4,910,706 on radio and $476,374 on TV.

Dancer-Fitzgerald-Sample, with gross billings of $3,381,248, and J. Walter Thompson, with $2,692,632, led agencies buying ABC radio time. Young & Rubicam, with $2,588,334 gross billings, and Dancer-Fitzgerald-Sample, with $590,469, were leading television buyers on ABC among agencies.

Foods Top

By industrial category, the Food & Food Products group led all others in buying ABC radio, spending $10,892,839 in 1950. Automobiles, Trucks & Accessories led in TV buyers, with $1,285,332 spent in 1950.

Mutual’s 1950 gross billings were $1,968,898 below the $18,071,695 gross for 1949. Broadcasting *Telecasting* estimated Mutual’s 1950 gross at $18,350,680. A last minute report on the network last year was Quaker Oats Co., with $1,365,974 expenditures. Leading agency buying Mutual time was J. Walter Thompson, with gross billings of $1,556,361.

By product category, the Food & Food Beverages group led in MBS time purchases, spending $4,146,194.

Neither CBS nor NBC releases billings. Those released by ABC and Mutual follow:

**American Broadcasting Co.**

**AM Gross Billings by Months**

<table>
<thead>
<tr>
<th>Month</th>
<th>1950</th>
<th>1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$3,454,221</td>
<td>$3,490,000</td>
</tr>
<tr>
<td>February</td>
<td>$2,921,999</td>
<td>$3,023,508</td>
</tr>
<tr>
<td>March</td>
<td>$3,454,318</td>
<td>$4,238,780</td>
</tr>
<tr>
<td>April</td>
<td>$3,950,895</td>
<td>$3,935,700</td>
</tr>
<tr>
<td>May</td>
<td>$3,342,000</td>
<td>$4,035,915</td>
</tr>
<tr>
<td>June</td>
<td>$3,395,800</td>
<td>$4,205,830</td>
</tr>
<tr>
<td>July</td>
<td>$2,565,547</td>
<td>$2,786,103</td>
</tr>
<tr>
<td>August</td>
<td>$3,249,885</td>
<td>$3,544,141</td>
</tr>
<tr>
<td>September</td>
<td>$2,416,031</td>
<td>$3,076,900</td>
</tr>
<tr>
<td>October</td>
<td>$3,261,307</td>
<td>$3,829,308</td>
</tr>
<tr>
<td>November</td>
<td>$2,973,103</td>
<td>$3,066,946</td>
</tr>
<tr>
<td>December</td>
<td>$2,920,270</td>
<td>$3,066,946</td>
</tr>
</tbody>
</table>

**TOTAL**: $35,124,625

*Estimated*

**By Advertisers**

<table>
<thead>
<tr>
<th>Year</th>
<th>1950</th>
<th>1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Mills Inc.</td>
<td>$1,704,764</td>
<td>$1,250,000</td>
</tr>
<tr>
<td>Swift &amp; Co.</td>
<td>$5,858,334</td>
<td>$5,998,334</td>
</tr>
<tr>
<td>Philip Morris &amp; Co. Ltd. Inc</td>
<td>$4,072,387</td>
<td>$4,072,387</td>
</tr>
</tbody>
</table>

(Continued on page 68)

January 8, 1951  Page 17
ZENITH'S NEW YEAR'S DAY entry into the race for the consumer dollar with Phonovision followed the starting formula: One for the money, two for the show, three to make ready and four to go.

Zenith had the money but it was not until about two weeks ago, that it had the "show"—feature movies with name stars, to be served as the bill of fare during the 90-day FCC-authorized experiment in Zenith's home town, Chicago.

Equipment and facilities, "ready" since last summer, were all set to go.

The debut, Jan. 1, found Chicagans aflutter. Trade people and laymen alike wondered what the experiment would look like, as the films can be seen only in the 300 test homes and a few non-test homes of VIPS. The pictures transmitted from the Zenith experimental station on Channel 2 is scrambled and can be decoded only on order of Phonovision-equipped homes.

Film Quality

The caliber of films to be shown seems to be under the par set by Comdr. Eugene F. McDonald Jr. Zenith's aim, for the test at least, was to lease from movie producers first-run, top-flight films with name stars having the greatest boxoffice draw. Although the complete list of films has not been revealed, a sampling of the first two-weeks scheduled shows several oldies which were box office ringers. All have "name" stars, some in haphazard stories with mediocre production.

Broadcasting • Telecasting's reporter caught a telecast of "Lost Honeymoon" on the 7 o'clock performance the third day. The film, produced by Eagle-Lion with Francho Tone and Ann Richards, was a five-year-old weak comedy farce, on a bad film print. A Zenith re-panner standing nearby commented that it was the worst print among the pictures shown Thus far.

Despite a slight but constant flicker, the picture quality was fair and the sound excellent. Most of the scenes were close-ups and middle-shots, making the film readily adaptable for video presentation. If this was a consideration in selection of all the films, the movies will be more palatable than those crowded with mob scenes, chases through the desert or filled with detailed back and foregrounds.

Without regard to the question of licensing policy involved (see story page 58) the pay-as-you-see medium has the same basic appeal as all television. It offers a program that can be seen from a comfortable chair at home. But whether the slight superiority of the movies offered by Zenith for a fee over those to be seen free by any television set owner would make Phonovision a success seemed doubtful at this early stage of the demonstrations.

The fact that television program—

(Continued on page 72)
DEFENSE PROCUREMENT

REALIGNMENT* of the government's production allocation structure to assure a speedier and more orderly flow of electronics and other equipment into defense channels highlighted last week's national developments, including these:

• Creation of a Defense Production Administration, with William H. Harrison placed in charge of directing and coordinating the entire production phase of mobilization.

• Split of electronics and communications into two divisions under the National Production Authority.

• Appointment of Manly Fleischmann, NGA general counsel, as new administrator of the production authority, which would continue as an operating agency within the Dept. of Commerce.

The new production agency (DPA) and Gen. Harrison, who retains his present jurisdiction over allocations, will administer the reallocation of materials, will function within the framework of the Office of Defense Mobilization, headed by Charles E. Wilson, former head of General Electric Co.

At the same time, a Defense Mobilization Board was created to comprise NSRB Chairman W. Stroh, as chairman, with Gen. Watts as deputy chairman. The board was charged with the task of coordinating the mobilization of all production resources assigned to the defense effort.

Before President Truman announced creation of the new production agency, the NPA revealed that it had split up its old-line electronics and communications sections into two divisions—the former to exercise duties relating to radio-television, radar and all electronics components; the other to deal with common carrier, telegraph, plant, wire, switchboard and other facilities.

John G. Daley is acting director of the new division, with Gen. Watts as deputy director. Gen. Calvert H. Arnold of the Signal Corps heads up the communications division.

BROADCASTING—

WATTS NAMED
Gerts High Defense Post

WALTER W. WATTS, vice president in charge of the Engineering Products Dept. of RCA Victor Division, was named last week to serve as one of the principal assistants to Maj. Gen. William H. Harrison, who was named new post as head of the Defense Production Administration.

Mr. Watts, who served as a colonel under Gen. Harrison in the Signal Corps procurement and distribution service in World War II, is slated to report for duty today (Monday). His exact assignment had not been clearly defined late last week.

During World War II he served as commanding officer of the Signal Corps distribution agency, and as assistant director of the Signal Corps procurement agency. Gen. Harrison was director of the procurement and distribution service in the Office of Chief Signal Officer.

Mr. Watts was granted a leave of absence from RCA to accept the defense role. Selection of his interim successor is expected to be announced shortly.

Mr. Watts, formerly sales manager of RCA Victor, was elected vice president in charge of the department in July 1946. He previously was mail order manager for radio and electronic equipment for Montgomery Ward & Co., and, before that, vice president of Whincher Corp.

mer head of General Electric Co.

Using copper at its plants and action the company had taken to conserve materials, as well as the need for maintaining a normal working force at all factories in which plants are located. RCA's case was described as "strong" and it was understood that NPA would consider emotional relief from copper limitations. The metal was cut back 15% for each of January and February and 20% during March.

Requirements for different industries under the circuit board procedure, are submitted by so-called "claimant" agencies who report their recommendations respecting materials and facilities to the Secretary of Commerce. The FCC Chairman is such a claimant for "government and private communications facilities, not including the military, it was revealed.

To Get Materials

Assurance also was given last week to Mr. Watts and other electronics makers would be given all possible materials to keep flow of electronics equipment moving. This was indicated by Mr. Watts.

At the same time the Transmitter Div. of Radio-Television Mfrs. Assn. is slated to meet this week with government officials to discuss that phase of production. Members of the committee, comprising such firms as General Electric Co., Westinghouse Electric Corp., RCA, Labs and others, met informally last Thursday to review the situation.

One report foreboding "drastic" reduction in TV output confused industry officials last week, but it was quickly clarified.

Asked whether the television industry was slated for all-out "induction," Mr. Watts said for John Small, chairman of the Munitions Board, stated that the industry could expect sharp curtailment. He later explained the government could not order the industry to shut its doors,

The division makes recommendations on (1) appeals for adjustments received from end producers and component parts manufacturers on limitation orders involving cobalt, copper and aluminum; (2) loans requested by electronics firms, and (3) "necessity certifying" as governing substitutions or expansion and requests for tax amortization.

Functions of the electronics division are these:

(1) To analyze supply and demand for essential materials and make recommendations on essential; (2) determine productive capacity of labor; (3) establish methods to increase capacity; (4) formulate allocation and conservation orders; (5) administer appropriate orders; (6) schedule production and distribution of materials; (7) study and urge conservation measures.

It is understood that as many as 200 electronics firms have appealed orders which would cut backdash accumulation of metals used in civilion radio-TV equipment.

It was learned last week that RCA had appealed limitations on copper and manganese. A large part of the scarce metal would force layoffs throughout five of its plants for a period of ten days or two weeks because of the impact of actual defense orders to fill the gap.

RCA's presentation stressed the inter-relation of production units

appeals for adjustment of supplies if limitations work an "undue or exceptional hardship, suffered generally by others in the same industry," and added it would study appeals in light of requirements for "public health, safety, civilian defense, and dislocation of labor and resulting unemployment that would impair defense." Directive also prohibits certain uses and limits inventories to a 30-day supply or "a minimum practicable working inventory, whichever is smaller." Restriction also is placed on the sale of new products of more than 60 lbs. in any three-month period after Feb. 1. Purchasers must obtain authorization from NPA by filing on Forms NPA-F-15-6 not later than the 15th day of month preceding period of desired delivery, and submit to suppliers.

BAB FOLDERS
First 1951 Series Ready

BAB's first 1951 series of direct mail folders, designed to aid member stations sell more radio advertising, is ready to be shipped, it was announced last week.

Seven folders, which can be mailed in series to prospective, list salesmen, and other radio advertisers, is bolstered by 23 radio success stories from department stores, automobile dealers, grocery stores, breweries, farm machinery dealers, discount stores, show stores, banks, lumber dealers and furniture stores. No mention is made on the folders of BAB so that the folders can be distributed to individual station promotion.

Orders will be filled on a first-come, first-served basis in each market, it was announced. Price for 100 copies of each of the seven folders is $25, making the cost per 100 mailings $4.

KENWAY RESIGNS
Leaves ABC for UCPC Post

IVOR KENWAY, ABC vice president in charge of new business, last week resigned his position to temporarily become public relations consultant of United Cerebral Pals Assn. He will assist Karl K. Van Meter, ABC executive director, in organizing a public relations advisory committee and a citizen's advisory committee.

Mr. Kenway joined the Blue Network in 1944, after 21 years with the Devoe & Reynolds Paint Co., New York. Later in 1944 he was appointed advertising manager of the Blue Network. After becoming director of advertising and promotion subsequently, in 1948 Mr. Kenway was elected vice president in charge of advertising, promotion and research. He became vice president in charge of new business in 1949.
Toller's Success Is Built On Consistent Radio Use

AN INDEPENDENT druggist in Sioux City in 1911 formed the drug company that bears his name, has confounded his competitors—notably two well known chain store organizations—by adhering for the past eight years to the simple advertising formula of telling the news, and incidentally pointing up his belief, via short professional-type commercials, that "the heart of any drug store is its prescription service."

Long before he purchased his first spot announcement on KSCJ Sioux City in 1941, Mr. Toller was conscious that pure pharmacy was one of the most valuable services to mankind. But the formal newspaper cards he employed to tell his "professional" story for 30 years failed to attract the patronage he had hoped for.

Three years of radio put him "over the top" to such a degree that Mr. Toller broadened his whole promotional structure in 1944, and the newspaper that formerly carried his cards, with an occasional merchandise ad, soon counted Toller Drug Co. as one of its largest accounts. Radio, however, has the major share of Toller's advertising budget—more than 1½% of its total sales volume.

**Toller Opens First Store At Age of 23**

Adolph Toller was 23 when he opened his first store at the corner of West Third and George Sts. 39 years ago. He took in $7 his first day. Within four years his reputation for "prescription perfection" had grown to the point where he needed larger quarters, so he opened the first unit of what is today one of Iowa's most modern retail establishments, at the downtown corner of Sixth and Pierce Sts. Thirteen years later, he opened a "Hospital Store" at Twenty-first and Court Sts., near St. Joseph's Hospital, and in 1935 Toller's expanded to a third location at Fourth and Court Sts. Each of these establishments upheld Adolph Toller's reputation for "precision—made medicine," but none was departmentalized and glamorized on a scale to compare with the stores of Toller's radio era.

With the exception of special events promotion on KCOM Sioux City, all of the company's radio appropriation for 10 years has gone to KSCJ. In 1941, a daily announcement was carried in the morning on KSCJ's Town Crier, a musical clock show running from 6 to 8:30 a.m. The following year a second announcement was added, and in 1943 the first of Toller's uninterrupted string of newscasts was aired. It was a quarter-hour schedule, daily except Sunday, from 8 to 8:15 a.m.

When KSCJ became affiliated with CBS in June of 1945, the company added CBS' News of America but retained its quarter-hour period of local and regional news. Toller's 8 to 8:30 a.m. newslime still is on the air, Monday through Saturday, and since 1944 the company has purchased more than 1,000 spots on KSCJ. In addition, there were sponsorships of a half-hour Christmas Day program in 1945; four nights of Golden Gloves fights in 1948; a Homemaker Horace series from October 1949 to February 1950, Monday through Friday, 2 to 2:15 p.m.—all on KSCJ.

Toller's consistent schedules on KSCJ and frequent "specials" on KCOM lead the company regularly to reach its goal of $10,000 worth of Revlon products sold monthly. Last fall, returns from its "One-cent Sale" showed a 40% increase over the 1949 event. On a recent week-end, 1,000 pounds of peanut brittle were sold after a radio campaign. Another week-end special moved 288 electric irons at $9.98 each, and a third, 20,000 Jonquils at 49 cents a dozen.

Toller's "Starlight Room" at the headquarters store is one of Sioux City's finest restaurants, attracting trade from nearby hotels with the quality of its food. No luncheonette, it is equipped to turn out a full course dinner, including aged steak, at $4 each. The average number of diners in the "Starlight Room" is 5,000 daily.

**Has Own Facilities For Food Production**

Home-made ice cream and bakery goods are featured at all of Toller's stores. These products are turned out in the 10,000 sq. ft. lower level of the main store, where modern meat cutting and storage facilities, photo finishing equipment, and a well-ordered stockroom also are maintained.

To keep up his excellent prescription service, Mr. Toller has 16 registered pharmacists on duty in his stores on a normal day. Typing of prescriptions is a full-time job for one of the Toller office girls.

Toller spot announcements are

(Continued on page 59)
TABLE I

<table>
<thead>
<tr>
<th>Authorizations</th>
<th>Increase</th>
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<tbody>
<tr>
<td>June 30, 1950</td>
<td></td>
</tr>
<tr>
<td>June 30, 1950, or</td>
<td></td>
</tr>
<tr>
<td>broadcast close-up release</td>
<td></td>
</tr>
<tr>
<td>Standard (AM)</td>
<td>2,179</td>
</tr>
<tr>
<td>Frequency modulation</td>
<td>732</td>
</tr>
<tr>
<td>Television (TV)</td>
<td>117</td>
</tr>
<tr>
<td>Total</td>
<td>123</td>
</tr>
</tbody>
</table>

1 Commercial facsimile broadcasting is now authorized over FM broadcast facilities.

Year, the report said, but fewer broadcast technical discrepancies indicated a somewhat higher degree of compliance with the Commission’s requirements.”

AM-FM-TV revenues hit a new peak in 1949 although not quite as high as preliminary guesses had expected (Broadcasting • Telecasting, Jan. 6, 1950).

Here’s how the report sketched the history of facsimile 1950:

The broadcast year witnessed mounting interest in television, a further slackening of FM authorizations and a continued growth of AM facilities, particularly in the smaller communities. Authorizations for 21,950 AM, 840 FM, and 211 educational television broadcast stations totaled 3,344 at the close of the fiscal year, which was only 17 more than the year previous. However, the number of licensed stations rose to 2,958, an increase of 365. On June 30, 1950, there were 351 TV, 277 AM and 17 FM applications on file for new stations. The number of broadcast receivers was approaching 6,144,000.

The aggregate revenues of the aural and television broadcast industries reached $450,000,000 in 1949 as compared to $34,000,000, or almost four times the 1948 amount. Despite this tremendous radio growth, the total aggregate aural broadcast industry revenues rose to about $141,000,000 or about 2% above 1948. Aggregate aural and TV income (before Federal income tax) dropped to $27,300,000 in 1949, or 41% below the preceding year largely as a result of the $25,000,000 loss sustained by the television industry.

Heard on color TV programs consumed 62 days between September 1949 and May 1950, during which nearly 10,000 pages of testimony was taken and nearly 900 exhibits were introduced. This was the first phase in the Commission’s TV proceeding. The second phase, looking towards new standards to curb interference, providing additional channels and consideration of color, was held at the close of the year.
FCC Annual Report

(Continued from page 21)

66 cities had TV authorizations.

In addition, there were 35 AM and 62 FM stations engaged in or planning nonbroadcast operations with 16 of this group in communities having no commercial outlet. Of the 732 commercial FM outlets, 130 were expected to come on the air in the end of fiscal year, 598 or 81.7% were authorized to licensees of AM stations in the same area, the report showed.

Dancing, 1960, AM stations continued to expand in the small and medium sized metropolitan communities. This growth, since Oct. 8, 1945, when FCC resumed pressentation licensing, is depicted in Table V.

Distribution of AM and FM stations according to community size is given in Table VI.

There were 251 deletions of station authorizations during the fiscal year, the report said, of which 70 were AM and 81 were FM stations.

The Commission bit further into its backlog of pending applications, the report indicated, processing more requests during the year than the number of new requests it received.

Breakdown is given in Table VI on page 21.

Competition for Attention

Broadcasters may better understand from the report the competition for FCC's attention which they feel is becoming excessive from multiple nonbroadcast interests, particularly with the growth of new non-broadcast services. The Commission told Congress that "while broadcasting continued to attract the popular interest, developments in other fields of radio had equal, if not greater, public interest."

Particularly inviting the Congress' attention to the "little publicized yet highly important developments in the non-broadcast field," FCC noted that "here were new and augmented facilities for providing public interest in utilizing radio for the protection of life and property, as adjuntas to commerce and industry, and in furthering common carrier telephone and telegraph service."

The burden upon FCC to act in the public interest was indicated to be increasing as more and more requests for service were coming in and as more and more administrative problems mounted.

FCC illustrated its position thus:

The numerical extent of the Commission's supervisory and regulatory work and the extent of the field is exemplified in the fact that, as of June 30, 1950, its records showed more than 775,000 received first, 160,000 second and 70,000 third or more times.

In the radio field there were nearly 35 times as many nonbroadcast authorizations as broadcast authorizations. In radio, there were 1,134,000, while in non-broadcast there were 32,500.

The burden upon FCC in its regulatory and other matters is increasing as the population increases, the Commission said.

PRINCIPALS in the organizational reshuffling of WFAA-AM-TV Dallas, announced by General Manager Martin B. Campbell [Broadcasting Telecasting], includes Kenneth Nimmons, 35, as general manager of WFAA-TV; Bert Mitchell, new assistant to Mr. Nimmons; Alex Keese, new assistant manager of AM-TV operations, and George K. Urley, new national radio sales manager for WFAA. Realignment was made because of "rapid growth" of the TV affiliate, according to Mr. Campbell.

TABLE V

<table>
<thead>
<tr>
<th>Number of Populations of One or More Authorized Commercial AM Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. 8, 1945 Dec. 31, 1948</td>
</tr>
<tr>
<td>Population</td>
</tr>
<tr>
<td>2,500 to 5,000</td>
</tr>
<tr>
<td>5,000 to 10,000</td>
</tr>
<tr>
<td>10,000 to 25,000</td>
</tr>
<tr>
<td>25,000 to 50,000</td>
</tr>
<tr>
<td>Over 50,000</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

1 Includes 52 communities of less than 2,500 pop. 2 Includes 73 communities of less than 2,500 pop.

BROADCASTING \ Telecasting

To expedite its administrative duties the Commission noted in its report that staff reorganization along functional lines was undertaken (broadcast group is yet to be reformed) while special legal and technical assistants were assigned to the Commissioners, now the Office of Formal Hearing Assistants. In certain areas application forms and other paper work were simplified while rules changes affected additional simplification of formal procedures for FCC and applicants alike.

A continued problem respecting amateur operation and TV reception in outlying areas was noted in the report:

Interference to the reception of television broadcasts continued to prove a serious problem to many amateurs located outside the normal service areas of TV stations who are faced with the problem of trying to reduce or eliminate such complaints. In addition, the owners of TV receivers are using them to receive weak signal programs not intended and hence the normal range for which television receivers are designed.

The challenge to reduce radiation of harmonics and other spurious emissions which results in interference to TV receivers has been successfully met by many amateurs. However, the Commission is aware of inequities in this situation and is studying the matter with a view to amending the rules to clarify individual responsibilities.

Elsewhere in the detailed, nearly 200-page report, the Commission also reviewed its litigation activities, most of which involved broadcast cases.

Adapted from Broadcasting and Telecasting.
PROPOSALS to increase size of Broadcast Advisory Council, industry-wide group serving as liaison with the White House and other governmental leaders during the war crisis, will be made to the council today (Monday) at its second Washington meeting.

A schedule of conferences with Chairman Wayne Coy, of the FCC, other Washington officials has been set up by the council.

Protest by John S. Hayes, vice president of WTOP Washington, that the council did not adequately represent government agencies and understood to have been taken up by White House officials.

NAB President Justin Miller, BAC chairman, said Mr. Hayes had protested its manner to the BAC by letter to the council. He pointed out that the Hayes letter [BROADCASTING & TELECASTING, Jan. 1] had overlooked the fact that council members were not been selected by NAB itself.

Two letters calling for representation of National Assn. of Radio News Directors on the council were sent by Dr. Steelman, III, chairman of Radio News Group.

Today’s BAC agenda opens with a 9 a.m. meeting in the panel room at which the agenda will be discussed. This will be followed by a briefing session.

Full FCC membership is expected to join Chairman Coy in a 10 o’clock conference in Room 6121 of the FCC.

Luncheon Meeting

Military and civil defense officials will meet with BAC at 12 noon at the Capitol Room of the Hotel Statler. A luncheon will start at 12:30 and sessions will continue for perhaps two hours.

The council will meet in executive session at 3 p.m., taking up the membership question, finances and matters of current operations. It means to carry out council projects.

Ben Strouse, general manager of WWDC Washington and an NAB board member, wrote Mr. Hayes as follows:

I noticed in the January 1st issue of BROADCASTING that you have taken a complaint to the White House that WTOP, as a non-NAB member, is represented on the Broadcast Advisory Council by only one representative instead of 4.

The answer is very, very simple. John, join NAB, and then you will be a 13 fellow on the Broadcast Advisory Council. I will be very glad to deliver a membership blank for you.

It seems to me that WTOP is a big enough station to take its part in industry-wide organizations.

Text of Mr. Chatfield’s first letter to Dr. Steelman, Dec. 27.

I have just learned that you recently set up the Broadcast Advisory Council for the radio industry to discuss any problems dealing with the government in this emergency.

It appears to me that it might be highly desirable if the NARND could present a report concerning the Broadcast Advisory Council. It is particularly important for the NARND to have representatives to attend and be informed of developments dealing with censorship and the release of government information.

The NARND is made up of members from new-car radio stations throughout the United States and Canada, and representatives of the major networks of our Sesquicentennial convention in Chicago the NARND went all-out to cooperate with the government for this emergency. Our speakers included Gen. Hoyt Vandenberg, the officers in charge of public relations for all branches of the armed forces, Lowell Thomason, and many others.

The NARND is to the radio industry what the American Society of Newspaper Editors is to the newspaper industry. It represents the men who will handle the news which goes to the public.

Our association would appreciate it greatly if you will add one or more of its members to the Broadcast Advisory Council as an observer or advisor. The president of the national association and the chairman of our Washington liaison committee are named to the council. We feel that this would be of great value to you and the government, as well as to our organization.

I would be happy to come to Washington at any time it may be necessary.

Second Letter

Text of Mr. Chatfield’s second letter to Dr. Steelman, Jan. 2:

I am appointing as chairman of the NARND government liaison committee ‘Starr’ T. Thomas, editor of radio news (NBC) Washington. Each of the NARND committees has a member of our board of directors as an advisor. The advisor of our government committee is Ted Koop, director of news, CBS Washington, and who by the way headed the committee last year.

We members of the NARND would appreciate your calling on Casper Keller and Ted Koop so they might keep thoroughly informed.

As I wrote earlier about government radio, there are the times when more than 300 members feel that it is important to the public and the government that the NARND have representation on the committees or councils which you or President Truman have set up. Enclosed you will find a copy of the NARND’s code of standards as adopted in Chicago in November.

DORN NAMED

To SHAPE Information Post

APPOINTMENT of Col. Frank Dorn, chief, Army Public Information Division, as acting public information officer under Gen. Dwight D. Eisenhower for the newly-created SHAPE of Allied Powers of Europe (headquarters for Allied Powers of Europe) was revealed last week by the Dept. of Defense. Col. Dorn, who will serve on a temporary basis, left for Europe Thursday.

At the same time it was understood that Merrill Mueller, NBC San Francisco newsman and formerly with SHEAF during World War II, had been offered the post but had turned it down. Mr. Mueller was to have reported momentary [CLOSED CIRCUIT, Jan. 1].

Col. Dorn has headed the Army’s Public Information Bureau, before serving under Maj. Gen. Floyd Farks, since May 1949. From 1946 to 1949 he was assistant and later chief of Army Radio Division, Armed Forces Information School. Previously he was artillery commander for the 11th Airborne Division and also had served with the 10th Army in China. In 1944 he was aide to then Maj. Gen. Joseph Stillwell, and later was deputy chief assistant in the Burma-China-India theatre.

SPECSULATION mounted in Washington communications quarters last week, amid assembly of the 82d Congress, that the Dept. of Defense will encounter stiff opposition to its present plan calling for stringent control over radio-TV broadcasting signals and other "electro-magnetic" communications.

Sentiment for less "restrictive" legislation to empower the President to commandeer stations in times of war or national emergency by proclamation was heard in Congressional circles as "electro-magnetic" communications, as so interpreted, would give the President authority to use the airwaves for purposes that the FCC has defined as "electro-magnetic." In this connection, the broadest possible interpretation of the "electro-magnetic" concept would mean that the President could attempt to turn over the entire radio-electronic spectrum to the Armed Forces, or could establish some kind of central authority over radio-electronic communications.

Of particular concern to broadcasters—and to Sen. Johnson as well—is that provision which would extend the President’s authority to take over private radio and television stations in proclaimed emergency, but also during time of strained international relationships. . . . "The present language, authorities feel, should be more clearly defined and should not be permitted to extend to all situations."

In a word, broadcasters are general more concerned over what the department’s plan would do if enacted in present form than what it would not do. They appeared resigned to the fact that, in time of actual crisis, the military should exercise complete control as it inevitably would in such a situation under martial law.

The Senate Interstate & Foreign Commerce Committee, however, should the measure be introduced in the upper chamber, is expected to hold thorough hearings on the controversial issue, probably soliciting testimony from the Defense Dept., NAB and other interested groups.

Meanwhile, on the House side, Chairman Carl Vinson (D-Ga.) of the Armed Services Committee raised a technical point. He said he had not thoroughly read the Defense Dept. plan and felt it would have to be re-referred to him, in the new Congress, before he would take any action. Rep. Vinson said he may sponsor a measure along the department’s proposed lines "though I am not sure that I will."

He conceded, too, that once the plan took on legislative form, it could still be referred to the House Interstate & Foreign Commerce Committee if the House Speaker so determined.

Extension of Act

The bill now advocated is an extension of the Communications Act’s Sec. 606 (c), which empowers the President in times of proclaimed emergency to silence or take over, or to suspend and amend the rules applicable to existing broadcasting stations. It would include radiations ranging from 10 kc to 100,000 mc, encompassing the radio beams of high, medium and low power stations.

The proposed legislation is in Washington last week from the Times-Herald, which commented that the plan "confesses a rather sad lack of confidence in the broadcasting industry." The newspaper interpreted concern of Marx Leva, Assistant Secretary of Defense, as one involving "large stations whose signals reach a thousand miles or more," and asserted the navigational question was a "mere screen for the real purpose" of the bill.

BROADCASTING • Telecasting
HEAR WOR'S
LOVELY BARBARA WELLES!

every weekday from 4:00 to 4:30 PM

(being an aside or two on a woman who not only attracts 73,800 listeners a day, but is chiefly responsible for the return of PEARs—a great English soap—to America after it had had a nap of almost 9 years.)

by JAY CEE
photographs by Eugene Moss

New York, Nov. 17—Every Monday thru Friday at 4:00 PM, an able and attractive woman program conductor named Barbara Welles brings 73,800 people in 14 states from Maine to North Carolina comfort, consolation and news of all the world—the world in general; the theater; opera; and almost every form of living that makes life a full and joyous thing.

Suave, sensitive Barbara Welles was born in Kansas City. She has lived in Florida, Maryland and New York. Her career is a patch-blanket of exciting experiences.

Mail rains in on her like confetti—to the tune of more than 650 cards and letters per-week; more than 33,950 during the past twelve-months. Why? Well people say things like this:

"Dear Barbara Welles: I've listened to your program for a long, long time. It's warm, appealing and a great comfort to me."
Mrs. J. K. C., Manhasset, N. Y.

"Dear Barbara: You'll never know, really, how much I enjoy your show on WOR. You have a nice casual air which my husband and I enjoy very much."
Mrs. A. B., Rahway, N. J.

"Dear Miss Welles: My husband is a nightworker. When he sleeps in the day, I listen to you and Dan McCullough. I like you. Thought you would like to know."
Mrs. J. K., Astoria, L. I.

These three excerpts from thousands of letters are merely indicative of the power this WOR woman wields. Many other letters have been written by loyal listeners in Sheepscot, Maine; Fall River, Mass.; Allentown, Pennsylvania; St. Petersburg, Florida; Arden, Delaware; Aberdeen, Maryland and Pawtucket, Rhode Island.

Here's an example of the power that WOR's Barbara Welles wields for advertisers—

In 3 months—three months, mind you—WOR's adroit Barbara Welles placed Pears—at 50c per cake—in 3,100 drug stores; 48 department stores and 14 drug chains—from Hanover, New Hampshire to Raleigh, North Carolina. That's selling!

Here are some of the advertisers who have sponsored, and are sponsoring, her famous WOR show—

Schieffelin & Co.; Colgate-Palmolive-Co.; Curtis Circulation Co.; Sapolio Products; Olson Rug Company; Flako Products.

These people, we assure you—as if you needed any assurance—are shrewd investors of cash in advertising that sells most at least cost. That's why they pick WOR's Barbara Welles.

Don't you think it might be worth a letter or phone call to know just as much as they know about a radio station, a program, or a person like Barbara Welles that can sell so much for so little? It's only good business, isn't it?
3. WOR's Barbara Welles steps from taxi before entering WOR studios to greet a handful of her more than 73,800 listeners. This is a daily ritual.

4. Handsome? Handsome is as hansom carries! It's WOR's Barbara Welles out for a ride through New York's Central Park to relax before job of daily show.

the name is WOR
—the station that sells more people
more things, more often, than any
other station in the United States
MAIL ORDER CASE

Can't Locate Agency, Stations Complain

A NEW YORK advertising agency that had placed contracts with an unknown number of radio stations to advertise at least two mail-order items could not be located last week, after two of the stations reported to Broadcasting & Telecasting they had not been paid for the time.

This publication was unable to contact the Midland Advertising Agency last week, although a week before it had been situated in a sub-leased office at 420 Madison Ave., New York.

The effort to find the agency was made after a station in Ken- tucky had recently requested information about the agency. The Kentucky station reported the agency had contracted for spot announcements advertising a mail-order decoration package costing $1.

Reports Complaints

The station said that it had received many complaints from listeners who had sent in their money but had never received the decorations. It also reported non-delivery. Since the advertising messages had included a money-back guarantee, the station refunded money of its own to those who complained.

None of the staff members received the decorations, and many listeners who had ordered the items reported non-delivery. Since the messages had included a money-back guarantee, the station refunded money of its own to those who complained.

Repeated efforts by the station to get satisfaction from the agency were assertedly ignored. The New York station last Novem-ber accepted a short-term-con- tract from the agency to advertise a "tissue chest," also a $1 mail-order item. That station reported events had "arisen in the past months" underlining the problem.

ACTION

The public's interest at stake and...
of safety devices. To Interstate and Foreign Commerce Committee.

HR 488—Rep. George A. Don-
dero (R-Mich.) and HJ Res 51 Rep. James J. Seiberst (D-Ohio)—Would outlaw the Communist party with respect to candidacy for federal or state elective offices. The legislation also would deport aliens found to be Party members. To Administration Committee.

HR 491—Rep. Kenneth Keat-
ing (R-N.Y.). Would require persons obtaining commissions in the aid of securing government contracts to register with Congress and set up a clearing house for contract information. To Judiciary Committee.

HR 538—Rep. Joseph P. O’Hara (R-Minn.). Would protect consumers and others against mis-
branding, false advertising and false invoicing of fur products and furs. To Interstate & For-

Foreign Commerce Committee.

HR 543—Rep. O’Hara—Would make standard time the measure of time for all purposes. To Com-

merce Committee.

HJ Res 32—Rep. Keogh—Would amend Constitution to empower Congress to regulate use and own-
ership of trade marks. To Judi-

ciary Committee.

H Res 36—Rep. Wright Pat-
man (D-Tex.). Would set up a committee to study removal of the U. S. Capitol or provide a sup-
plement Capitol. To Rules Com-

mittee.

Radio Control Issue

A number of important issues, some aborted in the last Congress, may be destined to crop up again during the current session. Loom-
ing as one of the most important is the government plan for strict control over radio-TV broadcast-
ing signals (see story, page 23).

Less expected to national de-

fense but equally as controversial is the newly negotiated North American Regional Broadcast Agreement which must be rati-

fied by the Senate. As yet, the Senate Foreign Relations Com-

mittee has not received the treaty.

Hitting directly at the broad-

casting belt is the suggestion to impose fees for commercial broadcast licenses as a reve-

nue-raising action. Spading was ac-

complished by the 81st Congress by the Senate Executive Expendi-
tures’ Committee and the House Ways & Means Committee. Fur-

ther exploration can be expected.

The Senate Interstate & Foreign Commerce Committee already has questioned government agencies (including FCC) within its juris-
diction on the question of services rendered to “private interests.” Replies from agencies are being compiled by that committee.

Another far-reaching study nearly completed is that conducted by the Temporary Communi-
tions Policy Board, established last year by President Truman. The board, which is looking into such matters as frequency con-
trol and allocations, is to report to the President in February.

Recommendations for Congres-
sional remedial action may be forthcoming in the board’s report. Both the Senate and House Com-

merce committees have expressed high interest in the board and are expected to give particularly close attention to its findings.

Trend of thinking in Congressional quarters has crystallized considerably in regard to the Communist question, particularly as it hinges upon internal security. Anti-Communist sentiment may involve further both broadcasts and telecasts with Congressional de-

mands for some type of govern-

ment control or regulation.

‘Job-Jumping’ Bill

Legislation to restrict “job-

jumping” in governmental agen-
ties—such as the FCC—was a washed off the legislative calendar with the passing of the old Congress. New bills, designed for this purpose and patterned after the provision that was contained in the McFarland Bill, probably will be introduced again.

Sen. John Bricker (R-Ohio), who asked for an FCC investigation of TV channel allocation for edu-
cational institutions in a Senate resolution last month, may re-

introduce his proposal.

Further strengthening of the Voice of America and psychological warfare can be expected to be talked about in this session. The last Congress was concerned par-
ticularly with the Voice’s effec-
tiveness and voted unprecedented sums to finance an expanded pro-

gram. Renewed discussion of a world-wide radio network and a “Vision of America,” embracing television as a world propaganda unit, is in prospect.

A recommendation by a House Select Lobbying Activities Committee that radio-TV be exempted from the Federal Lobbying Act may appear in bill form. This would put broadcasting on an equal foot-
ing with newspapers under the eyes of the lobbying registration law.

The final spurt of the 81st Con-
gress before adjournment sent the excess profits tax bill, which promises to gain an estimated $3.3 billion for the Treasury, to the White House where it was signed.

A number of provisions are contained in the new profits law which affect the broadcasting in-
dustry. Among them are formulas for “growth” companies, new services added, abnormalities in a corporation’s operation, and carry-

over to 1950 and 1951 of opera-
tional losses incurred prior to the base period of 1946-49. [Broadcast-

ing * Telecasting, Jan. 1].

The problem of deficit budgeting by the government seems certain to assume greater proportions in the days ahead. President Tru-

man may ask the Congress for as much as $75 billion for the 1951-52 fiscal year in his annual budget message next Monday.

He rings a bell

with cash-register echoes

The miniature Liberty Bell on his mantel symbolizes a point of view shared by millions of his listeners. That’s one reason why his nightly analyses of the news from Washington establish a rapport with his audience which rings cash-registers for his sponsors . . . and brings in folding money too!

As Mr. Joseph P. Wortz, vice-president of the Security Trust Company, wrote to Station WAMS, both of Wil-

mington, Delaware:

“We have received letters of commendation regarding our sponsoring of the Fulton Lewis, Jr. program and we feel that we have written considerable new busi-

ness as a result of this particular program.”

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-

made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Cooperative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
NBC Shelves

(Continued from page 15)

emergency and that the governmentordered cutbacks in the use of some metals for television sets. NBC's formula for computing the amount of radio rate reductions was based on a prediction that there would be 14,500,000 TV sets in use by Oct. 1, 1961. Whether that figure can be reached if television set production is curtailed by the defense effort remains in doubt. (NBC estimates there were 9,646,300 TV sets installed on Dec. 1.)

One of the principal arguments advanced by opponents of the rate-cut plan was that the growing national defense effort and the international crisis would not only arrest the development of television but also increase radio listening—because of growing interest in news.

These opponents asserted that until the patterns of the television-radio future became more clear, it would be unwise to rearrange radio rate structures.

In its official announcement last week, NBC pointed out that under its contracts with affiliates present rates are fixed and cannot be reduced without the consent of the stations.

The network in early December started its solicitation of stations with the proposal that they agree to rate cuts ranging as high as 25% in some markets to be invoked on Jan. 1—the date on which a network television rate increase averaging 35% became effective.

The average of the radio rate reductions in the 53 affected markets (including five where NBC owns and operates its stations) was slightly less than 12%.

Tentative Okays

Six affiliated stations were reported to have at least tentatively agreed to cut rates, but others objected.

After a week of individual consultations with stations, the network abandoned its hopes to make the Jan. 1 deadline and set the Jan. 10 meeting at which time it hopes to convince the affiliates of the necessity for the reductions.

TRUCKING BUYS

ATA Takes NBC Forum Series

AMERICAN Trucking Assn. has entered radio for the first time with sponsorship of American Forum of the Air, Sunday 1:30-2 p.m., on 166 NBC stations beginning yesterday (Jan. 7). The 52-week contract was placed through Bow Co., New York.

Institutional copy of an educational nature, emphasizing importance of trucking to national economy, is being used on the program. ATA has been conducting a similar campaign for years through other media, but some local and state trucking groups have used radio and TV previously and are now. Private firms such as home furnishing movers have been using radio in a number of areas to sell their services for some time.

Typical of the institutional use of radio by local groups is the York, Pa. chapter of the Pennsylvania Motor Truck Assn., which sponsored special half-hour programs Dec. 24 and 31, 1950, on WSBA-AM-FM York. Shows featured the RCA-Victor recording Spring Garden Band and the 40 Yorkettes. Band director is Lester Loucks, older brother of Philip G. Loucks, Washington broadcast attorney.

Associated Issues Letter

AS A NEW weekly service to subscribers of Associated Program Service, "The Needle," a letter "offering the latest news of sales and program developments," was inaugurated last week. The four-page letter is issued over the signature of Maurice B. Mitchell, APS' vice president and general manager, and resembles a pamphlet published by the Broadcast Advertising Bureau while Mr. Mitchell was its president.

Jan Garber

(The Idol of the Airlines)

A quarter hour "Dance Parade" five times per week, featuring sweet melodies old and new by the nation's popular listening favorite, "The Idol of the Airlanes," JAN GARBER AND HIS ORCHESTRA! Another Capitol Library feature available in the Capitol Custom Library Service.

A feature worth $50 per month alone—yet you can have Jan Garber plus numerous other sparkling library shows on your station for $75.00 per month the first year and just $50.00 per month thereafter.

For Custom Library Details write or wire...
CAPITOL RECORDS, INC., BROADCAST DIVISION
Sunset and Vine Hollywood 28, Calif.

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For Custom Library Details write or wire...
CAPITOL RECORDS, INC., BROADCAST DIVISION
Sunset and Vine Hollywood 28, Calif.
FOR POSITIVE RESULTS . . .

USE

KSEL
950 ON YOUR DIAL
★ LUBBOCK, TEXAS
THE SOUTH PLAINS' NUMBER 1 STATION

NUMBER 1
IN PROGRAMMING
IN LISTENER ACCEPTANCE
IN MAIL PULL
IN NUMBER OF ADVERTISERS

★ A BRIGHT SPOT IN THE NATION'S BUSINESS PICTURE

★ RETAIL SALES (1948) . . . . . . . . . . . . . . . $115,699,000.00
★ METROPOLITAN POPULATION (1950) . . . . . . .100,603
★ 94.3% GAIN IN POPULATION IN 10 YEARS

★ OFFICIAL BUREAU OF CENSUS DATA

FOR FURTHER INFORMATION ABOUT INCREASING YOUR SALES
CONTACT OUR
NATIONAL REPRESENTATIVE

WILLIAM G. RAMBEAU COMPANY

333 N. MICHIGAN AVE. CHANIN BUILDING, 1746 N. LAS PALMAS
CHICAGO 1, ILL. NEW YORK 17, N. Y. LOS ANGELES 28, CAL.
Matinee

Matinee radio listeners in Alabama love Maury Farrell. So much so that the Pulse gives his "Matinee in Birmingham" a higher rating than any local program on any other Birmingham station all day long.*

idol

Idol of Alabama radio for more than 15 years, WAPI's Maury has drawn a following that's as loyal as it is large. Whether he's on the air as emcee, disc jockey or sportscaster, his word is gospel.

of

Of all Maury's shows, "Matinee in Birmingham" (Mon. through Sat., 4:00 to 5:15 p.m.) is most popular. Maury spins favorite records—picked in his own daily poll—gives scores and interviews guests.

Alabama

Alabama-bound advertisers will love Maury, too—as literally hundreds of sponsors, present and past, already do. He's the right personality with the right show to spin sales records for you.

radio

Radio Sales will be happy to tell you all about "Matinee in Birmingham" and the participations—including choice one-minute spots—now open. And so will we. Call your Radio Sales representative, or…

WAPI

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

Ryan Elected

(Continued from page 15)

Ryan Elected

(Continued from page 15)

taken toward the establishment of a strong and representative board of directors for BAB Inc., and appropriate measures will be taken to secure the requisite supplement to the organization in addition to the substantial sum already allocated to it by vote of NAB members.

"I am confident that BAB Inc. will be ready to begin a first full operation by April 1, according to schedule."

Mr. Ryan joined NAB last April during the Chicago board meeting, receiving a three-year contract as NAB general manager at $35,000 a year. The action had followed concerted industry demand that an experienced businessman be placed in full-time charge of NAB headquarters operations.

In his ninth months as general manager he has made sharp changes in NAB's structure, effecting large budget savings. The budget has been changed from an average monthly to an actual monthly basis. The costly superstructure of subcommittees, costing vast sums, was eliminated in favor of functional AM, FM and TV committees.

With the TV Committee, also headed by Mr. Sweeney, he developed the plan to set up a separate NAB-TV organization within the NAB structure but having an independent board of directors. This plan was submitted to an industriwide TV meeting to be held Jan. 19 in Chicago (see separate story, page 87).

Station Relations New

For the first time a station relations department was set up in NAB by Mr. Ryan. John F. Hay, station director, and William K. Treynor, assistant director, are on the road contacting station members and recruiting new members.

A number of important organizational changes that BAB administrative changes have been made at NAB headquarters by Mr. Ryan, effecting important economies. Prior to joining NAB last spring he had been general manager of KFI Los Angeles for a number of years. In that period he had served on the NAB board and was chairman of the original Broadcast Advertising Bureau when that agency was a NAB department.

BAB's present expanded program was started last fall after the board had voted in August to separate it from NAB itself. The agency was incorporated as Broadcast Advertising Bureau Inc. with Mr. Higgins continuing as director.

At the August meeting the board voted to place BAB for an eventual operating budget of at least a million dollars a year, approaching the status of similar sales agencies in the newspaper and magazine field.

The August action specified that BAB would be broadened to bring support from all elements of radio sales, including networks, station representatives and program-transmission firms.

Details of the expansion program were presented to the 17 NAB district meetings last summer and fall by members of the BAB Committee. At every meeting the members adopted resolutions voicing endorsement of the expansion program.

The board's November action included a project by which growth of this extended coverage and enlarged impact would be shown. Results of the study are scheduled for presentation at the NAB convention in Chicago next April.

Spontaneous Start

Original formation of BAB in 1949 grew out of a spontaneous meeting, in Chicago, a NAB convention. The subject had been discussed by the NAB board at its February meeting. But during the board's pre-convention session just before the meetings opened the sales project was discussed.

Membership sentiment crystallized into a floor debate that shook the association's foundations. Convinced that important industry segments were deadly serious in their demands, the board acted promptly and dramatically in setting up the first Broadcast Advertiser-Broadcaster Co-op Cooperative Advertising Co-operative file system.

In early summer of 1949 BAB moved to 270 Park Ave., New York, taking over some of the space leased by Broadcast Measurement Co. That summer's work was designed to bring the BAB staff in close touch with agency and advertiser industries.

When BAB was created a $250,000 annual budget was envisioned. This goal was not reached, however.

As competing media continued to expand their sales organizations, demand for an expanded BAB arose in many circles. At the same time some industry elements, especially newspaper-affiliated member stations, complained that BAB was doing too hard a job against newspapers.

Tactics 'Rugged'

This brought the reply that newspaper competitive tactics were extremely rugged, requiring broadcasting to fight back in the same defense. Some newspaper stations, such as WTOP Washington (Washington Post), withdrew from the association.

For these reasons the board decided to separate BAB entirely from NAB, starting April 1, 1951. After that time NAB membership will not be necessary for participation in BAB. In April 1952 the separation will be complete, under present plans.

Starting next April 1 NAB members will be able to get BAB services by designating that 30% of their dues be diverted to BAB. If they wish to repeat the BAB reach, they will receive a 30% reduction in association dues.

Mr. Higgins joined BAB last August, coming from WMOA Networks, Ohio. Before the station as general manager he had spent several years at NAB headquarters as assistant to Frank E. Pellegrin, at that time director of NAB's broadcast advertising department.

Mr. Ryan had joined KFI-KECA Los Angeles Feb. 15, 1943, when the stations were operated jointly. He had been a teacher of marketing and business administration at Santa Clara U. and U. of San Francisco before joining Foster & Davis Co., outdoor advertising firm, in 1928. He entered radio in 1937 as an NBC San Francisco salesman, soon becoming Northern California sales manager for NBC. Red and Blue networks were separated in 1942 he was named San Francisco general manager for the Blue, directing operation of KGO San Francisco.

FM and TV Demands

Last January Mr. Ryan was elected to the NAB board for a two-year-at-large term for large stations but served only a matter of weeks before being named NAB general manager.

FM and TV members of NAB have been given special services from BAB. The board has directed a study of the TV problem, with indication that a separate BAB TV department will be set up, and that its plans for a separate television organization. NAB's FM Committee submitted to the board a recommendation that it turn its attention to this medium in its sales activity.

The present BAB annual budget runs around $180,000 a year, it is understood. A goal of $200,000 has been set for next April, with eventual industry support expected to provide funds for the proposed million-dollar agency.

ABC Names Two

APPOINTMENT of Robert A. White and Richard B. Gordon as account executives in ABC radio sales department was announced last week. Mr. White, former sales manager of the American Institute of Food Products, earlier was associated with the sales departments of WNEW in Chicago and WOR New York. Mr. Gordon's past associations include the sales organizations of C. E. Hooper Inc. and Edward L. Ward Co., both New York, and the radio department of Compton Advertising Inc., New York.

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Broadcasting  •  Teletexting
world leader in better radio tower engineering

Truscon experience in radio tower engineering is world wide...meeting all types of topographical and meteorological conditions...and supplying many different tower types—guyed or self-supporting...tapered or uniform in cross-section...for AM, FM or TV transmission.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.


WXEL-TV, Cleveland, Ohio. Truscon Self-Supporting Tower, 437 feet high.

WITCH, Shawano, Wisconsin. Truscon Self-Supporting Tower, 240 feet high.

WMRI-FM, Marion, Indiana. Truscon Self-Supporting Tower, 336 feet high.


TRUSCON® STEEL COMPANY Youngstown 1, Ohio Subsidiary of Republic Steel Corporation

WOW, Omaha, Nebr. Truscon Self-Supporting Radio Tower, 500 feet high overall.

WMON, Boston, Mass. Three Truscon Guyed Towers; 565 feet, 605 feet, and 645 feet high.

RADIO AND TV HIGHLIGHTS OF 1950
As Reported in BROADCASTING • TELECASTING

Jan. 5—Gross revenues from time sales rose 4.5% to $430 million for 1949, according to annual study made by Dr. Kenneth H. Baker, NAB research director.

Jan. 6—Free speech victory seen as U.S. Supreme Court refuses to review Maryland Court of Appeals decision against Baltimore "Tax rate.

Jan. 11—NBC commences regular operation of new UHF experimental TV station at Bridgeport, Conn.

Jan. 12—In move against "trafficking," FCC proposes to ban sales of stations before they start program tests.

Jan. 12—First public showing of CBS color television is held in Washington.

Jan. 12—FCC calls for hearing on proposals for theatre TV service.


Jan. 16—Four major networks' 1949 total billings estimated at $187,820,790, for 5.6% drop below 1948.


Jan. 23—Radio time sales $420 million in 1949, television $24.7 million, according to BROADCASTING • TELECASTING YEARBOOK estimates.


Jan. 30—Dollar volume of radio manufacturing industry gained 13% in 1949, reached all-time peak of $850 million, according to RMA President Raymond C. Cougrove.

Feb. 1—Forney A. Rankin, NAB director of government relations, resigns to accept State Dept. post.

Feb. 2—U.S.- Cuban conferences on NARBA proposals opens at Havana.

Feb. 8—Video economics in spotlight at Television Broadcasters Assn. holds annual Television Clinic in New York.

Feb. 9—NAB board gives President Justin Miller far-reaching powers, authorized appointment of general manager, gives go-ahead for new million-dollar Audience Measurement Corp.

Feb. 9—FCC approves Zenith Radio Corp.'s request for public Phoneline tests in Chicago.

Feb. 16—Two Washington attorneys ask FCC to outlaw transit radio.

Feb. 21—Bill to require licensing of networks introduced by Rep. Harry R. Sheppard (D-Cali.).

Feb. 16—FCC says NBC-TV's arrangements for 24-hour Saturday night show violate Network Rules.

Feb. 17—President Truman appoints temporary communications policy board, headed by Dr. Irvin Stewart, West Virginia U. president and former FCC member.

Feb. 20—Advertisers to spend over $20 million in sponsorship of 1950 baseball season, according to BROADCASTING • TELECASTING survey.

Feb. 22—Side-by-side demonstration of color TV shown to RCA and Color Television Inc. is held as FCC erases last leg of color hearings.

Feb. 27—BROADCASTING • TELECASTING analysis shows four major network audiences continuing upward trend.

Feb. 27—Almost 40% of Army-Air Force Reserve last broadcast of 1949 Budget earmarked for radio and TV.

Feb. 27—Civil defense planners brushing up on plans to transmit TV in event of national emergency.

Feb. 28—A. C. Nielsen Co. acquires national rating services of C. E. Hooper Inc. to form a new, stronger operation to continue operations at local stations.

Mar. 2—Ralph W. Hardy, director of former NAB Radio Division, named director of Gov't. Relations Dept.

Mar. 6—Procter & Gamble Co. re- named top network advertiser in 1949 with $7.3 million, according to BIB.

Mar. 6—Four TV networks' gross time sales totaled $12,294,513 in 1949, according to BIB.

Mar. 6—8-TV operating problems appeared by more than 235 video executives at Chicago Television Council's second annual National Television Conference.

Mar. 6—9—IRE convention in New York, with more than 15,000 engineers.

Mar. 6—ASCAP licensing TALKS opens in New York and, in same week, in several other cities. Action: mixed.

Mar. 12—FCC launches staff-wide reorganization with creation of Common Carrier Bureau. Curtis E. Plummer, chief of Engineering Bureau's Television Division, is named chief engineer.

Mar. 11—WNOX Knoxville, WWJ Detroit, and NBC Commentator Morgan Beatty win DuPont Awards. ABC-TV and WPIX (TV) New York get special citations in DuPont committee's first recognition of television.

Mar. 13—Movement on Capitol Hill looking toward assessment of license fees on commercial stations.

Mar. 13—Eleven advertising agencies in New York entered 41 entries in first $1 million in TV network billings during 1949, according to BROADCASTING • TELECASTING survey.

Mar. 15—Formation of Broadcast Audience Measurement Inc., to succeed Broadcast Measurement Bureau, is announced.

Mar. 15—Changes in ASCAP licensing methods covering TV stations, as well as organizational reforms, are provided in anti-trust consent agreements.

Mar. 23—RCA's tri-color TV picture tube demonstrated for FCC in first trial outside of laboratories.

Mar. 24—U.S.- Cuban NARBA negotiations abandoned upon renewal of demand by Cuba under agreement "in principle" had been reached.

Mar. 27—Joint study by NAB and RMA shows 86,946,000 radio and TV sets in use as of Jan. 1, 1948.

Apr. 1—WPTM-FM Milwaukee first FM station west of the Alleghenies, ceases operations for want of sufficient FM sets in area.

Apr. 2—"Bisignal," transmission of two TV signals on same frequency, reported developed by Raymond M. Willmotte, Washington radio engineering consultant.

Apr. 3—Results of second Broadcast Measurement Bureau study were found better than average by over 75% of measuring broadcasters, according to BROADCASTING • TELECASTING trends survey.

Apr. 5—Bill to ban broadcasting or telecasting of "gambling information" reports events introduced at Justice Dept. request by Sen. E. G. Johnson

THE HOW TO SELL YOUR RADIO PROGRAM OR IDEAS, TRANSCRIPTION TO 147 RADIO STATIONS

Our successful traveling sales force (now on the road) can sell for you on straight commission arrangement—

Here may be just what you have been looking for.

This advertisement is published by a nationally known organization which has successfully sold our own radio program idea to over 147 stations in the past 10 months.

Our men are out on the road right now, closing contracts with additional stations at better than 2 every day. Although they have but one program idea to offer, they are making excellent money and so are we. However, we are always interested in cutting our sales costs and increasing their earnings.

So, we find we can represent 2 or 3 additional shows or services and can offer the proposition selected in every community just as efficiently as we are now selling our own show. Commission basis only. Here's your chance to acquire the services of our experienced, successful, traveling sales organization now covering radio stations all over... and without risking a dime... provided you have a proposition that we consider practical, salable and profitable.

Please give complete information and your full proposal in first letter (it will be treated in confidence), or phone us and speak to our Mr. Whitehouse, Mulberry 2532.

MAURICE AZRAEL, Copyright Owner
LUCKY SOCIAL SECURITY NUMBERS PROGRAM
1000 N. Charles Street
Baltimore 1, Maryland

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BROADCASTING • Telecasting (Continued on page 34)
"Freedom of thought and independence of action..."

DONALD W. DOUGLAS
President, Douglas Aircraft Company, Inc.

"Freedom of thought and independence of action are among the keynotes of America's economy. They are fundamental to our way of life. Systematic savings through the Payroll Savings Plan help the individual maintain his own independence and freedom of action and make us strong as a nation."

In more than 21,000 large companies (employing 100 or more) and in many smaller companies, more than 8,000,000 men and women are helping to keep America strong. By systematic saving in U.S. Savings Bonds they are doing their part to offset inflationary tendencies...they are building a reservoir of future purchasing power to support industry...they are providing financial independence for themselves and their families.

The widespread success of the Payroll Savings Plan is an excellent example of our freedom of thought and independence of action. Far-sighted employers offered these 8,000,000 Americans an opportunity to enroll in the Payroll Savings Plan. There was no pressure, no emotional stimulation. A Payroll Savings Plan application was placed before them. They "signed up"—to the benefit of themselves, their companies and their country.

Has every man and woman in your company been offered an opportunity to share in the benefits of the Payroll Savings Plan? How about the newer employees? How about those who did not sign before but may wish to do so now? Delegate one of your top executives to conduct a person-to-person canvass of your employees to make sure that every man and woman gets an application blank. You don't have to urge them to enroll, or to increase their present allotment—they are anxious to build for their own independence.

Get in touch with your State Director, U.S. Treasury Department, Savings Bonds Division. He is ready to help you—with a package plan that reduces your work to the minimum.

The U.S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the G. M. Basford Company and

BROADCASTING
The Newspaper of Radio and Television
Telecasting

BROADCASTING • Telecasting

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Radio-TV Highlight

(Continued from page 29)

(D-Col.), though he disapproved its far-reaching scope.

Apr. 7—General Mills buys 6½ hour-long programs for NBC for $430,000, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

Apr. 13—NBC's Telecasters report 1951-10-20% contracts, with 15% rise in local premium.

Apr. 16—Industry leaders from coast to coast held the 1951-10-20% contracts, with 15% rise in local premium.

Apr. 19—Radio and television networks now employ 97,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

Apr. 21—Radio stations now employ 75,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

Apr. 29—Radio stations now employ 75,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

May 2—Radio and television networks now employ 97,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

May 6—Radio stations now employ 75,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

May 12—Radio and television networks now employ 97,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

May 17—Radio stations now employ 75,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

May 19—Radio and television networks now employ 97,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

May 23—Radio stations now employ 75,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

May 24—Radio and television networks now employ 97,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

May 25—Radio stations now employ 75,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

May 29—Radio and television networks now employ 97,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

June 4—Radio stations now employ 75,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

June 9—Radio and television networks now employ 97,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

June 14—Radio stations now employ 75,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

June 20—Radio and television networks now employ 97,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

June 24—Radio stations now employ 75,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

June 28—Radio and television networks now employ 97,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

July 3—Radio stations now employ 75,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

July 9—Radio and television networks now employ 97,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

July 15—Radio stations now employ 75,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

July 22—Radio and television networks now employ 97,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

July 29—Radio stations now employ 75,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

Aug. 5—Radio stations now employ 75,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

Aug. 12—Radio and television networks now employ 97,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

Aug. 17—Radio stations now employ 75,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

Aug. 21—Radio and television networks now employ 97,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

Aug. 25—Radio stations now employ 75,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

Aug. 31—Radio and television networks now employ 97,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

Sept. 7—Radio stations now employ 75,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

Sept. 14—Radio and television networks now employ 97,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

Sept. 21—Radio stations now employ 75,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

Sept. 28—Radio and television networks now employ 97,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

Oct. 5—Radio stations now employ 75,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

Oct. 12—Radio and television networks now employ 97,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

Oct. 20—Radio stations now employ 75,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.

Oct. 27—Radio and television networks now employ 97,000 workers, an increase of 30% over 1950, in agreement with 1950-15 agreements to buy 30 programs from NBC.
Oct. 6—FCC abandons proposal to "forfeit" pending permits of stations which are sold before program tests commence.

Oct. 7—President Truman congratulates BROADCASTING & TELECASTING as it prepares to enter 20th year. Oct. 12—President Truman reaffirmed faith in radio and TV, which he called "audible journalism." Oct. 17—FCC approves CBS color TV system, effective Nov. 19, after set manufacturers agree they are unable to comply with FCC's "bracket standards" procedure.

Oct. 18—Second major phase of FCC's television proceedings—general allocation question—is under way.

Oct. 19—Protests by DuMont Labs and ABC (aid FCC to order investigation of AP/WT's allocation of time on its intercity TV facilities.

Oct. 20—General Tire & Rubber Co., owner of Yankee Network, bids $125,000,000 for Don Lee Broadcasting System and associated properties from Thomas S. Lee Estate, with KTSL (TV) Los Angeles to be sold to CBS. Bid was accepted subject to FCC approval, which was given Dec. 27.

Oct. 21—National Production Authority warns manufacturers to expect limits—up to 20 or 30%—on consumption of vital raw materials.

Nov. 15—New North American Regional Broadcasting Agreement is signed by delegates of five nations. Mexico pulls out of agreement from conference. Clear Channel Broadcasting Service announces it will fight ratification.

Nov. 17—NAB Board charts federating process by which AM-FM and television stations will be grouped to give TV greatly increased autonomy.

Nov. 20—Analysis of 1950 baseball attendance shows major league broadcasts cut into minor league gate receipts, but neither matter nor major league are seriously hurt by TV, according to H. J. Jordan.

Nov. 29—Henry F. Johnson, general manager of WSGN Birmingham, is elected president of new Broadcast Audience Measurement Inc.

Nov. 24—FCC, which with Defense Dept. is "studying the use of radio in event of war," puts stations on notice that national defense-emergency authorizations will be made "from time to time" which may affect them but cannot be made public for security reasons.

Nov. 26—Progressive Broadcasting System commences operation.

Nov. 27—President's Temporary Communications Policy Board studies proposed recommendation for setting up long-range National Telecommunications Policy Board.

Dec. 5—RCA begins series of Washington demonstrations of its color system, for claim for improved performance.

Dec. 9—Collecting on one of its oldest and most controversial cases FCC proposes to renew license of Hearst Radio's WBAI, Baltimore, and deny its application for WBAL's 55 kw.

Dec. 8—Television Broadcasters Assn. holds annual Television Clinic in New York, re-elects J. R. Poppele president for seventh term, plans conferences with NAB to discuss merger of TBA into project of NBC-ABC.

Dec. 14—Broadcast Advisory Council is assured by President Truman that radio and TV stations are not to be seized under the government's emergency power.

Dec. 18—NRC plan to force radio affiliates in TV markets to cut evening time rates appears stalled, with affiliates glaring for battle.

Dec. 19—FCC's scheduled investigation of AT&T's allocations appears averted as TV networks agree on new format that would give their competing time requirements.

Dec. 20—Defense Dept. asks Congress to enact measure giving President control over radio station hearing processes to "control" radio signals in times of war, emergency, or "strained international relationships.

Dec. 21—FCC's hearing on news policies of Station Owner G. A. (Dick) Richards ends after 144 days, 236 witnesses, 10,000 pages of testimony and 1,300 exhibits.

Dec. 22—Chicago federal court dismisses suit brought by RCA against FCC's color TV decision, but continues temporary restraining order (issued Nov. 16) against commercial use of CBS system pending appeal to U.S. Supreme Court.

Dec. 25—BROADCASTING & TELECASTING Year End Roundup indicates new business records for radio and TV in 1951, despite war clouds.

Dec. 26—Gillette Safety Razor Co. buys TV rights to World Series and baseball's annual All Star games for next six years at $1 million a year, highest price ever paid.

Dec. 28—Zenith Radio Corp. prepares to begin its test of Phonovision, three delayed, in Chicago on Jan. 1, 1951.

GE Defense

APPOINTMENT of a civil defense planning coordinator to supervise requests for services of electronics experts and to help local communities plan communications systems was announced Dec. 29 by Dr. W. R. G. Baker, General Electric vice president and general manager of the company's electronics department.

At the same time Dr. Baker announced the establishment of a departmental committee to direct a broad program of assistance in the electronics field to the defense organizations. One of its major steps will be to offer technical and engineering aid to local communities.

Neal F. Harmon, former Atlanta sales engineer, was named to head the post of civil defense planning coordinator. Under his direction, electronics experts will be available for consultation on coordination of police, fire, taxicab and other radio systems. Mr. Harmon served with GE from 1933 to 1937, and later became counsel for the GE Electric Supply Corp.

Other steps in the company's program include the study of new or existing electronic devices which would be designed to aid in establishing an adequate civil defense program. Dr. Baker also announced conversion of a new tube plant at Utica, N. Y., to facilitate expansion of production of two-way radio equipment, which he said, will provide the "backbone of civil defense communications systems."

Harold Springer

FUNERAL services were held Dec. 29 for Harold N. (Harry) Springer, 51, musical director at WENY-AM-FM Elmira, N. Y., who died two days earlier at At- zonald Hospital. Mr. Springer joined WENY (formerly WESC) in 1932 as an organist and director of music, and held those positions until his resignation due to illness last year. In addition to radio work, he also directed his own dance band. A veteran of World War I and member of the American Legion, he was given a military burial at Elmira's Woodlawn National Cemetery.

Magnecord, the first choice of radio engineers

FLEXIBILITY

In rack or console, or in its portable cases, the Magnecord will suit every purpose. PB6 Series shown is the most widely used professional tape recorder in the world, and is available with 3 speeds (3 3/4, 7 1/2, 15") if preferred.

FIDELITY

Like tone quality, low distortion meet N.A.B. standards—and at a moderate price! PB6 Series shown in rack mount also offers three heads to erase, record, and play back to monitor from the tape while recording.

FEATURES

PB7 accommodates 10 1/2 reels and offers 3 heads, positive timing and push-button control. PB7 Series shown in complete console model is also available for portable or rack mount. For outstanding recording equipment, see the complete Magnecord line—PB6, PB3 and PB7.

WRITE FOR NEW CATALOG

Magnecord, Inc., Dept. 8-1
360 North Michigan Ave. Chicago 1, Ill.
Send me latest catalog of Magnecord Equipment.
LIBEL LAW
SCOTUS Upholds Calif. Act
CALIFORNIA'S libel law embracing printed matter and broadcasts was given a vote of confidence by the U.S. Supreme Court last Tuesday [Broadcasting • Telecasting, Oct. 23, 1950]. The high court dismissed an appeal challenging the law's constitutionality after it had agreed to hear argument and rule on the issue.

Involved was the question of how much protection the state can give newspapers or broadcasters when libelous matter is printed or broadcast. The case grew out of a suit against the Southern California Associated Newspapers by Erwin P. Werner, former city attorney of Los Angeles.

The plaintiff had contended that the state law, which excuses the broadcaster or publisher from paying general damages providing a retraction is broadcast or printed, is unconstitutional.

Calif. Libel Law
Upheld, in effect, is California's libel law on which states if a retraction is printed or broadcast in a newspaper or the newspaper or on the broadcasting station as were the statements claimed to be libelous "within 20 days after "knowledge of publication or broadcast of the statements claimed to be libelous," the person libeled can recover only special damages.

If a correction is asked but not published, the libeled (providing the matter is proved to be libelous in court) may recover general, special plus exemplary damages. Latter damages may be recovered only if "actual malice" in publication or broadcast is proved.

CORPORATE name of owner of CPF, London changed to London Printing Co., Ltd., and of CKXL Calgary to The Albertan Broadcasting Co. Ltd., according to announcement by Radio Branch, Dept. of Transport, Ottawa.

ELECTION ORDERED
At WIBA Madison by NLRB
DIRECTIVE ordering an election at WIBA Madison, Wis., for the purpose of determining the bargaining representative of certain announcer personnel was issued last Tuesday by the National Labor Relations Board.

In a decision involving Badger Broadcasting Co., licensee of WIBA, and the American Federation of Radio Artists (AFL), the board ordered an election covering staff and farm announcers as well as sports broadcasters, but excluding the program director, news director, news editor, continuity writer and all supervisors. The news editor was ruled ineligible to vote on grounds that he devotes more than 50% of his time to other duties.

NLRB excluded the news director because, though not a supervisor within the meaning of the labor relations act, he "is so closely allied to the employer's management as to justify his exclusion from the unit."

New NARBA Change
WCEN Mt. Pleasant, Mich., which in early December was granted change to fulltime operation on its assigned 1150 kc with 500 w, has been authorized by FCC to modify its directional antenna so as to protect CKX Brandon, Man., Canada, according to the daytime skywave curves specified in the new NARBA which is awaiting ratification by the signatory countries. Under the criteria contained in the NARBA now expired, WCEN would not cause "objectionable" interference to CKX.

STATE DEPT. has requested from KALI Pasadena, for "Voice America" broadcasts, recording of Spanish language description of annual New Year's Day Tournament of Roses Parade done by that station in cooperation with KNBH(TV) Hollywood.

WIBG ELECTION
Announcers Vote Against ACA
IN an election conducted by the National Labor Relations Board, staff announcers at WIBG Philadelphia, licensed to the Seaboard Radio Broadcasting Corp.—lodged against the American Communications Assn, which sought the right to represent them in collective bargaining.

With elections supervised by M. Morgerman of NLRB, the announcers voted: 5-2, to reject the ACA, which last year had been dislodged from the Congress of Industrial Organizations (CIO) ground on grounds that the union was Communist-dominated.

The announcers, in effect, backed up the contention of Seaboard which claimed, in a labor dispute before NLRB, that ACA's allegedly Communist affiliations had disqualified it from participating in any elections.

NLRB's vote is final, however, that as long as the union had complied with certain sections of the Taft-Hartley Act, it had no cause "to investigate the authenticity or truth of Communist affidavits . . . as such investigations are, by the Act, made a function of the Dept. of Justice" [Broadcasting • Telecasting, Dec. 4, 1956].

In a subsequent decision the board, in mid-December, followed an earlier Court of Appeals ruling by declaring that failure of a union to file non-Communist affidavits does not excuse an employer, at the time of negotiations, from bargaining with the union.

LeBlanc Praises Radio
ROLE radio has played in successfully selling Radacol, a dietary supplement manufactured by his firm, will be told by State Sen. Dudley J. LeBlanc, president of LeBlanc Corp., Lafayette, La., when he addresses Hollywood Ad Club members today (Monday) at Hollywood Roosevelt Hotel. John Weiser, vice president and Pacific Coast manager of Ruthrauff & Ryan, will preside as chairman of the day.

BROADCASTING • Telecasting
K D R O  L A B O R  C A S E

N L R B  E x a m i n e r  F a v o r s  U n i o n

P R E L I M I N A R Y  f i n d i n g s  i n  a  labor  dispute  involving  K D R O  Sedalia, Mo., and  two  unions—the  American  Federation  of  Radio  Workers  (AFL)  and  the  International  Brotherhood  of  Electrical  Workers  (AFL)—were  issued  last  Tuesday  by  an  N L R B  examiner.

Examiner  John  Lewis  in  an  intermediate  report  ruled  that  announcers  at  K D R O  constitute  a  unit  appropriate  for  collective  bargaining,  and  upheld  union  complaints  that  Milton  Hinlein,  K D R O  president  and  licensee,  had  "re- fused"  to  bargain  with  AFRA  after  May  20,  1950.  Station  also  was  charged  with  "discriminating"  against  two  employees  by  discharging  them  for  engaging  in  union  activities,  and  was  ordered  to  re- instate  them.

Mr.  Hinlein  denied  the  commission  of  any  unfair  labor  practices.  He  stated  that  one  employee,  Robert  Younger,  was  discharged  May  16,  1950,  for  "disrupting  normal  and  customary  relationships  between  fellow  employees  and  management,"  and  the  other,  James  Harvey,  on  June  9,  1950,  because  of  "economic  pressure  and  threatening  manpower  short condition."  K D R O  was  forced  to  eliminate  use  of  announcers  and  substitute  "combination  men"  operation,  a  normal  practice  at  small  town  radio  stations,  Mr.  Hinlein  explained.

The  K D R O  president  also  told  Examiner  Lewis  that  Mr.  Younger,  since  his  dismissal,  had  engaged  in  "acts  of  violence"  against  station  employees  and  had  attempted  to  induce  advertisers  to  sever  business  relations  with  K D R O.

S C R I P T  C O N T E S T

S e t  b y  ' D r .  C h r i s t i a n '

T E N T H  a n n u a l  D r .  C h r i s t i a n  ra- di o  script  competition  was  an- nounced  on  Dr.  Christian  over  CBS,  Jan.  3,  8:30-9  p.m.,  with  a  first  prize  of  $2,000,  three  special  prizes  of  $500  each,  and  payment  for  any  other  scripts  used  on  the  program  to  be  between  $250  and  $350.

A  deadline  of  Feb.  28  has  been  set,  and  judges  will  be  announced  soon.  The  contest  is  open  to  the  public,  including  past  winners.  Scripts  need  not  be  typewritten.  A  folder  of  rules  may  be  had  by  writing:  Dr.  Christian  Award,  17  State  St.,  New  York  4,  N.  Y.

M o v e s  S t u d i o s

K V O E  S a n t a  A n a,  Calif.,  has  moved  its  studios  from  the  trans- mitter  tower  to  Willowdell  Course  to  the  Commercial  Na- tional  Bank  Bldg.,  at  105  E  5th  St.  Studios  now  adjoin  station  executive  offices.

T H I R T Y - S I X  C S B  e m p l o y e e s  in  Armed  Forces  at  end  of  1950,  network  re- ports.  Severance  pay  and  re-employment  guarantee  provided  by  network.

E.  R.  V A D E B O N C O U E R,  v i c e  p r e s i d e n t  a n d  n e w s  c o m m e n t a t o r,  W S Y R - A M - T V  Syracuse,  N.  Y.,  is  honored  at  a  testimonial  luncheon  by  Syracuse  Lions  Club  which  presented  him  with  an  achievement  award  for  service  to  the  club  and  to  the  community.  L  to  r:  Robert  Ganger,  executive  vice  president  of  P.  Lorillard  Co.,  sponsor  of  W S Y R  broadcasts;  W.  W.  Chaplin,  NBC  commentator  and  luncheon  guest  speaker;  Mr.  Vadeboncoeur;  Merrill  G.  Curtis,  president,  Lions  Club;  Farnsworth  W.  Recker,  toastmaster.

M A G N E T I C  T A P E

' F o r u n t y '  N o t e s  S t r i d e s

A C O U S T I C A L  magic  of  magnetic  tape  recording  is  highpointed  in  an  article  printed  in  the  January  nine  city  W S D C  magazine.  The  article,  well  illustrated  with  color  and  black-and-white  photographs,  claims  magnetic  tape  recording  has  "the  basic  sound-recording  techniques  of  the  radio,  phonograph-record  and  motion-picture  industries"  in  the  past  three  or  four  years.

In  describing  its  uses  (tape  recorders  have  been  on  the  market  less  than  five  years,  the  article  says),  the  multi-application  of  the  industry-wide  is  underscored.

Article  points  out  that  in  radio,  "where  executives  once  turned  livid  at  the  mention  of  'canned'  programs,  tape-recorded  shows  now  comprise  25%  of  network  broad- casts.  In  television,  magnetic  re- cordings  are  beginning  to  provide  the  sound  for  filmed  shows.  (And  a  few  engineers  dream  of  recording  the  complete  television  signal—picture  and  all—on  magnetic  tape.)"

W S D C  O P E N I N G

N e w  M i c h .  D a y t i m e  S t a r t s

O F F I C I A L  opening  of  W S D C  Marine  City,  Mich.,  is  scheduled  for  last  Saturday  (Jan.  8),  with  the  occasion  being  marked  by  an  open  house  at  the  station's  studios  at  5300  Marine  City  Highway,  approximately  1  1/4  miles  west  of  Ma- rine  City.  W S D C  broadcasts  on  1590  kc  with  1  kw  daytime  using  a  directional  antenna.

Licensee  is  Radio  St.  Claire  Inc.  Officers  of  the  corporation  are  President  Jerry  W.  Coughlin,  Vice  President  William  Drysdale  and  Secretary-Treasurer  Everett  W.  Sawyer.  National  representative  is  Hl F.  Best.

W J W  i s  p l e a s e d  t o  a n n o u n c e  t h e  a p p o i n t m e n t  o f

H - R  R E P R E S E N T A T I V E S ,  I N C.

A S  N A T I O N A L  R E P R E S E N T A T I V E S

R A D I O  S C I E N C E

N B S  M e e t  A p r i l  1 6 - 1 8

S E S S I O N S  at  the  regular  spring  meeting  of  the  USA  National  C o m m i t t e e  of  the  International  Sci- entific  Radio  Union  and  the  profession  group  on  antennas  and  wave  propagation  of  the  Institute  of  Ra- dio  Engineers  will  be  held  at  the  National  Bureau  of  Standards,  Washington,  D.  C.,  April  16-18  in  recognition  of  the  bureau's  semi- centennial,  it  was  announced  last  week.

First  day  will  be  taken  up  with  administrative  sessions  the  other  two  days.  Four  U R S I  commissions  are  sponsoring  technical  sessions  dealing  with  radio  propagation,  noise  and  antennas.  Advance  registration  cards  may  be  obtained  from  Dr.  Newborn  Smith,  of  N B S ,  se- cretary,  after  March  1.

Arkansas  Meet  F e b .  5

A N N U A L  meeting  of  the  Arkansas  Broadcasters  Assn.  will  be  held  Feb.  5  in  Little  Rock,  Ark.,  accord- ing  to  Ted  Rand,  K D R S  Paragould,  secretary  treasurer  of  A B A.  Details  of  the  meeting  will  be  worked  out  at  a  board  of  directors  gathering  today  (Monday).

K N X  Hollywood  awarded  special  ci- tation  by  American  Legion  "in  grate- ful  appreciation"  for  its  outstanding  contributions  to  success  of  $2  na- tional  convention  held  in  Los  Angeles.
NEWSPRINT CBS Notes Shortage Threat; Government Eyes Issue

FIRST faint rumbling within the radio industry of publishers' increasing newspaper problems and the probable effect on broadcast advertising was echoed on at least one network front week—though the issue arose only inadvertently.

CBS Press Information department informed trade press editors that "due to the present national emergency," its paper supply will be curtailed, resulting in some cases in "tightening up of CBS program news."

Network authorities explained the action was not occasioned by any legislative decree, but was taken in "anticipation of newspaper restrictions." They added that "we have every reason to believe this curtailment will be slight."

Growing newspaper problems—the sharp rise of paper costs and the fear of scarcities—have commanded the attention of government and industry officials alike in recent months. Government control of newspaper supply would have far-reaching implications in the broadcast advertising picture, touching on national network and spot billings, rate structures and other facets, authorities agree.

But officials of National Production Authority, now vested with power to allocate paper under the 1940 Defense Production Act, told Broadcasting • Telecasting last week they felt there is no immediate need for controls at this time.

The government recognizes that newspaper is in "light supply," an NPA official explained, but in view of "lack of complaints" from publishers it has decided not to invoke stringent controls at present. While publishers have complained that costs have skyrocketed as much as 100% in recent years, they attest that shortages are not yet "too severe," it was explained.

Many publishers, some of whom own broadcast outlets, already have begun to allocate advertising space and increase circulation rates, it is understood. About 25% of the nation's radio stations are newspaper-owned.

The Albuquerque Journal, whose Albuquerque Broadcasting Co. is licensee of KOB-AM-TV, has notified advertisers they will be limited to 85% of the space they used in December 1949. Newspaper also has advised KVER Albuquerque that it must limit itself to 70 inches per week. KVER also has raised its air rates, according to William T. Kemp, president and general manager.

There also were reports that the Plain-view (Tex.) Daily Herald has begun to ration space.

Strictly Business

(Continued from page 18)

sailed the Pacific seas, visiting China and Korea, among other places. He was released from duty in May 1945, when ship was decommissioned after raking-up more than 30,000 miles in a single year.

He returned home and studied a year at Drake Forest College, a school which has the distinction of once owning the town in which it is located. The college was established before the Civil War, and held deeds to almost all the property in the township before the town was incorporated.

Jerry majored in English, dramatics and psychology, all of which are combined in his radio sales activities. He organized the first campus club for independent men and under his direction, membership grew from three to 150 within two months.

To gain a knowledge of "intangible selling," Jerry worked as a salesman for McCormick School of Commerce in Chicago after graduation. Tangibles were ready to be dealt with, in the form of tin cans, when he met a friend—a radio salesman. Asked what he was doing, Jerry replied he was just about finishing selling tin cans. The friend considered this "sort of ridiculous;" Jerry pondered a moment, agreed, and decided to go into radio.

That same friend introduced him to the sales manager of WLS Chi-

cago, who promptly hired Jerry as sales service manager. This was another kind of tangible.

After WLS experience, Jerry worked in Chicago for a trade jour-

nal before joining the Walker Co. During that time, he traveled around the country, met hundreds of station men and settled upon representative work as an ideal blend of both tangibles and intangibles.

Common Sense Policy

As Chicago manager of Walker, he represents all AM stations in the company's lineup. These include the Aloha Network, comprised of six stations in Hawaii, and the Z-Bar Network of five stations plus KXL Spokane and KXL Portland. Although he hasn't arrived at a comprehensive and shatter-proof formula for salesmanship, Jerry thinks parts of it are common sense, knowledge of the product and the desires of the client, and frequent visits to agencies.

He sees a trend among buyers of spot to "examine each buy more carefully" and to familiarize themselves with all facets of what they purchase—merchandising possibilities, show histories and follow-through offered by the individual station. Although "this seems to be the tactic of a client with little money to spend," the converse is true, he says, as business is good and looks as though it will be better.

Jerry holds membership in the Chicago Radio Management Club and the Western Advertising Gofers' Assn., a Chicago group of ad men which meets six times yearly for a golf match. Because his father is a pro, Jerry just whispers that his 18-hole score "varies widely."

Corley W. Kirby

CORLEY W. KIRBY, 56, assistant general sales manager for Crosley Div. of Avco Mfg. Corp., died Dec. 28 in Cincinnati after an illness of several months. Before his associa-

tion with Crosley, Mr. Kirby had been with General Motors for 18 years, and prior to that with Detroit stations, including WJR and WJR. He is survived by his widow, a son, mother, four sisters and one brother.

A $200 trip to New Orleans for the Sugar Bowl football game between Oklahoma U. and Kentucky was awarded to the winner of KTOK Oklahoma City's letter-writing contest on "I prefer KTOK's 10 p.m. news because ..." Proud husband, T. Price Sparks (!), looks on as the winner, Mrs. Sparks, re-

ceives prize tickets and hotel reservations from Harry Cornbaum, Rainbow Travel Service. John Dunn, judge of the contest and radio instructor at Oklahoma U., and General Manager Edgar T. Bell (r) of KTOK, look on.
Toller’s Success

(Continued from page 20)

Eternal vigilance is the price of perfection. In the prescription department, at your three Toller Rexall drug stores, watchfulness is the watchword. Toller’s pharmacists watch over the quality of the drugs by selecting only the preparations of manufacture with a reputation synonymous with dependability. Toller’s pharmacists watch over freshness by weeding out those drugs that may strengthen or weaken with the passing of time. They watch over weights and measures with painstaking care in compounding procedures. Toller’s watch over your good health with the eternal vigilance that is the price of prescription perfection. A prescription is precision-made medicine, engineered in strict conformity with the physician’s formula. For prescription perfection think of your three Toller Rexall drug stores, located at Sixth and Pierce ... Twenty-first and Court ... and Fourth and Court Streets, in Sioux City.

Flaherty Comment

Eugene T. Flaherty, general manager of K$CJ and one of broadcast’s first connected practitioners, has had an opportunity to observe Mr. Toller’s promotional efforts for many years.

“The Toller story is one of success built on the consistent type of radio broadcasting use,” says Mr. Flaherty. “Mr. Toller, a man of the highest integrity, has never used special deals, contests, and all that sort of hoopla that the mill run of advertisers think they need to make radio work.”

Another way Mr. Toller advertises his company is through employee relations. Each new worker is given a booklet titled “The Open Road to Success with the Toller Drug Co,” prefixed with a “message from the president,” which states:

I think you will be happy in working with us. I want you to know that we shall do all in our power to make your life at home and happy. I like to feel that all the folks at Toller’s do the right thing, not because of rules and regulations, but because they WANT to do the right thing. I also want you to know that we at Toller’s are a Democracy in which everyone is important and has equal opportunity. With every new employee, there is that assurance that all suggestions for betterment of our organization are gladly received. I earnestly invite you to help us make this a better organization to serve the important health needs of our city.

General manager of Toller’s for the past two years has been Harold F. McClain, a big, friendly man with a youthful gait who joined the organization as a clerk at the outset of its “radio prosperity.” It took Mr. McClain just three years to earn the title of sales manager, and two years later he was named assistant general manager.

Harold McClain is usually found working on the sales floor attired in one of the company’s immaculate service jackets, worn by all sales people. By example, he makes each of his fellow workers feel that the “personality” of the store depends on the individual salesman.

“Has it ever occurred to you that Toller Drug Co. has its own personality just the same as an individual?” he asks. “Drug stores have a reputation of being mean, tight, stiff, stingy, chiseling—or square dealing, friendly, cordial, and informing the men, women, and youngsters who trade at Toller’s can tell you what the personality of Toller’s is like. Their idea of Toller’s comes from the men and women they meet in our stores. Those who work for us create the personality of Toller’s, not only when they are on duty, but also when they are about town.”

When they are “about town,” Toller employs make it a point, on Mr. McClain’s suggestion, to “catch” company-sponsored broadcast casts and to urge their friends to do so. This not only builds listenership but keeps workers informed as to the news, aiding on-the-job conversation. This also helps employees keep abreast of Toller’s promotion of certain products on a particular day.

Although Harold McClain has shouldered much of the management of the stores, Adolph Toller, at 62, still is in active charge of his organization. He is on the job from 9 a.m. to 6 p.m., usually six days a week. He regards his 180 employees as his “family.”

OUT-OF-HOME AUDIENCE

Pulse Records One-Fifth in Cincinnati

Nearly a fifth of the Cincinnati area population listens to the radio out of their homes once or more daily, according to a July-August survey of the area’s listening habits by Pulse Inc.

The survey covered four counties, Hamilton (Ohio), Kenton and Campbell (Kentucky) and Dearborn (Indiana). There are 282,910 radio homes in the area which has a population of 919,167. Pulse found 181,800 out-of-home listeners, who represent 19.5% of the total population.

Pulse visited 2,100 homes and asked 7,518 persons if they listened to the radio while away from their homes. Data was compiled on where this audience listens, the number of persons who listen once or more daily, percentage of the total audience the segment represents, and the relative share each station obtains.

Findings showed most of the out-of-home audience (40.8%) listened in automobiles, the second largest group (19.5%) while visiting the homes of others, the third biggest while at work (18.2%). Other out-of-home listening was recorded while outdoors, at business establishments, at restaurants and in retail stores.

Heaviest listening was at the noon hour when 15.1% of the total audience heard the radio away from home. During other time periods of the day and night (6 a.m. to midnight), listening fluctuated from 8.9% to 14.6%.

Charity Auctions

Auction Audit Rating Program

WORKS FOR

WKBS

(Primary 1,030,000)

BUY A DAILY PROVED

AUDIENCE IN THE RICH

LONG ISLAND MARKET

WITH 90 MILES OF

BOSTON POST ROAD

CITIES AS A BONUS.

312 U.Hrs.

218 Stations

$2,700.

$2,700.

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**Letter of Thanks**

WTVB Coldwater, Mich., recently received a letter from a listener thanking the station for the picture that was played in helping her locate her ailing father. Her father, who had been ill, had walked over a mile and a half from his home to a supermarket where WTVB manager was conducting a show. The story was broadcast and the man was quickly identified and returned to his home.

New Bicycle

QUICKLY responding to the story of a young soldier, whose bicycle was stolen, related over John and Joan program, mail began pouring into KGVO Missoula, Mont. Within a few days a fund for a new bike began to swell with contributions from listeners. John and Joan now had a problem of what to do with all the money, so they asked their audience. The result was, half was to go for the youngster's Christmas present and the other half to go into the crippled children's fund at the local hospital.

**Mercy Flight**

AN emergency call from the National Foundation for Infantile Paralysis in Minneapolis to Motion Picture Director was answered, KSFO-TV Minneapolis-St. Paul, requesting help in delivering a trolley collar for a stricken patient in Bismarck, N. D., brought fast action. Mr. Haney, well known for his on-the-spot coverage of news, called the local National Guard commander to arrange for a plane to pick up the equipment. In Bismarck, Mr. Haney picked up the collar at a local medical supply house and raced to the airfield with a police escort. The plane completed the last leg of the journey in a blinding snow storm but delivered the equipment safely.

**Spots Bring Blood Donors**

A LAST minute appeal for blood donors over WLAW Lawrence, Mass., brought a total of 54 volunteers. The Red Cross blood bank, drawing its campaign to a close, put in a call asking Fred Laffey, WLAW program director, for help. Immediately eight spots were written and broadcast. Response was rapid. A motorist driving near Lowell, nine miles away, heard the appeal, drove to Lawrence, gave his pint of blood, and continued on his way.

**Interview Brings Response**

MORE than 1,000 radios were donated to the U. S. Naval Hospital, Oakland, as the result of an interview by Miss Bobby Lyons, announcer of Starlite Theatre on KGO-TV San Francisco, with Captain S. S. Cook, commandant of the hospital. Captain Cook commented that radios were the foremost recreational requirement for the hospital. The Navy assigned 30 trucks to pick up the radios from donating viewers.

**TV Sets for Vets**

KPIX (TV) San Francisco and KSFO San Francisco launched a fund-raising campaign for TV sets for veterans in the many VA hospitals in the bay area. Several TV set manufacturers have volunteered to donate sets to hospitals and others have promised to sell sets at cost. Also many contributions are pouring in from viewers and listeners, at whom pitch is mainly directed, the stations report.

**Call for Donors**

WHEN several persons were injured in a traffic accident near Medford, Ore., KMED Medford was asked to make an appeal for blood donors. Only four spot announcements had been made when the station was asked to cancel further requests. More than 300 donors had responded within a brief period to the appeal, according to Jennings Pierce, station manager.

**Fund Raising Campaign**

EDUCATIONAL and fund-raising campaign is being conducted against "Mediterranean anemia," hereditary blood disease peculiar to people whose origin is the Mediterranean area, by WOV New York. Programs will include discussions with parents of children afflicted with the disease and with research authorities, and will feature direct broadcasts from the Children's Clinic of New York Hospital and the Cornell Medical Center.

**Funds Top Mark**

IN the course of 31 days WMCB Lemoyne, Pa., raised a total of $5,000 for Nancy Withrow, who had been injured and needed treatment. The youngest, injured in a freak accident almost a year ago, and confined to a wheelchair since, had gone to Washington for an ex-amination. The doctors thought she might walk again if given proper treatment. The treatment wound over six months or more, and cost about $3,600 plus living expenses. The Junior Civic Club of her home town of New Cumber-land took the story to WCCB. Pete Walls, WCCB manager, was given the job of getting help from station listeners through a "Christmas for Nancy," fund. Using an hour a day, for the complete Saturday afternoon, he was able on Dec. 24 to take Nancy a Christmas tree laden with cards and $3,000 cash pinned to the top.

**DISPERAL PLAN**

**Speedup Indicated by GSA**

SPEEDUP of plans calling for dispersal of government agencies from Washington, D. C., to Virginia and Maryland was indicated last week by the General Services Administration and the Budget Bureau.

But the proposal as submitted on Capitol Hill appeared destined to be held over until the 82d Congress convenes this Wednesday.

The appropriations committee consult-ants to help it map relocation plans and, together with the Budget Bureau, called on all government agencies and departments to submit comments on the "degree of disruption" such dispersal may have on their individual operations.

Though there was no confirmation from GSA sources, it is understood that the Washington location would not be included with those agencies tabbed for relocation. National Production Authority, which allocates scarce materials used in electronics and other industries, also was believed to be excluded.

The Budget Bureau would make its recommendations to Congress after studying the comments received from the government agencies and departments. The proposal will be considered by the House Public Works Committee, which is said to hold the plan in principle but prefers to study it in length when the new session commences.

Jess Larson, GSA Administrator, who announced appointment of the consultants, stressed that the dispersal plan is not strictly an emergency blueprint but one for "permanent relocation . . ."

**Mental Therapy**

**TELEVISION** has proved a definite asset in the treatment of mental patients, according to Dr. Arthur Noyes, super-intendent at Norristown State Hospital, Pa. "I have seen patients who have not spoken out for a year, who eagerly watching television," Dr. Noyes told the Pennsylvania Hopetown Assn. at a meeting in Philadelphia. "Television brings the activities of the outside world to these patients, who have a tendency to live in a world of their own," he declared.

**In The Public Interest**

**WIP Survival Show Praised**

HOW TO survive an atomic attack proved a popular and effective program subject for WIP Philadelphia.

An intensive promotion campaign preceded the first broadcast of the program, You Can Survive an Atomic Attack, highlighted by a "program preview" for leading civic, military and defense figures.

Those attending the pre-broadcast were quick to urge their organizations to listen to the broadcast, WIP reports. The Junior Chamber of Commerce used a direct-mail campaign to urge its members and their families to tune in the program. Military camps, labor organizations, educational systems, leading department stores and industrial firms alerted their personnel to the broadcast.

Originated by Benedict Gimbel Jr., president and general manager of WIP, presentation of the program was handled by Dr. Richard Gerstell, consultant, Civil Defense, Office of National Security Re-sources. When WIP reported it received many letters of praise from public officials for the atomic survival program, and request that the show be rebroadcast.
EXPLOSIVE NEW DRAMATIC SHOW TOGETHER!

ZIV’s EXPLOSIVE NEW DRAMATIC SHOW ERRIFIC!
Humphrey Bogart

Alone... he's terrific!

Together... they're super-terti!

In Ziv's Thrill-Filled New Half-Hour Adventure Series...

* All Star Dramatic Cast * Brilliant Scripts * Thrilling
LAUREN BACALL

Alone... she's sensational!

ific, super-sensational!

VENTURE"

Musical Direction

DAVID ROSE

ZIV COMPANY

Radio Productions

1529 Madison Road • Cincinnati 6, Ohio
New York • Chicago • Hollywood
Return to Kate Reason

WISER HEADS finally prevailed at NBC. Its badly timed foray for rate reductions on AM stations in TV markets, first slated for Jan. 1, and then postponed because of spontaneous opposition, now is indefinitely suspended. Time, we are convinced, will bring the irreparable conclusion that it should be abandoned.

There should be no recriminations. NBC President Joseph H. McConnell called off the Jan. 10 meeting with affiliates over the New Year's weekend. He did so after he had access to the full facts. The project had been started before there was a Korea and after a number of advertisers had quietly put the squeeze on the networks.

NBC, in our view, had no chance of convincing a majority of the 48 stations affected that they should accept rate cuts up to 25% in their listening at hand, and with only a TV "penetration." The meeting, therefore, would have served only to aggravate tension and feeling.

We will agree with Mr. McConnell that a problem does exist by way of TV's advent. But the facts are that during the past decade, when radio circulation consistently hit new highs (and it's still going up, what with 15 million sets sold in 1950) network rates remained constant. They should have been adjusted upward in tempo with increased circulation—following the consistent practice of the printed media. Radio is, and always has been, the biggest bargain in the advertising market. The networks have never known their own strength.

Adjusting rates downward in evening hours to compensate for anything, springs from an entirely false premise. The time to talk adjustments, if at all, would be after increases have been effected commensurate with the increases in circulation, and after actual, rather than illusory measurements have been certified as to the extent to which TV has cut in on listening. Certainly the shell game of subtracting the number of TV homes from radio homes, on the premise that they don't listen when they have a TV set, is as illogical as the assumption that radio listeners never look at a newspaper or magazine.

To conclude that the battle is over, despite the soundness of radio's case, would be unrealistic. The APA Radio-TV committee, under its new chairman, George Duram of Lever Bros., is conducting a fresh study. Of course, it must take cognizance of the later facts, and the emergency economic order, what with TV frozen as far as one can see ahead, with newprint rationing at hand, and with impending shortages which make essential the exploitation of brand names. [Besides, radio has learned a harsh lesson, and won't be caught again with its guard down.]

Stymieing the rate tide, a lot of dollars that might have drained away from radio have been salvaged. It's estimated that NBC and CBS had about $5 million in billings at stake; ABC $3 million and Mutual nearly $1 million.

Rates require constant study. But the real job is to get out and sell network radio, just as national spot and local are being sold. The national representatives have been doing a superb job. There are nearly 100 million sets in use—more than the combined circulations of all of the top national consumer magazines.

The set doesn't have to be "renewed" each year, like newspaper and magazine subscriptions. The program is the thing.

So, for the present, radio has staved off a serious economic crisis. NBC's provisional committee was largely responsible. The sheer force of local and President McConnell and his top echelon.

With this much accomplished, all networks should be mindful of the lesson they have learned. They should establish just and equitable rates. They should adhere to those rates. Affiliated stations should meet their network obligations and clear adequate time. They should promote the value of their network affiliations. Networks sell facilities—and potential coverage is of 95% of America's firesides. Can any other medium—or all of them combined—make that claim?

Aces, Back-to-Back

IT TOOK all of radio's 30 years for it to happen. The Democratic leadership of the Senate is now graced by two outstanding statesmen—both of whom have won their spurs in the realist radio. The new majority leader—Sen. Ernest W. McFarland—Chairman of the Senate Interstate Commerce Subcommittee on Communications, and has championed many a radio legislative cause.

And the majority whip—Sen. Lyndon B. Johnson of Texas—knows what it is to operate a station and meet a payroll. His wife is the owner of KTBC Austin.

It is gratifying to learn that both of these top-flight legislators will continue their service on the Interstate Commerce Committee, in which radio legislation originates. There will be no overt legislative acts which might undermine the freedom or well-being of the broadcast arts while they hold the Senatorial reins.

Emotion Conviction Action

A FEW WEEKS ago there reverberated throughout the land a tempest stirred by a cooperative advertising campaign of the Radio TV Dealers Assn. which played to the emotions of children. A child without a TV set is ostracized, the first display argued. Public reaction soon killed that theme. It has happened before and probably will again.

We have just seen the advance proof of a page ad to appear in the 1951 BROADCASTING • TELECASTING YEARBOOK, now on the presses. It won't arouse old-subscribers to indignation, or set off the child psychologists. But it should provoke thought in the advertising crafts. This ad was placed by Foote, Cone & Belding, one of the nation's top agencies, for itself. Read it:

For kindling EMOTION
For carrying CONVICTION
For creating ACTION
there is no more powerful medium of communication than the HUMAN VOICE.

That's why we believe in selling by telling—through RADIO.

And in selling by telling and demonstration—through TV.

Those words are suited for a plaque that should hang on the wall of every radio and TV station.
GET ON THE BALL!

The station with top billing in the Southwest—the result of 28 years’ programming experience with a complete staff for creating, writing, producing, and merchandising shows!

NOW PLAYING...

To a market area that shows a 50% population gain in 1950 over 1940.*

THE AUDIENCE...

Rated as number one in retail sales buying power in 19 major markets ranging from 500,000 to 1,000,000 in population!* 

*Standard Rate and Data—1950-51 Consumer Markets

WFAA-820 • WFAA-570 • WFAA-TV

NBC, TQN—50,000 watts
ABC, TQN—5,000 watts
Channel Eight
NBC, ABC, DuMONT

MARTIN B. CAMPBELL, General Manager

Radio—Television Services of THE DALLAS MORNING NEWS

EDWARD PETRY and COMPANY, INC. National Representatives

BROADCASTING • Telecasting

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MORTON SIDLEY rejoins Lincoln Dellar California stations (KXOA Sacramento, KXOB Stockton, KXOC Chico) as director of sales. Functioning principally in national and regional field, Mr. Sidley in new capacity will coordinate sales and merchandising activities of three stations. In executive radio sales for past 10 years, he was KXOA sales manager for four years. Prior to that he was with KSFO San Francisco in similar position.

VERN HERREN transfers from national spot sales NBC Chicago to spot TV sales as traffic manager. New salesmen in division are RAYMOND M. PERITZ, former vice president of Special Correspondents Inc., Chicago publicity and dealer advertising service, and DAVID WILDER, former radio-TV manager for Swift & Co. Radio spot additions are JACK RAGEL, traffic manager, who worked at WEAW (FM) Evanston, Ill., and CLIFF J. BARBARKA Jr., who worked in sales department of Pepsi­dent.

S. M. FINLAYSON, general manager Canadian Marconi Co., owner CCF Montreal, elected president of company at annual meeting in Montreal Dec. 29, succeeding A. H. GINMAN, who is retiring after almost 50 years with company. Mr. Ginman remains as member of board and adviser.


ALBERT DORSKIND, N. Y. attorney formerly with FCC, shifts to Hollywood as counsel for KTLA (TV).

HAROLD E. KING, manager KHBG Okmulgee, Okla., to WPKE Pikeville, Ky.

KSJO San Jose and KHUB Watsonville opened national sales office in S. F. Jan. 1 under direction of HAL H. HOFFMAN. Offices at 697 Market St.; telephone Yukon 6-2102. Mr. Hoffman, presently sales manager for Forjoe & Co., S. F., radio representative firm, will be replaced at Forjoe by ZONA SAMSON, formerly with Biow Co., S. F.

ARMAND LEMONT AND JACK LEIGHTE, new to radio, to KKKW Pasadena, Calif., as account executives.

BERNIE UNDERSTEIN, advertising salesman Washington Daily News, to WTOP-TV Washington as sales representative. ROBERT WOOD, KNX sales service manager, also appointed account executive. CPN and KNX sales service functions now consolidated into one office with ROBERT PEREZ, formerly KNX-CPN news bureau, as sales service manager over both.

JAMES L. THOMAS appointed commercial manager KCOW Alliance, Neb., replacing ARNOLD KUHN, resigned.

ART MORTENSEN, CBS Hollywood merchandising director and account executive, to KPI-TV Los Angeles as account executive.


WMPs appoint

Three New Directors Named

THREE new board directors have been appointed by WMPs Inc., Memphis. They are Bill Rudner, Volney Edwards, and Frank Morris. Mr. Rudner also is station director; Mr. Edwards is assistant secretary and treasurer, and Mr. Morris is assistant advertising manager for Plough Inc., Memphis, drug manufacturer and owner of WMPs.

The four present members of the board of directors are Abe Plough, president of Plough Inc.; Harry Solman, executive vice president, Plough Inc.; Charles Harrelson, secretary and treasurer, Plough Inc., and Harold Kreistin, vice president of WMPs Inc.

Dudley D. Richards

FUNERAL SERVICES for Dudley D. Richards, 61, retired national advertising director of Sears, Roebuck & Co., were held last Tuesday in Silver Spring, Md., suburb of Washington, D. C. Mr. Richards, former chief announcer for WLS Chicago and national advertising executive with Sears, Roebuck for a number of years, died of a heart attack Dec. 30. He was a member of the National Press Club.

On All Accounts

(Continued from page 8)

Al had been named vice president of Marfree and the Friedenberg Agency was dissolved.

Recently the Chicago office of Marfree has been exploiting products by mail order radio at the rate of a new one every month. Company billings have passed the $50,000 weekly mark.

Al married Helene Topaz of New York City in 1947. They live on Chicago's south side, where he holds memberships in the Masons, Loyal Order of Moose, and is active in the American Legion. Al's college fraternity is Tau Delta Phi.

Although possessing a sturdy frame, Al confines his recreational activities to ping-pong. But what a player! And little wonder, for he was a champion during the war, holding the title at Camp Crowder, Mo., where he entered the U. S. Signal Corps before becoming a correspondent aboard.

WWDC Washington Disc Jockey Willis Conover and jazz pianist, Art Tatsum, joined forces and transcribed program for U. S. Treasury Dept. for distribution to 2,600 stations throughout country.
Respects
(Continued from page 44)
agencies, and had infinitely broad-ened his knowledge of the streets of New York, before he was given a job—at Lennen & Mitchell as an office boy.
Mr. Oberfelder’s notions of advertising—and especially the role of an advertising agency office boy—were vague at the time. He reported for his first day’s work clad in an Oxford gray suit, pearl gray spats and a derby. It was not long, however, before he became educate-d not only in the programs of workday costume but also his new profession.
He worked at Lennen & Mitchell from 1928 to the end of 1923, in all sorts of capacities, and resigned to join Hearst Radio in charge of advertising, promotion and publicity for the 10 stations then owned by that organization.
In 1937 he left Hearst to join the Philadelphia Inquirer as circulation promotion manager and rose to promotion manager. In 1941 he returned to radio as head of promotion, advertising and publicity of WCAU Philadelphia. Two years later he joined WFIL Philadelphia in a similar capacity.
During his sojourn in Philadel-phia Mr. Oberfelder also lectured at the U. of Pennsylvania on radio production and advertising and taught classes at Junto, the adult education program that flourishes there.

Site: From where I sit
by Joe Marsh

Now Hospitals Are “Banks,” Too!
Doc Simpson was saying, “Hospitals are building up ‘bone banks’ that work just like blood banks. When bone is needed, the surgeon takes one from a refrigerator, cuts it to the right shape and simply splices it in.”

“You doctors are sure making progress,” I says, “but tell me, are any of the patients fussy about whose bone they’re getting?”

“No sir!” replies Doc. “No more than they worry about whose blood they get. No one yet asked for a bone from a man who went to the same school or church he did.”

From where I sit, it would be a better world if we were half as willing to accept other people’s ideas and tastes, as we seem to be willing to accept their bone and blood. There’ll always be differences. Some like buttermilk, others would rather have a sparkling glass of temperate beer. But under-nearth we’re pretty much the same—deserving each other’s respect and tolerance!
AIR-CASTERS

TRAYNOR FERROLO, continuity director WHAN Charleston, S. C., appointed program producer. RICHARD A. SIMMONS, continuity writer, elevated to script editor NBC Western Division program department. ROY H. WESTCOTT, supervisor of commercial editing, promoted to continuity writer. WILLIAM STORKE takes over Mr. Westcott's former assignments. CHARLES DAVIES, NBC Western Division traffic, appointed to promotion and advertising department.

LEE MURRIS, music librarian WSB Atlanta, Ga., will now handle early morning show along with station's farm show. BILL HALE, of music library staff, appointed to announcing staff.

JOHNNY KORN assigned writer-producer Harry Von Zell's Young Ideas on Progressive Broadcasting System.

FREEMAN LUSK, moderator Telephone, KTTL (TV) Hollywood weekly public opinion forum, signed for important role in "When Worlds Collide," Paramount's science-fiction Technicolor film.

I. RON HUBBARD, author of Dianetics, signed by Progressive Broadcasting System for daily 15-minute program on mental hygiene.

HUNTER HANKO, disc m.c., starts five-weekly hour recorded music program on KALI Pasadena, Calif.

ED GABREATH, aircaster who has worked at KQV Pittsburgh and WSGC Statesville, N. C.; WGLT Kannapolis, N. C. and WHIP Mooresville, N. C., is a recipient of Voice of America radio awards across United States in letter campaign aired by GABRIEL HEATTER on XBS.

GEORGE K. BOGGS, KEGA-TV Hollywood director, film programs, retained to buy, book and package films exclusively for station. New duties will include supervision of live integration of station's Sat. feature film telecasts.

HOWARD GRENSMAN, combo-operator, to KCNI Broken Bow, Neb., in same capacity. JAY B. NEELY, WNYE (FM) New York, appointed to KCNI announcing staff.


JACK ROGERS, publicity and promotion director WBAP-AM-FM-TV Fort Worth, appointed vice president of Fort Worth Star-Telegram employees Assn. (STEA), composed of employees of both newspaper and radio station.

BILL STEWART, KLAC Hollywood disc m.c. to KKKW Pasadena in similar capacity.

WILLIS CONOVER, disc jockey WWDC Washington, named top local disc jockey of 1960, by radio and TV editors of newspapers in Washington area.

RALPH EDWARDS, m.c. and star of CBS-AM-TV Truth or Consequences, voted most amusing new TV personality of year (1950) by Teenagers Institute, representing 100,000 teen-agers.

DAVID KRONIGER appointed to announcing staff KOME Tulsa.

FREDERICK PACE WOODS II, recent Yale graduate, to ABC Hollywood press department as junior publicist. Other additions to same department include PATRICIA SCHERTZINGER and JACK SNYDER, both from network central steno department. Miss Schertzinger becomes assistant to photo editor; Mr. Snyder assistant to news editor.

BILL BOHEN, TV star at WHEN (TV) Syracuse, hospitalized by sudden attack of appendicitis. CHARLIE HAMMOND, staff announcer, handling The Bill Bohen Show during his absence.

LOU CROSBY, freelance announcer, m.c., starts daily 30-minute disc program on KECA Hollywood.

GENE SPYR, announcer WMBD Peoria, Ill., to WDE Decatur, Ill., as continuity, production manager. CHRISTINE MANOFF, new to radio, to station as secretary to general manager.

BILL SPIER, radio and film producer-director, recuperating at his Malibu, Calif., home from acute respiratory congestion and complications.

RAY RAYNER, disc jockey WOOD Grand Rapids, Mich., father of boy, Mark Raymond.

BEN HUNTER, announcer, KEX Portland, Ore., to KPVD Los Angeles in same capacity, replacing BOB GENTRY, resigned to freelance.

JACK LLOYD resigns as Hollywood program director for Progressive Broadcasting System.

BILL BATES re-signed as writer for Altes Beer commercials on KTTL (TV) Hollywood Inn Ray Highway show.

GEORGE R. MACKINNON to NBC Washington as supervisor of building services, replacing WILLIAM HUCK, resigned.


ROSEMARY LA PANCHI, Holly- wood TV actress-commercial announcer and former "Miss America," selected "Miss Emmy" of 1951 by Academy of Television Arts and Sciences.

News . . .

JOHN H. RICH Jr., former bureau head at Seoul, Korea, and ABC war correspondent, added to NBC staff correspondents covering Korean war and will operate from NBC's Tokyo news office.


JACK HARRIS, sportscaster WNOR Norfolk, Va., appointed head of sta- tion's sports department. JOE BARRY appointed assistant sports director.

LOCKWOOD R. DOTY II, of NBC World News Roundup, father of girl, Jennifer West Dec. 27.

ROGER LAmar, assistant to adver- tising director Sylvia Electric Products Inc., N. Y., to KTTL (TV) Hollywood as assistant news editor. JONATHAN RICE continues as KTTL news editor.

H. V. KALTENBORN, radio analyst, will be guest speaker at Radio Execu- tive Club of Boston Jan. 18.

SCOTT DOUGLASS appointed sports editor KFMB San Diego.

RAYMOND SCHERER, newcomer NBC Washington, and Barbara Hetzner have announced marriage.


GENE BARRY, news editor WBBY Buffalo, father of boy, Mark William.


ATTACKING the Voice of America for alleged infringement of freedom as opposed to communism, William H. Wells, a former UNRAA information official and chief of TV and motion picture information for the United Nations, urges in the January issue of Harper's magazine that the Voice emphasize more clearly that America stands as well as against something.

In an article entitled "The Mumble in the Voice of America." Mr. Wells urges that the U. S. put more "punch" in its "communications." He points out that although the Voice vigorously says, "Don't buy from our competitors," it 'mumbles' when it comes to the name and virtues of its own products.

Mr. Wells believes that the Voice should emphasize that minority control is the principle of Communist government, while America stands for the right of a people to choose for themselves what they shall do and have. He criticizes the "feeling" of a "cornering" foreign audience about the purely local aspects of American life which are too far removed from their way of life to be understood or appreciated.

NOISE AIRED

WBBM Discharges Six Staffers

SIX WBBM (CBS) Chicago sta- fferes were discharged Tuesday because of "carelessness" in allowing "extraneous studio noises" to be broadcast of an estimated half million midwest listeners New Year's Day. After a network station break between the Orange and Rose Bowl games, a WBBM announcer replacement was heard before an open mike.

The six released are Announcer Bob Venables, Announcer Jim Lowry, Chief Announcer Art Mer- rier and three engineers, Art Mosse, Hal Davis and Paul Kablish. Announcing replacements are not expected to be named until late this month when the new program director, Al Bland, is transferred to WBBM from KMOX St. Louis.

WESTERN ELECTRIC CO., Inc., N. Y., declared dividend of 7½ per share on outstanding capital stock payable Dec. 29 to stockholders of record Dec. 21.

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SURVEY METHODS

Deckinger Completing Draft

REVISED draft of a committee report covering proposed methods of evaluating audience and coverage methods is being completed by Lawrence Deckinger of Biow Co., New York agency.

Mr. Deckinger is working out details of a report submitted to the special committee by Kenneth H. Baker, NAB research director. The committee has been studying research and coverage techniques following a suggestion last summer by Stanley Breyer, KJBS San Francisco, that Hooper and Pulse systems be evaluated by an impartial group.

The proposal became an issue of national interest when it was suggested in a KJBS advertisement in the July 3, 1960, Broadcasting • Telecasting.

The Deckinger draft will be mailed to Dr. Baker, committee chairman, and other members for their study. The first report was submitted by Chairman Baker last autumn.

If the committee approves the Deckinger report at its next meeting, the report will be turned over to Broadcast Audience Measurement Inc., successor industry research group to Broadcast Measurement Bureau. The BAM Research & Plans Committee will decide if it desires to undertake a clinical test along the lines of the Baker-Deckinger suggestions.

Electronics Funds

SUPPLEMENTAL funds for electronics-communications equipment totaling between $2 billion and $3 billion in Air Force procurement were approved by the Senate and sent to President Truman for his signature. The action, taken after a conference committee had resolved minor differences, paved the way for use of $2,114,700,000 for electronic and communication equipment and detection and warning systems and other aircraft procurement, as well as for $833,800,000 in electronics supplies other than aircraft [Broadcasting • Telecasting, Dec. 25, 1950].

Entire defense appropriation was roughly $67 billion.

1892 Edward E. Hill 1950

Edward E. Hill, 58, executive vice president of WTAG Worcester, Mass., died Dec. 31 of a heart attack at his home in Worcester. He had been a patient at Hahnemann Hospital for several weeks, returning home three days before his death. His health had been poor for two years.

Mr. Hill had been associated with WTAG since 1938, first as assistant to the station's director and since as executive vice president, a position he held for five years. Before joining WTAG, he managed WORC Worcester from 1929 to 1938.

At the time of his death, Mr. Hill also was secretary of the CBS Affiliates Advisory Board as well as chairman of the board's District 1.

Mr. Hill was a member of the Radio Technical Planning Board, which assisted in the technical development of the radio industry during World War II.

He was instrumental in organizing the New England Major Markets Group in 1948, a regional network of seven stations which includes WPRO Providence, R. I.; WDRB Hartford, Conn.; WGAN Portland, Me.; WLAW Lawrence, Mass.; WGY Bangor, Me.; WHDH Boston, as well as WTAG. A daily half-hour program is broadcast over the network.

Born in Lynn

Mr. Hill was born in Lynn, Mass., Sept. 18, 1892, and attended Lynn public schools until 1907 when his family moved to New York. He was interested in radio from the time he was 16, when he built and operated his own receiving sets and transmitter station.

Before deciding upon radio as a vocation, he was advertising salesman for the Boston Herald-Traveler and the Boston American, accident claim adjuster for the Travelers Insurance Co., Boston, and held other positions.

In 1927, he joined WLOE (now WMEX) Boston as a salesman. Not long after, he began working as announcer and programmer, gaining experience in all lines of radio work.

When he joined WTAG in 1938 as manager, the station was a 1 kw outlet with a staff of 18. Under his leadership, WTAG increased its power to 5 kw in 1940 and by 1944 had increased its personnel to 50.

WIXF (now WTAG-FM), one of the first experimental FM stations in the country, was set up under Mr. Hill's direction. Another of his innovations was the mobile relay broadcasting station WBBE, which provides on-the-scene broadcasts of remote events.

Mr. Hill was a member of the Advertising Club of Worcester, Rotary Club and Bohemians. He also was a 32d degree Mason, belonging to the Athelstan Lodge, A. F. & A. M.; Worcester Lodge of Perfection; Goddard Council; Princess of Jerusalem; Lawrence Chapter, Rose Croix; Aleppo Temple, Boston, and Massachusetts Scottish Rite Consistory.

He is survived by his widow, Mrs. Estelle Marie (Stoddard) Hill; two daughters, Doris (Mrs. Joseph G. Beaudette) and Virginia (Mrs. David O. Kubby); two brothers, Leo B. Hill and Alfred Hill; a sister, Mrs. Bernard C. Gray, and one grandchild.

Funeral and burial services were held Jan. 2 at Rogers-Kennedy Memorial Chapel, Rural Cemetery.

Albert S. Howell

FUNERAL services were held Friday in Chicago for Albert S. Howell, TI, co-founder of Bell & Howell Co., Chicago, manufacturer of motion picture and photographic equipment, who died Wednesday. Mr. Howell and the late Donald Bell founded the company in 1907. Three of his early inventions were credited with eliminating "flicker" from motion pictures. Many Bell & Howell devices are used in television.
ED HOCHHAUSER Jr., vice president and eastern division manager, Transcription Sales Inc., Springfield, Ohio, to Associated Program Service as account executive in station relations department.

JOHN F. HOWELL, advertising, promotion and sales manager Stephen Spieker Inc., N.Y., to Paramount Television Production, to handle merchandising for Time For Beany weekly TV puppet syndicated program.

A R N O L D MICHAELS, executive producer World Video Inc., N.Y., elected president. RICHARD LEWIN succeeds Mr. Michaels as executive producer.

CLAUDE BARNERE, formerly in charge of syndicated program sales for NBC's recording division, and more recently independent program representative, on Jan. 1 became N.Y. representative for Transcription Sales Inc., Springfield, Ohio. He will also continue to represent William Lang, Sam Hayes Productions and The Market Basket.

ROBERT HELLER, former CBS program director, named director of programming, Wilden Louis G. Cowan Inc., package and production firm, effective Jan. 15.

ELDEAN-CAIN Organization Inc., Dallas public relations firm, formed by FRED ELDEAN, president Fred Eldean Organization, N.Y. and S. F. (public relations) and PAUL CAIN and KEETON ARNETT. Will furnish national representation to southwestern firms as well as regional representation to national clients of Fred Eldean Organization.

A. C. NIELSEN Co., Chicago, research organization, announces promotion of C. VIRDEN STEWART to vice president in charge of food-drug production, WILSON L. SWIGART to vice president in charge of radio-TV production and EARLIE C. SEELFF to vice president and director of personnel.


HELEN S. WALLACE, director sales and service Muzak Transcription Div., N.Y., appointed national sales director, Universal Broadcasting Hollywood. In addition to working mainly in expansion of national business, Miss Wallace will be responsible for administrative planning including plans for expansion of studio facilities and electrical transcription manufacturing. She will headquarter in Hollywood.

WORLD BROADCASTING SYSTEM Inc. supplying its affiliate stations with 28 "gift occasion jingles," package for use in all holiday seasons including Valentine's Day, Easter, Mother's Day, graduation day, etc. Stations can sell them to single advertiser, or on individual contracts to multiple advertisers.

ASSOCIATED PROGRAM SERVICE, N.Y. (subsidiary of Muzak Corp.), appoints Dorrance-Waddell Inc., N.Y., to handle advertising. Dick Dorrance is account executive.

BERNARD H. O. WARD, president Academy Film Productions Inc., Chicago, father of boy, Jan. 2.


WARREN OESTREICHER, associated in past with Western Electric Corp. and Telepone, appointed chief engineer of Tele-King Corp., N.Y. JERRY BRESSON, affiliated in past with Emerson and U. S. Television, appointed assistant chief engineer of Tele-King.

Equipment...

JULIUS HABER, advertising and sales promotion manager RCA tube department, appointed director of advertising and sales promotion for RCA technical products.


MAJOR RAY A. MORRIS, factory representative Edwin I. Guthman Co. Inc., Indianapolis, appointed assistant sales manager in charge of special contracts development. He is successor to Harold C. Tarlow, factor of Regency Booster.

FEDERAL TELEPHONE & RADIO Corp., manufacturing affiliate of IT&T announces development of new 25 kw power trans., tube circuit at the request of WFLW, Cleveland, and plans for sale, for use in high-powered TV and FM broadcasting as well as cyclotron or synchrotron oscillators for industrial H. F. heating equipment. The tube operates in 88-108 megacycle range.

GENERAL ELECTRIC, Schenectady, N. Y., announces new atomic radiation detector to permit direct radiation readings at glance. "Radiation monitor" weights less than one pound, is equipped with self-contained power source and a secondary meter for additional measurements. Will give warning of radiation hazard while there is still time to avoid excessive exposure, firm claims.

RCA VICTOR announces publication of five-volume set of service and technical information for RCA Victor radio, phonographs, and TV receivers, Books, now being made available to servicemen through RCA tube and component distributors, contain schematic and wiring diagrams, specifications, alignment and adjustment procedures, parts lists, chassis layouts and other service information on sets from 1923 to 1948 (fifth volume on 1945 in preparation, 1950 information available in booklets).

L. W. GERMAINE, general plant manager AT&T's Long Lines Dept. since 1946, retired Jan. 1 on pension after more than 40 years with Bell System. He is succeeded by V. B. BAGNALL, general manager of department.

AFM WALKOUTPEND NBC Hollywood Talks Set

AMERICAN Federation of Musicians Hollywood Local 47, set to call a wholesale walkout of musicians last week at NBC Hollywood over dropping of musicians from the network's Halls of Ivy program, is holding pending opening of new contract negotiations with the network at the latter's request. Present AFM network contracts expire Jan. 31. Negotiations tentatively are scheduled for today (Monday).

The network, seeking to cut the price of the show, running $9,000 weekly, decided to substitute recorded music for an orchestra on the program, this saving $1,500 weekly for the sponsor, Schlitz Brewing Co., which balked at the original figure. New agreement became effective Jan. 3 for 26 weeks. The union took the stand that substitution of records for live musicians constituted a lockout.
PLANS for the debut of Afternoon Hostess on KGO-TV San Francisco are discussed by (l to r) Vince Francis, KGO-AM-TV sales manager; Marjorie King, women’s commentator and star of the show, and Gayle V. Grubb, KGO-AM-TV general manager.

DEADLINE SET
For Sigma Delta Chi Awards

DEADLINE for nominations for Sigma Delta Chi awards in the fields of public service in radio journalism, radio newswriting, radio reporting as well as other fields of journalism has been set for Feb. 15, Victor E. Bluedorn, executive director of the professional journalistic fraternity, announced last week.

In addition to the radio awards, bronze medallions and accompanying certificates will be offered by Sigma Delta Chi for excellence in the following fields: general reporting, editorial writing, editorial cartooning, Washington correspondence, foreign correspondence, news picture, public service in newspaper journalism, public service in magazine journalism, magazine reporting and research about journalism.

The public service in radio journalism award will be made to a radio station or network “for an outstanding example of public service... through radio journalism.”

The radio newswriting award will be made to an individual “for a distinguished example of a radio newscaster’s or commentator’s work.” The radio reporting award will be made to an individual “for a distinguished example of spot news reporting for radio or television.”

Nominees need not be made on any specific form, but should be accompanied by clippings, manuscript or recording with name of author, publication or radio station and date of publication or broadcast, and a statement revealing the circumstances under which the assignment was fulfilled providing they are significant.

Nominations and accompanying material should be sent to Awards Committee, Sigma Delta Chi, 35 E. Wacker Drive, Chicago 1, Ill. No entries will be returned unless specifically requested.

IRE Symposium

NEW YORK section of the Institute of Radio Engineers will hold its fourth annual TV symposium Feb. 8, 10 a.m.-1 p.m., at the Engineering Societies Bldg., New York. Registration fee is $1 for IRE members, $2 for non-members.

CONGESTION of European airwaves, which have been plagued for years with shortage of frequencies and other difficulties, has had at least one beneficial result in the U.S.-occupied zone of Germany: It has stimulated interest in FM networks, the State Dept. has revealed.

Frequency modulation hookups now are under construction in the U.S. zone which may soon give German listeners the best reception they have ever enjoyed. In fact, more listeners may be tuning in FM than regular medium wave transmissions within the next two years.

That opinion is expressed by Robert D. Linx, FCC engineer, and quoted by the State Dept. in a report on “New Networks for Germany.” Mr. Linx recently spent a month surveying FM development in Western Germany for the department’s Office of Public Affairs.

Already three U.S. zone stations—in Munich, Stuttgart and Frankfurt—have initiated regular FM broadcasts and plan to complete network operation by 1962.

FM Support Noted

Industry enthusiasm in FM broadcasting also was noted by Mr. Linx, who reported widespread interest and approval of FM by station managers and technicians. Although “ultra short-wave” transmission, as the Germans describe it, was limited primarily to military and commercial use in Germany before the last war, U.S. officials took note of Europe’s overcrowded airwaves and propaganda wars and began to encourage and aid U.S. stations there to launch FM experiments.

Stations surveyed sites and constructed FM transmitters, an action justified in the light of developments which found that frequencies allotted to the U.S. zone during the 1948 Copenhagen conference were inadequate, the State Dept. explained. It then became necessary to authorize German stations to operate on other frequencies not previously set aside within the U.S.

The State Dept. pointed out that the restricted range of broadcasts allows adequate space in the ultra high bands and, additionally, provides the “same high fidelity service in night and day broadcasts,” while being little affected by “even the worst atmospheric conditions.”

One major disadvantage of such a system, the department’s Office of Public Affairs acknowledges, is that listeners will be unable to pick up distant stations over FM and will be limited to local FM programs.

Aside from construction work, sound regulation also was passed setting up German stations as public corporations free of government control or “political pressures.”
Section of WPJB auditorium wall reveals heavy coil spring base and wall structure. By spring suspension, FM operation is secure from vibration or noises. * * *

studies, include three control rooms, music library, news room, an announcers' office, shop for studio engineers, dressing room for talent and offices for executives and staff.

Before the studios were erected on the spring-suspension principle, a series of tests were held. A special test studio was set up within a room at the Journal Bldg. with research conducted by Jansky & Bailey of Washington, D.C., consulting engineers; the Johns-Manville Co. and H. E. Davidson & Son, Boston, architects.

Community service uses of the auditorium are a major part of plans by the Journal Co. officials for the new quarters, WPJB notes. Groups affiliated with both newspaper and radio activities and others engaged in community services are to be granted use of the auditorium when it's not needed for radio.

The new quarters will mark an expansion of FM local programs, according to H. William Koster, station manager, and Harmon H. Hyde, program director, who see the development as a lift to FM listening in the Rhode Island-Massachusetts - Connecticut area served by WPJB. George W. Sharpe, chief engineer, supervised design and installation of new equipment, which was made by RCA.

Kenneth Griffin

INQUEST into the death of Kenneth Griffin, 42, Chicago radio actor and engineer, best known as "Vic Hardy" on the Jack Armstrong Show, was continued Wednesday in Chicago until Jan. 18. Mr. Griffin died Wednesday in the emergency room of Wesley Memorial Hospital, Chicago, where he had gone after complaining of stomach pains. He is survived by his widow, Isabelle.

NLRB REJECTS
IATSE Petition

PETITION by the theatrical and stage employees union (IATSE) Local 806 to sever "projectionists" and "projectionist-engineers" of ABC's WJZ-TV New York from the engineering unit has been rejected by the National Labor Relations Board.

In taking such action, the board called attention to its previous ruling involving projectionists at WJZ-TV's patent, which it ordered to be included along with engineers and technicians [BROADCASTING & TELECASTING, Feb. 20, 1950].

The decision upheld the position taken by the National Assn. of Broadcast Engineers and Technicians (NABET), intervenor in the ABC-IATSE case. NABET contended that projectionists' duties require exercise of "relatively similar skills" and are closely associated with the "chain of technical operations." The union also held that such a unit confined to one station, rather than all ABC-TV operations, is "inconsistent with bargaining history."

ABC reportedly took a neutral position on the issue, though testimony by its officials "substantiates" NABET's theory opposing a separate unit, according to NLRB.

The board explained:

"In the Fort Industry case we had occasion to examine at length the duties and skills of projectionists ... and other employees who together are responsible for technical aspects of both television and radio broadcasting. Without deciding whether their (duties and skills) are such as to entitle them to be considered a separate craft, we found ... that they should not be separated, for bargaining purposes, from other technical employees who ... exercise relatively similar skills, have the same overall supervision, the same working conditions, and work closely together for the achievement of the common technical broadcasting result. We find no cogent reason ... to make a different determination here."

The board also added that while projectionists in New York are required to obtain a special license to perform their duties, it does not consider that fact a "persuasive basis for distinction."

Cow Scratches KFVD

AN UNKNOWN Lynwood, Calif., cow with an itchy back recently shared honors with Mrs. Olga's cow of Chicago fire fame. Utilizing a guy wire at the WPFD Los Angeles transmitter to ease her discomfort, the unconventional animal succeeded in breaking the wire, which led to its contacting a live wire and falling across a nearby home. As a result the station was off the air for three hours, and a television set in the nearby home was burned.

KFI LABOR

AFRA NABET Vote To Strike

KFI Los Angeles labor difficulties increased last week as American Federation of Radio Artists joined the National Assn. of Broadcast Engineers in voting a strike against the station. AFRA action involving about 12 staff announcers was taken by the local union board last Tuesday, following a previous strike authorization by the national board and local membership.

In the meantime, discussions continued between the union and the station through last week.

Union seeks to bring present announcer salaries from the basic $85 to $100 weekly for the first year, and $115 thereafter. Increase would bring salaries to level of those of announcers at other network stations in Los Angeles, San Francisco and New York, in accordance with AFRA contracts recently concluded with network stations in those cities.

NABET action, taken a week ago, followed deadlock in negotiations reached over the question of type of shop to be set up at the station and wage increases for 60 employees. Association Chairman Earl C. Anthony insists on maintaining an open shop and merit increases. The union seeks a union shop and approximately 10% salary increases. Salaries sought, based on a five-year escalator plan, are $392.50 to $559 monthly for studio engineers.

"WE'RE ALL EARS..."

for station 'WTH,' says the farmers from Michigan's great Thumb district.

- First with the latest news
- 2 Daily farm programs
- Best in entertainment

WTHH

Radio Station of the Port Huron Times-I herald

ABC NETWORK
Represented by Weed & Co.

Page 52 • January 8, 1951

BROADCASTING • TELECASTING

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WTHH

Radio Station of the Port Huron Times-I herald

ABC NETWORK
Represented by Weed & Co.
By FRANK BOURGHOLZTER
NBC WHITE HOUSE REPORTER

The miracles of radio and radar saved a group of frozen
White House reporters from disaster among the
ice floes in the Potomac this last New Year's weekend.
The reporters were endeavoring to carry out their assignments to
cover the President of the United States, who had elected to go yachting
aboard his presidential ship, the Williamsburg.

When the president goes sailing, his only contact with the outside world is by radio. A handful of reporters on the permanent White House boat always charts a yacht, equips it with radio and tugs along.

This time, all private yachts in the Potomac River-Chesapeake Bay area had already gone to Florida, were out of commission or were otherwise unavailable. With only a WNBW, Messrs. Rogers and McCollom could dig up only one sea-worthy craft—the S.S.S. Lexington, belonging to Washington's troop of Sea Scouts.

The Lexington had two good diesel engines, a good hull, and a willing crew of Sea Scouts—but nothing else. No radio, no heat, no bedding—no comfort. The reporters talked it over, and only five were willing to make the trip.

The five were Merriman Smith of the United Press, Ed Greagh of the Associated Press, Ed Darby of Time magazine, and Paul Kennedy of The New York Times—in addition to this reporter.

Radio was the only riding problem, and NBC cut loose two ace television engineers—John Rogers and John McCollom. With Joe Collidge, technical supervisor of WNBW, Messrs. Rogers and McCollom gathered up all the radio gear in sight and headed for the Lexington. By 6 p.m. on Friday, Dec. 29, they had the gear installed on the Lexington—in the pilot house and in the officer's quarters aft—and they had it working. The ship cast off from her pier in the Washington ship channel two hours behind the Williamsburg.

Reporters had stocked the ship with food, and each man had obtained a sleeping bag, plus heavy jackets, wool stocking caps and long underwear. For heat, they settled on one lonely little electric heater, the only thing available on short notice that would not present a fire hazard.

Darkness quickly enclosed the Lexington as she headed down the Potomac. The ice floes in the river were thick and heavy, and the Lexington bounced through them like a Model T on a country road. After about an hour of running, fog began to close in, and the captain, Jake Early, a lineman for the Chesapeake & Potomac telephone company, called for drastically reduced speed.

... The ship picked her way slowly down stream, grooping from buoy to buoy, jarring against ice floes, and the fog kept closing in. By 10 o'clock, visibility was next to nothing, and suddenly Captain Early rang the signal in the engine room for full reverse. The Lexington was headed straight for a forbidding shore-line. The anchor was dropped and a conference took place on the bridge.

Engineer Rogers volunteered to become navigator, while Engineer McCollom made a Radio signal that would contact the Williamsburg. With John Rogers and a sea scout throwing lead-lines every couple of minutes, to measure the depth of the icy water, the Lexington groped farther downstream. After another hour or more of this, the lead-lined showed less than five feet of water in every direction. Captain Early refused to go further.

However, at that point, Engineer McCollom finally made radio contact with the Williamsburg. The Presidential yacht began to send out the probing fingers of radar, and reported that it thought it had found the Lexington. As a nice mis-suggestion, the Lexington tried it. The water kept getting shallower. Captain Early stopped again. The Williamsburg reported—it had the wrong boat.

In the course of this, the roar of a railroad train was heard, and from its direction, everyone on the Lexington agreed the shore must be on the starboard side and not far off. But a few minutes later another train roared by. This time, everyone agreed it was on the port side. The boat had not changed its position. Confusion reigned supreme.

The cold fog had, by this time, chilled everyone clear through, and the prospect of spending the rest of the night in that dismal spot—never knowing whether the tide might recede by morning and leave us stranded for the night—freeze tight and lock us in its grip—was hard to face.

... We decided on one more try with the Williamsburg's radar. The President's Navy crew agreed. Very slowly, the Lexington began to move again, with crewmen taking soundings constantly, and Engineer McCollom describing in minute detail the motions of the boat.

Then came the word from the Williamsburg—they had us on the radar, and Mr. McCollom's description tallied perfectly with the motion they detected on the radar screen. The Williamsburg's navigators did some rapid calculations—and gave us bearings on three different points. Engineer Rogers had no parallel rules to lay out the bearings on the Lexington's charts, but he improvised with a carpenter's folding rule. He laid out the bearings, and fixed a position—which was on the opposite side of the river from where we'd thought we were—the opposite side from the railroad that sounded so close.

The Williamsburg recommended a course. The Lexington began to follow it. The Williamsburg said "you should be in eight feet of water." We took a sounding. Eight feet. Foot by foot, the Williamsburg guided us out into the river, into the channel, and out long—out of the fog—we spotted the friendly running lights of the Presidential yacht. Then we saw the Quantico dock—our destination. We were too tired to cheer, but a great sigh of relief went up from all hands. It was close to 4 a.m.

The next morning, all hands were up at 7:30 and the Williamsburg sent over a pair of legitimate parallel rules and dividers, for accurate measurement of distances. The cruise got under way, with the Williamsburg out in front, headed downstream. This reporter took over the navigational duties, even though the Williamsburg was in sight, and a ship's log was started so that a record would be available in case the fog returned—so that this time we would know, at least, where we were and could figure out which direction to go. 

Sure enough, after an hour or so, the fog thickened and the Williamsburg disappeared from sight. However, by careful navigation, the Lexington stayed on course and was never lost again on the rest of the cruise, although many times we were out trying to get soundings, just to double-check the navigation, and the weather continued to be cold, damp and miserable. Nights were spent huddled in the sleeping bags, with most reporters finding comfort only by pulling even their heads inside the bags.

The two engineers devoted themselves to the problem (Continued on page 71)

Time Buyers, NOTE!
NO TV
Stations within
60 miles of
YOUNGSTOWN, O.
Ohio's 3rd
Largest Trade Area
Buy
WFMJ
The Only ABC
Station Serving
This Market
50c
All programs duplicated on WFMJ-FM
50,000 Watts on 105.1 Mcg.
WATTS
CALL
Headley-Reed Co.
National Representatives

January 8, 1951 • Page 53
THE U. S. must seize the "psychological offensive" if it is to realize foreign policy objectives threatened by the Soviet Union's propaganda effort, "now bordering upon open psychological warfare," the State Dept. has declared.

The department has called for a new effort in the U. S. information program "directed toward creating psychological strength and resistance to Communist and Soviet imperialism in the areas and countries of most critical concern to the foreign policy objectives of the United States."

It is well established that radio, one of the three media employed by the government, is "the fastest and most effective means for reaching directly the peoples of other countries," surmounting "barriers" of distance, censorship, illiteracy, foreign exchange, paper shortages, cartels and tariffs, the State Dept. points out.

Revitalization of American information policy is reaffirmed by the department in a document detailing the U. S. international information program and the "campaign of truth" launched by The Voice of America.

To explain the progress of the drive, Edward W. Barrett, Assistant Secretary of State for Public Affairs, recently appeared before a House Foreign Affairs information subcommittee, a "watchdog" group set up by Congress last year. He traced the history of President Truman's "campaign of truth" for which the 81st Congress voted $79 million—$41 million for six new transmitters and $38 million to step up radio and other media information activities in 28 selected countries.

Secretary Barrett has just returned from Europe where he conferred with U. S. information and diplomatic officials on the efficacy of Voice programs and other media efforts.

On other fronts last week the State Dept. also:

(1) Launched a daily program schedule to Finland and increased its broadcasts in the Arabic language.

(2) Categorically denied a charge by the Manchester Guardians of Great Britain that the Voice is serving to turn the Chinese people in favor of the Chinese Communists.

Michael J. McDermott, State Dept. news chief, stated that if such were the case, "it is not the Voice which is responsible but the violent stream of lies which they are trying to feed the communist propagandists." Mr. McDermott cited the violent denunciations of the Chinese Communists as the "best evidence" that the Voice is "effectively telling the true story of American record in international affairs."

1951 Anniversaries Data


FOURTH annual edition of Schofer's reference work lists more than 750 anniversaries of significant events—from one to four for each day of the year—and is of value to radio programmers, newsman writers and commentators. Advertised as "the only publication of its kind," Schofer's reviews the historical events "most opportune for observance in 1951," all of them occuring five or a multiple of five years ago "to insure top current interest."
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Page 57

High Attendance Seen For NAB TV Meet
Page 57

Putting Sales Message On TV Film
Page 59

Latest Set Count By Markets
Page 62

ADVERTISING ON WOR-tv WORKS!
WDEL-TV

sells your product in the
country's top market

"Wilmington—first in income per
family among all U. S. Metropolitan
centers of 100,000 or over."
Sales Management 1950 Buying Power Survey.

"Delaware—first in retail store pur-
chases; has highest per capita ex-
penditure of any state."
U.S. Census Bureau—July 2, 1950.

WDEL-TV the only television station
in Delaware. Its audience is growing
by leaps and bounds. NBC and DuMont
network shows, many popular local
daylight and evening programs. Let
WDEL-TV sell your product.

Represented by

ROBERT MEEKER ASSOCIATES

NEW YORK LOS ANGELES SAN FRANCISCO CHICAGO

Steinman Stations  •  Clair R. McCollough, Gen. Mgr.

WGAL-TV

only station that reaches
this rich market

Lancaster, York, Lebanon, Reading, Harrisburg and adjacent areas
in Pennsylvania. In addition to its
ability to produce profitable sales for
you, WGAL-TV is an ideal test station
because it is the only station that
reaches these extremely prosperous
markets. Top shows from four net-
works—NBC, ABC, CBS and DuMont.
WGAL-TV is important in your TV
sales planning. Write.
**NAB-TV MEET PLANS**

Large Attendance Seen

**TABLE II**

<table>
<thead>
<tr>
<th>Gross TV Network Time Sales for October 1950 and January-October 1950* Compared to 1949 by Product Groups</th>
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<tr>
<td>Apparel</td>
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<td>Automotive &amp; Assn.</td>
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<td>Beverages</td>
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<td>Confectionery &amp; Soft Drinks</td>
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<td>Consumer Services</td>
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<tr>
<td>Drugs</td>
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<tr>
<td>Foods &amp; Foods Products</td>
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<tr>
<td>Gums, Rubbers &amp; other Fuels</td>
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<td>Horticulture</td>
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<td>Households Furnishings</td>
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<td>Industrial Materials</td>
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<tr>
<td>Insurance</td>
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<tr>
<td>Office Equip., Stationary &amp; Printing Supplies</td>
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<tr>
<td>Political</td>
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<tr>
<td>Publishing &amp; Media</td>
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<tr>
<td>Radio, TV Shows, Phonographs</td>
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<tr>
<td>Music, Musical Instruments &amp; Access.</td>
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<tr>
<td>Record Labels</td>
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<tr>
<td>Books, Newspapers &amp; Polishes</td>
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<tr>
<td>Sporting Goods &amp; Toys</td>
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<tr>
<td>Stationery &amp; Office Goods</td>
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<tr>
<td>Miscellaneous</td>
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<td><strong>Total</strong></td>
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</tbody>
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*Source: Broadcast Information Bureau

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**NETWORK TIME BUYS**

GILLETTE Safety Razor Corp. was the leading user of TV network time (ABC CBS NBC) in October 1950, with gross time expenditures of $218,710, according to the Publishers Information Bureau report of TV network time purchases for that month.

Gilette’s sponsorship of the World Series, for which an hour of time each of the four days of Series play was purchased on ABC ($250,100), CBS ($44,000) and NBC ($76,400), accounted for the major part of the Gilette October TV network time expenditures. Billings also included the Friday night flight telecasts on NBC ($95,630) and the Wednesday evening Goodby series for Toni on CBS ($37,980).

Ford Motor Co., sponsoring four TV network series—Toast of the Town and Ford Theatre on CBS, Kukla, Fran & Oliver and Ray Kyser’s College on NBC—was second as a network TV network time buyer for that month, according to PIB figures which show this company’s gross TV network time purchases as totaling $208,315. R. J. Reynolds Tobacco Co. ranked third with gross network TV time expenditures of $199,945; P. Lorillard Co. was fourth with $165,907 and Anchor-Hocking Glass Corp. fifth with $164,348. Table I shows the first 10 TV network advertisers.

**FOOD GROUP**

Food Group at Top

Foods & Food Products comprised the leading class of network TV-advertised merchandise during October. Smoking Materials, chiefly cigarettes, ranked second; Toiletries & Toilet Goods were third; Automobiles & Automotive Equipment & Accessories, including tires, were in fourth place and Household Equipment was fifth. For the first 10 months of the year, Smoking Materials ranked first, Foods second, Automotive third, Toiletries fourth and Radios, TV Sets & Musical Instruments fifth. The leading advertised product was...

**TABLE I**

<table>
<thead>
<tr>
<th>Leading TV Network Advertisers in October 1950</th>
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<tr>
<td>1. Gillette Safety Razor Corp.</td>
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<tr>
<td>2. Ford Motor Co.</td>
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<tr>
<td>3. R. J. Reynolds Tobacco Co.</td>
</tr>
<tr>
<td>4. P. Lorillard Co.</td>
</tr>
<tr>
<td>5. Anchor-Hocking</td>
</tr>
<tr>
<td>6. Chrysler Motor Corp.</td>
</tr>
<tr>
<td>7. Procter &amp; Gamble Co.</td>
</tr>
<tr>
<td>8. General Motors Corp.</td>
</tr>
<tr>
<td>9. Gillette Co.</td>
</tr>
<tr>
<td>10. General Foods Corp.</td>
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</tbody>
</table>

SOURCE: Publishers Information Bureau

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**TELECasting at the NAB Convention**

Gilette Top Purchaser in Oct. ’50-PIB

**TWO-THIRDS of the nation's television stations have already indicated that they will attend this industrywide TV convention to be held Jan. 19 at the Stevens Hotel, Chicago.**

At the weekend NAB headquarters reported 68 of the 107 outlets that had accepted invitations. The meeting will consider plans to set up a separate NAB-TV Association, operating within the NAB structure on a federal basis.

Nine stations thus far have indicated they will not attend. Another 34 have not yet replied to the invitation of a committee headed by Harold Hough, WBAP-TV Fort Worth. Other committee members are Robert D. Sweeney, WDSU-TV New Orleans; Eugene S. Thomas, WOR-TV New York; William A. Pay WHAM-TV Rochester; George Burbach KSD-TV St. Louis.

**Industrywide Need**

"The need for an industrywide TV organization is so paramount at this time that much could come from the Chicago meeting," Mr. Hough told TELECASTING.

"This is not a merger either with NAB or Television Broadcasters Assn. or any other trade association, in my opinion. It is to be a television organization for television operators everywhere regardless of membership in other creditable organizations.

**NAB Can Supply**

"I think NAB can supply us with many services, economically. The fact that they can do so will be helpful to our instant growth, but through its own governing committee it should and will be set up, I feel, so that it can stand on its own feet and do the things it feels are best for television. That is its only responsibility.

"In my opinion this committee should report to the NAB board for this board's information and should purchase services when they are available on an economical basis. I think the committee should be governed by a small board or committee on which the networks should have representation and I presume this committee will be elected in Chicago on an all-over-all basis and not a geographic one.

"At least, as chairman, these are some of my general ideas which of course will be presented to the organization committee, which in turn will present the entire fund of ideas from industry sources to the assembled group."

* Stations that have told NAB they will be represented at the meeting include:

- NAB-TV members—KFTV-TV Los Angeles; KING-TV Seattle; KNBH Hollywood; KRLD-TV Dallas; KSTV Denver; KSBQ-TV St. Louis; WAVY-TV Louisville; WBAP TV Fort Worth; WBTN-TV Buffalo; WBNS-TV Columbus; WBTX Charlotte; WOR-TV Newark; WJBV Chicago; WTVN Columbus; WLW Dayton; WTVI Cincinnati; WMAR Baltimore; WMAC Memphis; WNBK Cleveland; WNBQ Chicago; WIBW New York; WBBM Chicago; WNTC-TV New Haven; WOC-TV Des Moines; WGN Chicago; WGH-TV Anchorage; WDKA Atlanta; WIBG-Detroit; KSDK-St. Louis; WVBK New York; WBOB Buffalo; WOR New York; WDFN-Fox; WOR-TV Newark; WOR-Newark; WOR-TV Rochester; WOR-TV Hartford; WMOR-TV Baltimore; WOR-TV Philadelphia; WCAU Philadelphia; WPRO Providence; WADJ New Jersey; WOR-TV Newark; WOR-TV New York; WOR-TV Los Angeles; WOR-TV Chicago; WOR-TV New York; WOR-TV Boston; WOR-TV San Francisco; WOR-TV Los Angeles (not definite); WBAL-TV Baltimore; WTVT-Houston; WTVK Nashville; WTVU Miami; WTVG New York.
MORE THAN 300 families witnessed the debut of Zenith's Phonevision tests on New Year's Day in Chicago, while thousands of others wondered what all the hubbub was about—and while many industry representatives speculated that the question, for the present, was entirely academic.

The national emergency and attendant diversion of critical materials and production into military channels, and the shortage of transmitters, made the outcome of the Phonevision tests primarily a matter of future rather than present importance, from a realistic standpoint.

They conceded that present conditions do not prevent FCC from holding hearings—if results of the tests appear to justify—to determine whether the pay-as-you-see system of television should be authorized. But, even if authorized, they felt that vital materials shortages and the aggregation of accessories, including the additional load which they felt would be placed on telephone lines—would prevent any real introduction of the system until telephone returns more nearly to normal.

Zenith spokesmen described response to the initial showings as "terrific," and said no customer complaints were received. Indeed, each telecast was too high for the motion picture presented. They said calls flooded the switchboard on opening day at such a pace that the two operators on duty were rushed throughout the day and evening.

Comdr. McDonald characterized responses from test families as uniformly favorable.

Zenith had tried for almost a year to lease first-run, top-quality motion pictures from Hollywood and European producers, and three times had had to postpone the tests while the search went on. The first day's fare included "April Showers," with Jack Carson and Ann Sothern; "Welcome Stranger," with Bing Crosby and Barry Fitzgerald; and "Homecoming," with Lana Turner and Clark Gable.

The 300 families participating in the test comprise a cross-section of residents in the Lakeview district on the North Side of Chicago. They were chosen as representative of all sections of the general public. On one side of the district, along the Lake, are some of the most exclusive apartments, hotels and residences in the city. On the west side is a heavy foreign element, and in between, up and down Clark Street, are more prominent retailers. Actual participants in the test were chosen by the National Opinion Research Bureau, Chicago.

Each test home is equipped with a Zenith television set, which includes Phonevision facilities, and a telephone used only for ordering feature films. If the system is finally authorized as a medium of entertainment, calls for films can be placed with the regular telephone operator. During the test, however, calls are channeled directly to the Phonevision telephone office and to its special operators.

Films are telecast from Zenith experimental stations KSEXBS on Channel 2 three times daily, at 7 and 9 p.m. A charge of $1 is made for each picture seen. The transmission is scrambled, and presumably can be decoded only on call of the resident to a switchboard exchange. There, another signal is released by the operator, counteracting the jumbled one from the transmitter.

Although Zenith claims the transmitted signal cannot be straightened out without the official "key" signal, Broadcasting Telecasting was told that two persons in Chicago, and possibly others, can hear the film clearly after making minor adjustments in their homes.

Carl J. Meyers, chief engineer of WGN-AM-FM-TV, said he has rigged a device in his home, shortly after Phonevision test transmissions were begun, so that, after the picture was stabilized, he could watch the movie through the noise which the audio signal is ungarbled.

Angus Pfaff, manager of WNMP Evanston, 12 miles north along the Lake, reportedly judged the speed and distortion of the Phonevision transmission, synchronized the speed of a 10-inch electric fan with it, and watched the movie through the fast-turning blades.

A Zenith engineer, however, said this was impossible.

A Broadcasting Telecasting reporter watched the 7 o'clock performance on the third day of the test. The film was "Lost Honey- moon," an Eagle-Lion production starring Franchot Tone and Ann Richards.

At 6:50 p.m. there were 30 orders for the 7 o'clock feature, five for the 9 p.m. feature. At 7, there were 38 for the 7 and five again for the 9. At 8:10, just as "Lost Honeymoon" ended, there were still 35 orders for the 7 o'clock feature and 9 for the 9 o'clock film, showing that no one had called to see "Lost Honeymoon" after it had started, and four had called in orders for the 9 p.m. feature, "April Showers."

The weather more than matched the latter, as it was generally sleet, raining and snowing and turning colder, a fine night for stay-at-homes.

Three Showings

Each film is telecast a minimum of three times, but at different times, presumably to attract housewives, children and business people.

Spokesmen said public curiosity about the medium was so intense that a second film number, leading into the Lakeview office, is busy all day and evening. More than 1,000 calls of inquiry were handled opening day, they said.

Although no details of the response will be released by Zenith until the end of the test, it is understood that the biggest boxoffice hits at the theatre are the best draws on Phonevision also.

"Welcome Stranger," and "Homecoming," for example, were described as "outstanding" hits during the first few days of the experiment.

Whatever the results of the tests, Zenith may hardly expect to have Phonevision classified as a broadcast service without a fight. Industry opposition is sure to develop based on statements already on record. FCC itself has indicated doubt as to the classification which should be accorded the system, if it is approved.

In the issues for a hearing which the Commission called before it reported and allowed the tests to be made first, FCC specifically raised the question of whether Phonevision, if approved, should be designed as a "private" or "common carrier" service, or some other kind of service.

Comr. E. M. Webster also is on record for feeling that radio or television represents a "fundamental change" in the American system of radio that might need Congressional sanction and might lead to revision of broadcasting's non-common carrier status. He expressed his views in a dissent when FCC authorized the tests. He said he was keeping an open mind on the Phonevision question, but that he felt "the first move" toward a change in broadcasting as a "free service to the listener" in favor of a "commercial" service would have to be made.
PUTTING SALES MESSAGE ON VIDEO FILM

By JOSEPH A. THOMAS
PRESIDENT, TELEFILM INC.
HOLLYWOOD

COST of producing commercials for television can be held down but in doing so extreme care should be exercised in effecting only those savings that will not result in a lowering of quality. This can be accomplished by the intelligent employment of several practices associated with efficient production, all of which not only result in minimum costs but high quality of finished film.

The production of a television commercial is actually the tangible fabrication of an idea. Therefore, the first and most important step is to work over the idea to a point where it can be translated into film continuity most effectively. In short, actual film production should never start until the original idea has been formed into a definite and acceptable format.

Initial planning stage of a TV spot can be likened somewhat to the preliminary procedure in the erection of a building. Here, too, various ideas are considered and discussed until the architect is given definite information with which to begin his plans. And the planning of a film commercial is no way different than the planning of a building in that all interested parties should participate in the first discussions.

In television this is meant to include not only the client and agency but the producer as well. By doing this, many non-essential items that would raise production costs can be eliminated at the start. As an example, the inclusion of expensive casts that should never be used except for a definite reason or purpose and the elimination of costly sets where they are not needed. Thus, many economies can be instituted at the outset and weighed carefully by all concerned as to their effect on the end result.

By using this method of initial preparation of the format, or general plan, considerable savings are incurred since it is obviously cheaper to make mistakes on paper than it is on film. This fact also applies to the second step in spot preparation which corresponds to the second stage in building, namely the engineering of the architect's plan.

Second or final planning procedure should also include everyone connected with the actual production. It is at this point that the idea is actually developed on paper.

The accepted format resulting from the first discussions is now outlined, scene by scene, to form the complete commercial.

Best way to do this is by means of a storyboard which is simply a series of rough sketches depicting action that is to take place in each scene of the film's continuity. The accompanying photographs illustrate the value of this. One is an actual storyboard sketch from the Sunkist series; the other discloses how closely the production setup followed this preliminary planning. And this is important to cost savings for two definite reasons.

First, it is the only method whereby scene by scene action can be visualized and passed on before it is filmed. This permits everyone to be satisfied at the start. When production is undertaken, simply from discussion or a written outline, dissatisfaction often results, since no two people will visualize the outcome in the same manner.

Secondly, production setups can be made rapidly from the storyboard sketches, thus affording a cut in production time and its accompanying costs.

Therefore, sketching and re-sketching the storyboard until everyone is completely satisfied is one of the most important money-saving methods that can be employed in the production of films for television or any other purpose.

Tailor Idea To Fit Budget

Another important essential to production economy lies in selection and treatment of the original idea. Make certain that they are tailored to fit the budget. In a good many instances where there is a lack of knowledge as to basic production costs, this is not the case. It is surprising to find so many instances where tendency is to say to the producer: "Here's what we want and this is what we can pay for it."

It is hardly necessary to point out the error in such an approach to final production, yet it continues to crop up again and again. So the first thing that should be done is to determine the amount of money that can be spent in making the

(Carried on page 72)

January 8, 1951 • Page 59
NATS TV RIGHTS

Only 21 Games Available

TELEVISION rights to the Washington Nats' 1961 baseball games hung in the balance late last week following an announcement by the American League team's management officials that only 21 home contests would be available for purchase.

In any event, it appeared that Nat President Clark Griffith had backed from an earlier position last year that his club would prohibit all telecasts from Griffith Stadium in 1961 [Broadcasting • Telecasting, May 8, 1960].

In announcing the curtailment of baseball telecasts from 77 to 21 home games (three with each visiting team, with a flat ban on Sunday and holiday contests), Mr. Griffith said he felt it "necessary to the club's operation." The Nats owner has frequently criticized baseball telecasts on the ground that they allegedly cut into minor league team attendance for any "adverse" effects on major league box office receipts.

Last week the Nats management was angling for sale of TV rights with Washington TV station and advertising executives. Calvin Griffith, vice president of the club and son of the owner, told Broadcasting • Telecasting that rights would go to the highest bidder. He said three TV stations "and as many sponsors" had expressed interest in the limited coverage.

"We will have to take a reduction in the fee paid by sponsors, of course," Clark Griffith reportedly conceded. Last year's rights—radio, video and in-the-park privileges carrying the team's program—were sold to Liggert & Myers Tobacco Co. for between $100,000 and $140,000.

Gate Drop Noted

Mr. Griffith explained: "We were 70,000 below our attendance figures of 1949 at the end of the 1960 season, despite the fact that we had a fifth place team compared to the eighth place club of 1949."

There was evidence that Washington TV broadcasting may balk at any terms for rights to the games on such a restricted scale, reasoning that periodic telecasts would disrupt their heavy schedules. At least one station—WTAG, the DuMont television outlet which carried the games last year—is known to oppose such a move by the baseball club, and at present is "not interested" in the video deal. According to Walter Compton, WTAG general manager. Limited baseball telecasts also were announced for Cincinnati Reds 1961 contests, with General Manager Warren Gile restrictions for video play-by-play to weekday afternoon games. According to present plans, a total of 29 games out of 77 will be telecast. The National League club is withholding TV rights to 24 night and 12 Sunday doubleheader forays. All Redleg home contests were telecast last year. Radio broadcasts of the complete home and road schedule will continue.

FEATURE FILMS

WGN-TV Buys 19 First-Runs

WGN-TV Chicago has purchased first-run rights in Chicago to 19 Eagle-Lion films produced for lease to theatres in 1947, 1948 and 1949. Station claims these are the latest releases to be made available to television.

The package, including 11 feature-length films and eight westerns, represents a production cost of $15,400,000. Titles and starring players of the feature films are:

1. "Out of the Blue" with Virgina Mayo and George Brent; "Love From a Stranger" with Sylvia Sidney and John Hodiak; "Racket Busters" with Joan Leslie and Louis Hayward; "Red Stallion in the Rockies" with Wallace Ford and June Heathher; "Adventures of Casanova" with Simon de Cordova and Lucille Bremer; "On This Corner" with Scott Brady and Anabel Shaw; "Behind Locked Doors" with Richard Carlson and Lucille Bremer; "Assigned to Danger" with Virginia Gregg and Karen Nata; "The Cobra Strikes" with Leslie Brooks and Richard Fraser; and "Bury Me Dead" with Cathy O'Donnell and Mark Daniels. The Western films feature Cowboy Eddie Dean, assisted in several of the films by Roscoe Ates.

NAB-TV

(Continued from page 57)

KIDDIES PARTY

Hotel Buys KSL-TV Series

PARENTS in the viewing vicinity of KSL-TV Salt Lake City who find themselves inspired to eat out these days can thank their small children and a large hotel. That's one of the results of the Hotel Utah's sponsorship of Uncle Roscoe's Playtime Party on KSL-TV each Tuesday and Thursday at 4:30 p.m.

The hotel, billed as the largest in the West, is using television for the first time—and getting results, through the kiddies, that pay off at the Hotel Utah coffee shop cash register. Series got underway Dec. 19 under a 26-week contract.

"Uncle Roscoe"—Roscoe Grover—chats with young guests and paints talk-chalk pictures, inviting his video audience to work along with him. Mr. Grover formerly was director of radio training at Ned Wayburn Institute, New York, and manager of KSUB Cedar City, Utah. In the 1920's, he was featured on KSL doing "Uncle Roscoe" stories, and is now airing a similar series on KSL.

The new TV series draws a large response, much of it from the many young guests attending the hotel's "Kiddies Party," and many to outside the viewing area, according to KSL-TV. Mr. Grover plans to conduct children's tours of Hotel Utah kitchens.

KAGRAN CORP.

Buys 'Howdy Doody' Rights

KAGRAN Corp., financed by a Wall Street group, has acquired rights to the names and characters of Howdy Doody, heretofore a Martin Stone Production package. In addition the corporation has signed Mr. Stone as its general manager.

Kragan also has signed a contract with NBC granting the network exclusive television rights for the characters and the name and characters in a long term arrangement. Bob Smith, under contract with NBC and previously part owner of Howdy Doody, will continue to render exclusive services for NBC and will serve as emcee on the Howdy Doody television program.

Mr. Stone will be in charge of all Howdy Doody licensing activities, as well as the supervision of the script and script material on the show. In his capacity as general manager, he also will develop radio and television programs plus supervising other licensing activities in addition to Howdy Doody.

Kragan also has employed Edward Keen, writer on the Howdy Doody program, in charge of programming; Mrs. Leila E. B. Hadley, formerly with Al Cap Assocs., in charge of public relations and promotion, and Dana Campbell, previously with Henry, Hurst & McDonald, Chicago, as a writer.
They "welded" glass and metal for better television!

From this research came a new way to mass-produce kinescopes

No. 13 in a series outlining high points in television history

Drawing and photograph from the RCA collection

RCA scientists and engineers have shortened the glass-and-metal kinescope more than 20%—while keeping the picture big.

When kinescopes for television were first produced in volume there was a natural reason for the choice of glass as the working material. The vacuum in a kinescope is many times better than in an electric bulb. Glass, over many decades, has proved to be the most easily worked material for containing a vacuum.

But so swift was the first growth of television that scientists and engineers at RCA looked for a new way to mass-produce the tubes—and found it.

Their new technique called for a metal shell, into which was sealed a glass faceplate. Between the glass and metal they made a tight "weld," so perfect that it held the high vacuum needed.

Since the metal shell and glass faceplate were easy to produce in volume, RCA's new kinescope helped make lower television prices possible. Glass-and-metal kinescopes are now serving in millions of television homes.

Development of the new tube was only one step for RCA engineers. For more compact home receivers, with bigger screens, they shortened the tube more than 20%. Then Filterglass faceplates—developed through research first investigated by scientists at RCA Laboratories—were added. Result: sharper, clearer pictures.

As so often happens in research, the benefits you enjoy today came only step-by-step. Our present dependable glass-and-metal kinescopes can be said to have grown from a remarkable union—the successful "welding" of glass and metal!

Radio Corporation of America
WORLD LEADER IN RADIO—FIRST IN TELEVISION

January 8, 1951 • Page 61
It's like a four-ring circus—having the best shows from all four TV networks—and even more fun for 280,000 viewers.

No wonder Toledoans are climbing aboard at a lively clip. Sets sales now stand at...
One of the three San Francisco Bay Area Television Stations...

leads in number of local sponsors
leads in number of national sponsors
leads in total number of sponsors

(as shown by the Rorabaugh report for Nov., 1950)

And another thing:

This same station telecasts more of the once-a-week and multi-weekly programs with largest share of audience than the other two San Francisco stations combined.

(as shown by the Pulse reports for Oct. and Nov., 1950)

This station that's so clearly out in front with both advertisers and TV-viewers is....

And the facts we cite certainly prove that KRON-TV

puts more eyes on spots

Represented nationally by FREE & PETERS, INC. . . New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Building, 5th and Mission Streets, San Francisco
OKLAHOMA BAN Lawmakers Weigh TV Bid TELEVISION cameras and camcorders were banned from the Oklahoma legislative chambers last week as lawmakers debated whether to permit daily TV broadcasts of their sessions.

The Oklahoma Senate went into executive session, closing its doors to all spectators, including the press, in order to consider WKY-TV Oklahoma City's offer to televise one hour of the legislature's proceedings daily from 12 noon-1 p.m. daily.

Background on Process Shots

"The motion picture technique of process shots for both still and moving backgrounds will soon be the established method of providing sets and rapid scene changes for television shows."

That is the opinion of Donna Fargo, owner and general manager of Telefex Inc., a Hollywood firm that provides such a service to TV stations and advertising agencies.

With some 20 years of experience in motion pictures as actress, stunt woman, and technical assistant, Miss Fargo perfected the old movie technique for TV and formed her own company to sell this service. She firmly believes that the tricks learned in film studios will eventually become standard operating procedure in TV.

Miss Fargo uses both film and glass slides to provide thousands of different types of backgrounds for shows—something that would not be possible to duplicate with stage sets. In the system she has worked out, the special effects in stage setting are obtained by throwing an image on a large screen, the picture blending with stage properties to give illusion of a realistic scene.

"You can do a hundred different things with film that you can't do with stage sets," she declares.

Technique Outlined

A scene aboard ship, for example, Miss Fargo pointed out, is achieved by having one or two stage props in the foreground with a sharp, black and white picture in the scene. Using the ship's railing and mountainous waves seemingly as far as the eye can see.

The image thrown on the screen is proportionate in size to the rest of the stage setting. This is made possible by the rear projectors located behind the screen, Miss Fargo said. Moving these projectors close to or away from the screen, gives required image size.

Telefex also has developed double slides with two different scenes on one side. These are used in a variety of scenes. For example, it may include a man and a woman holding a telephone conversation from widely separated points. The man and woman simply stand in front of the screen to create illusion of being in the room or at place shown on screen.

For street traffic, horse races, moving trains or any other such type of shot in which background must have moving objects, regular movie film is used. Miss Fargo told of a weekly half-hour quiz show, Stop, Look & Listen, sponsored recently on KECATV Hollywood, which had more than 2000 shots which use the Telefex rear projection images thrown on a theatre-size screen.

"Could any TV show afford that many set changes in a half-hour telecast?" she asked. The answer is obviously no. And this is why she believes the answer to a great variety of backdrops will be process shots, used just as they are in motion pictures."

Among Hollywood originating TV shows using Telefex process are Teleteam Reporter on KLAC-TV; Life With Linkletter, Chevrolet Triple Feature Theatre, Hollywood Theatre Time and The Ruggles on KECATV, the ABC-TV outlet. Telefex system is also being used by ABC-TV on many of its New York and Chicago TV shows.

CMQ-TV DEBUT

Inauguration Set March 12

CMQ-TV Havana, which started operations experimentally on Dec. 15, has been increasing its hours ever since, will have its official inauguration on March 12, Director General Goar Mestre announced last week.

He said the new CMQ TV television building, with an area of more than 40,000 square feet and containing four TV studios, is slated for completion by that date. CMQ-TV is on Channel 9.

Because of insistent advertising demand, CMQ-TV went on the air in mid-December, experimentally. The results of the initial operation on Dec. 15 were so encouraging, Mr. Mestre said, that the station carried ball games that same night—and on subsequent days and nights.

Mr. Mestre outlined his TV plans in a telecast Dec. 8 followed by film shorts, a dramatic show entitled Tension en el Canal 6, which was sponsored by Admiral Corp., and ball games. Since then, the station has carried experimental programs four nights a week and sports on Tuesday, Thursday, and Saturday nights and Sunday afternoons. Starting time has moved from 8:30 to 8 p.m., is slated to go to 7:30 p.m. beginning today (Jan. 8) and to 6 p.m. by the end of January.

Mr. Mestre said he had had reports of reception as far away as Santa Clara, 160 miles distant.

CMQ-TV is Cuba's second television station. Union Radio's CMUR-TV commenced operations last fall.

PACKARD-BELL, Los Angeles, has added a new 17-inch TV console model 2202 to its line of TV sets.

Nothing but smiles under our umbrella!
FOR the past month Ernie Kovacs, bright new star of "3 TO GET READY", has been conducting the fastest moving, most complete morning program ever presented on the Philadelphia air-waves. He's a hit!

And Philadelphians are watching and listening to "3 TO GET READY", WPTZ's new early morning television program, seen every day, Monday through Friday, from 7:30 to 9:00 o'clock.

We could dwell at length on the 3,500 letters the program pulled without promotion in its first two weeks on the air; how its initial ratings surprised even the survey specialists; the hundreds of people who have asked to join the show's EEFMS club—"Early eyeball fraternal and marching society"; or the top level advertisers who already have signed for participations on WPTZ's new early morning venture. Instead, let's just say that WPTZ believes that "3 TO GET READY" will be the morning counter-part of what WPTZ's "Hollywood Playhouse" was to afternoon television and "Frontier Playhouse" was to the early evening.

Give us a call here at WPTZ, Philadelphia, or see your NBC Spot Sales Representative, so you can get the full story on "3 TO GET READY"—the program that has the whole town talking.

Philco Television Broadcasting Corporation
1800 Architects Building Philadelphia 3, Penna.
Telephone LOcust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

January 8, 1951 • Page 65
ABC SIGNS
For New AT&T Facilities
ABC announced last week the first order in writing for fulltime use of Omaha-San Francisco intercity TV transmission facilities of AT&T, which the latter announced earlier would be available late this year when Omaha is connected with San Francisco via Salt Lake City. coaxial cable and radio relay facilities already connect San Francisco and Los Angeles.
Commenting on the expected coast-to-coast TV program service, Fred Thower, ABC vice president in charge of TV sales, said, "I anticipate that the majority of our advertisers will convert immediately from a delayed program basis to 'live' programs as soon as the cable is available."
Last week's written order by ABC confirms an earlier oral order.

Harrington To Speak
JACK HARRINGTON, president and co-founder of Harrington, Righter & Parsons, national TV station representative, is the first speaker designated for the first annual Regional Television Seminar to be held in Baltimore Feb. 16-17 [BROADCASTING • TELECASTING, Jan. 1]. Co-sponsors of the TV seminar are WAAM (TV) Baltimore, American U., Johns Hopkins U., Temple U. and U. S. Office of Education.

Open Door to Homemakers of Central New York . . . .

Kay Russell
Guiding genius of Ladies' Day, former Lever Bros. fashion consultant, Mrs. Russell is a successful housewife, the mother of four children. She is a member of the Jordan Community Council, League of Women Voters and is active in Girl Scout and Boy Scout work.


Fairbanks also recently made films of TV versions of two Campbell Soup sponsored programs. Half-hour NBC Double or Nothing and one-hour later CBS Club 18 filmed on 35mm. Tape recordings of programs were made with idea of doing both shows simultaneously on radio and TV in future.

Clarence Slifer named technical supervisor for Vitасcope by Sol Lesser, Hollywood. Mr. Lesser holds rights to French invention which provides photographic "sets" for use in TV and motion picture production. . . . Red Humphreys, still photographer for Los Angeles Times, has replaced Charles Desoria as newreel cameraman in Korea for KTTV (TV) Hollywood. Mr. Desoria was in accident and returns to Hollywood after three months on Korean fighting front.

WEWS (TV) Cleveland started daily INS news service Jan 1, becoming second subscriber in that market.

UNFAIR CHARGE
IBEW Files Against CBS
UNFAIR labor practice charges were filed with the National Labor Relations Board against CBS Hollywood last week by the International Brotherhood of Electrical Workers, following replacement of eight of nine stagehands at KTSI (TV) Hollywood by members of the International Alliance of Theatrical Stage Employees. Substitution action followed official taking-over of the former Don Lee TV station by CBS after FCC approval of the Don Lee purchases [BROADCASTING • TELECASTING, Jan. 1].

Two of the eight men dismissed were reportedly offered jobs as set-up men at CBS (AM). The one remaining was given no guarantee as to the duration of his position at KTSI, it was said.

Stating that IATSE has no union contract with KTSI, IBEW charges the network with "disciplinary action" according to the Taft- Hartley Act, which provides that when two union shop agreement exists, men of any union should stand an equal chance of being hired.

The network at present has contracts with both unions covering radio and TV employees at its Columbia Square and Vine St. studios. IBEW covers men at Studios B and C, Columbia Square.

Tubby's Trouble, for Metropolitan Life Insurance Co. . . .

Fairbanks has also been given option to produce television series of "Tubby's Trouble," the Metropolitan Life Insurance Co.'sCooky the Cat.

EDUCATION BID
J CET Asks FCC Delay
JOIN COMMITTEE on Educa- tional Television, which has carried the brunt of education's bid for reservation of New VHF and UHF TV channels, last week peti- tioned FCC to delay at least a week the further proceeding sched- uled to commence on the issue Jan. 15 [BROADCASTING • TELECASTING, Dec. 11, 4, 1950].

Late last week the Television Broadcasters Assn. was expected to ask FCC for leave to intervene in the hearing to present evidence respecting commercial TV's past and present role in education. NAB already has been granted similar permission by the Commission and has been holding numerous meet- ings to prepare commercial radio's case.

J CET told FCC a series of meetings has been held and working committees organized since the close of the earlier phase of the hearing, but preparations were seriously hampered by the long recess at educational institutions over Christmas and New Year holidays.

J CET stated it proposes to present a survey of the need for educa- tional TV stations. The survey will be confined to the northeastern section of the U. S., however, because of the time limit, the petition explained, noting this area presents the most difficult allocation problems because of population congestion and poor geographical spacing. Several additional general witnesses also are to be pre- sented, J CET said.

UPCOMING

Jan. 15: First District Convention, Ad- vertising Federation of America, Ho- tel Sheraton, Providence.
Jan. 15: Media Conference, American of Professional Baseball Leagues, Columbus.
Jan. 16: IRTA Industrial Relations Conference, Statler Hotel, New York.
Jan. 23: Academy of Television Arts and Sciences annual dinner, Ambas- sador Hotel, Los Angeles.
Jan. 31-Feb. 2: NAB Board Meeting, Belleville-Bilmore Hotel, Bellevue, Fla.
Feb. 10: Western Regional Television Seminar, WAAM (TV) Balti- more.
April 15-19: NAB Convention, Hotel Stevens, Chicago.
April 20-21: Southwestern IBEF Con- ference, Southern Methodist U., Dallas.

Page 66 • January 8, 1951
SEVENTH-DAY Adventists pioneer in religious TV by arranging for a year's telecasting of Faith for Today, Sunday, 12:30-1 p.m., over ABC-TV. Completing contract are (1 to 2) Milton Carlson, vice president, Western Advertising Agency, Los Angeles; Paul Wickman, director of radio and television activities, General Conference of Seventh-Day Adventists, and Slocum Chapin, ABC's eastern television sales manager. The Adventists churches of North America also sponsor Voice of Prophecy on radio over MBS and ABC. The new TV series will be an educational campaign using the American Television Dealers Association's materials.

TV ADS

'Lessons' Reviewed

NATIONAL Better Business Bureau letter, released last week to the industry, describes the recent American Television Dealers and Manufacturers campaign using the theme that children in homes without television are underprivileged as "a setback for advertising." It lists five "lessons" disclosed by the "unprecedented public complaint."

Advertising should not be used to undermine the child-parent relationship," to overrule parents into buying by falsely implying that failure to buy constitutes neglect of family responsibility and duty, and contributes to maladjustments; "make use of inaccurate assumptions regarding psychological problems to instill guilt and inadequacy in the minds of readers"; "make use of themes tending to subvert the stability and unity of American family life by sowing seeds of dissension, disunity or distrust"; "be used irresponsibly as a law unto itself in disregard of public interest," the letter stated.

SWAYZE HONORED

Wins First Majestic Award

JOHN CAMERON SWAYZE was named winner of the "Mighty Monarch of the Air" award for January, as the "TV newscaster who contributed the freshest and most informative technique to television news presentation," by the nation's TV editors [CLOSED CIRCUIT, Jan. 1] letter.

Mr. Swayze is the first recipient of the monthly award, sponsored by Majestic Radio, which is bestowed by an awards committee after a poll of television editors coast-to-coast. He received the award from Leonard D. Ashbach, president of Majestic Television & Radio Div. of the Wilcox-Guy Corp., at a dinner in New York Jan. 3.

'Universal Homemaking'


NBC-TV's American Forum of the Air has been awarded the title, "The public affairs show of the year 1950," by TV-Guide magazine.
Championship Wrestling Bouts

NOW AVAILABLE ON WLW-Television!

SATURDAY AFTERNOON WRESTLING

Press-acclaimed studio matches fed by WLW-D to WLW and WLW-C. Now featuring men's heavyweight championship tournament for $5,000 purse. Televised from 3:00 to 5:00 P.M. —30 minutes more air time at no increase in price. Now, Video rating 14.9—three times greater than the average rating of its competition. Has 60.7% of the viewing in all three markets.
TV Product Classifications

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<td>Automobiles &amp; Accessories</td>
<td>281,454</td>
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<td>278,904</td>
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<td>299,345</td>
<td>256,784</td>
<td>303,128</td>
<td>279,349</td>
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MUTUAL BROADCASTING SYSTEM

1950 Gross Billings

<table>
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<th>Month</th>
<th>Cumulative Gross Billings</th>
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<td>January</td>
<td>$1,010,324</td>
</tr>
<tr>
<td>February</td>
<td>$1,321,324</td>
</tr>
<tr>
<td>March</td>
<td>$1,321,324</td>
</tr>
<tr>
<td>April</td>
<td>$1,641,456</td>
</tr>
<tr>
<td>May</td>
<td>$1,935,047</td>
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<tr>
<td>June</td>
<td>$2,036,634</td>
</tr>
<tr>
<td>July</td>
<td>$2,287,495</td>
</tr>
<tr>
<td>August</td>
<td>$2,504,789</td>
</tr>
<tr>
<td>September</td>
<td>$2,615,348</td>
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<tr>
<td>October</td>
<td>$2,841,021</td>
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<td>November</td>
<td>$3,144,903</td>
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<tr>
<td>December</td>
<td>$3,358,469</td>
</tr>
</tbody>
</table>

TOTAL | $16,102,797 |

‘Moth Balled’ During Emergency

WHAS-FM

ANOTHER pioneer FM outlet, WHAS-FM Louisville, has ceased operations because of limited FM audience—plus new problems and manpower and parts incident to the defense mobilization.

仄 peak of its activities this year, WHAS-FM started to experience a sharp drop in audience and circulation. It has been noted that the station's programs are not attracting the same number of listeners as before the war.

In a letter to FCC last week, V. A. Shollis, vice president and director of WHAS radio and television operations, stated WHAS-FM reluctantly left the air Dec. 31 and its transmitter is being put into "moth ball." The station, like many others, is being used for other purposes.

Mr. Shollis, who has been with WHAS for many years, said he was sorry to see the station go off the air. He said the station has done a lot of good work in the past and he hopes to see it return to the air soon.

Revue Channel 1

A NOVEL approach to television was promised last week by Doubleday & Co., New York publishers. It is a "satellite novel" by Shepherd Mead, they said, and will be published Jan. 25. FCC and industry technicians are trying desperately to find more spectrum space for TV may find only satires in the novel but irony in its title: "Tessie, the Hound of Channel One," Channel One having long since been deleted.

South Bend. Mr. McConnell stated that no major changes in personnel at any of the stations was contemplated, except for a new station manager at WHOT South Bend, to be appointed in the near future.

Other officers of the corporation are Earl H. Schmidt, secretary and director; Frank E. McKinney, treasurer and director, and Frank M. McHale, director.

GENERAL ELECTRIC reports that 90% of its 176,000 employees have signed up for an improved insurance plan. New plan, which required signatures of 70% of employees, was put into effect as Dec. 1.

Offices of the corporation are in the Shell Building, 1250 Michigan Ave., Chicago, Ill.
what about color TV? what are you doing about it?

Du Mont announces the universal color scanner

A signal source for all TV color systems

Operating on the principle of the flying spot scanner, the Du Mont Universal Color Scanner provides for the Broadcaster, Receiver Manufacturer, Development Laboratory - tri-color signals from any 35 mm. 2 x 2" color transparency. Available as outputs are an FCC approved field sequential video color signal and three simultaneous video color signals which may be fed to any external sampling equipment for experimental work with line or dot sequential systems. Horizontal line frequencies may be set at 15.75 or 29.16 kc and vertical field rates at 60 or 144 fields per second (intermediate values may be specified as desired). This assures a flexible equipment embracing both present black and white standards as well as FCC approved color standards and adaptable for use with any of the other presently proposed color systems.

SEND FOR DETAILED TECHNICAL LITERATURE

ALLEN B. DU MONT LABORATORIES, INC. • TELEVISION TRANSMITTER DIVISION, CLIFTON, N. J.

First with the Finest in Television

Page 70 • January 8, 1951
HITS FOR AUDIENCE

KVOB Alexandria, La., Dick’s Disc Shop, Sat., 1-3 p.m., Dick Biondi heads disc show that replaces football broadcasts. To get as many listeners as possible for first broadcast Mr. Biondi wrote letters to some 50 radio and recording stars asking them to record welcoming address directed toward local listeners. Response brought such names as Tommy Dorsey, Perry Como, Frankie Laine and many others. Show features best songs of week, band of novelty songs and other features. No actual audience count has been made but station reports good response from calls of congratulation.

TEEN TALENT SHOW

WWDC Washington, Student Assembly, started Sat., Jan. 6, 7:15 p.m. Program written and produced by high school students in Washington area. Performers do not appear on permanent basis and are chosen from local high school talent. Rehearsals are conducted during week before show. Program was on WASH (FM) Washington for last year and half and will continue to broadcast while WWDC carries AM.

DUAL PROMOTION

WEBR Buffalo has combined public service and audience promotion with campaign based on New York State 1961 license registrations. Tap Taplin, morning disc jockey, reads “lucky license numbers” every quarter hour. Motorists are urged to get plates early because only new registrations are given. Car owner whose license is read must call station within 10 minutes and receive cash jackpot which starts at $10 and builds $1 with every number read. City officials have placed posters in license bureau explaining promotion.

CASH AWARDS

KDET Center, Tex., will make cash and other awards to rural listeners in 1961. Station will give $100 to rural resident who makes most outstanding achievement during coming year. $50 award will be made to outstanding rural housewife for her service to community and family. Another award of $50 will be made to outstanding rural boy or girl 18 years or younger. Contest placing second will receive wrist watches appropriately inscribed. Contest is open to persons living in six counties in Texas and three parishes in Louisiana that station covers.

Christmas Specials

SPECIAL Christmas programming and promotion was the rule rather than the exception among radio-TV stations during the past holiday season. Among those reporting activities too small for inclusion in the round-up stories in Dec. 18 and 25 issues of BROADCASTING & TELECASTING were the following:


NAMES CANARIES

KOBO Albuquerque, staged contest for listeners to name canaries heard on Jonny G’s morning show. From 7,000 names received, Pinta, Melchor and Caruso were chosen as prize winning monickers. Three winners who submitted names were awarded canary, cage and stand.

HELPS DEFICIT

KRSC Seattle, Start the Music, 5 p.m., Dec. 29, effort to overcome large deficit in subscriptions for Seattle Symphony. 24 hour marathon broadcast was staged in two large department stores and broadcast throughout the city. Disc jockeys who handled show had their guests appearing with them in the windows during the show. Advertising and sales club sold time at premium rates with receipts going to Symphony and no commission to agencies.

AIRS INVESTIGATION

WFIA Tampa, Fla., carried nearly 10 hours of recorded and live broadcasts of Kefauver Senate Crime Investigating Committee’s two-day hearings in Tampa. Live broadcasts were conducted from court library and transcribed parts were from courtroom. All witnesses testimony was recorded and re-broadcast at intervals.

BOSS TURNS D. J.

WDAS Philadelphia, Great American Orchestra, 3-4 p.m., started Jan. 7. Max Leon WDAS owner, presents recorded top symphony orchestras along with comments on selections.

VETERANS’ PROBLEMS

KPI-TV Los Angeles, Vet’s TV Center. Show resulted in over 300 letters from interested viewers in area, reports station. Current half-hour program, 15 minutes long at time of first telecast, also drew phone calls from as far as Santa Barbara, San Diego, including Laguna Beach. Program devotes itself to veterans’ problems.

PLUGS SCIENCE SHOW

WAAM (TV) Baltimore sending address labels and trade card with helpful booklet about Johns Hopkins Science Review. Black and gold cover is headed “Baltimore’s only regularly scheduled program originating on NEWSPRO Broadway.” Inside contains tear sheets from national magazines and newspapers praising program and its services to TV audience. It goes on to explain how show originated on network from station.

In A Fog

(Continued from page 58)

selves to maintaining good radio contact with the Williamsburg, enabling reporters to get regular reports on which to base stories, and with the Norfolk marine operator, through whom the stories were filed with their Washington offices.

This reporter got off four broadcasts in all for NBC, two of them on New Year’s eve from Griffin and Gass’s general store and postoffice at Colton’s Point, Md.—the quietest and most dismal spot, for sure, of any New Year’s Eve broadcast in the nation.

Sylvania Awards

PLANS ANNOUNCED

TO PROMOTE “creative television” among the various arts and skills going into program production, establishment of the Sylvania Television Awards Foundation and a variety of awards for the period Jan. 1 to June 30, 1961, were announced in New York last night by Don G. Mitchell, president of Sylvania Electric Products Inc.

Top award, to be known as “Sylvia” in imitation of the motion picture “Oscar,” will go to the program selected by a committee of judges, headed by Deenas Taylor, as best in “creative television technique.” The judges will be selected from leaders in entertainment, education, parent-teachers’ clubs, women’s clubs, business and TV production specialities.

Individual awards, based on participation in either the prize-winning program or other TV programs, will be made to a writer, producer, director, actor or actress, camera man, scene designer, lighting expert and make-up man, representing what the judges consider most creative in each department.

Winners will be honored at a dinner next August. Duplicate awards will go to the network or station carrying the winning program and, if sponsored, to the sponsor and its advertising agency. Independent stations will be invited to send kinescopes for the judges to consider.
Putting Sales Message

(Continued from page 59)

commercial and then plan it in such a way that the most production will be obtained for the number of dollars to be expended. This is important.

When confronted with budget limitations, it is a great deal smarter from both an advertising and production standpoint to convey the sales message in a simple, straightforward manner than it is to attempt highly-complicated production without the proper amount of money. When an attempt is made to do the latter, the resultant corner-cutting that is necessary in order to stretch the small budget inevitably winds up with a very noticeable reduction in the quality of finished films. And since the TV commercial is definitely a point-of-sale medium, immeasurable harm is done to the client's presentation. Making of a filmed television commercial is, after all, the making of a motion picture in every sense of the word. It requires the same type of equipment and same skilled craftsmen that are necessary to produce a short subject or a feature-length picture.

As a result, one of the greatest aids in holding down costs is the elimination of confusion once actual filming of the spot has begun. This is accomplished by means of the storyboard as we have shown previously. However, the effectiveness of this visual planning can be instantly destroyed unless it is rigidly observed. Let us suppose, for example, that production started on a one-minute spot. The storyboard, which has been designed for a specific budget and appropriate to both client and agency, calls for three inexpensive sets portraying sections of a counter in three departments of a store. The action calls for conversations between a customer and clerks in these departments. The sets have been assembled and action laid out to provide the maximum production for the set budget.

Then the script has been shot; suddenly the client or agency representative decides that the sets do not give an effective background for the merchandise that is being featured. The scripts are changed to provide footage actually taken in the client's store. What happens? The spot changes from an "on stage" production to a location job. In doing so, production has introduced and motion picture lighting costs money. The sync sound, which was originally planned for the television show, suddenly resolves into a location recording involving a sound truck and increased crew.

Higher Costs

The original budget, of course, is a dead duck—replaced by a new cost vastly higher than the client originally intended. And why? For simple reason that in all of the discussions and planning, the development of the storyboard and the production planned to conform with the new scene, and puts it into effect without ever considering the additional cost involved. This illustration is rather extreme, but the same thing, in varying degrees of last minute changes, happens too many times.

Failure to adhere to a studied and accepted script in the middle of production is an extremely dangerous practice from the viewpoint of production economy. Resultant confusion as well as the change in production requirements will add materially to final cost of the film.

Another mistake commonly associated with newcomers to television is the failure to properly judge their spot needs for maximum effectiveness. Instead of appealing with a sufficient budget to produce their spot requirements in a series of from four to eight commercials, they make them individually with a three-to-six week interval between each.

Such a practice naturally tends toward higher costs since the entire cast and crew must be assembled for each film session, whereas by planning and shooting a number of spots at one time the entire schedule could be shot in much less time in comparison. Here, it must be remembered that the television client is looking for motion pictures that will attract the various guilds and unions involved have definite minimum time limits for calls.

Consequently it is a matter of economy to utilize a full eight hours of production time rather than to shoot a single spot and pay for the time under the minimum time agreement. This, of course, does not apply to instances, and there are many, where only one spot is made in order to test audience reaction or market possibilities. In cases such as this, however, the solitary commercial is almost always followed by a series that has been laid out at the same time as the test spot was planned. So the agency or client should remember that long-range planning, when contemplating spot production, will play an important part in holding down the individual cost per commercial spot.

Producer Economy

As far as economy in actual production is concerned, the most important contributing factor is selection of an experienced producer to make the films. Anyone with proper background in the television production will know scores of ways in which costs can be held down without sacrificing final quality. Those without such knowledge are most often inclined to cut corners on the very things that are necessary for good pictures. Such a mistake is dangerous because that wrong things are more than offset by a reduction in the impact and effectiveness of the commercial.

The introduction of the new synchronous magnetic film for sound recording is proving to be a tremendous aid in reducing production costs for TV commercials as well as all other types of motion pictures. This recently perfected system permits instantaneous playback of the sound for each scene after shooting has been completed. Importance of this will motion picture recognized by anyone familiar with the old method.

In the past it was necessary to wait from 4 to 12 hours for the sound track to be developed before acceptability of each sound "take" could be determined. Since casts and crews could not be kept standing by for this length of time, it was often necessary to call them back on a subsequent day for reshooting when better "takes" were finally discovered. Costs, of course, mounted in proportion to the amount of reshooting that was necessary.

It might be well to again point out that the making of a television commercial is the making of a motion picture. As such, there are definite basic costs that cannot be eliminated without affecting quality. For purpose of economy, therefore, any savings that are incurred must come from other factors, roughly shown in the accompanying list.

These are important items that should be watched by anyone using the new television medium for sales purposes.

There are, of course, many other things that combine to lower cost in proportion to value returned. They, however, include such important factors as knowledge of the product, selection of proper presentation and effective market analysis. As such, they come strictly within the realm of the advertising agency or company sales executive.

The producer, however, acting in an advisory capacity, can combine his picture experience with their knowledge in order to produce a product that will take full advantage of the greatest sales medium the world has ever known.

BAB's 'The Thing'

LEADING radio-TV executives were reported up in arms about the inconvenient size of BAB's magazine circulation book. A vice president of one mid-western station referred to it as "The Thing." In a confidential letter to Hugh M. P. Higgins, BAB director, the vice president asked: "What in blazes do I do with the monstrosity," referring to the physical bulk of the giant tome. He added: "Wouldn't it make sense to get out any future analyses in a little more practical—and perhaps economical form?" Others queried expressed similar opinions.
Falls City Story

EDITOR: The Dec. 25 issue of BROADCASTING • TELECASTING has been forwarded to . . . Falls City Brewing Co., Louisville. I know they will be extremely pleased with the article "Simple Business" which that issue carries. . . .

Graham Blair
Radio Director
Prater Adv. Agency Inc.
St. Louis.

's Really Gets Around'

EDITOR: . . . it occurs to me that you might like to know that BROADCASTING • TELECASTING really gets around out here. . . . First I smuggle it to lunch with me and then pass it along to the gang in Armed Forces Radio in MacArthur's headquarters—they are supposed to bring it back. Now I am sending as many copies as I can over to Korea so that the gang over there can keep up with what's going on in the radio world back home.

George Thomas Folster
FEC GHQ PIO, APO 500
E/PO Postmaster
San Francisco.

Ham Bands Measure

EDITOR: In several station areas no doubt the various audience measuring devices and services are needed. Out here, where we sit along with our primary signal, I've found a simple method of determination of popularity of various of our local and net programs. The "radiation" from the common AC-DC type receivers can be heard in both the 160 and 80 meter "ham" bands, on sets which are tuned to us. Since many of these receivers use antennas with their loops to hear other signals which are relatively weak in here, they also "radiate" quite well and I hear the radiations of those from one-half to two miles from my home on my communication receiver. A big string of "howls" indicates many BOLOS.

Two of my ham friends who live in the country, one 10 and other 20 miles from here, tell me, they can hear the "howls" from their more distant-neighbor's sets in the ham bands, too. Thus, between us, we get fairly good cross-section of listening habits on our programs.

Maybe other station-areas, use this method, to . . .

Bud Crawford
President
KCNI Broken Bow, Neb.

CANADA SETS

Ontario Buying Heaviest

CANADIANS in the first nine months of 1960 bought 14,890 television receivers, according to a report of the Dominion Bureau of Statistics, Ottawa. Of these, 14,765 were bought by residents of Ontario at a cost of almost $8 million. In Quebec province 36 sets were sold in the same period, and in British Columbia 88 sets. One purchaser in Alberta bought a $470 receiver which is shown in the report, although the nearest TV transmitter is in Salt Lake City, over 1,000 miles distant! The Ontario sets were bought by residents of the Lake Ontario and Lake Erie border area.

In the nine months, the report states, $16,865 AM and FM receivers were sold in all Canada at a cost of $43,471,577, an increase over the 460,649 sets sold in the same period in 1949.

KPRO's Field

WHIRRING blades and muffled cries of "air mail!" are heard thrice daily at KPRO Riverside, Calif. The station leases an adjacent plot of ground to Los Angeles Airways Co. for use as a helicopter landing field at the bargain rate of $1 per year. The helicopters bring in Riverside's air mail from Los Angeles, 60 miles away.

CAMPUS CIRCUIT

Installed at Michigan State

A CLOSED-circuit television system has been installed at Michigan State College and present plans are to link several buildings on the campus together through the central control room. A regular TV channel has been applied for by the university station. Until this is granted, the sending and receiving points will be linked by wire, officials explained.

A two-fold purpose for the TV facilities is planned. The campus outlet will be used in laboratory work by engineers and students concerned with production phases of television. TV's value as a teaching aid also will be tested. In spite of heavy costs, Michigan State officials believe that TV's capacity to spread information to more people simultaneously may actually relieve the financial plight of educational institutions.

NBC SHOWS IN CHICAGO

Splits Chicago Spot Sales

NBC SPOT SALES staff of the Central Division in Chicago has been separated into radio and TV divisions, with Oliver Morton, radio spot sales manager, and Robert Ewing, television spot sales manager.

The radio sales staff includes Robert Flanagan, George Halleman, Edward C. Cunningham, former sales manager of WMAQ Chicago, and Clifford J. Barba Jr., former sales instructor at Northwestern U. Radio sales traffic is headed by John Ragel, former account executive at WEAW (FM) Evanston, Ill.

Central Division TV spot sales staff includes John Mulholland, Raymond M. Peritz, formerly with Special Correspondents Inc., Chicago, and David D. Wilder, former radio and TV manager of the advertising department of Swift & Co., Chicago. TV sales traffic will be headed by Vernon Heeren.

Latest assignments and growth changes announced in the Central Division last February [BROADCASTING • TELECASTING, Nov. 27, 1960].
January 2 Decisions...

By commissioners coy, walker, hyde, webster

extension granted

wibk knoxville, tenn.—extension granted to authorize operation from jan. 12 to jan. 25, 1951, at 1 kw d provided wibk makes application for license renewal to operate on that frequency for one year and pay the appropriate license fee. final appeal upon showing that it is proceeding diligently to obtain a license will be before the commission on dec. 11 at 10 a.m. in class c fm station and for license to operate as authorized.

modification granted

wans anderson, s. — granted mod. of cp which authorized installation of da-n and increase of hours of operation from day to unlimited to slightly increase maximum expected operating value of the directional pattern permitted.

Correction issued by fcc

kcmi iowa city, iowa.—amended application for cp to change facilities from 1280 kc 100 w d only to 1280 kc 100 kw d and to move transmitter and studio locations from seminole to wewoka, okla.

by the secretary

khuu borer, tex.—granted consent to assignment of license to the five brothers bros. best g. corp. to kfwb best g. corp. change am-fm to am-fm.

kerk eutene, ore.—granted consent to assignment of license to guard pub. co.

wlea rancho cordova, cal.—granted license change frequency to 1260 kc.

wkct bowling green, ky.—granted license change facilities from 1480 to 1460 kw power to 1 kw d 500 w n-s, trans. location and new trans. it is understood that wbst Bowling green, ky., will change from 1480 kw to 1 kw d 500 w n-s.

wtgc greenville, s.c.—granted license change frequency to 1450 kc, power remains 500 kw n-s.

wtgy boise, id.—granted license change from frequency to 1500 kc in power to 1 kw d 500 kw w-n, trans. location and new trans. it is understood that wbcx Boise, id., will change from 1500 kw to 1 kw d 500 kw.

wuuy hanger, me.—granted license change frequency to 1230 kc.

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commercial radio monitoring company precision frequency measurements "a reliable service for over 15 years" for immediate service phone JACKSON 5302

p. o. box 7037 kansas city, mo.

commercial radio monitoring company precision frequency measurements "a reliable service for over 15 years" for immediate service phone JACKSON 5302

p. o. box 7037 kansas city, mo.

security group industry committee to meet

industry-wide committee formed in new york last october [broadcasting • telecasting, oct. 5, 1950] to solve the “controversial personalities problem,” initially part of the federal communications commission’s “aldrich family” controversy [from "the aldrich family"

security group industry committee to meet

more than 40 advertisers and agency representatives climbed onto the kcbv san diego band wagon last month during the station’s fourth anniversary celebration.

kcbv invited sponsors and their representatives to the station for a birthday party, dancing cake, and coffee before setting them in front of a microphone to record special anniversary station identification announcements.

on dec. 12, the fourth birthday anniversary, two-thirds of kcbv’s station breaks were made by the recorded announcements, each advertiser giving the kcbv call letters, identifying himself and then congratulating the station on its four years of service.

kcbv marks 4th

sponsors get the breaks

25th anniversary celebration

security group industry committee to meet

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KCBV MARKS 4TH

Sponsors Get the Breaks

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KCBV MARKS 4TH

Sponsors Get the Breaks

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<thead>
<tr>
<th>Name</th>
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<td>Executive Offices</td>
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<tr>
<td>McNARY &amp; WRATHALL</td>
<td>Radio Engineers</td>
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<tr>
<td>A. D. RING &amp; CO.</td>
<td>26 Years' Experience in Radio Engineering</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>McIntosh &amp; Inglis</td>
<td>710 14th St., N.W.—Metropolitan 4477</td>
<td>Member AFCCE*</td>
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<tr>
<td>Craven, Lohnes &amp; Culver</td>
<td>MUNSEY BUILDING DISTRICT 8215</td>
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<tr>
<td>E. C. PAGE</td>
<td>Consulting Radio Engineers</td>
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<tr>
<td>William L. Foss, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc.</td>
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<tr>
<td>Lynne C. Smeby</td>
<td>&quot;Registered Professional Engineer&quot;</td>
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<tr>
<td>George C. Davis</td>
<td>501-514 Munsey Bldg.—Sterling 0111</td>
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<tr>
<td>Russell P. May</td>
<td>1422 F St., N. W. Kellogg Bldg.</td>
<td>Member AFCCE*</td>
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<tr>
<td>Craven, Lohnes &amp; Culver</td>
<td>MUNSEY BUILDING DISTRICT 8215</td>
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<td>Chambers &amp; Garrison</td>
<td>1519 Connecticut Avenue Washington 6, D. C. Michigan 2261</td>
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<tr>
<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant</td>
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<tr>
<td>Guy C. Hutcheson</td>
<td>1100 W. ABRAM ST. AR 4-8721</td>
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<td>BROADCASTING • Telecasting</td>
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<tr>
<td>January 8, 1951</td>
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</tbody>
</table>
Help Wanted

Managerial

Remote studio manager, sales and announcing position in southwest county seat. Must have at least fifteen percent. Immediate opening. Box 392H, BROADCASTING.

Sales manager capable of assuming general management within reasonable period for station in growing network affiliate. Established station. Must be family man, stable, with strong commercial background and a good percentage. Not interested in floater. This is a full opportunity position. Box 401H, BROADCASTING.

Salesman for station in 250 watt market in close-in small community, no town square, no football, football, baseball. Must be family man, stable, with strong commercial background and a good percentage. Not interested in floater. This is a full opportunity position. Box 401H, BROADCASTING.

Salesman manages entire station. Must be married, male, with good percentage and a good chance to move into major market. Box 401H, BROADCASTING.

Remote studio manager and sales position in southeast. Established station. Sales position is full opportunity position. Box 399H, BROADCASTING.

Remote studio manager and sales position in southwest. Established station. Sales position is full opportunity position. Box 399H, BROADCASTING.

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Situations Wanted (Cont'd)

Available, 2½ years experience all phases. 1 year music director AM Disc. Director, MA, Age 24. Box 428H, BROADCASTING.

Play-by-play baseball job wanted, draft exempt, five years experience, excellent staff work, references. If no live ball do not answer. Box 411H, BROADCASTING.

Combo man experienced with ticket sales, promotion, news, Ohio or Indiana station, but one week notice. Write P.O. Box 292, South Bend, Indiana.

Available immediately, Experienced announcer-engineer-composition, top-flight classical music. Wants job in a station that expects top-flight performance and understands the importance of sales. Box 293H, BROADCASTING.

Chief engineer, 1½ years experience seeks change to progressive station. Very good comedy writer and director. Intelligent, cooperation wanted in sales or similar opportunity in or near metropolitan area preferred. Box 425H, BROADCASTING.

Help Wanted

Television

Announcers

TM EMCE

Live-wire Master of Ceremonies for TV audience participation should apply wanted by midwest station. Real opportunity. Send background, picture and disc to Box 202H, BROADCASTING • TELECASTING.

Miscellaneous

"THE SILVER DOLLAR MAN"

Now available under projected copyright guaranteed to double Sales of any show, bakery, dairy or brewery in thirty days or money refunded. Write or wire R.A. (BOB) Perrott, Brunswick, Ga.

Technical

Chief engineer, 1½ years experience seeks change to progressive station. Very good comedy writer and director. References. Box 842G, BROADCASTING.

Chief engineer, presently employed, experienced in all phases, looking for tough, top-flight job which expects top flight performance and cooperation with sales department. Box 202H, BROADCASTING.

Engineer, 10 years experience AM radio. Draft proof. Box 338H, BROADCASTING.

Engineer, first class license with 2½ years experience, Veteran 25 years old. Single, very good combination experience. Box 391H, BROADCASTING.

Chief engineer: Over eleven years in broadcasting high and low power incl. clutch directional antennas. Prefer west coast stations. Box 386H, BROADCASTING.

First phone, studio transmitters complete offer please. Box 410H, BROADCASTING.

First phone, transmitter experience, desires studio-transmitter operation. Draft exempt prefer. N.E. Box 415H, BROADCASTING.

Combo man, 1st phone announcer-composition, established single. Box 418H, BROADCASTING.

Technician, first license, five years broadcast radio, wants straight transmitters job in western section. Good maintenance, 32, single. Please out of print resume to Lewis Sherlock, Box 51, Plainview, Texas.

Production-Programming, others

Attention university town stations. Production-programmer-announcer-desired for similar position. Experienced, trained, on-call, successful, sales conscious Age 45. Can supervise any or all phases of station operation. Box 160H, BROADCASTING.

15 years experience, Low mature voice, operating board. News editor, writer and producer. Seek small station or city, veteran, draft deferred. Will go anywhere. Write Box 322H, BROADCASTING.

Program director-announcer. G o d draft status. Married, 5 year station experience. 5 years experience as P. M. Box 367H, BROADCASTING.

Program director, 3 years experience in all phases of radio station operation, including programming, sales, Engineering. Good programs, time sales. College graduated radio-physics math major, 25, excellent references. Employed past two years as Production Manager. Available on two weeks notice. Prefer Ohio or Pennsylvania situation. Send all offers. Personal interview or pictures. Box 388H, BROADCASTING.

Program director, experienced all phases production, announcing, copy, sales, production, desires permanent opportunity in friendly community. Box 390H, BROADCASTING.

Radio and TV veteran wishes position on TV program with established station. Network, agency and local stations. Experience, salary not important. Best of references. Box 335H, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Do you constantly say: Good men are hard to find? Check these qualifications. Successful at producing radio programs with live ratings and sponsored for Main Street audiences. Experience as an announcer/vienna engineer, writer and director. Intelligent, cooperation wanted in sales or similar opportunity in or near metropolitan area preferred. Box 425H, BROADCASTING.

Television

Salesman

Transmission salesmen desires to sell syndicated TV shows, Eastern territory, moderate draw available. Box 243H, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.

Hard to get broadcast, television equipment, G.C. Western Electric, Gates, Collins, used two years, like new. Write for descriptive list and prices. Box 146H, BROADCASTING.

Type 100 Andrew automatic dehydrator with spare parts kit. Excellent condition. $375.00. WMWA, Florence, S. C.

One RCA 6DC distortion analyzer used under five months. Match them with your equipment. Drive price, $150.00. Box 252H, BROADCASTING.

Have several used Whinehanger towers will sell erected. Tower Construction Co., 17th Port St., Sioux City, Iowa. Phone 5-6761.

Liquidating entire recording studio; mixers, turntables (W.E., etc.), Universal lathe, Gates console, Inventory upon request. Highest bid takes all. 1463 Elberon Drive, Oakland, Calif.

Wanted to Buy

Stations

Experienced manager considering purchase small station and/or all phases production, announcing, etc. Prefer N.E. Box 415H, BROADCASTING.

Producer-engineer: Prefer N.E. Box 415H, BROADCASTING.

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Riders Rally

D. C. Petition Supports TR

PETITION supporting transit radio and television was filed with FCC fortnight ago by Transit Riders Foundation, a Washington, D.C., area group. It told FCC that radio and TV on busses, streetcars and trains provides valuable means of defense communication in adow, and creates valuable uses of public channels of education and entertainment.

Filed by Mrs. Virginia Eileen Miller, chairman of the group's board of directors, minority interests have been outspoken in opposition to transit radio and hence cited the need for the voice of the majority who favor music-while-you-ride, as evidenced by popular opinion polls. The petition stated none of its group is affiliated with WWDC-FM Washington, D.C., Radio and Television, a public service organization.

The petition further contended transit radio does not violate the Commission's policies and opposed requests that transit radio be discontinued or the WWDC-FM license be revoked.

Also denying that transit radio invades the privacy of riders, the petition noted a Washington judge had ruled in favor of transit radio on this issue in December 1949. The petition further contended radio-equipped cars and busses do not cause interference to home TV stations because of better grounding.

WPTR Albany, sponsoring drive for funds for Albany's only perpsiscopal, had Dave Denny and Anna Marie Thomas, RCA recording artists, present check to veteran for $300 from listeners of Mr. Denny's show.

Get your ticket the EASY way! Qualify for a higher-paid job now. Learn only the essential facts needed for your F.C.C. License. Learn by PHOTOSOUND, the advanced new method that actually cuts study-time in HALF!
‘OPERATION EDUCATION’

WFIL-TV Sets New ‘University of the Air’ Series

“OPERATION Education” is the by-word at WFIL-TV Philadelphia which last week inaugurated a series of educational programs five times weekly. The series has the full cooperation of 19 universities and colleges in Pennsylvania, New Jersey and Delaware, and is presented Monday through Friday 11:10-12 noon under the title WFIL-TV University of the Air. Arrangements for the project were made by Roger W. Clipp, general manager of The Philadelphia Inquirer stations, who held several meetings with leading educators representing the institutions that are participating. “We have been planning such a series of programs for a long time,” Mr. Clipp said. “Months of preparation have gone into this project, and much thought has been given to the many problems involved in televising a series of this kind.”

See Advantages

Spokesmen for the station and the cooperating colleges and universities expressed confidence that the project will be of greater aid to education than other types of adult teaching programs now in effect in the TV field. The programs will be televised in two series of 11 weeks each during the winter and spring months. Nine of the schools offer weekly programs of 15-minute, 20-minute and half-hour periods in the first series. The Philadelphia Board of Education also presents a separate course titled, “Let’s Speak Spanish.”

The administrative committee will hold a series of meetings between now and next fall to plan the curriculum for the 1950 programs. Dr. Armand L. Hunter, educational director for The Inquirer stations, will serve as chairman of this special committee. Dr. Hunter, a teacher as well as a noted broadcaster, is chairman of the department of radio, speech and theatre at Temple U. Dr. Joe Zimmermann, director of the television workshop at Temple, is in charge of the production for WFIL-TV. Dr. Zimmermann has directed theatrical projects for several educational institutions and has been a set decorator at Paramount Studios in Hollywood.

PARKS TO SPEAK

At REC Jan. 11

RADIO, television and press information dissemination by Office of Information, department of the Army, will be discussed by Maj. Gen. Floyd Parks, its chief, at the series produced “Communications in Action” and “The Eyes of the Army,” the latter depicts the work of army camera men.

March of Dimes Spots

ASSOCIATED Program Service, New York, is supplying its subscribers with specially prepared announcements to be used during the March of Dimes Program. See Feb. 1, 31. Letter from Basil O’Connor, president of the National Foundation for Infantile Paralysis, explained that announcements can be used on any or all of the 15 program series produced by Associated.

Directory Issued

RADIO REPORTS Inc., New York, has issued 1950 edition of its annual “Radio-TV Personalities Directory” containing names, addresses and broadcast schedules of more than 800 newscasters, commentators, around-town reporters, chatterers, etc., who broadcast on networks or locally in New York, Chicago, Boston, Philadelphia, Washington, Cleveland, Detroit, Los Angeles and San Francisco, via AM, FM and TV.

Southeast Network Station

$95,000.00

Established more than 15 years, this successful fulltime network facility covers a rich market well removed from TV in the growing southeast area. Profits are consistent and business is increasing. The plant is well equipped and sizeable real estate holdings are included in the purchase price. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Blvd.
Sterling 4341-2

CHICAGO
Ray V. Hamilton
Randolph 6-4500

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Excbrook 2-4972

Campana on CBS

CAMPANA Sales Co., for Italian Balm, Solitair Cake Make-up and other products, will assume sponsorship of Bill Shadel and the News over CBS Sat. 11-11:00 a.m., effective Jan. 27. The agency is Wallace-Ferry-Hanley Co., Chicago.

FILM CUTTERS

Union Rejects Wage Scale

WAGE CONCESSIONS made to TV film producers approximately two years ago have been cancelled by Motion Picture Film Editors Local 776, IATSE, Hollywood. The union, effective Dec. 18, restored regular studio feature scales for all cutters working in video.

Rescinding of the agreement is believed to be the first in what might be a general union trend to retrace wage scale and crew concessions now in effect.

The action raises the film cutter rate from $166.66 for a 48-hour week to $305.72 per week on call (unlimited hours) or $222.25 for a 30-hour week, plus time-and-a-half for overtime.

Some 100 TV film companies were notified of the wage increase in letters sent out by John Lehners, union business agent. He also revealed the union shortly will submit bargaining contracts on working conditions in the TV field.

SET DECLINE

Bell Sees Summer Shutdown

DEFENSE demands may cause a continued manpower situation of television sets by the number, according to H. A. Bell, president of Packard-Bell Corp. and spokesman for Southern California's TV industry as presented by the Electric League of Los Angeles.

Mr. Bell based his prediction on latest reports from industry representatives in Washington and the estimated amount of defense orders that will be placed with electronics manufacturers. Electronic manufacturers will take up 10% of the announced military appropriation of approximately $4 billion; accordingly, electronic manufacturers will be called upon to produce $6 billion worth of materials for services, as contrasted with $5.8 billion production of $1,800-000 for television sets, he declared.

JACKSON INDUSTRIES, Chicago TV and radio manufacturer, has compiled with government's request for price freeze on commodities by cancelling its plans to up prices on new 1951 line by 10%.

Early Bird Pattern

WHAM-TV Rochester's TV signal now goes on the air at 8 a.m. daily instead of the previous 11 a.m. start to permit service and installation men in the area to start work earlier on receiver adjustments. Rapid growth in TV receiver installation and subsequent increased service calls necessitated the change plan by Stromberg-Carlson Co.'s outlet, in cooperation with Electrical Assn., in the city and Rochester TV distributors. Company being started by distributors and retailers with the electrical association handling details.
Docket Action...

INITIAL DECISION

Kansas City Best, Co., Kansas City, Mo., Reorganized Church of Jesus Christ of Latter Day Saints, Independent Church, No. 2, Inc., No. 1, Minn. - By the decision of Examiner J. D. Bond to deny applications of corporation for reorganization of Church of Jesus Christ of Latter Day Saints, Independent Church, No. 1, Minn., and Reorganized Church of Jesus Christ of Latter Day Saints, Kansas City, Mo., issued Dec. 29.

Non-Docket Actions...

TWC... Kansas City, Mo., granted assignment of 15% partnership interest in Albert Best, Co., to Charles J. Mayberry to George Prowse for $5,687. TWC. Proceeded to final hearing on Jan. 5. Granted Jan. 12.

WMGR Rainbow, Ga., granted assignment of AM-FM station to John J. Dana, license to John J. Dana to acquire Rainbow for consideration of $20,000. Mr. Dana is 18 years of age. Granted Jan. 12.

Applications Cont.: 800 AM-FM stations are on file for 1,000 kw.

BROADCASTING... Jan. 12.

Box Score

Summary of Summaries, Authorizations on The Air, Applications

| Class | Total | AM FMs | Licensed CPs | Conditions
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<tr>
<td>AM stations</td>
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<td>TV stations</td>
<td>197</td>
<td>197</td>
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*On the air.*

TRANSFER REQUESTS

KCIU, Fort Worth, Tex. - Acquisition of control of East-West Best, Co. li

APPLICATIONS... Jan. 8.

KCIU, Fort Worth, Tex. - Acquisition of control of East-West Best, Co. licence, by James G. Ulmer, through purchase of 560 sh. of stock from Johnnie Andrews, N. Ward Halley, T. C. Christopher, A. B. Cubertson, John C. Griffith, B. A. Lay and Nester Cuesta for about $42,000. Mr. Ulmer was previously owner KOCI. Tyler, Tex. KCIU is assigned 5 kw day, 1 kw night, directional, on 1,540 kc. Filed Jan. 2.

KHHB Hillsboro, Tex. - Assignment of License for W. R. Calvert, W. N. Franklin and Ross Bohannon of Hill County Best, Co., to Ross Bohannon. Mr. Calvert has been assigned to the Supreme Court of Texas, and Mr. Furey is desirous of disposing his interest. Mr. Bohannon will assume all debts, taxes and obligations of the station. KHHB is assigned 250 kw day on 1,560 kc. Filed Jan. 2.

KTSB Shreveport, La. - Transfer of 25% of stock in Radio Station KTSB, Inc., to licensee from E. O. New, for stock from E. O. New. Filed Jan. 3.

WFAW-FM Nashua, N. H. - Acquisition of control of Nashua Best, Corp. Filed Jan. 3.

December Box Score

STATUS of broadcast station authorizations and applications as at FCC of December 31 follows:

<table>
<thead>
<tr>
<th>AM FMs</th>
<th>Total authorized</th>
<th>Total on the air</th>
<th>Licensed CPs</th>
<th>Construction permits</th>
<th>Total applications pending</th>
<th>Requests for new stations</th>
<th>Requests to change existing facilities</th>
<th>Deletion of licensed stations in December</th>
<th>Deletion of conditional grants</th>
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In Review

(Continued from page 18)

ming has improved greatly in the past year and Phoeveision's success depend largely on scheduling of material in the "otherwise unavailable" class. In the special event field, mentioned by some one in which Phoevesion might excell, TV has done an outstanding job during the past season. Already the World Series, number one in the special event class, has been signed for TV for six years. A salient feature of Phoevesion, contrary to that of television, is that the public is tuning in, and should, pay for entertainment too costly for advertiser sponsorship. With precedent like the $5 million guarantee paid for the Series, it seems possible that the theory might actually work in reverse.

The price of $1 for an entire family to sit in on the first show of a top, first-release movie might prove profitable for the backers of the new system but it seems doubtful that the average family would pay any amount for a run-off-Hollywood picture when they can see as good or better fare simply by turning on their set.

RTMA MEET

Industrial Relations Talks Set

SEVENTH annual industrial relations conference will be held Jan. 17-18 at Hotel Statler, New York, by Radio-Television Mfrs. Assn., according to James D. Secrest, RTMA general manager. Agenda for the conference is being prepared by Harvey T. Stephens, International Relations Co., chairman of the labor seminar sub-committee of the RTMA industrial relations committee.

With the theme, "Industrial Relations Problems in a Mobilizing Economy," the conference will include talks by Ewin Clague, U. S. Commissioner of Labor Statistics; George W. Taylor, U. of Pennsylvania; William A. Comberg, International Ladies Garment Workers Union (AFL). Topics for discussion include training programs, job evaluation, and company publications. Mexico, Mexico, information director, will represent RTMA headquarters.

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<th>Licensed CPs</th>
<th>Construction permits</th>
<th>Total applications pending</th>
<th>Requests for new stations</th>
<th>Requests to change existing facilities</th>
<th>Deletion of licensed stations in December</th>
<th>Deletion of conditional grants</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2,206</td>
<td>2,201</td>
<td>119</td>
<td>266</td>
<td>500</td>
<td>200</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
</tbody>
</table>

In Review

(Continued from page 18)

ming has improved greatly in the past year and Phoeveision's success depend largely on scheduling of material in the "otherwise unavailable" class. In the special event field, mentioned by some one in which Phoevesion might excell, TV has done an outstanding job during the past season. Already the World Series, number one in the special event class, has been signed for TV for six years. A salient feature of Phoevesion, contrary to that of television, is that the public is tuning in, and should, pay for entertainment too costly for advertiser sponsorship. With precedent like the $5 million guarantee paid for the Series, it seems possible that the theory might actually work in reverse.

The price of $1 for an entire family to sit in on the first show of a top, first-release movie might prove profitable for the backers of the new system but it seems doubtful that the average family would pay any amount for a run-off-Hollywood picture when they can see as good or better fare simply by turning on their set.

RTMA MEET

Industrial Relations Talks Set

SEVENTH annual industrial relations conference will be held Jan. 17-18 at Hotel Statler, New York, by Radio-Television Mfrs. Assn., according to James D. Secrest, RTMA general manager. Agenda for the conference is being prepared by Harvey T. Stephens, International Relations Co., chairman of the labor seminar sub-committee of the RTMA industrial relations committee.

With the theme, "Industrial Relations Problems in a Mobilizing Economy," the conference will include talks by Ewin Clague, U. S. Commissioner of Labor Statistics; George W. Taylor, U. of Pennsylvania; William A. Comberg, Internat...
Sports Ban Threat
(Continued from page 17)
in the immediate future, means will be found, I think, to accommodate television to the budgetary problems of college athletics, but the accommodation must take into account that athletic income supports many other student activities.
Curtailment of athletic income, by television or any other means, will hurt not only major sport events but also other activities organized by and in the interests of students. The problem may be more difficult here where we have only one television outlet, relatively few receivers and thus, at least temporarily limited television revenue possibilities.
Broadcasting and television hold great promise for adult education and recreation. It is only since World War II, actually, that we have even scratched the surface of effective visual instruction.
Notre Dame has been a leading exponent of game telecasts for three years. Vast audiences have seen its home games via DuMont network pickups.
"The effect of the telecasts has been beneficial on the whole," Father Hesburgh told BROADCASTING & TELECASTING. "We have enjoyed our relations with the television people."
DuMont network gave an "educational approach" before every game, Father Hesburgh reminded, taking viewers through tours of both schools and bringing interviews with presidents of the institutions.
Programs 'Advantageous'
"The programs have been very advantageous to Notre Dame in a public relations sense," he said. "They show educational as well as athletic programs to millions. We feel the telecasts have been helpful to both schools. The presidents of universities on the Notre Dame schedule also have commented favorably."
Father Hesburgh conceded the TV problem at Notre Dame is different from that faced by some other universities in view of the fact that at Notre Dame, where its schedule was a sell-out. He said Notre Dame recognized that many institutions want to forbid telecasts and he felt all sides of the problem should be carefully considered.
Mr. Hamilton, as U. of Pittsburgh athletic director and chairman of the NCAA TV Committee, told BROADCASTING & TELECASTING his committee has been working to round up all available facts before its meeting early next week. He said he is not anti-television, nor is the committee.
"Our committee will study the NABC report and other facts before reporting to the NCAA," he said. "There are too many opinions and not enough facts. All of our meetings have been friendly and constructive. We've been working for over a year on a very tough problem. I don't know if we can offer a solution but we will try to analyze the facts and not rely on superstition or prejudiced statements."
Mr. Hamilton said he didn't know why he had been tagged anti-TV unless it grew out of a letter he had written to Notre Dame three years ago. In this letter he had asked that university "if it had considered its friends in signing a television contract."
"I'm not opposed to TV at all," he explained. "It's a powerful, earth-shaking new medium requiring intelligent control and development. It can have disadvantages, too, and affect college sports adversely."
Mr. Hamilton recalled that he had appeared last fall in the pre-game telecast the afternoon Pitt played Notre Dame. On the program with him was Father Cavanaugh, Notre Dame president. "We had a good reaction at the university," Mr. Hamilton said.
Ralph Fary, Columbia U. athletic director and chairman of the Eastern Collegiate Athletic Conference's TV Committee, told BROADCASTING & TELECASTING he had been.getElementById(id)undefined unable to write up a report on his own because of the TV contract. He has been widely quoted as a rabid foe of game telecasts and an Associated Press story late last season quoted him as calling live TV "a threat to the institution of intercollegiate athletics."
Mr. Fary made this statement to BROADCASTING & TELECASTING: "I do feel that measurement of the impact of television requires a lot of study and consideration. It is new, different from anything known before, such as radio or publications. And it is big. It appears to bring both benefi ts and liabilities to college sports.
As of now (Jan. 4) I personally have not come to any definite conclusion as to what should be done.
Representing NBC during the Dallas meeting will be Hugh Beville, director of research. He has been main network representative in contacts with NCAA.
On the research side it is known that NORC was asked to evaluate attendance studies by Jerry Jordan, who has conducted a series of extensive analyses. His findings have been published by Radio-Tele vision Mfrs. Assn. and have been widely utilized by those who have studied the whole matter of sports telecasting.
Many of the Jordan findings show that such factors as weather, calendering of events, length of season and regional loyalty, but for the sport itself.
The games to be televised are chosen by a committee not actually composed of representatives of any team, but by men in the Midwest, Southwest and East.
The Southern Methodist-Texas game could be aired by the third network in all territories outside the Southwest. The system might satisfy hundreds of thousands who enjoy football, but not the local affiliation or loyalty, but for the sport itself.
Another Chicago sports writer, Jack Clarke, of the Sun Times, accompanying a group of coaches and athletic officials on the trip from the Rose Bowl game to Dallas, wrote that the Big Ten would support any action to limit television. He said compliance by his conference, which prohibited live television, suffered a smaller decrease in football attendance last fall than any other section.

Nancy McIver Travels the World
(People Nancy Grace\nWFLW-AM FM)\nWFLW-AM FM\n2:30-3:00 Mon. thru Sat.\nShe entertains-and\nParticipates Available\nMarshall Productions, Inc.\nMarshall Productions, Inc.\n40th Floor Bankers Co., Chicago 3\nMollen - 201 E. 8th Street - TV

Frederic W. Ziv Co. last week announced a new transcribed, syndicated program, Bold Venture, to be released March 26. John L. Sinn (center), executive vice president of Ziv, meets with the co-stars of the new show, Humphrey Bogart and Lauren Bacall, at a press conference. Shows will be sold to local and regional advertisers and stations.

Georgia Tech thus joins Miami U. in encouraging sports telecasting. Col. Mitchell Wolfson, president of WGBS-TV, Miami, told the Orange Bowl Advisory Committee a fortnight ago that TV is a definite aid to football attendance and should not be blamed for slumps in gate receipts [BROADCASTING & TELECASTING, Jan. 1].
Telecasting of games outside the region in which they originate was proposed by Ralph Ward, sports editor of the Miami News, in his Jan. 2 column. He conceded the plan "is not 100% satisfactory, but it is a positive approach to a disturbing problem. You can't meet complications of this degree by negative action."

Plan Outlined
Mr. Wolfson outlined details of his idea as follows:
Let's say that three networks carried college games on Saturday afternoon. One might televise the Michigan-Miami contest, a second, one in the East, Southwest and other available areas, but not in the Midwest.
The Yale-Dartmouth contest on the same afternoon could be carried over another network to the Midwest, Southwest and other sections, but not in the East. The Southern Methodist-Texas game could be aired by the third network in all territory outside the Southwest.

Jerry Outler
100% of games outside the region in which they originate will thus be televised, but hundreds of thousands who enjoy football will suffer.

The games to be televised are chosen by a committee not actually composed of representatives of any team, but by men in the Midwest, Southwest and East.
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said the Pacific Coast conference would endorse the Big Ten's stand.

The Washington, D.C., baseball team of the American League may allow only 21 home games to be telecast next year, according to President Clark Griffith. The club had a 70,000 attendance decline in 1950 but is understood to have received well over $100,000 for radio-TV and park display rights. Sponsor was Chesterfield cigarettes.

John Mock, television set manufacturer, issued a statement Wednesday:

Are you a failure?
Did your boy friend give you the brush?
Is your business doing downhill?
Blame television. Go ahead. It's becoming the national habit to use TV as the "big excuse." Football team that couldn't draw a crowd if smoke signals were used as only form of communication have had a grand finger-pointing and pointing season. Baseball, too.

Hollywood has been crying in its champagne so long that it can't see the handwriting on the wall, or the box office figures. Television is odd days and High-priced nightclubs and restaurants chorus the wall against television, ignoring tax boosts that dummer the urge to dine and dance. Now a bus company wants to hike its fares, declaring petulantly that "people are staying home." Thus they will penalize their current passengers who will no doubt be thrilled at this rewards for their patronage. So go ahead . . . if you've made a mistake in your business judgment or have a big glaring fault you want to cover up-blame television. It won't phase the lustiest baby ever to be grasped to America's bosom.

DEFENSE

ATOMIC AGE civil defense last week received a set of legislative teeth and was assured of a communications "nerve system"—but the doctor bill hung in the balance awaiting the President's annual budget message.

In rapid-fire order, both chambers of Congress adopted or recommended enactments w--sent to the White House a compromise version of a $3.1 billion proposal giving the Federal Civil Defense Administration unlimited powers upon proclamation of a "Civil Defense Emergency" (broadcasting • telecasting, January 22).

While $32 million has been tentatively set aside to provide for "necessary civil defense communications and for dissemination of warnings of enemy attacks to the civilian population," it will remain for the 82d Congress to approve overall funds to implement the project. FCDA has been operating with temporary emergency funds doled out by the President.

Renewal Case

Oral Argument Sought

DOCUMENTS awaiting FCC action in connection with the hearing on the news policies of G. A. (Dick) Richards mounted a higher last week: Counsel for the station owner asked for oral argument on an earlier petition, and the FCC general counsel filed his reply to another request of the Richards attorneys.

Attorneys Hugh Fulton and Joseph W. Burns asked the Commission to hear oral argument on their request that FCC reconsider and grant regular license renewals for Mr. Richards' stations—KMPC Los Angeles, WJAR Cleveland, and WJR Detroit—or that, alternatively, renewals be issued on the basis of performance in the last license period.

FCC General Counsel Benedict P. Cotte, answering another petition, questioned Mr. Richards' "good faith" in filing applications seeking to transfer control of the three stations to a trustee. Mr. Cotte raised the question in an answer to a petition requesting dismissal of Mr. Richards' trustee applications "without prejudice."

The general counsel did not oppose the request for dismissal of the trusteehip plan, but insisted that this should not prevent him from "raising the question of applicants' good faith" later in the renewal proceedings or in connection with "any future applications of a similar nature."

Measures. Parkham (D) and Engel review WDEF sale details.

He based his position on the statement of counsel for Mr. Richards that the trusteeship plan was originally submitted "only because of [Mr. Richards'] belief that the naming of trustees would obviate the necessity for protracted and expensive proceedings." Yet, Mr. Cotte asserted, the trusteehip applications themselves "stated that the reason for seeking [transfer] was the poor health of Mr. Richards and his desire to retire from active control of the stations when he reached the age of 60."

Hearing on the renewal applications, based on charges that Mr. Richards ordered newscasters to slant news according to his own political, economic and social beliefs, was completed last month after 114 days of testimony.

WDEF Sale

Engel Sells Majority Stock

SALE of majority interest in WDEF Chattanooga by Joe Engel for $200,000 to other stockholders was reported last week in transfer papers filed with FCC for approval. Mr. Engel is retiring from radio to devote fulltime to his duties as head of Chattanooga American League baseball club, a Clark Griffith (Washington Senators) interest.

Mr. Engel has resigned as president of WDEF Broadcasting Co., licensee of the ABC affiliate, which is assigned 5 kw day, 1 kw night directional, on 1370 kc. He held 688 shares in the station, 50.4% of the total 1,360 shares outstanding, which will be retired as treasury stock and thereby increase the respective interests of the other stockholders proportionately. WDEF is broadcasting is to pay Mr. Engel $10,000 cash with notes to cover the remaining $100,000 over a 20-year period.

Carter Parkham, who has newly acquired an 18.4% interest in WDEF, for $25,000 from former stockholder Kartter Lupton, has been elected president of the station and plans to devote fulltime to the operation upon Commission consent to the Engel sale. Mr. Parkham for 18 years prior to 1947 was commercial manager and assistant to the president of WODD there. He is resigning his present post as territorial sales manager for Radio Sales Corp., Philco plant in Burbank.

Remaining stockholders and their interests (with holdings after transfer to be approximately doubled) include: Edward Finlay Jr., 2.5%; Thomas A. McCoy, 7.4%; John P. Gaither, 3.7%; Mary S. Abernathy, 1.8%; Elizabeth H. Abernathy, 1.8%; Raymond B. Witt Jr., 1.5%; Mr. Parham, 18.4%; Mary Louise Finlay, trustee for Edward Finlay, deceased, 12.9%.


When WBM "pin-Up" Hit—Published by Hollis

The ROVING KIND


January 8, 1951 • Page 81
PEARSON, ALLEN PROTEST FCC's WBAL RULING

EXCEPTIONS TO FCC's 4-to-2 proposed decision favoring license renewal of Hearst Radio's WBAL, Baltimore [Broadcasting • Telecast, Dec. 11, 1960].

Supporting FCC decision, WBAL contended Public Service Radio was not qualified financially nor technically, no reliance can be placed upon program proposals because of stockholders' own admissions and failure of Messrs. Pearson and Allen to "disclose" in original application their proposal to bring in local stockholders "and by their false statement on important and material points demonstrates their lack of trustworthiness.

FCC rejected comparably "staff" of WBAL with "stockholders" of Public Service, Pearson-Allen group attacked apparent FCC sanctioning of staff control of WBAL while absentee owners allegedly have no familiarity with operation. Public Service said majority's final conclusion to favor WBAL "singles out the only two staff factors upon which the Commission preferred WBAL elsewhere...and ignores completely (1) the integration of ownership and management, (2) local ownership, (3) diversification of background of persons controlling the corporation, (4) civic activities and veterans status of stockholders and (5) diversification of media of mass communications among applicants...five factors which the Commission acknowledged to be important in the final disposition of this proceeding and upon which Public Service...was to be preferred."
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