what is a one-way street?

WOR is a one-way street.

For a station, that offers completely effective service to its sponsors, must be a master of many techniques in the increasingly vital field of radio advertising...

...but, above all, point one-way, to greater sales at less cost to more people.

Perhaps that is why WOR, as a sales-maker, sells more for more people to more people at less cost than any other station in the United States.

wor

— at 40th Street and Broadway, in New York
FOR RINGING UP SALES IN RICHMOND

If you want to make friends and influence sales in Richmond, you'll do well to consider the Havens & Martin stations — Virginia's oldest radio and television institution.

Steeped in the traditions of the Old Dominion Capital, WMBG, WTVR and WCOD have long ago achieved the basic ingredients so important to successful selling — public confidence and listener loyalty. It all adds up to mounting sales results for your national product. The nearest Blair man will gladly tell you more.

Havens & Martin Stations are the only complete broadcasting institution in Richmond.

WMBG AM  WTVR TV  WCOD FM
FIRST STATIONS OF VIRGINIA

Pioneer NBC outlets for Virginia's first market. Represented nationally by John Blair & Company
HOOPER-SCHMOOPER

—it's his empathy we're wild about!

Some like Arthur for his ratings. We at Leo Burnett find no flies on that, either. But that's not the big reason why this Chicago agency is in the Godfrey camp in such an important way.

If there hadn't been an Arthur Godfrey, we would have tried to invent one.

For we believe that the "empathy" Time Magazine says Godfrey has, is what advertising is all about. It consists of getting with the prospect instead of talking at him.

And how do you do that, Mr. Godfrey?

By taking the hokum out of selling. And the phoniness out of advertising.

By talking to people as people. Not dopes.

By telling them the truth. Because, by telling people the truth, you make friends. And friends are people who believe what you have to say.

And isn't that, we repeat, what advertising is all about? If the work this agency is doing for its clients seems to have some of that same quality of believability, Arthur — it has not been unintentional.

LEO BURNETT COMPANY, Inc.
Chicago
Currently handling 20 network radio and television programs
**Upcoming**

Jan. 15: Media Conference, American Assn. of Professional Baseball Leagues, Columbus, Ohio.

Jan. 19: NAB-BAB Committee, Hotel Stevens, Chicago.

**BULLETINS**

ADMIRAL CORP. to sponsor Golden Glow finals in simulcast, March 9, on MBS and DuMont networks plus International Finals March 29 on both networks. Erwin, Wacey, New York, is agency. Account also considering sports events in both radio and television for spring.

PRESIDENT Truman Friday signed federal civil defense bill setting up permanent agency with unprecedented powers in times of "emergency."

**NCAA CONVENTION ADOPTS TV COMMITTEE REPORT**

NCAA convention at Dallas late Friday adopted TV Committee resolution calling for a partial and controlled moratorium on live telecasts of football games next season (see early story page 53). Vote was 161 for and 7 against adoption of resolution. Review of experimental program as outlined in report of Tom Hamilton, U. of Pittsburgh athletic director. Report also approves setting up of eight man committee composed of one member from each of eight NCAA geographic districts to guide experiment.

Sole vigorous opposition to ban on live TV on floor came from Francis Murray, athletic director of U. of Pennsylvania. Among other points he raised was question of "restraint of trade" aspects of NCAA move. But Mr. Hamilton said his committee had consulted counsel and was told "we have an excellent case."

Asked from floor to define "live" TV as covered by moratorium, Mr. Hamilton said it means "simultaneous broadcast over TV of football games." Question of whether adoption of resolution would be "binding" on NCAA member institutions brought a ruling before convention by Harvey H. Guice, NCAA parlia-
mementarian and SMU government professor that "the resolution would bind all NCAA members."

**COMMITTEE ASSIGNMENTS MADE IN SENATE, HOUSE**

SIX Republican Senators named to Senate Interstate & Foreign Commerce Committee Friday. Seven Democrats named to same committee a week ago. [Broadcasting • Telecasting, Jan. 8.]

GOP members are Tobey (N. H.), Brewster (Me.), Capehart (Ind.), Bricker (Ohio), Williams (Del.), Kent (11.)

Democratic members of House Interstate & Foreign Commerce Committee also named Friday. They are Crossen (Ohio) chairman, Beckworth (Texas), Priest (Tenn.), Harris (Ark.), Robinson (La.), Keating (N.Y.), Stenoy (Fla.), Sullivan (Mo.), Granahan (Pa.), McGuire (Conn.), Underwood (Ky.), Carlyle (N. C.), Williams (Miss.), Mack (III.), Thornberry (Tex.), Heller (N. Y.), Roberts (Ala.).

**BUSINESS BRIEFLY**

**REPRESENTATIVE NAMED** • WJMR (AM) and WRCM (FM) New Orleans have named Independent Network Sales, New York, as representative, according to George A. Mayoral, general manager.

**MONARCH READY** • Monarch Finer Foods, Chicago, ready to sign late Friday for spon-
sorship of quarter-hour of Arthur Godfrey's morning radio show on alternate days, start-
ing Feb. 5. Agency, Weiss & Geller, Chicago.

**CHILDREN'S SHOW** • Hollywood Candy, Centralia, Ill. (Milk Shaky candy bar), Jan. 27 starts it on THM radio in OBT-TV, Sat., 11:30-12 noon (EST). Circus talent to be featured. Agency, Rautbaum & Ryan, St. Louis.

**BROWN ALTERNATES** • Brown Shoe Co. (Naturalizer Division) sponsoring Say It with Acting over NBC-TV network, alternate Saturdays, 6-6:30 p.m. Program, previously seen only over WNBT (TV) New York, alternate with Smilin' Ed McConnell and His Butler Brown Gang under same sponsorship. Agency, Leo Burnett Co., Chicago.


**LINNEA NELSON TO RETIRE FROM TIMEBUYING POST**

LINNEA NELSON will retire March 31 from J. Walter Thompson Co. after 20½ years, relinquishing her post as nation's best-known timebuyer to become "just a housewife," she told Broadcasting • Telecasting Friday.

No successor appointed but unless agency brings someone in from outside, most likely candidates would be Jim Luce, Jayne Shannon and Anne Wright, all of Miss Nelson's staff.

Joining J. Walter Thompson Co. in September 1927, as temporary typist, Miss Nelson has explained, during all time by radio, she was only member of media department unimpor-
tant enough to deal with this new and at that time relatively insignificant medium. Eventually she became station rate calculator and when a full-fledged radio department was inaugurated Miss Nelson was appointed time-
buyer, heading agency's ever-expanding time-
buying operations uninterrupted since then.

CC and ABC are in industry affairs as member of AAA Radio & Television Committee and as sole feminine member of MBA board. In private life she is Mrs. William Kleinhans.
Greater Kansas City's ONLY

50,000 WATT STATION

810 kc.
10,000 WATTS
Night

KCMO

National Representative
THE KATZ AGENCY
MORE

TOP-RATED or 2nd PLACE
quarter hours between 6 A.M.
and 8 P.M. than any other
BALTIMORE RADIO STATION*

Again and again we've proved it—
WFBR is Baltimore's Best Buy for
sales-minded advertisers! The headline
tells its own story. For amplification,
explanation and demonstration, ask your
John Blair man—or in Baltimore, call
for a WFBR salesman!

Naturally, WFBR-built shows like Club
1300, Morning in Maryland, It's Fun
to Cook, Nelson Baker Show and
others have a lot to do with that ARB
report. Ask about them, too!

*Monday thru Friday, Oct.-Nov. 1950 ARB Report

MARYLAND'S PIONEER
BROADCAST STATION!

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
WSOC Announces Appointment Of H-R Representatives February 5

WSOC Now Reaches 91,000 Radio Homes In 21 Counties
Adjustment of BMB's Study No. 2, using an actual count of radio homes in the WSOC coverage area, shows that the aggressive NBC affiliate in Charlotte now offers advertisers a total weekly audience of 91,384 radio homes. This adjustment has been made on the basis of the 1950 U. S. Census count of dwelling units in the 21-county area served by the Charlotte station.

11% Increase
The result is that WSOC enjoys an 11% increase in number of radio homes over those registered during the last Broadcast Measurement Bureau study. Its figures at that time gave the Charlotte station 81,630 homes in its coverage area.

21-County Coverage
Although WSOC radiates a power of 250 watts, its vast 21-county coverage area is comparable (and in many cases superior) to that reached by kilowatt and five-kilowatt stations in the Carolina area. Besides WSOC's saturation coverage of Charlotte and the Mecklenburg County region, its influence also penetrates deeply into 15 other counties in North Carolina and five in South Carolina.

Rich Charlotte Market To Be Sold Across Country By H-R Representatives
Effective February 2, WSOC, the 17-year old NBC affiliate in the fast-growing Charlotte, N. C. market, will be represented nationally by H-R Representatives, Inc. Executives of both organizations have expressed great enthusiasm over this new association which will help carry the impressive WSOC-Charlotte story to timebuyers and radio advertisers from coast to coast.

Tremendous Growth
According to Dun & Bradstreet's "Ten Years' Growth" chart released last November and covering 100 major city markets of the United States, Charlotte is 16th in percentage of increased retail sales during the period of 1939 to 1949. The WSOC city market went up 240.8%! No single factor, but instead a well diversified and balanced growth contributed to this startling increase. At the end of the 10-year period, effective buying power per family had reached $6,822. Today, Mecklenburg County (in which Charlotte is located) has become one of the five fastest growing counties in America.

Latest facts on the WSOC-Charlotte market BMB figures, Hooperratings, and other useful information about WSOC will be available at all times through H-R Representatives, Inc.
Al Rogers? Why, everybody within tuning radius of WMPS! Those who can’t push through the crowds that storm WMPS’ Auditorium Studio each day to see the handsome “Folk Balladier” keep their radios set at 68 for the High Noon Roundup on which he stars.

Al Rogers sings hillbilly-western in a smooth balladier style which won acclaim on the Grand Ole Opry, CBS’ Plantation Party and NBC’s Southern Shindig, and also caught the fancy of MGM Recordings. Among his top MGM platters, “It Wouldn’t Be The Same Without You” was spotted by Billboard as the hit tune for a record of three consecutive weeks.

In addition to his spot on the High Noon Roundup, Rogers does a Western disc jockey show daily from 3:05 to 4:00 p.m., that’s sweeping the Mid-South into a Western spin that parallels the revival of the Square dance!

FOR PARTICIPATION DETAILS
Contact
RADIO REPRESENTATIVES, INC.

WMPS
68 ON YOUR RADIO
Memphis, Tennessee
AMERICAN BROADCASTING COMPANY

DANCER-FITZGERALD-SAMPLE, N. Y., appoints three new vice presidents in recognition of long records of service and accomplishment. They are: ROBERT R. ETIENNE, with agency since 1938; DEXTER E. GLUNZ, associated with D-F-S since 1945, and WILLIAM A. IRWIN, who has been associated with the firm since 1942.

ROBERT WEST, head of art department Sullivan, Stauffer, Colwell & Bayles, N. Y., elected vice president. Has been with firm since 1946, shortly after it was founded.

JOSEPH LEOPOLD, vice president, director and copy chief Federal

THE DISTINCTION of appearing in the only flop George M. Cohan ever suffered wasn’t exactly what drove Bob Light to seek refuge in radio and subsequently television.

The present radio and television director of Abbott Kimball Co. of Calif., Los Angeles, had already been in radio off and on for eight years before “Fulton of Oak Falls” fell on Broadway in 1937. In fact a total of about 21 Light years can be ascribed to various phases of radio activity. He has written, acted and produced radio plays as well as taught in all three fields. In television, too, Bob has been a pioneer. In 1938 when NBC was care-fully allotting $1 million a year experimenting in television, he appeared in the network’s first half-hour (TV) show.

Between times he has appeared in various Broadway shows—some of them successes—fulfilled a Warner Bros. motion picture contract, helped win the second war to end wars on the side of the U.S. Signal Corps and Armed Forces Radio Service, and, not ignoring the personal side, acquired a wife.

Going still further back, to a year he prefers to have unlisted, he was born Robert Merwin Light in Denver, Colo. Following high school graduation there he attended for two months Hamilton Institute, New York, an offshoot of the Theater Guild School. In 1928 he made his first entrance into the dramatic field carrying a spear in “Marco Millions.”

The next year he entered both the radio and motion picture fields, the former as freelance actor and announcer; the latter appearing in Warner Bros short subjects.

Continuing along both paths, he was rewarded in 1934 with a year’s contract by Warner Bros. which took him to Hollywood where he appeared in several feature movies. During the next few years he continued freelance radio and television writing in both New York and Hollywood. In 1942 he was handed another career, one with the Army Signal Corps as a private. He emerged in 1946 as Lt. Col. Light in AFRS, where he was transferred in 1943, having subsequently served as public relations officer in Services of Supply, in England, acting officer in charge of AFRS European Theatre Branch, and ultimately as

(Continued on page 75)
ADV., N.Y., to Sullivan, Stauffer, Colwell & Bayles, N.Y., as vice president in charge of copy.

CARELLA ALEN, theatrical director and producer, to Anderson & Cahn, N.Y., as production assistant to VICTOR SEYDEI, director of radio and TV. She will work on New Edgewood Shoe Co.'s Going Places with Betty Bets on ABC-TV.

RALPH SADLER, vice president and copy chief John Mather Lupton Co., N.Y., appointed director of agency. He has been with firm five years.

BRUCE METCALFE appointed copy director Strauch & McKim Adv., Cincinnati. Was with Poole, Cone & Belding, Chicago, and General Electric Supply Corp., N.Y.

W. H. LONG Co., York, Pa., to move to larger quarters at 28 N. Queen St., York, effective Jan. 29.

GRAY & ROGERS Adv., Philadelphia announces appointment of five new partners. Those appointed: SAMUEL CHEW, new business director; WILLIAM B. EDWARDS Jr. and ATHERTON SEELEY, contract department; WILLIAM S. HARVEY, copy department, and EDMOND G. THOMAS, head of agency's special department handling pharmaceutical accounts.

Mr. Thomas Mr. Chew Mr. Edwards Mr. Harvey Mr. Seeley

DAVID B. ROGERS to Henri, Hurst & McDonald, Chicago, as assistant to radio-TV director, SCOTTY KECK. Mr. Rogers was with RCA Thesaurus in Chicago.

WILLIAM C. BRENNAN, contact and copy department William Esty Co., N.Y. to Lennan & Mitchell Inc., N.Y., as copywriter.

RICHARD D. WARD to Cox Adv. Agency, Columbus, S. C. Was with WMSC same city as sales representative. LILLIAN LAASKO OVERTON, promotion department CBS, to agency as art director.

A. W. LEWIN CO. and WILLIAMS & SAYLOR, N. Y. agencies, consolidate as LEWIN, WILLIAMS & SAYLOR. Merged staffs will be located at 40 E. 49th St. RALPH W. WILLIAMS is chairman of board and A. W. LEWIN, president. Other officers include SIDNEY MATHEW E. WEISS, executive vice president and treasurer, and MAX GREEN, ALAN T. POLLOCK, RICHARD N. GILICK, DONALD N. WATERBURY, LESLIE M. KAY and LEONARD NEWSHEDER, corporate vice presidents. ROBERT BRENNER is radio-TV director. Agency will operate branch in Newark.


PAT BROUWER to Young & Rubicam, Chicago, as timebuyer, working with Chief Timebuyer MARION REUTER, from radio and TV department Grant Advertising, same city. Miss Brouwer replaces MARGARET ALGAR, who is to be married Jan. 20 to Richard Hill.

How To Make Your Sales Curve POP-UP!

Whatever you're selling, you'll do a terrific job on Breakfast at the Lenox. More than 40,000 housewives have attended in person—augmenting the vast audience at home. Sold in 10 minute segments, this daily audience show is available two, three or five times weekly. Check with Petry for details on this low-cost, big-audience show!

Breakfast At the Lenox Has the Largest Listening Audience in Buffalo 915 to 10AM

WBEN

NBC Basic—Buffalo

January 15, 1951 • Page 9
An acknowledgment of appreciation to all time buyers and sponsors who have helped make 1950 the greatest year in KGNC's history.
A MARKET STUDY FOR SLIDE-RULES IN SIOUX FALLS (MINNEHAHA COUNTY)*

✓ 17% OF RETAIL SALES IN S. DAK.
✓ 16% OF TOTAL INCOME IN S. DAK.
✓ 30% OF TAXABLE PAYROLLS IN S. DAK.

THE ONE STATION THAT DOES THE JOB IN SIOUX FALLS—AND—THE COMMUNITIES OF MINNEHAHA COUNTY

*THE ONLY COUNTY IN NORTH AND SOUTH DAKOTA WITH RETAIL TRADE IN EXCESS OF ONE HUNDRED MILLION DOLLARS PER YEAR. (SALES MANAGEMENT)

IN KELO .5 MV. AREA

✓ 48% OF RETAIL SALES IN S. DAK.
✓ 8% OF RETAIL SALES IN IOWA
✓ 5% OF RETAIL SALES IN MINNESOTA
✓ 3% OF RETAIL SALES IN NEBRASKA

THE ONE STATION THAT DOES THE JOB IN THE RICH SIOUX FALLS MARKET

Represented Nationally By THE JOHN E. PEARSON CO.
## EXCLUSIVE NATIONAL REPRESENTATIVES

### EAST, SOUTHEAST
- Boston-Springfield: WBZ-WBZA
- Buffalo: WGR
- New York: WMCA
- Philadelphia: KYW
- Pittsburgh: KDKA
- Syracuse: WFBL
- Charleston, S. C.: WCSC
- Columbia, S. C.: WIS
- Norfolk: WGH
- Raleigh: WPTF
- Roanoke: WDBJ

### MIDWEST, SOUTHWEST
- Des Moines: WHO
- Davenport: WOC
- Decatur: WDE
- Duluth-Superior: WDSN
- Fargo: WDAY
- Fort Wayne: WOWO
- Indianapolis: WISH
- Kansas City: KMBC, KFRM
- Louisville: WAVE
- Minneapolis/St. Paul: WTCN
- Omaha: KFAB
- Peoria: WMBD
- St. Louis: KSD
- Beaumont: KFDM
- Brownsville: KVIL
- Corpus Christi: KRIS
- Ft. Worth-Dallas: WBAP
- Houston: KXYZ
- San Antonio: KTSK

### MOUNTAIN AND WEST
- Albuquerque: KOB
- Boise: KDISH
- Denver: KVVO
- Honolulu-Hilo: KGMB-KHBC
- Portland, Ore.: KEX
- Seattle: KIRO
Study Will Give You NEWS IDEAS!

Seven-Market Audience Survey, Made by Pulse, Inc. for Free & Peters, Proves Amazing Facts on Radio News

If you are now using radio news programs, this authoritative study will convince you how right you are!

If you have never used radio news, it will open your eyes to the spectacular possibilities of this proven medium.

The Pulse Survey was made in seven representative markets — in both urban and surrounding communities of each—in markets with and without television outlets. It proves that radio is the top news source — that TV-receiver ownership does not materially reduce radio news listening—that radio news has unusually high sponsor identification — that radio news does sell merchandise.

Write or telephone us now for your copy of “Radio News is Bigger Than You Think”. You'll agree that by producing this study, Free & Peters has rendered a very distinct service to you and to the radio advertising industry as a whole.

Free & Peters, Inc.
Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK     CHICAGO
ATLANTA      DETROIT      FT. WORTH      HOLLYWOOD      SAN FRANCISCO
strictly business

WHAT makes for “acceptance” of a man by the industry is exemplified by George H. Frey, NBC director of TV sales and newly elected vice president, as much as by anyone in the business. Yet if young men aspiring to follow him should take such a statement literally, a look at him might give them pause.

For one thing, not many men 44 years old are as slender and fit, or as direct in a friendly way, as he is. Nor are they amateur golf champions (in playing trim). Nor have they started with only a high school and night school education and moved up persistently for 26 years in the same company. Nor have they served as one of the midwives at the birth of an industry, and then helped to rear it.

Mr. Frey has done all these things, and is as described. In fact, after five minutes with him, it is (Continued on page 16)
**WGN** reaches 37 cities with more than 50,000 population...*

**WGN** reaches 62 cities with populations between 15,000 and 50,000...*

**WGN** reaches more homes one or more times a week than any other Chicago station*

...Obviously, your best buy in Chicago is **WGN**

*1949 BMB

---

_A Clear Channel Station..._ **WGN**
Serving the Middle West

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenam and Eickelberg
235 Montgomery St., San Francisco 4 - 2278 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4
doubtful if even Mr. Scrooge would mumble, "humbug." His informality and down-to-earthness seem habitual.

Born Nov. 8, 1906, at Fort Lee, N. J., he was one of nine children, a fact which made it pretty hard for his father, a tinsmith, to provide much more than necessities. Graduating from high school in Roselle Park, N. J., he became a bookkeeper for Parker Robinson Co., a small New York bond house. A friend in the engineering department of WEAF New York (then owned by AT&T) advised him against a Wall Street career and said, in effect: "Come over here."

Eighteen-year-old Mr. Frey did "come over," taking a stock clerk job and attending engineering courses nights at RCA and Columbia U. Later he was assigned to the engineering duty of looking after home radio sets belonging to top AT&T officials. These duties continued after RCA bought WEAF (now WNBC) in 1926 and came to extend to the radio set of Merlin H. Aylesworth, then president of the newly-formed NBC.

In 1929, Mr. Frey was invited to shift to the sales department as junior salesman, and there he started up the ladder: Salesman in 1933, network salesman in 1938, sales service manager in 1940, eastern sales manager in 1946, and director of network sales in 1947. In 1949, when NBC-TV sales split off from radio sales, he chose to become TV sales director.

Easier Selling

Television in its present infancy is much easier to sell than was radio at the same stage, Mr. Frey believes. "Back in the '30s, we were selling blue sky. Advertisers didn't know what they were getting. Now, TV salesmen are backed up by research, and sponsors know roughly what they can count on."

"In fact," he continues, "I don't know of any other media that can be more predictable for an advertiser than television. Many TV programs are predictable and steady in their appeal, week after week. The advertiser can have a pretty good idea of what he's getting for his money, both in terms of audience and results."

"The advertiser's problems sooner or later become our problems," he points out. "Rising costs are a factor now, but many of our research studies indicate that in increasing sales, TV actually creates new wealth. As more sales are created, more production is required. As more production is required, more money goes into payrolls. As payrolls increase, purchasing power and sales increase. And increased sales warrant greater advertising expenditure."

Dig in for Increased Sales with WIBW

This is the time of year when Kansas farmers are using power-driven post hole diggers like these to strengthen their fences and protect their 1951 profits.

Strengthen your sales fences in this rich agricultural market by hiring WIBW to tell the 1,513,728 Kansas farm folks about your products or services.

You'll be digging extra deep into this ready-to-buy market because for 14 years, impartial door to door surveys* show WIBW consistently first in listening preference among the people of Kansas. This means that you're hiring the strongest single selling force in Kansas.

*Kansas Radio Audience 1937-50

Feature (Continued from page 14)

chosen each month, he is interviewed on Devoted to Sports, conducted by Jennings "Jug" Culley, and presented with a savings bond. His story and picture also are run in the Times-World News, and WSLS posts three large outdoor boards around the city with the current "Cops'" picture displayed.

After the December "Cop of the Month" was chosen, Mr. Schneider decided it would be a good gesture to award a "Cop of the Year" citation. And thus, after much consideration, the Roanoke Police Dept. asked that the honor be awarded to Sgt. Jennings, who performed his service "beyond the call of duty" many years before the award was thought of, but who was still paying for it.

Award Is Surprise

A radio program was written around Sgt. Jennings' activities at the time he was wounded and presented on the Dec. 21 Devoted to Sports remote broadcast from Lewis Gale Hospital. All "Cops of the Month" and the chief of police as well as friends and neighbors of the sergeant, were present for the show. Completely surprised by the award and the broadcast proceedings, Sgt. Jennings cheerfully greeted his friends and listened to the WSLS salute which was followed by a presentation of several gifts from the sponsor.

WSLS and a public-spirited sponsor helped to remind other members of the community of the debt it owes to men who risk their safety for the public welfare. This is a public-service feature which might well be copied elsewhere.

Strictly Business (Continued from page 14)

Mr. Frey married Ellen Faint in September 1928. They have a son, Robert, 20, who is in Princeton, and a daughter, Sara Ellen, 14. "The nerve of youngsters these days," Mr. Frey says admiringly of his daughter. "When I was in a big meeting the other day, she came up and asked to see me; and then when she was inside, insisted on meeting everyone." The axiom suggested by such confident friendliness is "like father, like daughter."
Success in spot radio is simple...
if you get a formula and stick to it!

These advertisers chose local newscasts for their formula. They are among the nation’s most successful advertisers. They recognize that, of all media, radio alone gives people news up-to-the-minute. They realize that every important news story of the past quarter-century has broken first on radio. They know people seek out local newscasts and patronize advertisers who make this important service available to them. They have found a formula...and they have stuck to it. How long?

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Duration</th>
</tr>
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<tbody>
<tr>
<td>Esso Standard Oil Co.</td>
<td>15 years</td>
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<tr>
<td>Peter Paul</td>
<td>13 years</td>
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<tr>
<td>Studebaker</td>
<td>12 years</td>
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<tr>
<td>Mennen Co.</td>
<td>7 years</td>
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<tr>
<td>Mueller Macaroni</td>
<td>7 years</td>
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<tr>
<td>Standard Oil Co. of Ohio</td>
<td>7 years</td>
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<tr>
<td>Standard Oil Co. of Indiana</td>
<td>6 years</td>
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<tr>
<td>Metropolitan Life Insurance Co.</td>
<td>4 years</td>
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<tr>
<td>Shell Oil Co.</td>
<td>4 years</td>
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</tbody>
</table>

Local radio newscasts represent one of the best formulas you can choose for your client. You’ll find choice news periods available on all of the nation’s leading radio stations listed below. Why not call in your NBC Spot Salesman and start your client on the road to spot radio success? Why not select local newscasts as your formula?

**NBC SPOT SALES**

New York Chicago Cleveland Hollywood San Francisco

WNBC New York
WMAQ Chicago
WTAM Cleveland
WRC Washington
Knbc San Francisco
Koa Denver
Wgy Schenectady—Albany—Troy
More North Carolinians Listen To WPTF Than To Any Other Station.

North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.
SALES UPSURGE

AN UPSURGE of new business on the four major radio networks in recent weeks has accounted for sales of 15 hours and 35 minutes per week of regular schedules as well as 10¼ hours of short-term "saturation" campaigns in January and early February.

These figures do not reflect the addition of three sponsors to NBC's "Operation Tandem," the array of five programs per week in which a number of advertisers buy participation.

Nor do they include the numerous renewals of existing schedules that have been recorded in the past few weeks.

The spurt in new business created a new air of optimism among the radio networks, which toward the end of 1950 were not in a particularly rosy frame of mind. Except for CBS, which increased its gross radio billings, the major networks suffered declines in 1950 below the levels of 1949.

It also seemed to contradict a belief existing in some quarters a month ago that advertisers intended to ignore network radio as long as present rates prevailed.

Proof of Radio Power

In announcing nine new sales, John K. Herbert, vice president and general sales manager of NBC's radio network, said the increase in business was "concrete proof that alert advertisers are cognizant of radio's unequalled circulation during changing conditions as well as normal times."

"The importance of striking out a franchise on radio time is clear to them," Mr. Herbert said, "and I'm sure that radio's effectiveness today will draw even more advertisers than ever before."

A survey of spot radio business activity by Broadcasting • Telecasting last week showed that advertisers were active in that element of the industry, too. Station representatives reported spring spot campaigns were emerging from the planning stage and sales were at a high level.

It generally was agreed that unless an unforeseen slackening of sales in both network and spot radio developed, the question of radio rate cuts was destined to lie dormant.

Seven new programs were included in the recent network sales, including a record-setting schedule of five five-minute newscasts, five days a week bought by T. B. Babbit Inc. on Mutual.

The sponsor interest in news programs was considered a natural consequence of the growing public interest in such shows since the outbreak of the Korean War. As long as the international crisis continues unabated, network executives believed, news programs are bound to hold large audiences.

By networks the new time sales within the past month were:

- ABC: Mars Inc. (candy) through Leo Burnett, Chicago—"Inner Sanctum," Monday, 8:30 p.m.; Can You Top This, Tuesday, 8:30 p.m.; and Bob Barley, American Agent, Wednesday, 8:30 p.m.; Buick Division of General Motors Corp., through Kudner Agency—

- MBS: P. Lorillard (Old Gold), five-a-week quarter-hour; Kraft Foods, twice-a-week quarter-hour and twice-a-week five-minute; U. S. Army, weekly half-hour; Brewing Corp. of America, weekly quarter-hour; Kellogg Co., three-a-week five minutes and three week 25-minutes; Pearson Pharmacal Co., weekly quarter-hour; B. T. Bobbitt, five-minutes, five times a day, five times a week; Hadacol, half-hour one-shot; Benjamin Moore Paint Co., weekly quarter-hour; Dicograph Products Inc., 3¾ hours in January-February.

- NBC: Pepsi-Cola, weekly 25-minutes; Liggett & Myers, Operation Tandem (spot sponsorship of five-a-shot week programs); U. S. Army and Air Force, Operation Tandem; Buick Div. of General Motors, Operation Tandem for one week; American Tracking Assn., weekly half-hour; Mutual Benefit Health and Accident Assn., weekly quarter-hour; Doubleday & Co., weekly quarter-hour; Norwich Pharmacal Co., weekly half-hour; Mutual Benefit Health and Accident Assn., weekly quarter-hour; TWA-Trans World Airlines, weekly half-hour; E. R. Squibb, weekly hour.

Not 5, but 7½ Percener

BY DAVID BERLYN

THE HIGH cost of living and of government has affected even the so-called Washington "five percenter," who is upping his ante to 7½%.

On unimpeachable authority, Broadcasting • Telecasting has learned of a "seven and a half percenters" who has been doing some side-stepping in the electronics equipment field. Obviously, identities can not be revealed. But the story, as related by those immediately involved, is of paramount importance to electronics and other manufacturers who seek government contracts.

It started in a northeast section of the U. S. where an electronics equipment manufacturer, who has been doing business for nearly 30 years, submitted a bid for a U. S. Navy contract. Within the past fortnight, the firm sent a representative to Washington to be present at the opening of bids submitted.

At that time, he learned his company's bid was the lowest submitted. However, a "Mr. X," as we shall refer to him, informed the representative that another firm, located in a large city, had a bid, appropriately sealed, in the mails. "Mr. X" claimed it was lower than that of the electronics equipment firm.

"Deal" Outlined

But, "Mr. X" declared, the large city firm's contract could be "retracted" if the original low bidder would acquiesce to give him "seven and one-half percent of the contract price" and appoint him and his associate, located in New York, as "agents" for the firm. "Mr. X"'s brief included offers of (1) arranging the contract so that a higher price could be asked from the government and (2) obtaining advance information on contracts to be offered in the future.

The manufacturer's representative lifted eyebrows at the mention of "retracting" a bid to be submitted to the government for a contract. He contacted his home office and got an indignant reaction with the orders that all the firm wanted was to keep the contract, not play with it or any self-styled agent.

Meanwhile, the firm did some checking of its own. It found (1) the "percenters," who showed credentials placing him as an agent for certain other firms both now and during World War II, actually did have some apparent "contacts," and (2) the firm alleged to have a lower bid, and whose bid would be withdrawn, actually was asking a figure three times that of the man...

(Continued on page 81)

January 15, 1951 • Page 19
NEW TWA SHOW

Annnounce 'Blandings' Plans

PROGRAM Mr. and Mrs. Blandings, first coast-to-coast network show sponsored by a major airline. TWA, begins Sunday, Jan. 21, at 5:30 p.m. [BROADCASTING & TELECASTING, Dec. 25, 1950]. Stars are to be Cary Grant and his wife, Betsy Drake.

"As the first airline to offer a nationwide radio program, TWA is happy to join Mr. Grant, an established and popular star of motion pictures, in his regular show," said Ralph S. Damon, president of TWA. Mr. and Mrs. Blandings is based on the characters created by Eric Hodgins in his best-selling books, Mr. Blandings Builds His Dream House and Blandings Ware. TWA announced that, though the show will follow the spirit of the Hodgins books, it will be originally created for the radio performances, relating the frustrations of the Blandings as they try to settle into their dream house in the country. The program will originate from NBC's Hollywood Radio City, with Don Sharp and Wolfe as director and Homer Canfield as supervisor of the series. It is understood that the show carries a half-million-dollar budget. Agency is EBDL, New York.

PARX CAMPAIGN

Started for New Product

NATIONAL advertising campaign in miniature was started Sunday in Washington by Parx Products Corp., New York and Washington, headed by Herbert L. Petley, Loew's Inc consultant and broadcaster. The test campaign will provide the basis for extended advertising.

The product is a vinyl plastic finger-nail cover with adhesive backing. It may be placed on nails quickly and used repeatedly.

Opening campaign, with budget of $6,000 for four weeks, includes TV and radio participating announcements, transit and newspaper ads, with the radio-TV segment well over half the total. Agency is Henry J. Kaufman & Associates, Washington.

FTC CASES

Three Hearings Held

HEARINGS on three cases—one involving a television correspondence school, the other two dealing with firms which have advertised on radio—were held by the Federal Trade Commission last week on different fronts.

Three sessions involved:

American Television Labs, Chicago (in Washington, D. C. Wednesday), charged with misrepresentation of correspondence courses in radio and television; Bahme Hearing Aid Co., Chicago (in Chicago, Tuesday), alleged unlawful use of exclusive-territory contracts in sale of hearing aid instruments; and American Television Labs Corp., New York (in New York Tuesday), charged with false and misleading advertising of Dolcin, a medicinal preparation.

New TWA show.

"Well maybe it isn't ethical, boss, but it is the fastest way to get the news!"

B&B ELECTS

Three New VP's

CASPER H. BILLIPP, Edward Mead and Richard D. Wylly were elected vice presidents of Benton & Bowles, New York. Mr. Billipp, copywriter for the agency since 1944, also becomes copy supervisor; Mr. Mead becomes head of the TV commercial department, and Mr. Wylly, who joined the agency last October as copy group head, becomes copy supervisor.

KRVN APPOINTS

Taylor Co. Representative

KRVN, new outlet in Lexington, Neb., has appointed O. L. Taylor Co. as its representative. Station goes on the air Jan. 20 with 25 kw daytime on 1010 kc. direction. KRVN is owned by the Nebraska Rural Radio Assn., comprised of 3,800 farm families and 255 farm organizations. The latter range in size from 25 to 15,000 membership groups. The association is incorporated as a non-profit corporation. Max Brown is general manager of the station.

CONKLING NAMED

Columbia Records President

JAMES B. CONKLING has been appointed president of Columbia Records Inc. effective Feb. 1, was announced last week by Frank Stanton, CBS president. Edward Wallerstein, Columbia Records president and a member of the board of directors of CBS parent firm, has resigned effective that date. Mr. Stanton stated. M. Wallerstein, however, will continue as consultant to CBS, he said.

Mr. Conkling has been with Capitol Records Inc. since 1944 and has been vice president of that firm in charge of repertoire. Mr. Wallerstein joined Columbia Records in 1939 and has been chief executive officer of the company since that time.

SMITH CHOSEN

For Watts' Duties

T. A. (Ted) Smith, assistant general manager of RCA-Victor's Engineering Products Dept., has been named acting general manager to take over duties of Walter W. Watts, department vice president, who is on indefinite leave of absence. Mr. Smith has served as general sales manager of the Engineering Products Dept. He was promoted to assistant general manager in January. Mr. Smith, who joined the Victors Inc. in 1931, served as district manager of the Texas division of the company before transferring to New York City in 1938 as a sales executive.

Mr. Watts will retain his title as assistant general manager while Mr. Smith is on indefinite leave of absence. His appointment as assistant general manager of the department was announced by W. A. Buek, RCA-Victor Division vice president and general manager. Mr. Smith has served as assistant to Mr. Buek in charge of sales and advertising, and has been active in the company's public relations activities.

SALES CENSUS

Radio Stores Increase

FINAL Census of Business figures for 1948, released Thursday by the Census Bureau, Department of Commerce, reveals that radio store sales rose to $384 million in that year, 68.9% increase over $49 million in 1939, year of the previous Census of Business.

The number of radio stores increased from 2,911 in 1939 to 7,208 in 1948. This does not include household appliance stores which also sell radio and television sets.

Radio stores reported 14,898 employees for the November 15, 1948 workweek. An annual payroll of $33 million was reported.
THE GOVERNMENT was marshalling plans on many fronts last week to prepare radio, television, and radio communications in general--"the nerve system of civil defense"--for their roles in any emergency. While many developments and projects were classified for national security reasons, it was known that:

- The pressure for creation of a 1951 counterpart of 1940-41's Defense Communications Board was mounting.
- President Truman's Temporary Communications Policy Board, working on a recommendation for establishment of a permanent, high-level agency, suddenly put a tight lid on information about its activities, which inevitably would coordinate with other planning affecting radio-TV broadcasting and communications.
- FCC was making plans for a meeting with industry representatives and the Board for radio-TV operations under enemy attack; the Broadcast Advisory Council conferred with key Washington officials and the Defense Dept.'s plan for Presidential "control" of all electromagnetic radiations in time of stress was being prepared for re-submission to Congress (stories on pages 22, 23).

Meanwhile there was continuing circulation of reports that CBS Board Chairman William S. Paley had accepted a strategic defense mobilization assignment, to conduct a survey of 21st century" radio defense equipment. It was also said that FCC Chairman Wayne Coy had been scoured, and his name was brought up as a candidate for a five-man board to study the field under survey.

While Mrs. Paley, he was seeking residential quarters in Washington late last week.

Although there has been no strong outward movement for re-establishment of a defense communications agency, largely because of the close liaison which has been maintained between FCC and the war department, there have been meetings with agreement representatives, including FCC Chairman Coy. To consider radio-TV's role in emergencies, the FCC meanwhile will hold one meeting with a limited number of industry representatives, largely engineers, and is planning another to which a much larger number perhaps encompassing all stations--may be invited. Date for this session, it was reported, has not been set.

President Truman's Temporary Communications Board, headed by former FCC Comr. Irving Stewart, is now at 142 West Virginia, meanwhile met for two days last week--Monday and Tuesday--in sessions presumably devoted to a great extent to plans for establishment of a permanent Telecommunications Policy Board.

The board, as reported to President Truman on Feb. 17. The effect which postwar changes in the military department setup might make upon the communications structure of a re-established Defense Communications Board--if one is decided upon--could not be foretold, aside from the nature of other changes which might be considered desirable.

The old Defense Communications Board was created by Executive Order on Sept. 29, 1940, and its name was changed to Board of War Communications on June 15, 1942. It was a five-man board composed of the chairman of the FCC; the State Director of the Office of Civilian Defense; the director of Naval Communications; the Assistant Secretary of the State in charge of the Division of International Communications; and the Assistant Secretary of the Treasury in charge of Treasury Enforcement Activities.

As FCC chairman, James Law- rence Fly headed the board, which was headed by then Comr. E. K. Jett now radio director of the Baltimore Sunpapers were the International Broadcasting Coordinating Committee and 13 numbered committees; Domestic Broadcast- ing, International Broadcasting, Amateur Radio, Aviation Communications, Cable, Telephone, Tele- graph, Radio-communications, Stree- and Municipal Governments, Communications Liaison for Civil Defense, Priorities Liaison and Interdepart- ment Radio Advisory Committee.

Domestic Broadcasting was the concern of Committee No. 4. It went to 25 industry, government, and labor representatives. Its duties, as described by the Board, included studies and recom- (Continued on page 68)

RTMA PRESIDENCY

Glen McDaniel Possible

NEW president of Radio-Television Mfrs. Assn. serving on a fulltime salaried basis, is to be elected Feb. 15 when the RTMA board meets at conclusion of the manufacturers' midwinter conference at the Hotel Statler in New York. Prominently mentioned for the presidency is Glen McDaniel, RCA vice president [CLOSED CIRCUIT, JAN. 2]. Although he was denied a number of leading manufacturer appointments, he is ready and eager for the position.

Mr. McDaniel

Mr. McDaniel, head of the RTMA Re- organization Committee, headed by RTMA ex- president Max F. Balcom, Sylvania Electric Products, will meet during the Chicago conference to discuss names of candidates. This com- mittee will report to the RTMA board, which will make the final selection.

Robert C. Sprague, president of Sprague Electric Co. and now serving without salary as RTMA pres- ident, is anxious to devote fulltime to his business as result of mounting defense orders. Mr. Sprague has attracted wide attention for his aggressive campaign during the difficult mobilization days.

James D. Manse, RTMA president and chairman, Secretary of the Treasury in charge of Treasury Enforcement Activities.

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Domestic Broadcasting was the concern of Committee No. 4. It went to 25 industry, government, and labor representatives. Its duties, as described by the Board, included studies and recom- (Continued on page 68)
RADIO CIRCULATION

RADIO audiences vastly larger than combined circulation of eight leading magazines are available to advertisers according to typical studies based on the magazine data sent to stations by Broadcast Advertising Bureau.

"Starting results are obtained by using the radio circulation, through references to Broadcast Measurement Bureau figures, and the circulation of leading monthly and weekly magazine," Hugh P. Higgins, BAB director asserted. The magazine figures were distributed to BAB's station membership in December to give broadcasters a new sales weapon in magazine competition [BROADCASTING • TELECASTING, Dec. 18, 1950].

Commenting on magazines, Mr. Higgins said: "It should be remembered that these magazine circulation figures represent once-a-week or even once-a-month impressions. Radio, as you know, can make multiple impressions within a single day which gives a new and greater dimension to radio advertising.

Four weekly and four monthly magazines are covered in BAB's detailed presentation of circulation data by counties and cities. Weeklies are Life, Look, Colliers and Saturday Evening Post. Monthly magazines are American, Country Gentleman, Ladies Home Journal and Women's Home Companion.

Comparison Made

Following Mr. Higgins' suggestion, BROADCASTING • TELECASTING decided to make some comparisons and see how radio and magazine circulations added up in a number of cities. Starting with the largest, New York, it was found that in 1949 (when the latest BMB survey was made) the city contained 2,258,470 radio families. The combined circulations of the eight magazines analyzed by BAB totaled nearly half that number — 1,089,729.

Obviously, total radio families versus total number of subscribers to the eight magazines is not a very satisfactory basis for comparing radio and magazine public.

There are many more than eight magazines, even some with large circulation, which should be considered an overall comparison. On the other hand, some families subscribe to several magazines and other families to none, so that the duplication factor of magazine distribution should be considered if a fair comparison is to be made between radio homes and magazine homes.

Perhaps a fairer method would be to compare individual stations with individual magazines. Suppose we take not the total number of radio families in the city (although all of them have access to any broadcast of any station just as all families receiving a magazine have access to any of its stories, articles and advertisements), but the number of families which have access to multiple listening to each station once a week or oftener. A comparison of the total weekly audiences of New York's four network outlets with the four weekly and four monthly magazine circulation figures for New York looks like this:

NEW YORK
Weekly Radio Families

<table>
<thead>
<tr>
<th>Network</th>
<th>Station</th>
<th>Night</th>
<th>Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>WOR</td>
<td>1,850,720</td>
<td>1,993,255</td>
</tr>
<tr>
<td>B</td>
<td>WABC</td>
<td>1,724,720</td>
<td>1,428,850</td>
</tr>
<tr>
<td>C</td>
<td>WOR</td>
<td>1,718,505</td>
<td>1,171,527</td>
</tr>
<tr>
<td>D</td>
<td>WWOR</td>
<td>1,718,505</td>
<td>1,171,527</td>
</tr>
<tr>
<td>Average</td>
<td></td>
<td>1,718,505</td>
<td>1,171,527</td>
</tr>
</tbody>
</table>

Magazine Circulation

Weekly | Monthly

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Colliers</th>
<th>Life</th>
<th>Look</th>
<th>S.E.P.</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>89,159</td>
<td>635,906</td>
<td>250,304</td>
<td>115,300</td>
</tr>
<tr>
<td>B</td>
<td></td>
<td></td>
<td></td>
<td>115,300</td>
</tr>
<tr>
<td>C</td>
<td></td>
<td></td>
<td></td>
<td>115,300</td>
</tr>
<tr>
<td>D</td>
<td></td>
<td></td>
<td></td>
<td>115,300</td>
</tr>
<tr>
<td>Average</td>
<td>89,159</td>
<td>635,906</td>
<td>250,304</td>
<td>115,300</td>
</tr>
</tbody>
</table>

The total number of families hearing any of the New York network stations once a week or oftener is many times the total circulation in that city of any of the eight magazines, with the average hearing the stations at night nearly 10 times the average circulation of the weekly magazines and nearly 20 times the average circulation of the monthlies.

But it may be argued that these radio figures include families who listen to several stations only once or twice a week and so are not fair comparisons with families who spend several hours reading a magazine. Ignoring the counter-argument that magazines frequently go unread, let's take the smallest BMB measurement — families listening to each station six or seven days (or nights) a week and see how the comparison looks now:

NEW YORK
Weekly | Monthly

<table>
<thead>
<tr>
<th>Network</th>
<th>Families Listening</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>67 Nights</td>
</tr>
<tr>
<td>B</td>
<td>557,320</td>
</tr>
<tr>
<td>C</td>
<td>587,300</td>
</tr>
<tr>
<td>D</td>
<td>605,500</td>
</tr>
<tr>
<td>Average</td>
<td>717,622</td>
</tr>
</tbody>
</table>

Even by those curtailed radio figures, which rule out families turning to a network station Monday to Friday, during the daytime serial or an evening news program unless they also listen to that station over the weekend, the radio station audiences are far greater than the magazine circulation figures.

But BMB measured non-network station audiences as well as those of network stations. Let's look at them next (Continued on page 79).
‘EDITORIAL CONTROL’

JAMES H. S. ELLIS, president of Kudner Agency, charged Friday that TV networks are approaching "control of the editorial content of the air" through growing domination over time, talent and production.

In an address before the Detroit Aircraft Club, Mr. Ellis put much of the blame for "networks' competition for top shows" at "any price."

He said TV networks' bidding for talent has brought television to a point where it "is getting too rich for the average advertiser's purse, no matter how good it is." Mr. Ellis scored what he called a snowballing trend in which networks put together package shows and sell them to sponsors at skyrocketing prices. He said at least 70% of CBS commercial shows and 50% of NBC's are network-controlled, whereas a considerable majority of all shows on the air a year ago were handled by independent packagers or agencies.

Mr. Ellis' agency itself pioneered in development of many top TV shows. Its 1960 billings amounted to $1.5 million for radio and $4 million for television.

The Kudner executive stressed that television produces spectacular results when all factors are right. But he also stressed that networks are entitled to some control over talent and production. But the trend now, he asserted, is in the direction of "complete and monopolistic" control by networks.

"Three years ago," he said, "the top TV show on the air cost about $10,000 a week for an hour program—$2,000 being for time and $8,000 for entertainment."

Cost Mounts

"Now, and in only three years' time," he continued, "the cost of a package show program has mounted to $100,000. Time has gone up to $36,000 and entertainment to $80,000 or more."

"This means that to put on a good show on a yearly basis an advertiser must think in terms of a $4 million annual budget—and this, of course, is for TV alone without taking other advertising media into consideration."

He said inter-network competition has reached a point of outright "audience stealing, with networks bidding fabulous prices which few sponsors can justify."

With individual stars getting as much as $40,000 for a single performance, a lot of harm has been done."

Mr. Ellis feared present trends mean "we soon can arrive at the time when the networks provide all the entertainment."

This, he said, "would be contrary to the challenge of free competition, and the inherent dangers in it are obvious."

No 'Straitjacket'

He called upon "the people responsible for the destiny of television" to "stop, look and listen."

"They already have a monopoly of the air waves, which is unavoidable," he said. "Television may prove to be the most powerful selling medium we have ever seen, but monopolizing TV entertainment is hard to justify as serving in anyone's best interests. We don't want to be put into a straitjacket when it comes to entertainment."

SHADEL NAMED

Radio Correspondents Head

WILLARD (Bill) SHADEL, CBS Washington commentator, was elected president of the Radio Correspondents Assn. for 1961 at a meeting held in Washington last Wednesday. He succeeds William R. McAndrew, general manager of NBC Washington operations (WBAM-FM, WNGW, WMBF, WNBW (TV)), who becomes ex-officio member of the organization.

Other officers named were Hollis Seavey, MBS, vice president; John Edwards, ABC, secretary, and Raymond Gram Swing, WOL Washington and Liberty Broadcasting System, Inc., vice chairman. Ann M. Corrick, Transradio Press Service; Rudolph Block, representative for West Coast stations, and Robert McCormick, NBC-TV-Washington, were elected to the board.

Mr. Shadel, who also assumes the post of chairman of the Radio Correspondents Assn.'s executive committee, and other officers are expected to be installed at the correspondents annual dinner for the President at the Statler Hotel, Washington, Feb. 3. Mr. Shavey, who succeeds William Tully Jr., Washington Reporters Inc., as vice president, also will serve as vice chairman of the executive committee.

Mr. Shadel started his radio career at WZKO Kalamazoo, Mich., in 1932, later becoming public relations director of the National Rifle Assn. From 1943 to 1944 he served as correspondent for CBS in Italy and at other battlefronts. In 1945 he was assigned to the staff of WTOP Washington, then CBS owned-and-operated station. He joined the correspondents association that same year.

‘JOURNAL CASE’

May Ask Stronger Ruling

APPEAL to the U. S. Supreme Court by the Justice Dept. as well as the Lorain (Ohio) Journal loomed as a prospect last week following U. S. District Judge Emerick B. Fred's decision against the Journal, first newspaper found guilty of anti-trust practices against a radio station [Broadcasting 39, Jan. 8].

Counsel for the Journal filed notice of appeal last Monday, three days after Judge Fred issued his decree in Cleveland. Justice Dept. officials also were understood to be considering an appeal, on the ground that the terms of the decree are inadequate.

Judge Fred refused, after hearing argument on Monday, a Journal request that effectiveness of the decree he stayed pending a Supreme Court decision. It therefore became effective today (Jan. 15).

The Justice Dept. had submitted exhibits claiming the Journal did not abide by the substance of Judge Fred's decision in the case pending issuance of his decree.

The Journal, its owners and two other principal executives were found guilty of anti-trust violations. The refusal to accept the advertising of local merchants who also bought time on WEOI-AM-FM Elyria-Lorain [Broadcasting • Telecasting, Sept. 4, Oct. 2, Nov. 6].

The Justice Dept. had proposed sweeping terms for inclusion in the final judgment, while counsel for the Journal contended the newspaper should merely be forbidden to reject advertising solely because the advertiser also uses WEOL-AM-FM.

Judge Fred incorporated some of the Justice Dept.'s proposed terms into his decision, but omitted others.

The judgment restrains the Journal from refusing to accept advertising, and from making discriminations "where the reason for such refusal or discrimination is, in whole or in part, express or implied, that the [advertiser] has advertised, advertised, has proposed or proposes to advertise in or through any other advertising medium."

Forbidden Practices

The forbidden discriminations apply to "price, space, arrangement, location, commencement or period of insertion or any other terms or conditions of publication of advertisement or advertise- ments."

Similarly, the newspaper is restrained from "cancelling, terminating, refusing to renew or in any manner impairing" any advertising contract for the reason "in whole or in part," that the advertiser has used, or proposes to use any other medium.

The decree also forbids the Journal to accept any advertising on the condition (express or implied) that the advertiser shall not use any other advertising medium or shall use only the Journal.

Once a week for 25 weeks, the judgment continues, the Journal must publish "a notice which shall fairly and fully apprise the readers thereof of the substantive terms of this judgment."

The notice must be "placed in a conspicuous location."

In addition, the decree requires that the Journal and the individual defendants must keep for five years "all books and records, which shall include all correspondence, memoranda, reports and other writings, relating to the subject matter of this judgment."

Within 10 days, the Journal must give written notification of the terms of the decree to "any officers, agents, employees, and any other persons acting for, through or under defendants or any of them," and must advise them "that each and every such person is subject to the provisions of this judgment."

Such persons must also be told that copies of the decree are "readily available" to them.

On reasonable written notice from top Justice Dept. officials, the Journal must give Justice Dept. representatives access (during office hours) to records relating to the anti-trust case in order to as-

(Continued on page 79)

BROADCASTING • Telecasting

BOB HOPE isn't kidding as he puts his name to an exclusive long-term radio and television contract with NBC. John K. West, vice president in charge of NBC Western network, supervises the signing [Broadcasting • Telecasting, Jan. 8].

Asserting that the "customer should have some rights," he said that "at least we can call a halt and give the independent sources a chance to find if there isn't some way to keep talent costs from going out of the reach of everyone—and thereby hurting TV, talent, TV owners, and the industry as a whole."

January 15, 1951 • Page 23
AD COUNCIL

MEMBERS of the Advertising Council, representing all branches of the advertising industry, were brought up to date on national and world developments at the Seventh White House Conference held Thursday in Washington. Facing the possibility of greatly expanded need for*

**Briefed on World Crisis**

**At White House Session**

*From Broadcasting, September 27, 1951*

...
WINNERS in the annual contest of the National Retail Dry Goods Assn. for retail radio programs were announced Thursday at the close of the NRDGA annual convention, Jan. 8-11, at the Statler Hotel, New York, by Howard P. Abrahamson, secretary of the association’s sales promotion division.

“This year’s contest showed conclusively that retailers are using radio advertising as a direct sales promotion tool instead of a purely institutional one,” Mr. Abrahamson said. “In every case the entries were documented by a complete statement of results obtained from the radio programs submitted.”

HUGH M. P. HIGGINS, director of
Kirven Co., Columbus, Ga., for HTimes (WRLB).

Programs Beamed to Children:
First Prize (two awards): Pomroy’s, Phoenix, Ariz., for Zipper Wilson Show (WPAM); and Sage-Aiken Co. of Hartford, Conn., for Kiddie Corner (WCCU).

Second Prize: Bennington’s of Salisbury, Md., for Benjamin’s Piglet Club (WBNJ).

Third Prize: Lowenstein’s, Memphis, for Junior Theatre of the Air (WREC).

For Saturation Spot Campaigns: Grand Prize: Joke’s of Texas, San Antonio.

First Prize: George Wyman Co., South Bend, Ind.

Second Prize: Pomroy’s Inc., Pottsville, Pa., for Pomroy’s Family Hour (WPAM).

New prize for the manufacturer or retailer who paid the most for retail sales during the year.

Hopsong Cassidy enterprises.

Broadcast Advertising Bureau, which co-sponsored the contest, presented two top awards at the program promotion luncheon Thursday afternoon. “You have helped radio stations everywhere,” he told the award recipients, “to give you more effective and better service.”

Mr. Abrahamson said that, in a departure from past procedure, “the judges decided to make additional awards to stores for special achievements of the coordination of radio with other store promotion devices and for the comprehensive use of radio.”

Program Information

Information concerning the winning programs, Mr. Abrahamson said, will be saved for a library available to other stores for use in guiding their own radio activities. A book containing formats, scripts, promotion tie-ins, and results of winning programs is planned jointly by NRDGA and BBA for release this spring, he said.

An illuminating dissection of the program which won the grand award for programs beamed to women’s audience, the time, the place, the tune of George Wyman & Co., South Bend, Ind., was given at the sales promotion session by George Wyman & Co. advertising director, Paul C. Robinson. (George Wyman & Co. programs won four additional awards.)

As to the success of George Wyman radio activities, Mr. Robinson said, “one conclusion stands out above all others: we started with confidence in the ability of radio to do a selling job. Then we applied all the old tried-and-true selling formulas.”

Out of three radio stations in South Bend, he said, they chose

(Continued on page 66)

POPIULATION

Ad Groups Set Standard Breakdowns

RECOMMENDATIONS of American Assn. of Advertising Agencies, American Marketing Assn. and Assn. of National Advertising for “standard breakdowns for population in media and market surveys” were issued last Thursday in a four-page folder released jointly by the three organizations.

Noting that the recommended breakdowns “will meet the needs of most studies involving population statistics,” the three organizations in a joint foreword state that “all organizations which conduct market and media research are encouraged to adopt these standard breakdowns in order that their surveys may be compared with census data and with each other, and thus be of greater value to all users.”

Recommended breakdowns cover six ways of analyzing the population:

1. Age groups—to be divided into five-year ranges from under 6, 6-9, 9-14, etc., to a general lumping of oldsters into an “over 60” group.

2. (A) Income — to be broken down by $1,000 units from under $1,000, $1,000-1,999, etc. to $10,000 and over. (B) Rental—to be graded as follows: under $200, $200-299, $300-399, $400-499, $500-749, $750-999, $100-149,999, and $150 and over.

(C) Value of owner-occupied homes—broken down into: Under $5,000, $5,001-9,999, $10,000-14,999, $15,000 and over.

3. Education—no school years completed, less than five years of grammar school completed, 5-8 years of grammar school completed, 1-3 years of high school completed, four years of high school completed, 1-3 years of college completed, four or more years of college completed.

4. Occupation—divide into professional and technical workers, non-farm managers, officials, proprietors; farmers and farm managers, farm laborers and foremen; clerical and kindred workers, sales workers; craftsmen, foremen and kindred workers, operatives and non-supervisors; service workers, including private household; unemployed, housewives, students, retired, others not in labor force.

5. Community size—divide into: Rural farm rural non-farm; places 2,500-9,999; 10,000-24,999; 25,000-49,999; 50,000-99,999; 100,000-249,999; 250,000-499,999; 500,000-999,999; 1,000,000 and over.


After Walter Barber of Compton Advertising Inc. pointed out the “pressing need” for standard breakdowns of population data in an address at the AAAA Eastern Annual conference two years ago the AAAA Committee on Research appointed Richard L. Edsell of the James Thomas Chirurg Co., Boston, as a sub-committee of one to investigate the matter. The AMA Committee on Marketing Research Techniques, headed by Dr. Hans Zeisel of The Tea Bureau, and the ANA Research Committee, headed by Richard H. Moulton of General Foods, also lent assistance and last fall the standard breakdowns were approved by the boards of AAAA, AMA and ANA.

In developing the standards, NAR and other media associations were consulted, as well as many individual research authorities.

BROADCASTING • Telecasting

January 15, 1951 • Page 25
FCC and the Continental Air Command are currently evolving a plan whereby broadcasting stations would be permitted to transmit on the air in the event of imminent or actual air attack, and yet not lend themselves as "homings" devices for enemy bombers.

Under the plan, the Federal Civil Defense Administration, armed with legislative authority but still lacking funds, has delayed issuance of its proposals pending review by state and city civil defense planners pending an answer to two vital questions:

- Will such a plan, when it finally materializes, resolve the perplexing problem of "radio silence"?
- What frequencies will be assigned in the amateur radio band for participation of "hams" in civil defense operation?

Some light was thrown last week on both these questions now under study by the FCC, Dept. of Defense and Civil Defense Administration as military authorities prepared to resubmit, to the 81st Congress, the proposal to empower the President to "control" radio-TV signals and other "electro-magnetic radiations" [BROADCASTING • TELECASTING, Jan. 8, Dec. 29, 1950].

New Proposal Seen

A Defense Dept. attorney said military officials will send to Capitol Hill another proposal along similarly stringent lines. Technically, the military's proposed bill died with the 80th Congress. The recommendation, if enacted into law, would extend Sec. 606 of the Communications Act, which gives the President in times of national emergency power to silence or take over, or to suspend or amend the rules applicable to, existing radio communications facilities.

Under the Defense Dept. proposal, the President could exercise control, not only in times of actual war and proclaimed emergency, but also "during strained international relations."

In view of confusion and controversy surrounding the plan, the department official last week was asked by BROADCASTING • TELECASTING to clarify the military's position with answers to a set of queries. Since officials declined to be quoted, a paraphrase of the exchange follows.

"In view of the fact that the military, through the President as Commander-in-Chief, already has the power to silence radio-TV stations, how would you characterize the Defense Dept. justifying this proposal?"

A—The department has such power, but radio only "on a case-by-case" basis. We are trying to get legal authority to control all radiations which might lend themselves to the detection of military or enemy intentions. We do not foresee any requirement to answer questions or to issue regulations on a standby basis. We need formal authority.

Q—Do you feel that the bill is far-reaching in that it would extend to periods of "strained international relations?"

A—That would not include the present period.

Q—The bill is intended for use only in more severe times, and the language is broad enough to tighten up to serve its purpose. It could be applied to the present situation, but possibly wouldn't.

Q—Do you see any conflict between the military's position that radio-TV signals should be curtailed in certain areas and powers of Civil Defense authorities that communications is the "nerve system" of defense?

A—No more conflict than is inherent present when two agencies try to achieve different aims and purposes. It's a question of liaison of working something out between the Pentagon and civil defense officials. The plan is doubtful being worked out now.

Q—Has Mr. Leva (Marx Leva, Assistant Secretary of Defense) indicated anyone charged with reports, that the bill is designed to curb high power stations whose signals might be used for propaganda. The bill is designed to cover all stations with radiations prescribed within the bill.

Q—Assuming the bill were enacted in present form, how would the chain of command work? Would you tell stations to go off the air if necessary?

A—We would tell them—that is, we would tell the FCC which in turn would notify them, advising that FCC personnel would maintain certain controls. FCC would handle it.

A similar group of questions was put to Civil Defense officials in an attempt to obtain an up-to-date picture of planning. Again, a paraphrase follows:

Q—What is the status at present of civil defense communications planning? How far along are you on getting out a technical manual?

Manual Delayed

A—We have delayed the manual until we get the answer to two big problems: What to do with broadcasting stations and what the exact role of the radio-TV services is in the event of war. While the 2½ mc amateur band was reactivated with the title, War Emergency Radio Service, comprising amateur units. On broadcast stations, the Continental Air Command and FCC have been working on a joint plan to ensure air and not serve as homing devices. The plan was tested in New York this (last) week. Similar tests were held last month.

Q—What about the amateur frequencies?

A—There have been a series of meetings in recent months with the military, FCC and Civil Defense officials. FCC is expected to announce a tentative agreement shortly which would assign an underdetermined portion of the amateur band over to civil defense, and let the amateurs know whether they can buy appropriate equipment. Obviously, they can't now for fear that frequencies will change.

Q—What is civil defense's position with respect to the Dept. of Defense control bill? Is there a conflict?

A—Not necessarily. Although the bill would only give the military power it already has. The bill was under consideration. The President has the power to control, or designate the agency which would control, radio-TV signals, which presumably would be FCC. The military has repeatedly stressed, incidentally, that as far as civil defense communications go, it wants no part of it and that it should be run by civilians.

Q—Would the CD bill the President could delegate certain powers to the CD administrator upon declaration of civil defense emergency. Who else could delegate powers to the CD?

A—The governors of the states, in lieu of action taken by local civil defense authorities, could commandeer communications in the event of local emergency.

Q—Just what role will broadcast stations play in the civil defense picture?

A—We would like to see stations (Continued on page 79)

FCC, CAC Work For Solution

FCC'S LONG FORESEEN investigation of the horserace programming throughout the U.S. broke into the open last week as the Commission ordered all broadcast stations—AM, FM and TV—to return all information or "data" gathered on their race information broadcast [BROADCASTING • TELECASTING, June 20, 1949].

Q—What are the horses down in a serious venture to settle the issue which has been hotly contested before both FCC and Congress, informed Commission spokesmen last week stated the probe may mean:

Renewal Proceedings Seen

icense renewal proceedings for stations whose racing shows are found to contain what FCC may consider as possible aid to illegal gambling or unbalanced programming, may be put in the air in spite of new airings of results with little or no delay and excessive details on track conditions, scratches, jockeys, etc.

Commission's "conclusions" and "findings" in the WTXU Wilmington, Del., case—which established the principle"—may be FCC's yardstick of comparison.

General rule-making, proceeding may even determine specific regulations, but because of the WTXU "precedent" ruling those licensees found in "violation" may not expect relief of their cases through such a proceeding.

Possible resulting enactment of federal legislation, as previously proposed, was seen strengthening FCC's stand in all respects and perhaps could force the reverse the Commission's position.

In its decision to deny license renewal to WTXU, the Commission concluded the station's former race programs were of a "high degree of aid" to local bookmaker's [BROADCASTING • TELECASTING, Oct. 15, 1950]. The WTXU case had originated upon complaint of local police authorities, FCC said. WTXU, however, in petitioning for reconsideration vigorously attacked the Commission ruling as unconstitutional and program censorship. WTXU has charged the decision was unfair because other stations were known to be airing data of more value to bookmakers and FCC failed to take action against them, noting two Commissioners in dissenting opinions considered the denial to too severe a penalty [BROADCASTING • TELECASTING, Nov. 13].

This is what FCC wrote last week to "all radio broadcast licensees when submitting the questionnaire:

The Commission wishes to obtain information from all broadcast stations concerning the extent to which information relating to horse racing may be regularly or regularly broadcast any program (Continued on page 81)

HORSE RACER SHOWS

FCC Probe Begins

LICENSEE OPERATES more than one station, separate questionnaire forms shall be completed and returned except that in the case of joint AM-FM operation when AM programs are simultaneously originated by the FM station, only one questionnaire form need be returned. By Direction of the Commission, (Signed) T. J. Slowey, Secretary.

The questionnaire must be signed by the licensee or permitted if an individual, by a partner of the licensee or permitted if a partnership, or by an officer of the licensee or permitted if a corporation or association. The form noted that Sec. 1,001, title 18, U.S. Criminal Code "makes it a criminal offense to make a willfully false statement or representation to any Department or Agency of the United States on any matter within its jurisdiction."

All stations are required to answer the first question in the form, with questions requiring situations to be checked: "(a) Station does not regularly broadcast any program (Continued on page 81)

BROADCASTING • TELECASTING
You get a lot for a little*

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

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY
ELECTRONIC-PRODUCTION picture as it confronts manufacturers for the months ahead, with special emphasis on material and manpower problems, will be micro-scoped today (Mondays) in top-level discussions among high-industry advisory and government procurement officials.

Members of the Joint Electronics Industry Advisory Committee, comprising key firms in the Radio-Television Mfrs. Assn., and headed by Fred Lack, Western Electric Co., will be delegated to confer with the Defense Dept.'s Munitions Board and other interested federal departments at the Pentagon.

The impact of curtailment of raw materials on present output and the probable effect on industry's capacity to meet the expected deluge of defense orders was discussed at a fact-finding session before sympathetic authorities of the Munitions Board, National Security Resources Board Defense Dept. officers and the Department of Commerce's National Production Authority.

Manufacturers have had problems, too, in obtaining defense contracts—at least in receiving actual "Do" orders which would permit them to continue smooth-flowing electronics operation in the interim, Marvin Hobbs, electronics chief of the Munitions Board, told BROADCASTING • TELECASTING last week. They must be enabled to gear their facilities to a "tremendous program" contemplated by the government for the next 18 months, he feels (BROADCASTING • TELECASTING, Jan. 1).

Some of the smaller firms have complained, Mr. Hobbs said, that they have not been getting a large enough share of the Defense Dept.'s electronic dollar. According to the Defense Dept., which released some figures last week, the smaller companies on the whole have received about 78% of the total purchases of military supplies, services and construction, though in dollar value they realized about 25% of the total defense orders.

The sum was slightly over—30%—for contracts covering communication equipment.

Industry Opinion

On the other hand, some larger companies feel that the government has concentrated its orders too heavily in the smaller segments of industry, and that they should be spread around among a greater number of firms.

Industry firms which will be represented at the Pentagon session are expected to relate in great detail certain problems stemming from shortages of metals, like f. & f. tantalum, copper and nickel.

The metals shortage discussion probably will be handled at government level by Donald Parris, deputy director of the National Production Authority's Electronics Division, who is expected to reiterate his belief that component parts, firms, above all others, should be sustained with adequate materials since resistors, capacitors and other parts are in short supply.

Procurement officers of the Army Signal Corps, Air Force and Navy, also members of the Joint Chief of Staff and other groups, will outline expected military needs—only thus far blueprinted because Congress has not yet to receive President Truman's new military supplemental budget.

Whatever Congress approves and it has been estimated between $15 billion and $20 billion in electronics contracts will derive a substantial share. The Chief Executive already has called for an almost four-fold output of such equipment items.

One such group met last Tuesday with munitions officials. The inter-association division of the RTM Transmitter Committee met with munitions officials to explore a definite specification for manufacturers facing stringent metal cutbacks and forecasts of civilian curtailment up to 60%. Prospect at that time was an estimated 20% or 25%, though actual civilian cutbacks are not expected to be felt materially until this spring.

Adding to the list of scarce items, Mr. Hobbs favors a proposal for a military order to curb civilian use of barium carbonate, and tinate used in the manufacture of radio-TV vacuum tubes. The short supply, now in the dumps, will be needed for radar tubes and manufacture of condensers and insulators. Distribution after "Do" orders are accommodated will be directed among civilian users.

While barium carbonate has been essential in the rapid expansion of the television industry, James Severson, manager of Radio-Television Mfrs. Assn., expressed belief that the impact "would not be too critical."

In other actions last week the Munitions Board announced realignment of its structure to attain more efficient operation. The board divided functions into four categories, each to be headed by a civilian vice chairman covering production management (manpower, electronics, etc.), requirements, stockpiling and supply. Under these groups responsibility for priorities and controls. Stock.

(Continued on page 81)

PARTS SUPPLY

A PROGRAM to conserve the supply of materials for maintenance and repair of radio and television sets and household electrical appliances was recommended to the National Production Authority Tuesday by the Task Group of its Radio-Television Advisory Committee.

The task group, under Civilian Chairman James H. Simon, president of the Simon Distributing Co., Wash., and Baltimmore, unanimously recommended the program as a means of assuring continuation of radio and TV set and other appliance maintenance and repair during defense preparations.

The resolution, adopted at a Chicago meeting of the task group, asks that any wholesale or retail distributor of maintenance and repair parts be prohibited from ordering new parts if his inventory of those parts is, or would become, more than necessary for him to operate at his intended rate for the next 120 days.

In ordering parts, wholesale and retail distributors would be required to deliver to the delivery man, instead of the customer, and that replaced parts will be de-

NPA Receives Plan from Task Group

KDAL has always been included on our radio lists in the past as it assured us of effective coverage of Duluth-Superior, northwestern Wisconsin, and the important Iron Range area; also, of course, because of the excellent showing it has made in listening surveys.

Now that the new BMB shows KDAL with even greater penetration in all these areas than ever before, we believe KDAL represents an even better buy today.

Says Edward Whitley of Badger and Browning & Hersey, Inc.

KDAL
$2,800 SALE THAT MORE THAN PAID FOR WONW'S YEARLY SUBSCRIPTION TO THE APS LIBRARY...

...because an APS salesman helped the station SELL

Here's still another example of how personalized Associated Program Service gives subscribers a "Library that Pays for Itself"! The case of WONW, Defiance, Ohio, is typical. APS Field Representative Walter Bates recently visited Defiance, to work with WONW's sales staff in selling one of the top APS programs, The Stars Sing, featuring radio's greatest singing talent.

With the WONW salesmen, he called on local prospects, backing up the station's own efforts. Together, they signed the Huenefeld Furniture Company of Bryan and Defiance—not only for The Stars Sing but also a series of spots to promote the series.

(In addition to this profitable sale, the WONW-APS sales team also found a sponsor for a set of pre-Christmas jingles selected from the wide assortment of special material in the extensive APS library. Total revenue: $2,800—or more than enough to pay WONW's subscription to the Associated Library for the entire year.)

The greatest proof of any library service's value is whether it pays for itself. And the APS Library does...again and again, all over the country. Under the APS service plan, APS field representatives visit your station when you first subscribe, working as aggressively with your sales staff as they did with WONW's. Six months later, there's another call to offer further assistance — and, after that, you can count on regular visits at least once a year.

Associated Program Service is giving stations what they want!

And that's SALES SERVICE...sincere on-the-spot sales help...transcribed money-making sales meetings each month...regional sales and programming clinics (watch for the schedule of dates soon)...monthly bulletins, memos, newsletters...harder-selling sales presentations.

It's all yours—if you're an APS subscriber. And a few more stations still can be. Send in the coupon and find out how little it costs for so much.

ASSOCIATED PROGRAM SERVICE
151 West 46th Street, New York 19, N. Y.
"the library that pays for itself"
Radio Market Data for Oakland, California

1. How many people?
There are 3 million people in the coverage area of KLX, the top station in Hooper ratings. KLX claims only 600,000 as steady listeners.

2. How rich are they?
Oakland area radio listeners spend $1 billion for food, $1/2 billion for general merchandise, $1/4 of a billion for radios, TV and furniture.

3. What does Hooper say?
KLX leads all independent San Francisco and Oakland radio stations in the Oakland Hooper... and often leads in all six periods.

4. Do San Francisco Independents cover Oakland?
No, these stations reach only 15% to 25% of the Oakland audience that KLX covers. You can check this by adding the Hooper share of audience figures for all six periods.

5. What about KLX results... and promotion?
Just send for success stories on your field. Also, KLX has won 7 national awards for sound promotion.

TAX ‘HURTS’

Higher excise taxes on radio and television receivers at the manufacturing level were being boomed by administration and Congressional officials as the government worked in high gear last week to map out a new revenue road to offset its spending program.

The higher radio-TV set excise rate would be part of a masterplan to up the levies on a host of durable goods according to current plans. However, other methods of raising revenue are also being considered, among them a general sales tax on the manufacturing level which would not penalize any special product.

It also is possible that the proposed sales tax would be combined with a higher excise. In that case, television sets will have been taxed three times successively within the past six months. Early last fall, Congress voted a 10% excise levy on sets.

Theme in Washington was a probable taxing of Americans “until it hurts.” Chairman Robert Doughton (D-N. C.), of the House Ways & Means Committee, who included President Truman’s expression in surveying the situation, set his sights on Feb. 1 for his committee to begin its tax work.

Harsh Income Tax
From individual to corporation, the tax picture looks harsh for the income. Corporations already are paying higher tax on income and are confronted with a new excess profits levy. There is every indication that the expected $60-$80 billion budget is going to be used for government operations in the next fiscal year.

Starting July 1, will bring government requests for (1) a tighter excess profits law, (2) higher corporation and individual income rates, and (3) increased excises and possibly the sales tax.

The government has been standing pat on its thinking in regard to the volume of institutional advertising as a capital expenditure under the excess profits tax law. But reports persist that Congressional sentiment may force a re-examination of the issue.

While the law permits institutional advertising [Tuning: providing it is within the framework of the operation] within the framework of the volume placed during the base taxable years, the Secretary of the Treasury prescribed policy. If the revenue pinch becomes painful enough, Congress may take to the rostrum or to law making in order to tighten this particular aspect of excess profits regulation, it was understood.

In the radio-TV industry, the Defense Profits Tax Committee, formed by Radio-Television Mfrs. Assn. to study the impact of excess profits taxes, has released its report to members.

Committee Review
The committee, under chairmanship of Glenn McDaniel, RCA vice president, reviewed Congressional action from the profits bill’s introduction up to its final passage in the waning days of the 81st Congress.

Mr. McDaniel recalled: “While still urging its 1949-50 income test, the industry was able to compromise matter, to obtain certain modifications of these provisions [on growth companies] which resulted in providing benefits for approximately two-thirds of the companies representing 86% of the volume of the reporting companies.

From its computations, the committee concluded that the 41 members of the industry, who supplied data to RTMA and who qualify for relief, would receive a total annual tax savings of $14,099,000. Some 19 companies, qualifying under the House bill, would save $2,380,000 because of Senate relief, the report stated.

Apparently doomed, at least for the foreseeable future, are bills introduced in the House (HR 1011). Rep. John D. Dingell, Michigan Democrat and in the Senate (S 136, Sen. William Langer, North Dakota Republican) to remove excise taxes on communications facilities including radio and television. They were referred to the House Ways & Means and Senate Finance committees, respectively.

UNION DISPUTE

NLRB Asked to Arbitrate

JURISDICTIONAL struggle over CBS white-collar employees in New York—between Local H-63, Home Office Employees Union, of International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators, and the Distributive Workers and Office Worker of America—appeared to be shaping up last week.

DPOWA, a new union formed by the merging of United Office and Professional Workers of America and the Food, Tobacco and Agricultural Workers, both of which were expelled from the CIO as pro-Communist, is understood to be taking over for the UOPWA, whose present contract with CBS for white-collar employees expires Jan. 31.

CBS, in an office communication to its employees a fortnight ago, announced that it had questioned DPOWA’s right to represent them and had asked the National Labor Relations Board to settle the question.

Handbills Passed

Last week, although a CBS official said that no claim to representation had been received by the network from Local H-63 of IATSE, the latter passed out handbills inviting CBS employees to join. Permission as soon as H-63 has acquired pledges to join in sufficient number to comply with NLRB rules, it will file as intervenor in the CBS-DPOWA dispute now before NLRB and formally claim the right to bargain for CBS employees.

Local H-63 was organized in 1945 to represent home-office employees. Starting with the theatre, it subsequently expanded to the New York offices of Hollywood picture companies and film exchanges. It has clashed on numerous previous occasions with UOPWA.

FCC Annual Report

FCC’s annual report for fiscal 1950 [Broadcasting * Telecasting, Jan. 8], is now available for 40c per copy from Superintendent of Documents, Government Printing Office, Washington 25, D. C., the Commission announced last week. FCC said it does not make public distribution of the report.
NEWS AND VIEWS OF COAL

AMERICAN COAL NEEDED FOR EUROPEAN REARMAMENT.

A London dispatch reports that the state-controlled mines of Britain and Germany cannot produce enough coal to carry out Western Europe's rearmament. Although Britain has begun a belated 15-year plan of modernization and mechanization, there is still not enough coal. Many miners are quitting, dissatisfied with the unrealized benefits of socialism, and production also lags because prohibitive taxes on wages encourage absenteeism. America's mines, however, are ready and able to meet the coal needs of Western Europe in addition to America's demands.

MODERN COAL-BURNING LOCOMOTIVES DOING FINE JOB FOR N & W RY.

The Norfolk & Western Railway is described in a recent Business Week article as one of the nation's most profitable railroads. Stating that the N & W uses coal-burning locomotives exclusively, the article says that Robert H. Smith, the road's president, is not impressed with so-called Diesel "savings"—figures usually arrived at by comparing modern Diesel operations with those of twenty-five-year-old steam equipment. Modern, efficient coal-burners are doing a fine job on a railroad that has made money consistently since 1929.

COAL'S POWER DRAMATICALLY DEMONSTRATED.

The power of coal is being dramatically demonstrated on the General Electric exhibit train showing 1950's industrial wonders. Visitors to the exhibit try to turn a hand generator fast enough to generate 40 watts of current. They quickly find that it's impossible for any man to maintain for an hour the effort required to produce one kilowatt-hour of electric current—a feat done easily by a three-quarter pound lump of coal. Thirty years ago it took over two pounds of coal to do the same job. This improved efficiency is the result of continuous coal research, better preparation, and vastly improved combustion equipment.

NEW FUTURE FOR COAL IN SYNTHETIC FUELS!

Front-page news was the recent AP story covering the successful production of gasoline from coal. This may presage a new synthetic fuel industry for America which will produce not only gasoline and oil, but also such things as jet fuel, chemicals such as anti-freeze, wood preservatives, and paint solvents—all made from coal.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
Southern Building, Washington, D. C.
In Cleveland THE 1 IN '51 is WDOK

PEABODY

RECOMMENDATIONS of the New Liberty Award are made by Mr. Anthony W. James, Chairman, Peabody Awards. Recommendations of similar listing programs scattered throughout the country are considered by the awards committee in determining the awards.

The winners in various categories as proposed by the New York post were:

**RADIO**

No. 1-Regional Station: WOR-for the holy year
Citation: WORCA-For the Barry Gray Show
No. 2-Local Station: WNYC-for unlimited hours devoted to broadcasting from the UN
No. 3-News: 1-Martin Agronsky (ABC); 2-Reporters Round-up (Mutual); 3-Margaret Bourke-White (CBS); and Elmer Davis (ABC) (for maintaining the high standards that have won them previous awards)

HILL DEBATES

Radio-TV Coverage Urged

Radio-TV coverage of important sessions of the U.S. House of Representatives was proposed Friday by Rep. J. K. Javits (R-Lib-N.Y.). To implement his suggestion, the Congressman introduced a resolution in the House which would amend the lower chamber's rules.

Rep. Javits said the broadcast and telecasts could follow the pattern of the "extremely successful" television coverage of the debates of the Senate and General Assembly of the United Nations at their current sessions.

Noting he discussed the project with "the leading television broadcasters in the East," Rep. Javits said he agreed that coverage would be given to "principal debates" in the House if permitted to do so.

TV Coverage

The Congressman pointed to current coverage of TV stations in the major cities of the U.S., the 10 million TV sets now in use and to the 700,000 per month rate of new set sales. "To this network should be added the over 3,000 AM and FM broadcasting stations reaching practically every one of the 65 million American families," he said.

Rep. Javits added: "Members of Congress are constantly faced with the problem of keeping their constituents informed as to the position they are taking on important issues and of being sure that this information is accurate. Through the medium of television and radio, designed to supplement the Capitol's extensive and excellent press coverage, every member has an opportunity to reach in a direct and effective way his own home community and families."

Problem of radio-TV origination from the House would be eased considerably at the newly remodeled chamber because of the new complete installation of full facilities [Broadcasting • Telecasting, Jan. 1].

New York Post Makes Recommendations

For the first time in its history the San Antonio Advertising Club has an all-radio slate of officers for 1951. Elected were Bob Roth, KONO assistant manager, president; John W. Fraser Jr., of the KABC sales department, vice president, and Ruth Burleson, KCOR, secretary-treasurer. All stations are in San Antonio.

IBEW PROTEST

WBBM 'Profanity' Firing

INTERNATIONAL Brotherhood of Electrical Workers last week protested in Chicago against the firing of three engineers along with three announcers from WBBM-CBS Chicago after inadvertent broadcast of profanity New Year's Day [Broadcasting • Telecasting, Jan. 8]. A spokesmen from IBEW, terming the action "completely unjustified," said the union will complain "loud and long."

IBEW notified Chicago Central Division Vice President H. Leslie Athas that it seeks arbitration in the matter. In a letter of acknowledgment of the notice, Mr. Athas reportedly enclosed a copy of a letter dated Jan. 10 by Frank Falknor, vice president in charge of operations for the network, to the IBEW international office.

Mr. Falknor's stand reportedly hinged on the fact that the firing was justifiable in the light of lengthy examinations and investigation by the network and station as to causes of the engineering and announcing slip-up, which permitted an estimated five seconds of profanity to go out over the air. CBS does not consider arbitration "necessary," but will cooperate in such a move, Mr. Falknor reportedly wrote the union.

Final OK on a petition for arbitration is expected by the Chicago local from the international office this week. Mr. Falknor's defense for the engineers is they were working from a "blind, standoff studio" into which no engineer could see. The warning light which flashed on as the microphone was understood to have been behind the announcer as he talked with another member of the staff.

Charles Dewey Named

APPOINTMENT of Charles E. Dewey Jr., consulting radio engineer, and former manager of WKJF Pittsburgh, to the post of director of Missouri civil defense communications, has been announced by Ralph W. Hammond, director of civil defense for the state of Missouri. Mr. Dewey is a native of Jefferson City, Mo., and has been responsible for the design and construction of WFQF Kalamazoo, Mich.; WBCK Battle Creek, Mich.; WDYK Cumberland, Md., and WJER Dover, Ohio. During the war, Mr. Dewey was a radar engineer for Baytheon Mfg. Co., Waltham, Mass.

Radio Roundup

GROWING AUDIENCE

Our local programs have built us a constantly increasing audience in 1950

LIBERTY NETWORK

To this we have added theplus of the Liberty Broadcasting System features, such as Raymond Gram Swing, United Nations and outstanding sports events.

LOW-COST COVERAGE

For low-cost coverage in the Cleveland market — call or write us for availability.

Page 32 • January 15, 1951
PRESTO SR-950’S pay off for WFDR

Chief Engineer BUD ARNOW praises PRESTO’s performance... low maintenance after 1,000-reel test

WHEN NEW YORK’S STATION WFDR went on the air last summer, they were faced with a major recording assignment: “taping” a Kaiser-Frazer sponsored news program with Joseph C. Harsch and Marquis Childs which was sent over-the-line from Washington. Not only did this show have to be recorded for delayed broadcast on WFDR, but the station was responsible for sending copies of the program, with specially dubbed commercials, to its sister stations in Detroit, Cleveland, Chattanooga and Los Angeles the same night.

Within half an hour of the time the show is recorded, commercials are added, additional copies are recorded and the tapes rushed to airport and railroad station for immediate shipment across the country. Additional flexibility and fast operation is provided by the coupling of four PRESTO SR-950’s with a remote control system, allowing the operator to completely control the machines from his chair at the console.

More than 1,000 reels of tape have been used since WFDR installed its new PRESTOS. “The speed of such an operation and the need for dependable, high quality equipment were reasons for our selecting the PRESTO SR-950’s,” says Chief Engineer Bud Arnow. “After several months of rigorous use, we find the selection completely justified.”

WFDR’s unique use of PRESTO equipment is further evidence that wherever fine recording is done... it’s PRESTO two to one.

PRESTO RECORDING CORPORATION Paramus, New Jersey
Mailing Address: Box 500, Hackensack, New Jersey

In Canada:
Walter P. Downs, Ltd.
Dominion Sq. Bldg.
Montreal, Canada

Overseas:
M. Simone & Son Co., Inc.
35 Warren Street
New York, New York

wherever you go... there’s PRESTO!
KOREAN GAG

More Stringent Censorship Clamped on News

STRINGENT censorship of all radio and press dispatches out of the Par Eastern theatre of operations—Tokyo and Korea—was ordered last week by the U. S. 8th Army, which usurped complete authority over the flow of all military information.

The newly-imposed regulations supersede directives previously laid down as a guide by the 8th Army for dispatches filed from Korea alone and designed merely to 'screen' stories from radio newsmen and press correspondents [BROADCASTING • TELECASTING, Dec. 25, 18, 1950] without recourse to reprimanding measures.

Signs in the censorship battle, which portended drastic penalties for correspondents violating security and curtailment of on-the-spot Tokyo radio coverage, were these:

- Gen. Douglas MacArthur's Tokyo Command turned over complete responsibility for military censorship to 8th Army Headquarters, ceasing to issue news communications and censor copy involving UN Korea ground forces.
- A "fact-finding" committee was established by the foreign correspondents corps in Tokyo to secure a clarification of the ruling and to make concrete recommendations to military authorities.
- Sen. Wayne Morse (R-Ore.) asked the Dept. of Defense for a copy of the censorship directive, which he questioned as being possibly "a statute, a law, or a declaratory act."
- Maj. Gen. Floyd L. Parks, Army Chief of Information, denied published reports that Gen. MacArthur had been "gagged" by the Pentagon.

Nine Points

The new code, amounting to virtual wartime censorship, listed nine points in the following category, carrying with it stiff penalties—suspension of all privileges or possible court martial.

"The violator may be subject to disciplinary action because of an intentional violation of these and other regulations, either in letter or in spirit, and in extreme cases of major offenses, where investigation proves the circumstances warrant the correspondent may be placed in arrest to await deportation or trial by court martial," the announcement said.

In announcing that the 8th Army had taken complete control over information channels, Col. M. P. Echols, Gen. MacArthur's public relations officer, said his main purpose is to eliminate "inconsistency in censorship" and to give the 8th Army direct control over field operations.

Parks told the Radio Executives Club in New York that censorship is "an effort to buy time ... not a permanent action to con-

real mistakes," and felt the rules may be modified.

At the same time, similar direct authority was extended to U. S. Air Force and Navy commands representing those forces in Korea action.

The code forbids, unless authorized:

- Mention of identity of organizations in the combat and communications zones; quoting officers; revealing that any sector in Korea is occupied by American troops until confirmed by the enemy as fact; stating that any sector is occupied unless "essential to a news story"; mention of any base port, communications center; ship or rail movements; discussion of allied air power; mention of number of troops; effect of enemy fire or bombardment; information on strength, efficiency, morale or organization of allied forces.

- The field correspondents, who set up the fact-finding group, promised to cooperate with Army authorities but, at the same time, questioned whether political censorship may not also be imposed. Many favored only partial or field censorship, pointing out that communications by unfriendly powers are not likewise subject to security curbs in Tokyo now involved against radio and press.

Some correspondents have complained the past fortnight that some provisions of the new order reaching Tokyo have been severely cut. Others questioned a ban on use of the word "retreat" contrasted to the more euphemistic word "withdrawal."

Under the new order field censors will analyze all news copy and notify any correspondent of a security breach permitting him to change the story or hold it if control security is no longer involved. Normally news stories are held for a minimum delay of one hour.

JOHN C. BELL

WBRC Founder Dead

JOHN C. BELL, 48, founder of WBRC Birmingham, Ala., died at his home in Birmingham, Jan. 5 after a long illness.

Born in Chattanooga, Tenn., Mr. Bell moved to Birmingham and in 1926 organized the Bell Broadcasting Corp., founded WBRC and started broadcasting with equipment he and his early workers built themselves.

In 1945, Mr. Bell sold his interest in WBRC and bought WFOY St. Augustine, Fla. Afterward, he continued to live in Birmingham. Mr. Bell was also a former director of the NAB and a leading radio engineering consultant.

Survivors are his widow, Mrs. Mary Clayton Bell; a daughter, Mrs. W. T. Mars and his parents, Mr. and Mrs. John H. Bell.

SONGSTRESS FRIEDA

For Old Gold VIP Show

COMRA, FRIEDA B. HENNOCK of the FCC is slated to turn radio and television talent to help put over a benefit for disarmament by Ted Mack and his Original Amateur Hour later this month when the program becomes the VIP Ama-

Comr. Hennock who is scheduled as a vocal soloist, is one of more than a hundred government officials and congressmen who will devote their time and talent to the benefit show. The program, to be broadcast for 45 minutes over ABC, beginning at 9 p.m., Jan. 25, and 10-11 A.M. over NBC-TV, is designed to help raise funds for the Associated Services for the Armed Forces. Helping in the support of the program is the Women's National Press Club of Washington, D. C.

Last year, the Ted Mack show put on a benefit performance for the American Heart Association national campaign, which also featured Washington VIPs [FEATURE OF THE WEEK, Jan. 30, 1950]. This year again the broadcast will originate from Constitution Hall in Washington and the telecast from International Theatre, New York. Old Gold cigarettes (P. Lorillard Co.), the Amateur Hour sponsor, is donating the time. VIPs will include Vice President Alben P. Barkley, House Speaker Sam Ray-

Hear Libel Suit

Howser vs. Drew Pearson

Libel suit against Drew Pearson, radio-newspaper commentator, will go to trial today (Monday) in U. S. District Court, D. C., with Fred N. Howser, ex-attorney general of California as plaintiff. Judge Alexander M. Holtzoff will preside.

Mr. Howser charges that the commentator libeled him Sept. 12, 1946, on an ABC network broadcast by charging he had accepted a $1,300 bribe from a well-known gambler. At that time Mr. Howser was district attorney for Los Angeles County.

The commentator is charged with saying that he had an affidavit that 12 $100 bills had been accepted by Mr. Howser as "protection money." Retracting Mr. Pearson are Her-

Morse-Tone To Relocate

TELE-TONE Radio Corp. is moving its entire New York City operations to Bayway Terminal, Elizabeth, N. J., effective Jan. 31, and plans to produce this billboard and to get out of a crowded metropolitan target area, Sol W. Gross, president, announced last week.
MANPOWER PROBLEM

INITIAL study by Congress and the government of the nation's manpower picture got underway publicly last week against a backdrop of gloom over armed forces and imminent wage stabilization.

Authorities agreed that while Congressional hearings on selective service requirements and other manpower problems—and government sessions on wage stabilization—would be held at top-level, the ramifications potentially would be felt down the line of electronics, broadcast and other industries.

The impact of revision of the selective service system and policy on reserve officers, particularly the service freeze (see separate story), almost certainly will be felt by electronics-communications manufacturers, networks, and individual stations.

At the present time, reports of labor shortages by stations largely have been localized. But government labor officials, stressing need for a firm policy for a nationwide manpower setup, have approved plans to establish regional and area management-labor committees where significant shortages "exist or impend," as well as interagency groups.

Congress last Wednesday turned the spotlight on manpower with opening of hearings by the Senate Preparedness Subcommittee under the chairmanship of Sen. Lyndon Johnson (D.-Texas). Defense Dept. officials, headed by Secretary George C. Marshall, and authorities of other defense agencies and departments testified, appearing with specific recommendations of their particular departments.

Delayed Impact

The full impact on the electronics-broadcast industries is not expected to materialize until and unless Congress gives the go-ahead sign to President Truman's request for a $5 million armed service pool. Authorities point out that, while the Labor and Commerce Depts. have compiled "essential industry" lists, the Selective Service System neither technically nor officially has recognized occupational deferments.

Once the draft has been built up to requested size, both departments may actively push local draft boards to make special deferments in such industries as radio-TV and electronics production manufacturing firms.

With the advent of wage stabilization and growing military demands, a severe manpower shortage would result, according to Richard Doherty, director of NAB's employee-employer relations, with stations losing reserve and other experienced personnel to the armed services, clerical employees to non-radio industries whose wage ceiling may be higher, especially newly-created agencies; and staff men to larger stations or networks with higher pay scales.

With over 2,000 stations in operation today, as compared to some 400 during World War II, the competition for skilled manpower would heighten, he also pointed out.

The Wage Stabilization Board called a meeting of representatives of top industry groups last week at the Statler Hotel, Washington. With top-level hearings entailing participation of such groups as the National Assn. of Manufacturers, Committee on Economic Development and others, topics covering discussions reflecting indirectly on company systems, profits and other issues.

Earlier, in addition to announcing plans and procedures to be followed in establishment and operation of 13 regional committees to study labor shortages, the Labor Dept. also proposed local interagency defense manpower committees, with a view to coordination and cooperation among claimant agencies and overall government mobilization planning. They will work with the area labor-management groups.

Upwing Anticipated

Prospect for a surge in electronics employment also was outlined by Robert C. Goodwin, director of the Labor Dept's Office of Defense Manpower—just prior to creation of the Office of Defense Mobilization, which is expected to wield authority over manpower problems.

Electronic equipment and producers of their component parts "will experience a particularly rapid expansion in production and employment," according to Mr. Goodwin. Additionally, civil defense activities will take up substantial personnel employed by the government, he added. At the same time local employment offices have received a guide containing techniques for improving in-plant use of manpower.

To this end, Mr. Goodwin said, federal agencies will, insofar as possible, consider the adequacy of labor supplies in specific localities in scheduling electronics and communications production.

"Meeting the manpower requirements of defense-connected establishments will draw workers not only from outside the labor force but also from civilian industry jobs," Mr. Goodwin declared. "In coming months at least two million additional workers may be expected to shift from civilian to defense production . . ."

LAKE MICHIGAN

WSBT FOR A BILLION DOLLAR BONUS

In reaching the South Bend-Mishawaka trading area nothing equals WSBT. This station is a great buy on any schedule, delivering a half-billion dollar market all by itself. BEYOND THIS, WSBT is the outstanding station throughout its primary area, adding another billion dollars to the WSBT market. Check it for yourself—from Sales Management figures and Hooperratings. (Every CBS show on WSBT enjoys a higher Hooper than the network average.) For a tremendous bonus buy, buy WSBT.

PAUL H. RAYNER COMPANY • NATIONAL REPRESENTATIVE

BROADCASTING • Teletcasting

January 15, 1951 • Page 35
RADIO POWER
Cited by Harper

WORLD'S most powerful communication system, built with the support of advertising, provides the U. S. with a devastating weapon possessed by no other nation, Marion Harper Jr., president of McCann-Erickson, told the Washington Ad Club last Tuesday.

Radio, TV and other media should be used to mobilize minds, he said, recalling that in World War II 85 million persons bought small war bonds as media donated $350 million in time and space.

Emphasizing the power of electronic media, he said 74% of the people listen one or more times a day to 2,231 radio stations, with 97% of all homes having sets that are used 23 hours a week in summer and 33 hours a week in winter. He said TV sets are used 26 hours a week in summer, 36 in winter.

"The nation’s radio bill is less than the budget of the Bureau of Public Roads," Mr. Harper declared. He recalled that a very minor TV campaign on WRGB (TV) Schenectady, N. Y., sponsored by Beverwyck beer at slight cost, "had induced 102,000 people to draw faces on bodies."

"There are fewer advertising specialists in the United States than employees at Macy’s," he said. "They represent a precious commodity as professional mobilizers of opinion. Advertising media provide a proved reserve of power to mobilize opinion and support for what lies ahead."

WLW Capital Series

TWICE weekly series of interviews with government officials last Tuesday marked the opening of new WLW Cincinnati studios in Washington’s Wardman Park Hotel. Program, titled Washington Speaks and featuring Gil Kingbury, WLW capital correspondent, is aired by direct line to Cincinnati listeners and also to WINS New York, Crosley outlet. WLW contracted with WWDC Washington for engineering services to build the Washington origination point. WWDC also is supplying technical assistance for programs.

ELECTION PROBE

Huber, Macy Contest Seats

TWO defeated Congressmen—one active in framing legislation touching on station ownership, the other associated indirectly with radio interests—are among those currently being disputed in post-election action.

The House Campaign Investigating Committee revealed a fortnight ago that Rep. Walter Huber (D-Ohio), author of a bill (HR 9865) to prohibit future newspaper ownership of broadcast stations, and Rep. W. Kingsland Macy (R-N. Y.) would contest their seats. An investigation of their complaints will be handled by the House Administration Committee of the 81st Congress.

Rep. Huber, whose measure died with the 81st Congress, was beaten out in Ohio’s 14th District [BROAD-

"A Craftsman Is Only

Benjamin Franklin

10 East 52nd Street, New York 22, N. Y.

Page 36 • January 15, 1952

NATIONAL NIelsen-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)

EVENING, ONCE-A-WEEK

<table>
<thead>
<tr>
<th>Program</th>
<th>Current Rating</th>
<th>Current Rating</th>
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<tr>
<td>1 Little Radio Theatre (CBS)</td>
<td>22.8</td>
<td>9</td>
</tr>
<tr>
<td>2 Jack Benny (CBS)</td>
<td>25.1</td>
<td>10</td>
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<tr>
<td>3 Charlie McCarthy (CBS)</td>
<td>19.3</td>
<td>14</td>
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<td>4 Abbott &amp; Costello (CBS)</td>
<td>17.9</td>
<td>17</td>
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<td>5 My Friend Irma (CBS)</td>
<td>17.4</td>
<td>12</td>
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<tr>
<td>6 Godfrey’s Talent Scouts (CBS)</td>
<td>17.3</td>
<td>15</td>
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<tr>
<td>7 Red Skelton (CBS)</td>
<td>17.3</td>
<td>11</td>
</tr>
<tr>
<td>8 Our Miss Brooks (CBS)</td>
<td>12.5</td>
<td>16</td>
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</tbody>
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Copyright 1951 by A. C. NIelsen Co.

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WFCI Transfer Sought

TRANSFER of WFCI Providence, R. I., to Attorney General J. Howard McGrath as executor of the estate of Frank F. Crook, former business associate, was sought in an application filed Jan. 5 with FCC. Mr. Crook, 70% owner of WFCI, was killed in an automobile accident Dec. 1.
PHILCO SALES
Show $335 Million in '50
PHILCO CORP. has just completed the biggest year in its history, with total sales of approximately $335 million, William Balderston, president, announced to company distributors at a meeting last week in Chicago. Television showed the most substantial increase of all Philco products with 1950 production and sales 300% as great as in 1949.

After allowing for federal income and excise profits taxes, earnings of Philco Corp. in 1950 were approximately $4.60 per share on the company's common stock, which was split two-for-one in December.

"The prospect for 1951 is a gradual tapering-off of civilian business and a substantial increase in production for the government in our electronic and appliance division," Mr. Balderston stated. "The President has asked for a four-fold increase in electronic production for defense by the end of 1951. We propose to give the government even more than that." He declared:

"While the government is developing its defense program and placing orders with manufacturers, it is vital that civilian production be kept going so that the facilities and experienced organization in each industry will be there when needed to carry out their defense assignment. At the peak of the defense program, as it now appears, the overall output of the electronics industry will substantially exceed the 1950 peacetime total of about $2 billion."

KOLL Phoenix has sent 75 pounds of promotional reports and scrapbooks to CBS this year as evidence of station's promotional activity.


Hidden under "The Thing" is an innocent doorprize which Gilbert A. Starr (I), account executive with Chambers & Wiswell, Boston agency, receives from Boston Radio Executives Club President Harold Fellows, WEIR Boston, at last month's Christmas Frolic. In spite of "The Thing's" horrid appearance, the doorprize turned out to be very pleasant for Mr. Starr—a handsome hamper of assorted liqueurs.

SPORTS CLINIC
To Convene Feb. 26-28
TIPS on live and re-created sports broadcasts and telecasts, with sports announcers expounding views on successful formulas, will command the attention of Florida and other southeastern radio personnel who are slated to converge in Gainesville, Fla., Feb. 26-28 for a clinic sponsored by the state's General Extension Division in cooperation with the Florida Assn. of Broadcasters.

Headlining the list of speakers will be Walter (Red) Barber, CBS sports director and announcer; Al Helfer, MBS sportscaster who handles Mutual's Game of the Day; and "Rosey" Roswell, Pittsburgh baseball announcer. Burt Shotton, former Brooklyn Dodgers manager, also will speak.

Football also will be emphasized in talks and demonstrations, with Jack Cummins, sports director of WTVJ (TV) Miami, covering the sport from the re-creation angle. Mr. Helfer will discuss the live broadcast, detailing use of spotting boards and other mechanical devices used in football coverage. Techniques of general TV sports broadcasts will be explored by George Walsh, WFIL-TV Philadelphia.


As Good As His Tools!

You will find the best in recording apparatus comes from the Reeves Soundcraft Laboratories. Magnetic tape with ten distinct features that contribute to its higher efficiency and fidelity; an assortment of recording discs to answer every requirement—a sensational line backed by the greater integrity and experience of the Reeves name, for twenty years a foremost manufacturer of recording and electronic accessories.

REEVES—"20 YEARS WITH SOUND RECORDING MEDIA"

Export—Reeves Equipment Corp., 10 East 52nd St., New York 22, N. Y.
MAIL ORDER DEALS

PROSECUTION of a mail order agency handling toys loomed at the weekend as stations in widely separated parts of the country complained that some listeners are not getting the products they paid for prior to the holidays.

Surge of complaints against one mail-order agency has stimulated demand for an agency recognition system in broadcasting, similar to protective systems operated by competing media.

Prospective legal action took two forms:
- The Bureau of the Chief Inspector, U. S. Post Office Dept., is investigating complaints said to involve a New York agency, Midland Adv. Agency, now described by the department as "out of business."
- WATG Ashland, Ohio, proposes that stations having a complaint against the agency start joint prosecution [Broadcasting • Telecasting, Jan. 8, 1].

Creation of an agency recognition system would protect broadcasters from fly-by-night agencies, according to J. F. Koons, head of Midland Adv. Agency, Cincinnati, 27-year-old firm handling a large volume of mail and station business. Mr. Koons was checked because of the similarity of the name of his firm and that in New York.

The Cincinnati firm bears no relation to any other agency using the Midland name, Mr. Koons said, and has not maintained any branch offices.

As to station prosecution, Robert M. Beer, co-owner of WATG, urged stations to contact him if they were interested in starting civil or criminal proceedings because some listeners had sent dollar bills in response to announcements and had not received the toys.

"All stations having complaints should join in legal action and prosecute those who operate a fraudulent business," he told Broadcasting • Telecasting.

"Such frauds cause inconsiderable harm to the reputation of stations and destroy listeners' faith.

"Stations having complaints should share the cost of prosecuting company that operates this type of business," he said.

Effort to Contact Fails

Broadcasting • Telecasting made further efforts to contact Midland Adv. Agency at its New York address, 420 Madison Ave., but was unsuccessful. Previously it had been learned that Midland had referred inquiries to Forty Toys Inc. at 80 E. 11th St., New York, where it was found that Forty Toys Inc. shared an office with Inter-Ocean Trading Co. and Exchange Military Supply Co. An office employee said J. L. Barker was the owner of Forty Toys Inc. but he had gone on a vacation.

U. S. postal officials said the department has been looking into two other radio mail-order accounts, Oriental Linen and Action Co., Los Angeles [Broadcasting • Telecasting, Jan. 1].

Among typical experiences of stations was that of WORZ Orlando, Fla. According to Eugene D. Hill, WORZ general and commercial manager, the station cancelled its account after one announcement and sent letter to all who responded. The station refunded about $375, according to Mr. Hill.

W. Emmett Brooks, president of WEBJ Brewton, Ala., broadcast the entire story of the station's experience with Midland Adv. Agency, New York, frankly telling listeners they had been deceived, apologizing for inconvenience and disappointment that resulted.

Since the station did not keep a list of orders forwarded to New York, it invited listeners to write WEBJ and promised to send a check, adding the station has "as much confidence in the honesty of our listeners as we want them to have in us." WEBJ said it plans to join with other stations and newspapers "which were victims of this scheme in attempting to see that criminal prosecution is started against those who carried it out."

In a complaint on per inquiry advertising James S. Rivers, president of Southeastern Broadcasting System and WMFM Cordelle, Ga., said Southeastern had never endorsed a deal offered by Gateway Sales Inc., Atlanta [Broadcasting • Telecasting, Jan. 1]. J. B. Bramson of Gateway, in a letter to stations, wrote that Southeastern outlets had carried the account.

Rivers' Answer

"There are three stations that belong to Southeastern Broadcasting System," Mr. Rivers said, "and at no time have I given Gateway Sales or any other company permission to use our name." Mr. Rivers stated flatly that Southeastern has not handled such business.

"I do not take or believe in P. I. deals," he said.

NAB's Legal Dept. is conducting an investigation of mail-order accounts.

The agency recognition movement has been dormant in broadcasting circles for several years. Shortly after World War II the NAB Broadcast Advertising Dept., then under direction of Frank E. Pellegrin, now NAB-PR Representatives Inc., made a study of the agency recognition question.

Creation of such an agency was discussed several times at NAB board meetings but no action was taken. Though other media maintain agency recognition facilities, NAB was deterred by what was described as lack of genuine interest as well as danger of damage suits.

In other media, the recognition bureaus keep in close touch with advertising agencies, much as retail bureaus operate, and collect data for use by other agencies for the benefit of subscribers.

Speaking for the quarter-century-old agency, President H. H. Beckley, WKNX Charleston, WORW Wheeling, all W. Va., stepped out of his car a month ago, slipped on the West Virginia ice of his driveway and proceeded to break it up with a sledgehammer.

"Stonge" and "Jolting Joe" to some of the folks that know him. Instead of calling for help, he climbed back into the car and drove to a local hospital where he had the leg put in a cast and then drove home again, where he dutifully went to bed for four weeks convalescence.

PROSECUTION

We've Arrived!
We've the Figures to Prove That...

We're No Longer Squalling Brats!

MIAMI

(Dade County) Ranks 4th Among All Official Metropolitan County Areas in Percentage of Population Growth Since 1940! Among All Cities in Its Population Group...the Miami Area Ranks 1st in Percentage of Population Increase!

WIOD

(Miami-NBC) Passed Its First Quarter Century
Mark This Month! And, Proud We Are to Have Had A Part in the Growth and Development of Miami Into One of the Top Markets in the Entire South! Selling Did It! For the Facts and Figures, Call Our Rep...George P. Hollingbery Co.

JAMES M. LegATE, General Manager
5,000 WATTS • 610 KC • NBC

30 Page • January 15, 1951

PROSECUTION Planned

'Jolting Joe'

FRIENDS are making up all kinds of nicknames for Joe L. Smith Jr. these days. The sprightly, self-styled ex-WJR president of WJLS in Beckley, WKNX in Charleston, WORW in Wheeling, all W. Va., stepped out of his car a month ago, slipped on the West Virginia ice of his driveway and proceeded to break it up with a sledgehammer.

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Assignments Listed

LIST of assignments in the bands below 27,500 kc, especially those 2000-3500 kc (including broadcast remote pickup services) and which are to be recommended for international registration has been reported by PCC. Registration is made with the International Telecommunication Union. Respecting the remote pickup proposals, list included comments of NBC-RCA critics of frequency separations as inadequate and opposing limitations on hours of usage.

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**FTC POLICY**

To Utilize Injunctive Power In Food and Drug Cases

DECLARATION of policy calling for greater use of its injunctive power in cases involving alleged false advertising by food and drug firms—habitually among the top product groups in radio-TV network gross sales—was announced by the Federal Trade Commission last Thursday.

* "objectionable" and thereby requiring further study, radio continuing have consistently attained a cleaner bill of health than most other competing media, especially newspaper copy. Last October, for example, radio claimed the best mark with 7%, while newspapers and magazines trailed with 5% and 64%, respectively. On the other hand, 74% of all TV categories were set aside during the month [BROADCASTING • TELECASTING, Nov. 27, 1956].

High Billings

Last year, food and drug categories ranked high in radio-TV network gross sales. In television, Food & Food Products grossed $1,384,644 over a 10-month period (January-October), giving it second ranking in product groups. Drugs & Remedies accounted for $414,415 [BROADCASTING • TELECASTING, Jan. 6].

In radio network sales, Food & Food Products ranked first for a similar period with $37,866,443, while Drugs & Remedies notched third place with $20,004,449 [BROADCASTING • TELECASTING, Jan. 1].

Partial text of FTC's new policy:

In those instances where it appears to the Commission that serious public interest requires such action, it is the policy of the Commission to apply to the courts for injunctive relief pursuant to the provisions of Sec. 12 of the Federal Trade Commission Act, when it has reason to believe that:

1. The advertising of a product is false in a material respect and there is reasonable probability that the use of the product may cause serious injury to health.

2. A product is falsely represented in advertisements as an important ingredient for conditions in which the failure to administer adequate treatment may seriously impair health.

3. The advertising of a product is false in a material respect and there is reasonable probability that use of the product may cause serious injury to health.

Spingarn Sworn In

STEPHEN J. SPINGARN, formerly administrative assistant to the President, was sworn in as a member of Federal Trade Commission Jan. 4. Mr. Spingarn, who has been serving under recess appointment as a commissioner since last October, fills the unexpired term of the late Ewin L. Davis, ending Sept. 26, 1953. The oath was administered by Robert H. Jackson, associate justice of the U.S. Supreme Court, amid ceremonies attended by members of Congress, White House and government associates and members of FTC. Mr. Spingarn joined the White House staff in February 1949 after service with the Treasury Dept. as assistant general counsel.

To a Sunset Boulevard
Time Buyer who commutes on the Super-Chief

If you think of Iowa only as a place to pass thru or by or over on the way East, please consider this: The Super-Chief doesn't disclose it, but no town in Iowa is more than 12.8 miles from a railroad; only 3 states have more railway mileage. Thru highways don't show it, but there's a surfaced road to every incorporated town in Iowa. In per cent of farms with autos, Iowa leads the nation. The means exist for Iowans to reach markets—and Iowa's $4 billion annual income constitutes a market worth reaching.

Contrary to Hollywood gag-writers, all Iowans are not in California. Furthermore, those who stay home take off their shoes before going to sleep. Their little women order furniture moved around, make scenes about cigarette ashes, buy mink coats, chew gum, and read books. Iowans also display their normality by listening to the radio, with 97.1% of the families owning one or more radios.

Besides transcontinental airplanes, Iowa air contains WMT's strong signals. In WMTland 600 kc means music hall, stage, and news. Information and entertainment pour up WMT's masts and come out in the minds of more than a million listeners. When you buy time on WMT, your client's advertising reaches responsive customers to whom the station is an important part of normal living.

The Katz Agency man will provide full data upon request.

BROADCASTING • TELECASTING
RADIO WINNERS
Effort in Pa. Week Cited

RADIO AWARD winners in a contest held in connection with the 1950 Pennsylvania Week have been announced by Theodore Roosevelt III, Pennsylvania Secretary of Commerce. Winners are: For stations over 500 w—WSHA York, first prize; WHJB Greensburg, second prize; WISL Shamokin, third prize; for stations 500 w or less—WMGW Meadville, first prize; WACB Kittanning, second prize; WVPO Stroudsburg, third prize.

The Governor of Pennsylvania presented certificates to award winners last Monday. Awards were made jointly by the state’s Dept. of Commerce, the Pennsylvania Assn. of Broadcasters and Ketchum, MacLeod & Grove Inc., Pittsburgh advertising agency. Cited was work done by the individual station in promoting Pennsylvania Week and in fostering industrial development, the purpose of the (Oct. 16-22) campaign.

With the awards, the committee of judges cited stations which “used a great deal of originality in presentation of Pennsylvania Week programs.” The committee said: “Pennsylvania can be proud of its radio stations for the energy, ingenuity, and initiative displayed.”

Where your advertising dollar has...
PLUS VALUE

SPECIALTY STORES
Only 18% Use Radio, BAB Say
ALTHOUGH more than 60% of all department stores with annual volumes of $1 million or more use radio, only 18% of specialty stores dealing in women’s apparel and accessories use the air, according to a BAB retail service bulletin covering this field.

“Newspapers are getting 18 times more advertising revenue from departments and specialty stores than radio is receiving,” BAB states. “Radio is getting 3 cents out of every publicity dollar, while newspapers are getting 54 cents, up one cent out of 1946.” Bulletin concluded with a list of suggestions to help stations “set the stage for more retail apparel business.”

‘BIG SHOW’
Collier’s Praises NBC

CONGRATULATIONS to NBC and its The Big Show are extended by Collier’s magazine in a lengthy editorial headed by a colorful picture of Mistress-of-Ceremonies Talulah Bankhead.

Collier’s recalls those that said “television would send sound broadcasting over the hill to join the dinosaur, the dodo and the nickel beer.” It continues: “NBC apparently didn’t believe any prophecies of imminent “decease” and went on to spend money generously for top talent and “a fine team of writers.”

“It seems to us,” Collier’s concludes, “that this show proves again that no entertainment medium is going to be killed by something new unless that something new is also something better . . . So we’re decidedly more encouraged about the future existence of sound-without-sight entertainment since The Big Show came along. From here it looks like the invalid is going to pull through.”

WLIZ BID
To Expand Facilities

BID for improved facilities—change from 1 kw daytime to 5 kw fulltime with directional antenna day and night—was filed with FCC last week by WLIZ Bridgeport, Conn. Station operates on 1300 kc.

Using a transmitter site on city-owned Fayerweather Island in Long Island Sound, WLIZ claims it will cover practically the entire coast of Connecticut and the eastern half of Long Island. According to Philip Merryman, WLIZ president, the station’s expanded program plans include an evening University of the Air series in conjunction with the U. of Bridgeport. Regular college credit would be given.

Plans also have been made for an early morning farm program, coverage of Greater Bridgeport night life, and increased coverage of local sports, plus program origina- tions from surrounding cities, WLIZ stated.

FCC was told estimated cost of the improvement would total $33, 329, with first year operating costs set at $125,000 and revenue estimated $195,000. Staff additions would include three engineers, two announcers, two salesmen, one part-time farm director and one newsman.

Stations Appoint H-R

H-R Representatives Inc., New York, has announced its appoint- ment as exclusive representative for the following stations: WHUM Reading, Pa., CBS affiliate, effective Feb. 1; WSOCT Charlotte, N. C., NBC affiliate, effective Feb. 2; WITK Erie, Pa., ABC affiliate, effective Feb. 2, and WWNC Asheville, N. C., CBS affiliate, effective Feb. 3.

RCA HAS established service package for Antenex TV system. Service in- cludes preliminary survey and layout of installation to follow-up main- tenance. Has been established to meet demand by hospitals and apartment houses for the multi-outlet TV antenna installation.

Page 40 • January 15, 1951
ZIV captures the greatest stars ever teamed on a dramatic half-hour radio show!...

YOU capture the greatest show ever offered for local and regional sponsorship!...
ALONE . . . HE'D BE SENSATIONAL!

BOGART
Together they're super-sen-

TRANSCRIBED FOR LOCAL AND REGIONAL

The Greatest Stars Ever Teamed in

"BOLD VE

Ziv's new thrill-filled hal

ALL-STAR CAST ★ BRILLIANT S
Music under directio

BOGART AND BACALL PLAYING TH
ROLES IN THIS TERRIFIC HALF-HOUR

Headed for a sellout... quick-
get the details TODAY!
ALONE . . . SHE'D BE TERRIFIC!

BACALL

RIPIS

dional, super-terrific!

PONSHORSHIP!

Half-Hour Radio Show!

NTURE"

hour adventure series!

RIPTS ★ THRILLING DIRECTION

of DAVID ROSE

LEADING PROGRAM!

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
Hollywood
Eyes and Ears of War

HOW CAN radio and TV best assist government in the present crisis? That's on the mind of every licensee. It spawned the Broadcast Advisory Coordinating Board.

At the moment, those responsible for the nation's radio and TV operations are doing their part by keeping the public informed. They are striving to maintain, if not improve, their efficiency in operation of their facilities. They are screening personnel and they are protecting their properties against sabotage.

First things come first. Broadcasters have demonstrated their awareness of conditions. But they have found that the emergency defense establishment is not yet geared to utilize the services of organized groups, such as the BAC, which should be active under NAB auspices. There are events, even at this date, which cannot be emblazoned in headlines. Planning goes forward, and in responsible quarters there is no thought of arbitrarily silencing a single radio or TV station.

There have been differences of opinion on revival of a Defense Communications Board. In some quarters, there is a feeling that the organization isn't necessary because requirements are being met through informal consultation. Despite that, its secret that a study is being made looking toward a DCB. We think the time is here for a DCB. In 1940, when the original DCB was a five-man board, FCC, Army, Navy, Treasury and State were represented.

Since 1940, the military establishment has been fused and there have been other organizational changes in the Cabinet. Thus, a change in DCB is indicated. Civil, rather than military, direction is desirable, just as Congress saw fit to give to the merged Defense Department civil, rather than military control.

Using this pattern, the DCB should be headed by the chairman of the FCC, whose obligation it is to maintain private communications as well as those of government. Army, Navy and Air Force should be represented by the secretaries—all civilians, but with policy responsibility for the each Department should be represented by the Under Secretary responsible for telecommunications. And perhaps the President's Communications Policy Board, a temporary agency which seems to have aspirations for permanency, should be represented. This would make the emergency board a seven-man agency.

What about programming? The DCB would have nothing to do with it. Nor would the FCC or the President's temporary Communications Policy Board. There is no legislation planned. There has been rampant confusion.

The Advertising Council, which was the War Advertising Council of World War II, has never ceased operation. It is geared toward the emergency. It will direct new campaigns. It is set up to do the job.

The War Advertising Council is maintaining direct liaison with both radio and TV. The BAC was created because of that latent interest. But it's premature.

To us, the basic means of accomplishing the desired result would be for the President to appoint an assistant or a secretary to handle radio-TV coordination. An expert would know who to contact, and when. He would name commissions charged with the job. There should be, on a stand-by basis, a direct liaison which would give the Commander-in-Chief immediate access to the nation via radio and TV.

ALMOST too late, organized radio and TV will seek to balance the record on the demands of organized educators who have had Uncle Sam reserve at least 20% of available TV spectrum for educational programming. When hearings resume before the FCC Jan. 22, station and network spokesmen will offer testimony that should give to the FCC both sides. To date it has all been one way.

Presumably, witnesses for the NAB and TBA; for certain networks and for selected stations, will cite factual experiences of education via radio and TV. For the official record they can reiterate their willingness to file the time for educators resourceful enough to develop effective visual education.

Until quite recently, they were no comers from the commercial side of TV. Most of them they couldn't oppose education any more than they can government. Army, Navy and Air Force have represented. The TV industry is now seeing the light. It isn't a case of opposition, but of briefing the FCC to enable it to reach an equitable decision. Otherwise the educators, without regard to the wishes of the public, would have an open sesame to TV facilities. The yardstick is the larger and more effective use of available facilities, not abstract theory as to what educators may believe the public should have.

The job of teaching belongs to the teachers. Several colleges are doing it, via established commercial facilities. U. of Michigan is pioneering in it with WWJ-TV Detroit. WFIL Philadelphia has initiated a TV program to bring college art to its area. John Hopkins has made great progress with its science series over DuMont.

To practice the teaching profession it isn't essential for teachers to own plant and facilities. The TV public has to save hospitals. Many universities are hard put to meet current overhead. The heavy investments necessary entail for TV is another fundamental issue that has not been met. Spearheading the educators' demands for reservation of both VHF and UHF facilities has been the Emergency Committee on Educational Television, flanked by the National Assn. of Educational Broadcasters. They retained Gen. Telford Taylor, former FCC general counsel. Originally a solicitation of $25,000 was made. On Dec. 28, the group asked for an additional $30,000.

"This may be the last opportunity open to the public to save TV from complete exploitation by the commercial interests which dominate radio," said the Dec. 28 letter.

We hope that the top echelon of radio and TV will recognize the importance of the FCC proceedings. Men whose names are synonymous with the development of the broadcast arts—men like Gen. David Sarnoff, Dr. Frank Stanton, Mr. DuMont and Robert D. Swezy, should testify.

It must not be a case of too little too late.

ROBERT HENRY SWINTZ

FUNNY papers are a good old American institution, and Robert Henry Swintz, general manager, WSBT South Bend, Ind., would be the first to praise them. Adapting a well-known comic strip, "Dan Dunn," for radio production in 1932 proved to be Mr. Swintz' entree into the radio art, a medium in which he has been outstandingly successful.

His reputation for dramatic and writing ability started in the South Bend high school where he wrote an original one-act play, played several leading roles, and authored many contributions to student publications.

When the South Bend Tribune, owner of WSBT South Bend, decided that one of its daily comic strips would be good on radio, Bob Swintz was picked to do the job. He wrote and produced the Monday-Friday Dan Dunn show, acting the part of Dan Dunn himself.

A local bakery was sold on the idea of sponsoring Dan Dunn and the Swints success story was born. Within two years, the bakery built a new plant, more than doubling its production capacity. By September 1934, WSBT was very well impressed with Bob Swintz and offered him a full-time job as local advertising salesman.

Mr. Swintz accepted the offer and in 1938 was made manager, the position he held until 1946 when he became general manager of WSBT.

Born in South Bend on May 29, 1895 Bob Swintz was then only five blocks away from his present office. After graduating from South Bend High School, he entered DePauw U., Green Castle, Ind., where he immediately plunged into creative work, being admitted to the honorary dramatic and creative writing group on campus, Duter Do and Tusitala.

He also joined Phi kappa Psi fraternity while at DePauw.

World War I marked the end of Bob Swintz' formal education. But it did not put a stop to his creative activity. After graduating from the first Officers Training Camp, he was assigned to a command in the 801st Pioneer Infantry, which was transferred to the Port of Brest in France.

In searching for a way to make the days pass a little easier, Mr. Swintz hit upon the idea of forming a minstrel show, as colored troops made up the body of the 801st. The minstrels were a tremendous success among the troops at Brest and proved so popular that the Army assigned Mr. Swintz and his troupe to the overseas entertainment circuit which they toured until returning to the U.S. in (Continued on page 46)
In Washington...

WTOP broadcasts the 10 most-listened-to daytime programs...

9 of the 10 most-listened-to evening programs...

9 of the 10 most-listened-to weekend programs...

More people listen to WTOP than to any other radio or television station in Washington!*

* Pulse Inc. report for Washington, D.C., October-November, 1950
Respects
(Continued from page 44)
June 1919.
Back from Europe, Bob Swintz got his first business experience with the St. Joseph Loan & Trust Co. in South Bend. He organized the bond department of that company and found other types of selling more to his liking. He served for a while as advertising manager for the Robertson Department Store.
When Mr. Swintz began to devote all his time to radio in 1934 (after putting in two years of highly successful “extracurriculum” activity with the Dux Dux radio adaptation), the department store experience along with the knowledge he acquired while working as advertising consultant to the Shidler Furniture Co. and the Winsmoot Finance & Thrift Co., proved of great value.
During Mr. Swintz’s association with the station, WSBT has grown from a new part-time bulletin to a 5 kw CBS affiliate. WSBT is now engaged in a complete remodeling and enlargement project, $1.5 million in magnitude. When the new quarters are complete, the station will have twice as much room as before, with accommodations for future expansion into TV.

Importance of Programming
Mr. Swintz has a practical radio philosophy which has paid dividends to station and community. He believes that a radio station can be successful if it gives its audience the type of programs they want, with programming allotted to the various listener groups in proportion to their number.

“Programming should be weighted in the percentage of audience that enjoys the different kinds of programs.”

In summing up his attitude toward programming, Mr. Swintz pointed out that the only thing you have to sell is audience and how you cater to the preferences of the audience in your community you may not have enough listeners to interest advertisers.

Mr. Swintz is active in South Bend civic affairs. He belongs to the South Bend Rotary Club, of which he is a past president. He is a Scottish Rite Mason and is active in the American Legion. He also belongs to the South Bend Knife and Fork Club.

Although World War II forced Mr. Swintz to leave DePauw University without a diploma, he did manage to get the vice president’s daughter, Jessie Gobin, for his bride. They were married in 1918 and have two daughters, Mrs. Richard H. Mills (Julia) of Warren, Ohio, and Martha, a freshman at DePauw University. Daughter Julia, herself a DePauw graduate, has two children, making Mr. Swintz the very proud grandfather of Sally, 5, and Johnny, 2.

In addition to all his business and social activities, Mr. Swintz has had time to develop a very rewarding hobby—oil landscape painting, in which he has shown more than average proficiency. Two of his paintings have been accepted by juried regional exhibits and he is now chairman of the board of the Northern Indiana Artists Inc.

HARRY MAIZILISH (r), president and general manager, KFWB Los Angeles, is congratulated by Rich Bertrand, French Consul, upon the letter’s presentation to him of the French award, Medaille de la Reconnaissance. Mr. Maizilish was one of three Los Angeles men upon whom the honor was conferred.

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NEW OWI SOON?
Hinted by Mobilizer Wilson
HOW imminent is a new Office of War Information—and will it be patterned after the World War II organization headed by News Commentator Elmer Davis? These questions were raised anew when Charles E. Wilson, director of the powerful Office of Defense Mobilization, dropped a hint at a recent news conference that such a proposal is being formulated.

Mr. Wilson said that plans are underway for setting up such an office to channel public information on mobilization to the public.

Close associates of the former General Electric Co. executive said later, however, that an indefinite plan has been under study the past year and is not “imminent.” Beyond that, they declined comment at this time save to point out that ODM has just begun to organize.

Discussion of a new OWI—it probably will be called the Office of Defense Information—has been broached periodically by the National Security Resources Board as part of its overall mobilization planning. But any future reorganization and programming plans from Mr. Wilson rather than NSRB Chairman W. Stuart Symington.

Authorities expressed belief that the organization of the ODI probably will parallel that of World War II, with veteran newsmen serving in about the same capacity.

Also expected in the event of an all-out crisis is an Office of Censorship patterned along World War II lines.

AFCA Luncheon
High Officials Attend
ELECTRONICS and communications officials from the Commerce Dept.’s National Production Authority, the Defense Dept.’s Munitions Board and the State Dept. Telecommunications staff were among the guests invited to attend a luncheon scheduled to be held by the Armed Forces Communications Association last May.

Horace B. McCoy, NPA assistant administrator, was slated as major speaker at the luncheon, sponsored by AFCA’s Washington, D. C. chapter in the National Press Bldg. Officials invited were John G. Daley, and Donald Parrish, acting director and deputy director, respectively. Electronics Division, and Brig. Gen. Calvert H. Arnold, director, Communications Division, all NPA; Marvin Holbi, chief, Telecommunications Communications, Munitions Board; Francis de Wolf, chief, Telecommunications policy staff, State Dept. Number of Signal Corps officials also were slated to attend.

RALPH TAYLOR, for seven years director of sales promotion KNX Hollywood and CBS Pacific Network, to KTSL (TV) Los Angeles in similar position effective Feb. 15. TONY MOE, sales promotion manager WCCO Minneapolis since June 1948, takes over Mr. Taylor's former post. Both appointments announced last week by MERLE S. JONES, general manager KNX, CBS Pacific Network, and KTSL (TV). Prior to joining WCCO, Mr. Moe for 18 months was sales promotion manager of KELO Sioux Falls. He started in radio as announcer on KTRI Sioux City, in 1939.

Mr. Taylor Mr. Moe

BRIG. GEN. (Ret.) EDWARD LYMAN MUNSON, former director of NBC films department and executive in motion picture industry, appointed director of TV operations for NBC, reporting to EDWARD D. MADDEN, vice president in charge of TV sales and operations. Prior to joining NBC in Aug. 1950, Gen. Munson had been executive assistant for Twentieth Century Fox, and later became head of production for film company in Great Britain.

MORRIS T. LONZO, sales manager WXGI Richmond, appointed assistant general manager.

ROBERT SCHROEDER, account executive WDTV (TV) Pittsburgh, to CBS-TV network sales, New York.

IAN A. ELLIOT, assistant manager and technical director KLIX Twin Falls, Ida., to KRJF Miles City, Mont., as station manager.

STOVER MORRIS, sales representative WDVA Danville, Va., appointed commercial manager.

L. D. HOTCHKISS, editor, Los Angeles Times; HARRY W. BOWERS, treasurer, Times Mirror, and HARRISON M. DUNHAM, general manager KTTV (TV) Hollywood, appointed to KTTV board of directors. HARRISON CHANDLER appointed executive vice president of station; IMAR JOHNSON vice president and secretary, and RICHARD G. ADAMS, Times resident counsel, will act as secretary of board.

RONALD W. WHEELER, Jr., formerly general manager KTAT Frederick, Okla., now on active duty with U. S. Navy as lieutenant commander.

JAMES P. HENSLEY, new to radio, named CBS Pacific Network sales representative.

HOWARD WILLIAMS, Reuben H. Donnelley Corp. (adv. representative) Washington, to WWDC same city as account executive. DARWIN R. SHOPOFF, WWDC account executive, and JAMES ROBERTSON, copy editor in commercial department, have entered Armed Forces.

MATIN S. POLLINS, account executive WNJR Newark, to sales staff WAAT and WATV (TV) Newark.

JAMES T. AUBREY, account executive Columbia Pacific Network, to KTS(TV) Hollywood sales staff effective Feb. 5. ROLAND KAY, manager KNX Hollywood Housewives Protective League merchandising, replaces Mr. Aubrey.

WVMI Biloxi, Miss., appoints National Time Sales, N. Y., as national representative.

CLYDE GRAY, manager and part-owner KWEM West Memphis, Ark., named general manager Western Radio Sales, L. A., and ROBERT POUTZ head of S. F. office. Concurrently name of radio representative firm changed to West Coast Radio Sales, under which name it goes in San Francisco. BENTON PASHALL, head of firm who formerly acted as L. A. manager, will devote all his time to Liberty Broadcasting System of which he is vice president in charge of western division operations.
BROADCASTING • Telecasting

ERNON M. BUSHONG appointed program director WTMA Charleston, S. C.

ART HANSTROM, program director WFRL Freeport, Ill., recalled to active duty with Navy. BOB WERLY will replace him. Mr. Wery has served on other midwest outlets as salesman, announcer, and manager.

CLAIR HEIDER, announcing supervisor ABC Chicago, appointed director of TV program operations, replacing LOS PROCTOR, resigned. J. WARD (Jack) MITCHELL appointed manager ABC script and promotion Dept., following six years with network as script editor and program promotion editor.

BOB TURNER, sportscaster WHAM-AM-TV Rochester, N. Y., appointed supervisor of announcers, succeeding HOMER BLISS, recalled to active duty with Army Signal Corps.

TOM PAXTON, chief announcer KGO-TV San Francisco, to WKY-TV Oklahoma City in same capacity.

ROY RECTOR, KPRC-TV Houston, to WKY-TV as member of stage crew.

FRANK SLINGLAND, producer WNBW (TV) Washington, reports to active duty with National Guard Feb. 1. CARL DEGAN, floor manager, replaces him.

JACK F. A. FLYNN, director on staff WGN-TV Chicago, appointed associate director WPIX (TV) New York.

MARCELLE MITCHELL, CBS Hollywood national spot sales, to Progressive Broadcasting System, Hollywood, as executive secretary and assistant to NAT LINDEN, executive production manager.

ANNE D. MINAHAN, radio personality out of Lady of Fantasy on WLAW Lawrence, Mass., assumes duties as commentator on new program, WLAW's Shopping News, Mon.-Sat. 8:30 a.m.

JOSEPH CARBONARO, noted musician, appointed director of music and chief arranger for WLAW Lawrence, Mass.

FRANK ATWOOD, farm program director WTCI Hartford, Conn., cited in resolution passed at annual meeting of Connecticut Pomological Society, for services rendered to agriculture in general.

ALBERICH M. JONES, Guam Adm. Agency, Wheeling, W. Va., to promotion staff WNAX Yankton. He replaces GUY DEAN, assistant promotion manager, resigned.

DON COLE, partner in Cartco-Cole Productions, Chicago TV package firm, to NBC network sales promotion, same city.

BOB CROSBY, mc of CBS Club 15, signed for role in KEO "Two Tickets to Broadway."

WILLIAM PROUGH, CBS Hollywood writer, signs on from Molly, father of girl, Nancy Elaine.

HERMAN VOSSBURGH, new to radio, to KTAT Frederick, Okla., announcing staff.

LEON SLOMON and DAVID SCHWARTZ, writers on CBS-TV Alan Young Show, to speak Feb. 10 to U. of Southern Calif. TV writing class with "The Future for Television Writers."

TOM HARVEY, WVCH Chester, to announcing staff WIBG Philadelphia.

GENE GRAVES, announcer KYW Philadelphia, father of girl.

BOB HOPKINS, comedian, signed to three year radio and TV contract by KNX Hollywood.

ED JOHNSON, program director KFSB Joplin, Mo., appointed Missouri Oil Industry Information Committee for "excellent cooperation" in promotion of joint meeting of Springfield and Joplin oil men.

NOEL BLANKINSHIP, announcer WKVL Blackstone, Va., appointed chairman of March of Dimes annual drive for city.

DICK THOMAS, announcer-dj of station WOND Pleasantville, N. J., to Armed Forces.

JOHN F. MEYERS, Music Corp. of America, to CBS Hollywood network program department as assistant, business affairs.

MEL BAILEY, program manager KEX Portland, Ore., appointed member, Associate Board of Portland Symphony Society.

HAL SEARLS to announcing staff WDGY Minneapolis after working as stage manager for stock companies.

SHEILAH GRAHAM, commentator, starts Sheilah Graham in Hollywood on KNBH (TV) Hollywood. In addition, she will cover news Miss America Pageant, will conduct interviews with film notables and present filmed scenes from motion pictures currently being made.

CLINT JOHNSTON, freelance movie writer, and formerly with NBC and CBS New York, named producer for five weekly half-hour Progressive Broadcasting System Mel Torme Show.

BUDD LESSER assigned writer for Commodore Productions of weekly half hour series on Don Lee Broadcasting System. Lewis Food Co., L. A. (Dr. Ross' dog, cat food), is sponsor.

GREGG DONOVAN, NBC Chicago announcer, and Dorothy Richards announce their marriage.

FRANK V. MARTINK, creator and author of Don Winslow of the Navy, comic strip which appears on 46 TV stations, discussed "Chicago's Plan for Protection in the Atomic Age" Jan. 11 before Chicago Headline Club. He is chairman of plant protection for Chicago Democratic committee.

FRANKIE ARMENTROUT, continuity editor Foote, Cone & Belding, Chicago, to NBC Chicago as assistant to George Sapiro's writer, CHARLIE ANDREWS.

BILLY SCOTT, folk singer WLWC (TV) Columbus, to WHAS Louisville as program director.

JANE LAMBERT, NBC Chicago continuity acceptance department, is author of "Tales Is Christmas," song published by Dave Dryer and recorded by Songsters Quartet for Supremes. One of its vocalists is BOB MORRISON, member of NBC Chicago music staff.

JIM KITHCART appointed announcer-writer KCOW Alliance, Neb.

JOHN PAVIS, WBKB (TV) Chicago, to ABC Chicago as publicity writer.

AL BURTON, teen-age m.c. of four programs presented first award given by L. A. Tuberculosis & Health Assn. in recognition of outstanding help given L. A. County Chest X-Ray Survey during recent X-Ray drive.

ALICE ROTHWELL appointed receptionist WDRC Hartford, Conn. She has been with several stations in New England.

KATHY ROSSER appointed to publicity staff WDTV (TV) Pittsburgh. She also heads music department temporarily.

HUGH WANK, emcee Record Revue Program, NBC Chicago, assigned to morning show Wake Up Baltimore. LEE CASE replaces him on night show.

EDDIE METCALFE, vocalist with WBBM (AM), and WLBC (AM) Chicago, to WLS Los Angeles sales service department.

News... 

RON T. SMITH, announcer KIDO Boise, Ida., to KEIO Pocatello, Ida., as news director.

STYVE DAVIS, formerly with WGLN and WWSC Glens Falls, N. Y., to creative staff WFDR (FM) New York in public relations and special events departments.

JERRY JACOBS, news staff WMTW Portland, Me. first of station's members to be inducted into Army under new draft order, was to leave Jan. 7.

BOB DELANEY, news and sports director WJNO West Palm Beach, Fl., to WVTAL-WSCP (FM) Tallahassee as news and sports editor and director.

BOB HART appointed sports director KATL Houston. Was with WTXE Lubkin, Tex.; KPLC Lake Charles, La., and KALB Alexandria, La.

JAMES TERRELL, news staff KARK Little Rock, Ark., to news bureau WKY Oklahoma City. He replaces MARTIN HAUN, who resigned to become director for newly-elected governor of state.

ALBERT CHARLES appointed to KEX Portland, Ore., news staff. He was KEX and KOIN radio and television director and was associated with military government in Far East.

WILLIAM N. PAXTON, sports and news announcer KCCL Ft. Collins, Colo., to KCSJ Pueblo as sports director.

IAN ROSS and LOUISE MACFARLANE joined staff WBMD Baltimore. They were formerly with WCBM-FM and WBM Baltimore.

BRUCE DAVIES, new to radio, appointed associated agriculture and market reporter KCMG Kansas City, Mo.
"The battle between children's programs on the tele webs reached a new peak yesterday when Pulse showed the same conclusion formerly indicated by Videodex...that Captain Video is pulling larger audiences than all other children's programs in practically every city where it is shown."

RADIO DAILY-TELEVISION DAILY
Dec. 1950

Captain Video
IS A BUILT AND PRODUCED PROGRAM
Presented Monday through Friday 7:00-7:30 P.M. E.S.T.
62 AFFILIATED STATIONS
515 MADISON AVENUE, NEW YORK 22, N. Y. * Phone: Murray Hill 8-2600

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# Hooper Television Audience Index

**November - December 1950**

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<td>Sun. Thru Sat. 6:00 P.M. - 10:00 P.M.</td>
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<td>7.9</td>
<td>12.0</td>
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850,000 TV Receivers in Los Angeles area, December 1, 1950

KTLA Studios • 5451 Marathon St., Los Angeles 38 • H0llywood 9-6363
Eastern Sales Office • 1501 Broadway, New York 18 • BRyant 9-8700

Key Station of the Paramount Television Network
VIDEO INDUSTRY UNITY

MOVE to bring television stations and networks into a single trade association under NAB auspices will culminate Friday in Chicago when member and non-member stations, plus network representatives, will meet at Hotel Stevens, Chicago.

Out of this meeting may come a unified NAB and NAB-TV proposal, with video stations having autonomy in running their own trade associations, to affect all policy matters affecting both aural and visual segments of the profession.

Harold Hough, WBAP-TV Fort Worth, will preside Friday as chairman of a special NAB-TV organization committee. Serving with him are Robert D. Swesey, WDSU-TV New Orleans; Eugene S. Thomas, WOR-TV New York; William D. Fay, WHAM-TV Rochester; George Burbach, KSDK-TV St. Louis.

On Mr. Hough will fall the main job of outlining the basic association plan to the delegates. At least 95 of the 107 operating TV stations will be represented at the Friday meeting, judging by advance registrations. The advance registrations were just short of the 80 mark at the weekend.

Out of the all-day session is expected to come a new committee which will report Jan. 31-Feb. 2 to the NAB board. Should the NAB-TV idea meet general approval this committee may become the framework for the NAB-TV board.

No formal agenda has been prepared for the Friday meeting in Chicago. Mr. Hough's committee will meet Thursday to discuss a general outline for the day. William B. Ryan, NAB general manager and sponsor of the NAB-TV plan, met last week with Jack R. Poppert, WOR-TV New York, president of Television Broadcasters Assn., to discuss meeting procedure.

TBA decided at its December meeting to participate in next Friday's sessions. Formation of an NAB-TV would mean the demise of TBA, which now is representative of both station and manufacturer interests.

Mr. Hough is an advocate of an industrywide TV organization.

FILM SERVICE

THREE major radio and television firms have combined to establish a nationwide television film program distributing service to be known as United Television Programs Inc. The three companies, radio and television pioneers, are Edward Petry & Co., radio and television representative, Standard Radio Transcription Services Inc., program library company, and Century Artists, a talent and package program agency.

United will provide television package and program producers with complete coverage on all levels of program selling and will furnish sponsors, advertising agencies and stations with a stabilized source of program supply.

The Edward Petry Co. will act as exclusive sales agents for United programs in the national TV spot field, while Standard will represent the firm's product for sales to local stations and sponsors. Century Artists will function in the national network area.

Officers of the newly formed organization are: Jerry King, of Standard, as president; Richard J. Doro, of Century, as executive vice president, and Milt Blink, of Standard, as secretary and treasurer. Main offices of the company, which begins operations with a staff of more than 200 persons, are located at 360 North Michigan Ave., Chicago; 488 Madison Ave., New York, and 8619 Sunset Blvd., Los Angeles. Other offices are located in Detroit, St. Louis, Atlanta, San Francisco and Oklahoma City.

Is Aim at NAB-TV Meet

Photographs: Bill Gurney

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First Midwest Showing Held in Chicago

A SELECT audience of 300 Chicagoans reviewed the first Midwest showing of CBS color Tuesday evening in the NBC television studio. Among the viewers was District Judge Walter La Buy, who disserted from a Federal Court decision, handed down FCC's approval of the CBS color television system, but banning its use in commercial telecasts pending a ruling by the U. S. Supreme Court. The FCC's decision was handed down Dec. 22 in Chicago, upholding the decision of the Illinois Bell Telephone Co., which holds a copyright on the system.

"The demonstration was held in Chicago where we have done a lot of talking about it already," adding that the viewers were expected to judge for themselves whether or not the color system gave television "added impact and entertainment appeal." Mr. Stanton explained that the types of color receivers set up in the studio were a 17-inch direct view set employing a color drum, the "largest TV color receiver ever built"; a standard 10-inch black-and-white set adapted and converted to receive color (7-inch picture magnified); a 10-inch combination black-and-white and color set (7-inch picture magnified); a 12 ½ inch Vericolor industrial type set, made by Remington Rand for such uses as the teaching of surgery (10-inch picture magnified), and a 12-inch Muntz color companion set, "slave" to a stock Muntz receiver (10-inch picture magnified). The demonstration, Mr. Stanton said, originated at CBS headquarters in New York.

Miss Painter Emerald
Blonde Patty Painter, "Miss Color Television," encecd the all-live presentation which followed the format used by CBS in its other demonstrations.

After presenting Dr. Peter Goldmark, who developed the color system, Mr. Stanton apologized for a minute imperfection in the transmission. He blamed the telephone circuit.

A viewer asked if the system could be shown on large screens, and the CBS president replied that there is "no limit to size." Another viewer inquired if highly-polished, reflective metal objects could be colorcast, and Mr. Stanton answered in the affirmative. He expressed the hope that viewers had noted the depth and detail of the pictures, "something that is not true in monochrome pictures," he said.

During the buffet supper which followed the presentation, Broadcasting * Telecasting collected assorted reactions to the performance.

Mark Brown, president of the Harris Trust & Savings Bank, expressed amazement at the fidelity of the colors and forecast a "bright future for such a high quality system." William Kahler, president of the Illinois Bell Telephone Co., near Chicago, "far exceeded my expectations." The Rev. Thomas M. Heelan, editor of The New World, official Catholic paper of the Archbishop of Chicago, remarked that the demonstration "far exceeded my expectations."

Reaction Enthusiastic
Barnet Hodes, member of the CBS law firm in Chicago, said he "got a bigger thrill from the Van Gogh reproduction than when I saw the original," and Maurice Goldblatt, chairman of the board of Goldblatt Bros. department store, spoke of the system's value in teaching surgery as well as its "natural application to merchandising." Brig. Gen. Oscar Brice, commander of Marine Air Reserve Training at the Gloriana Base near Chicago, cited the "sharp contrasts in color definition," and said he foresees the day when the director of amphibious military landings and amphibious shipping advantages through employing reconnaissance plane crews to photograph action and transmit "true situation pictures" to a command ship off shore.

John Balaban, president of Balaban & Katz, one of the nation's largest theatre chains, and head of WBKB, Columbia's TV affiliate in Chicago, is "anxiously awaiting development of color TV for theatres."

Use of the system for package identification will deprive magazines of "one of their biggest talking points in competition with broadcast media," in the opinion of Oliver B. Capelle, sales promotion director of Miles Labs. "Package identification is important, especially when a product is new," said Mr. Capelle. "It is imperative that we had to rely on magazines to give a true impression of container design and colors. In the future we must have brilliant hues for color TV in mind when we plan our packaging. It was a happy accident that Miles' new Tabic product was launched in a grey red container."

William L. Weddell, vice president in charge of radio and television for Leo Burnett Agency, noted that the system picked up those underwater marine scenes with such realism, I was convinced it's terrific." Creation of a "tremendously increased demand for flowers," was foretold by Edward W. Gould, former president of the Allied Florists Assn.

There are possibilities beyond belief in merchandising products through color TV," said John F. Price, president of Price, Robinson & Frank Agency.

Amazed at Reproduction
Otitis Shepard, art director of William Wrigley Jr. Co., who has misgivings whether the "Doublemint" gum package, which he designed, would register well because of its odd shade of green, "was amazed at the true reproduction."

"I am also color reproducing processes, greens, blues and reds have a yellow disk," he observed. "This is not true in CBS color. I was fearful that the Doublemint package would be a sickly green, but it came through true to the original." Mr. Shepard, who also designed the Juicy Fruit package, believes color TV calls for revolutionary arrangements, patterns and lighting effects in the "staging" of products.

In addition to Judge La Buy, three other Chicago jurists attended the premiere. Judge John Sbarbaro of the Superior Court saw "great educational possibilities," adding, "it is fantastic..."
CONTROLLED telecasting of college sports events, as recommended by a special TV Committee of the National Collegiate Athletic Assn., was proposed without objection by the NCAA Television Roundtable at a Thursday afternoon meeting held in Dallas during the association's annual convention.

Final action was to be taken late Friday by the full association. The proposal envisions an NCAA steering committee working in cooperation with the TV industry.

Convinced that TV has become one of the most profound influences in the nation's life, the TV Committee, headed by Tom Hamilton, U. of Pittsburgh, suggested a careful study of the television problem on a controlled basis instead of the flat ban adopted by the Pacific Telephone Conference (see story, page 64).

K. L. (Tug) Wilson, commissioner of the Big Ten Conference and NCAA secretary-treasurer, presided at the Thursday session. Serving with Mr. Hamilton on the TV Committee were Ralph Furey, Columbia U., and Willis Hunter, UCLA.

In his report the TV Committee had heard Robert K. Richards, NAB public affairs director, and Dr. Kenneth H. Baker, NAB research director, explain the radio and television industry viewpoint in covering college sports events.

NAB's spokesmen had explained that the alternative to live football telecasts is a university network programming designed to keep the public in front of the television screen. They pointed to the advantage of having TV working in the enthusiasm of college football through live coverage of games.

NAB continues its activity on behalf of sports broadcasting and telecasting today (Monday) at a Columbus, Ohio, meeting to be held in the office of George Trautman, president of the National Assn. of Professional Baseball Leagues. James D. Secrest, general manager, and Dan Halpin, RCA-Victor, will attend for Radio-Television Mfrs. Assn., along with Justin Miller, NAB president, and William B. Ryan, general manager of NAB and NAB president-elect.

Presidents of major leagues, Baseball Commissioner A. G. Chandler and other sports leaders will join in an effort to work out a solution satisfactory to the sports promoters and broadcasters-telecasters. This may lead to the formation of a joint body to direct electronic coverage of professional baseball.

Some 350 delegates attended the TV Roundtable at the NCAA Dallas meeting Thursday afternoon. They represented some 200 major colleges.

Advertising for the radio-TV art were Hugo M. Beville Jr., NBC; Sig Mickelson, CBS; Les Arries, DuMont; Mr. Halpin, for RTMA.

Robert O'Brien represented Paramount Pictures.

Mr. Beville suggested a report submitted by Paul Sheatsley, of National Opinion Research Center, on behalf of Mr. Hamilton's committee, did not sustain his belief that TV is ruining college football attendance.

The NORC report to the TV Committee included the tabulated data based on attendance figures from colleges as shown in charts on this page.

"We know there is an effect," Mr. Beville said. "We do not know how much, and what other factors are at work." He listed such economic factors as ticket prices, team performance, weather conditions, local interest and other variables with undetermined effect. He argued the NCAA has an obligation to foster growing interest in sports as a reason for telecasting of contests.

"TV is reaching the youth, who are vital to all sports," Mr. Beville said. "It is building future fans!" Mr. Nickelson raised the question of interpretation of statistics in the NORC report, as well as individual reports from conferences on box office declines.

"The figures do look damaging, but there are all kinds of questions left unanswered," he said. He suggested American sports are a primary factor in building independence and aggressiveness in character, with strength of individual character paramount in the struggle against Communism. Mr. Halpin said he believed attendance eventually will grow as a result of game telecasting. "People like to see a game in the flesh once they are attracted to it," he said. "The slogan 'A Good Game, a Good Gate' still applies" he argued.

Mr. O'Brien said the seasons' first systematic test with Big Ten games in two Chicago and Detroit theaters had shown that theatre TV "is attractive." He argued theatre TV offers a means of "controlling" the audience. Committing the NORC statistics Mr. Sheatsley said NORC had been forced to do a rush job, with figures still coming in to the last minute. He promised a more detailed analysis in March or April.

Excerpts from Mr. Hamilton's report follow:

"It has been the aim of this committee to attempt to answer the question of what effect telecasting of games had on the college game," the report said. "We are not prepared to say that there is no effect of telecasting on college attendance. We have been advised that the telecasting of games attracted millions of school boys and girls who never had a chance to go to the big games, the big stadiums, the big stadiums."

"The idea of making games available to millions of people with no chance of going to them is a good thing."

"Mr. Beville has suggested a study of the effect of telecasting on attendance. Is there a question of telecasting having an adverse effect on attendance at college games? It is our belief that telecasting has no adverse effect on attendance.

"We believe that the adverse effect is proportionate to the degree of satirization of TV in an area with present methods of telecasting. It will be shown that TV is a good thing, to brand TV as the only culprit. Other factors such as team performance, weather, economic conditions, etc., undoubtedly contributed in some degree to the decline in attendance in certain parts of the country."

The industry representatives with whom we have consulted through the last year have assured us that they have no desire to harm the present structure of interstate television. Therefore, we suggest that the NCAA in cooperation with the industry set up a program of experimentation during the 1951-1952 academic year, which would include such methods of telecasting as delayed TV, the use of high-powered radio, television of sports, on television, etc. The other new methods which might be developed before next football season.

As part of this experimental study, we visualize that a certain amount of live telecasting may be conducted on a strict control basis to test desired situations. To administer the experimental work, it is recommended that a steering committee be appointed for each of the 8 NCAA districts who might be interested in the program in cooperation with the industry.

In our opinion if such a program were properly developed and promoted, it would result in mutual benefits for the industry and for colleges and the public.

We wish to emphasize that the telecasting (Continued on page 61)
FCC postpones Probe

Theatre TV

Paramount Vetoes 525 Lines

Tests by Paramount Television Productions have confirmed its belief that a 525-line, 6-mc picture is not satisfactory for monochrome theatre television, FCC was told in a written application for permission to continue its monochrome relay experiments in the New York area.

Paramount also indicated it has no plans to test high definition color TV for theatre use. Paramount Television Productions is licensee of commercial TV station WPIX in New York.

"Common carrier circuits have shown no improvement in bandwidth characteristics since Paramount's last report of a year which continue to limit theatre television pictures to low definition and quality," the petition stated.

Paramount said it had observed that a number of football games last fall by several theatre companies were successful despite low definition because the game had "considerable interest." Cable bandwidths were limited to 0.5 mc, the petition noted.

Paramount asked that in its next progress report it had mentioned "that it had under consideration a project involving the transmission of high definition color TV in its low microwave relay. Color camera equipment emitting an 18-mc signal, 525-line picture has recently been acquired and a program of experimentation in color television transmissions is now being developed."

The petition outlined progress of the past year on 2,000 and 7,000 mc relay equipment and technique, explaining 12,000 mc studies have not been completed since equipment is not sufficiently developed. Other technical aspects of the experimentation also were outlined.

WEINTRAUB BUYS

2 Hours on ABC-TV

WILLIAM WEINTRAUB, Agency, New York, has bought two hours on ABC-TV, 11 a.m. to 1 p.m., for four of its clients effective Jan. 20. Lineup of programs includes the following: A series of Faith Baldwin stories, at 11-11:30 a.m., sponsored by Maidenform Bras; 11:30-12:30 p.m., dramatic program featuring Peggy Ann Garner, sponsored by BAB-O; 12:30-1 p.m., the veteran singing of "I Cover The Waterfront" sponsored by Air Wick from Thursday night on the same network to this Saturday pe-

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AT&T ALLOCATION

FCC POSTPONED its investigation of AT&T's allocation of TV coaxial cable and microwave relay time last week for an indefinite period, to permit a trial of the time-alloca-
tion formula involving the AT&T's four television networks [BROADCASTING • TELECasting, Dec. 18, 1950].

The action, which has been expected, postponed "until further order" the hearings which were scheduled to begin today (Jan. 15).

Observers thought it unlikely that the hearings would be resched-
uled before May 1 and felt the decision then would depend upon the success or failure of the actual operations under the time-
allocation formula in the meantime.

Almost simultaneously with the Wednesday order, the National Exhibitors Theatre Television Committee and the Theatre Owners of America issued a joint statement telling FCC that the final solution of the time-allocation question must recognize "the need for the use of intercity video transmission facili-
ties for theatre television.

The statement, submitted by Marcus Cohn of the Washington law firm of Cohn & Marks, said failure to recognize theatre TV's need for use of intercity facilities would discriminate against "the small user," would deprive the public of needed programming, and "would discourage, and perhaps even make impossible," continuing growth and experimentation in theatre TV.

Allocation Formula

The time-allocation formula worked out by the four TV net-
works—after their earlier failure to agree had led to protests by ABC-TV and DuMont Television Network—was followed in this FCC's investigation —goes into ef-
fect for the last three calendar quarters of 1951.

It was agreed that "it will best conduce to the proper dispatch of [the investigation] to postpone the date for hearings for an indefinite period in order to observe the usage of intercity video transmission facilities of the Bell System Com-
panies resulting from the above-
mentioned agreement among the networks.

The formula divides AT&T's in-
ter city TV facilities—where there are not enough for each network to have access to one circuit —into four "Circuit Groups," and sets up a complex system of priorities to assure that each network will have first call on 25% of the time.

But a network loses half of its priority unless it has program ac-
ceptances from a plurality of the stations on each leg of its desig-
nated Circuit Group. It loses all priority if it has no acceptances. New allocations are made after each calendar quarter, using the same formula each time.

The formula was worked out by

the networks in December, with FCC's encouragement and coopera-
tion along with that of the AT&T.

The statement of the National Exhibitors Theatre Television Committee expressed belief that special fre-
cuencies should be allocated for theatre television, but pointed out that FCC itself raised the question of whether a common carrier serv-
iece cannot meet the needs.

To get that information—which is to be developed in a scheduled hearing, to be held on the TV's—those

who wish to render theatre tele-
vision service are "completely de-
pendent upon AT&T facilities," the statement continued. Further, it said, national commitments ap-
pear to govern the availability of such facilities for theatre use.

The statement continued:

"It becomes clear that the proper
allocation of facilities must be made to theatre television networks in time which provides adequate time for theatre television under the conditions and requirements to which theatre television is rapidly becom-
ing subject."

AN FCC hearing examiner ruled last week that "it is not necessary or desirable that any allocation of intercity television facilities with those
department, of Western Union, present or pro-
posed. Examiner Elizabeth C. Smith de-
cision—after lengthy hearings dur-
ing much of 1950. Initial deci-
d lopment will be made in 40 days un-
less appealed to the full commis-
sion.

FCC had instituted the hearing on the question of requiring inter-
connection of AT&T and Western Union TV network facilities at the same time it required the tele-
phone company to interconnect with network facilities of private

telecasters until such time as AT&T
has enough channels to meet de-
mand [BROADCASTING • TELECasting,
Dec. 29, 1949].

WU's Channel Service

Miss Smith held that over the route covered by Western Union's present intercity TV facilities— New York City-Philadel-
phia—AT&T is equipped to supply a total of 18 channels. Western
Union, she said, failed to show that these aren't enough to meet "un-
satisfactory or reasonably foreseeable requirements of the television broadcasting industry" for service between those cities.

She concluded that any TV network representatives testified they would like to see Western Union engage in furnishing intercity TV trans-
smissions as part of a "package" that included "none of the network witnesses . . . showed any actual need for Western Union's New York City-Philadelphia channel and none expressed any intention to utilize such facilities if interconnection were ordered."

Western Union's plans for the future, the said, make construction of additional facilities contingent on interconnection, assurance that broadcasters will use the channels, and availability of funds to finance project. Miss Smith continued:

A requirement that the Bell System
television is even dimmer now than before in view of the increased amount of network programming.

As a result, the amount of time left for theatre television experimentation during periods which are practical in theatre television operations is rapidly

The statement said theatre TV

is today at about the same point as it was five years or four years ago, and that there are now about 16 theatre TV in-

The statement also pointed out that the FCC's AT&T allocations in-
cluded questions as to whether the tele-
phone company had refused to furnish intercity video service to companies "in order to protect its interests or the interests of others," and whether it is dis-
criminating among customers.

INTERCONNECTION}

Decision Proposed

for AT&T, WU

companies establish physical connec-
tions and through routes between the Bell System intercity video circuits and intercity video channels which Western Union may or may not need, it would be a violation of the FCC commission's responsibility and authority in this regard . . . it would be advisable to interconnect AT&T facilities with Western Union's facilities where such interconnections would not adversely affect the overall development of intercity video transmission facilities and services, especially in those areas where Western Union has proposed alternate

network.

Miss Smith made clear that she did not mean that FCC may not, in an "appropriate case" and upon a presentation showing the desirability of estab-
lishing connections in such areas, even if Western Union has not proposed alternate

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ishing connections in such areas, even if Western Union has not proposed alternate
Top Hollywood Talent for Local TV Budgets

SNADER TELEscriptions

WHAT THEY ARE  Top-quality motion pictures of well-known singing, dancing and musical novelty acts, ... filmed in Hollywood expressly for television. Each act is complete in itself and runs for approximately 3½ minutes. Opening and close of each act is designed for easy integration into any length program, in combination with live announcer or master of ceremonies and smooth interfacing of live or filmed commercials.

HOW THEY ARE USED  In preparing programs, each TELEscrition is used as though it were an individual "live" act. They may be programmed in either 5-minute, quarter-hour, half-hour, or one-hour program series. They are available for daily or weekly showings over 13, 26, 39 and 52 week periods.

DOZENS OF BIG-NAME STARS . . . MORE BEING ADDED EVERY WEEK!


Arthur Lee Simpkins  Diana Lynn  Wesley Tuttle & The Westerners  Gualhalava Trio  Red Ingle & His Natural Seven  Page Cavanaugh Trio  Nat "King" Cole  Herb Jeffries  Clark Dennis  The Pied Pipers  Merle Travis  Frank Yankovic & Polka Band  Red Nichols & His 5 Pennies  The Skylarks and numerous dancing stars and groups

PHILADELPHIA . . . offered exclusively over WFIL-TV
WASHINGTON . . . offered exclusively over WNBW
CHICAGO . . . offered exclusively over WGN-TV
MINNEAPOLIS . . . offered exclusively over WTCN-TV
SAN FRANCISCO . . . offered exclusively over KRON-TV

Watch for the announcement of other leading TV stations offering SNADER TELEscriptions

Snader Telescriptions Sales INC.

REUBEN R. KAUFMAN, President

CHICAGO—59 EAST VAN BUREN NEW YORK—229 WEST 42ND STREET BEVERLY HILLS—177 SOUTH BEVERLY DRIVE

AGENCIES, STATIONS, SPONSORS: WRITE, WIRE OR PHONE OUR CHICAGO OFFICE FOR COMPLETE DETAILS!

Telecasting • Broadcasting

January 15, 1951 • Page 55
"IT TAKES only half an eye to see that television has swept through the department store field like a brush fire," "BAB" states in a report sent to member stores last week covering the women's apparel and accessory field.

Noting that "retailers everywhere that are within signal distance of a TV station are either thinking about it seriously or already using the medium," the report points out that larger stores are using TV more extensively than smaller ones, as follows:

<table>
<thead>
<tr>
<th>Annual Sales</th>
<th>% using TV</th>
<th>Hours per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1 to 2 million</td>
<td>4%</td>
<td>5</td>
</tr>
<tr>
<td>$2 to 5</td>
<td>16</td>
<td>0:22</td>
</tr>
<tr>
<td>$5 to 10</td>
<td>32</td>
<td>1:12</td>
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<tr>
<td>$10 to 20</td>
<td>52</td>
<td>2:10</td>
</tr>
<tr>
<td>$20 to 50</td>
<td>64</td>
<td>2:50</td>
</tr>
<tr>
<td>Over $50</td>
<td>68</td>
<td>3:15</td>
</tr>
</tbody>
</table>

Accordingly, the report states, "the problem with women's wear retailers is not so much one of selling them on the medium, but showing them how to use it profitably."

The report closes with a list of suggestions for TV stations to use in approaching prospects in this field.

**Two Stations Issue New Rates**

WDSU-TV New Orleans and WPTZ (TV) Philadelphia announced new rates last week, both effective Jan. 1.

The Class A rate (6-11 p.m.) daily became $325 an hour on a one-time basis when Rate Card No. 4 went into effect at WDSU-TV. A one-time hour of Class B time (5-6 p.m., Mon.-Sat.; 12 noon-6 p.m., Sun.) now is set at $245.75. All other time, Class C, starts at $195 for a one-time hour. One-minute announcements, slide or film, start at $65 in Class A time and $39 in Class B time, which, in the case of announcements, covers all other times. Charges for live studio programs and announcements are in addition to the basic rates in all time classifications and apply to all live talent studio productions.

At WPTZ, Rate Card No. 7 sets an hour of Class A time (7-10:30 p.m., Mon.-Fri.; 1-10:30 p.m., Sat. and Sun.) at $1,000 for live-studio time, and film time. Class B time (5-7 p.m., Mon.-Fri.; 10:30-11 p.m., Mon.-Sun.) starts at $750 an hour on a one-time basis. In the remaining Class C rates time start at $500 an hour. Announcements of 20 seconds or one minute are now $200 in Class A time, $150 in Class B and $100 in Class C on a one-time basis.

**Tele-Que Releases Year-End Report**

GREATEST 1950 television audience draws in the Los Angeles area was "Hopalong Cassidy," according to a Tele-Que survey released last week by Colby, Cooper & Clay Inc., Los Angeles. Program topped others in the area by 20%. Figures were gathered from a total 12 monthly survey audience of over 6,000 TV viewers in the Los Angeles and Orange County areas, covering approximately 500 persons per month by diary method.

Taking the next four leading places in the year round survey were Sunday Movies, Spade Cooley, Texaco Star Theatre and Lone Ranger.

Survey also revealed Time for Beauty as the most viewed children's show for 1950 and the USC Notre Dame football game as drawing the largest daytime television audience of the year. Over half million people in Los Angeles area reportedly viewed the game.

**Advertest Surveys New York Set Ownership**

TOP brand of television set in the New York area is RCA, according to a report released last week by Advertest Research. RCA sets reported were found in 29.2% of the homes surveyed by the firm between March 1949 and November 1950. Philco was reported in second place, in 11.4% of the homes, and DuMont was shown as the third most popular set, in 10.5% of the homes covered. Altogether 51 different brands of television sets were found, with the top three brands accounting for 51.1% of all ownership.
1. THROCKMORTON SET OUT ON A WIZARD SAFARI, WITH MORE BLOODY KIT THAN HIS PORTERS COULD CARRY.

2. HE WAS ARMED FOR THE WORKS, FROM TITMOUSE TO RHINO—HOW HE HOPED TO GET GUN AND GAME MATCHED, DAMIFINO.

3. FOR THEY'RE STILL BUSY SORTIN' OUT MR. THROCKMORTON, WHO DISCOVERED THE CHOICE OF THE RIGHT ONE TOO THWARTIN'.

4. MORAL: You're loaded right for the Dayton market, when you take aim with Dayton’s biggest caliber station—WHIO-TV.

When You're Hunting Dayton* Sales

THE SHOW MUST GO ON

WHIO-TV

* It's a happy hunting ground, Dayton—with 366,457 families in our micro-volt contour glued to 160,000 TV sets (and more every day!) That's one of the hottest percentages in the nation! Let National Representative, G. P. Hollingbery give you facts and figures on Dayton and the rich Miami Valley—a market dominated† by Dayton’s first and favorite station—WHIO-TV.

† Pulse November report shows WHIO-TV had 13 out of 19 top televised shows!
INVENTORIES of radio and television sets will remain steady during the first quarter of 1951, after which stocks will be affected drastically by production cutbacks brought on by defense requirements, and shortages of raw materials. This was the concemed opinion of manufacturers, distributors and retailers of radio and television products as they met in Chicago last week for the annual winter furniture market at the Merchandise and Furniture Mart.

On Tuesday, a panel of radio, TV and executive newsmen at a new conference forecast a possible “black market” in video sets by early summer, and pointed out that January volume of sales is about as high as that during the previous Christmas period. Richard A. Graver, vice president in charge of sales for Admiral, sees the possibility of more “black marketizing” in the future. He and Fred Wilson, president of Capehart-Farnsworth, said retailers have more inventory in their hands on hand than a month ago, but reported only a “few weeks’ supply” on the retail level. Both agreed that distributors’ inventories are “nominal.”

Predicts No Shortage

T. J. Newcomb, sales manager for the general appliances division of Westinghouse, predicted no shortage of radios or other appliances for “at least three months.” He predicted cutbacks after March, however, along with a period of unemployment occasioned by the slack in production between the time consumer production is cut down and defense production begins.

Manufacturers generally seemed to be planning to stress production of replacement parts to keep old sets in operation. Many are completing inventories of tubes, transistors and other parts. The trend is to accumulate metal used in set manufacture, with elimination of decorative and non-utilitarian features. Admiral and Capehart, in a conservation program, have slashed less production of FM sets, and are incorporating FM into fewer radio-phonograph combinations. Mr. Wil- snecker said “FM’s future is in the home.”

Many set makers plan to build smaller and less expensive radio and TV models, relegating volume on the high-priced, elaborate sets to maintain retail price schedules. He said that the usual January let-down did not arrive this year.

Mr. Newcomb reported “there is little new” in the 1951 market because inventories “are at their lowest level in the industry’s history.” Most of the traffic in and out of showrooms at both marts seemed to be caused by radio and TV distributors seeking larger allocations from the manufacturer. Few set-makers were taking orders directly from retailers.

More than 40 firms exhibited their products for an estimated 30,000 buyers from all over the country. Displays centering on radio and television were featured by manufacturers of furniture, accessories and parts as sets. Among manufacturers introducing new radio and TV lines were General Electric, Admiral, Magnavox, Westinghouse, Capehart-Farnsworth, Bendix, Motorola, Hall- craver, Sparton and Air King.

Admiral’s “Class of ’51” series, “the most extensive line it has ever produced,” includes 46 FM radio models ranging in price from $19.95 to $950. The $950 item is a new Tele-Bar, which Admiral claims “has everything.” In addition to a 21-inch-screen TV set, the model has a radio, three-speed phonograph and a built-in bar.

Most of Admiral’s TV models have 17 and 21-inch screens. The include three table models and three smallest with a 14-inch screen, and 15 consoles with 17 and 21-inch tubes. Twelve TV-radio-phonograph combinations were offered with 17 and 21-inch screens. Prices of 1950 have been retained on all models with 14 and 16-inch screens. Hikes have been added on the larger models.

GE Line Show

Thirty-two models appeared in the line of General Electric, which plugged its “black-daylite” video sets. Twelve TV sets included three table models and nine consoles, with prices ranging from $299.95 to $775. Among the radios were seven AM FM models, priced from $22.95 to $42.95; seven clock radios, $29.95 to $39.95, and five radio-phonograph consoles, $189.95 to $279.95. One radio FM table model appears in the new lineup, retailing for $64.95.

All TV sets in the Magnavox line have 21- and 20-inch rectangular picture tubes. Sixteen different cabinet styles were introduced, with 11 styles in radio-phonograph combinations. Eight of the latter included the firm’s “Add-a-Television” feature. The line includes a record-changer which plays all sizes and speeds of discs.

Westinghouse Offering

Westinghouse previewed seven video sets and nine radios as additions to the 1951 line. The former have 17-inch consoles with 17-inch tubes, plus a console equipped with the full-length doors and a 20-inch tube. Prices range from $259.95 to $495. Radio sets include two as well as sets, two AM FM table models, two portable and one AM-FM console with three-way record changer, priced from $79.95 to $179.95.

Westinghouse plans to maintain quality in its production, “if necessary, at the sacrifice of volume of price.” The new TV sets have single-tube tuning with illuminated control.

Highest-priced item among the models is the Stratton, a console with a 20-inch tube housed in a mahogany veneer cabinet. The price is $495. Other sets and prices are the Dorset, table model, simulated wood, $259.95; Andover, table model, mahogany, 21-inch tube, $279.95; a companion model, the Fenway, with mahogany doors, $299.95; the Pentland, mahogany, 17-inch, $389.95; Shelton, console, 17-inch, mahogany, half-doors, $599.95, and a companion model, the Warwick, $495.

Capehart-Parnsworth Sets

Capehart-Farnsworth introduced its first table radio, a clock-radio. It has a Telechron electric clock and sells for $49.95. The TV lineup was the Berkshire, with a 20-inch rectangular tube, AM-FM radio and record changer operating on all sizes and speeds. Price is $445.

Other new models: Spinet, console TV, 17-inch rectangular tube, $339.95 and $359.95 (in bisque); Monmouth, TV console, half-doors, 16-inch rectangular tube, $299.95 (in bisque); Chicagoan, TV console, 16-inch, mahogany, $389.95, $409.95 (bisque); Georgetown, 17-inch, con- sole, mahogany, full-length doors, $449.95; New Englander, TV con- sole, full-length doors, 16-inch, French Provincial, $475.95, and Bedford, 16-inch table model TV, $319.95, (bisque).


The 1951 line of Bendix includes six sets, two carried over from 1950. Prices range from $299.95 to $479.95. Line includes 17-inch table model, simulated woods; 17-inch table model, mahogany; 17-inch closed door console, 17-inch Provincial style console; and a 20-inch console.

Hallicrafters’ Models

Twenty-one models appear in Hallicrafters new line, ranging in price from $249.95 to $900. The latter a mahogany, 21-inch three-way combination model called the Sheraton. The $249.95 set is a 16-inch table model with a leatherette finish. Its price has gone up $10 since last year. Three sets in the 17 and 20-inch screen class have gone up from $290 to $25. All AM-FM radiograms exhibiting their lines were Air King Products, Crosley (division of Avco Manufacturing), Capehart-Farnsworth, General Electric, Magnavox, Crosley, Radio Labs, Admiral, Aarkin Industries, Bendix (division of Bendix Aviation), Philco, RCA Victor and Sparton (division of Sparks-Williams).

Daytime Best

Daytime television was advertised as an ideal medium for retailers by two advertising agency executives—J. S. Stolzoff, vice president of Kramer-Kraussert Co., Milwaukee, and Robert J. Enders Inc., Washington—speaking Tuesday at a joint luncheon session of the American Tele- vision Society and National Retail Dry Goods Ass'n at New York's Hotel Roosevelt.

Not all the “lite-time” TV pro- grams are off the air, according to Mr. Stolzoff who said some advertisers seemed to think that women who do not watch the “lite” programs of 1948, will not watch television. As a result, the agency has experimented with daytime programs to prove the theory, and has been pleasantly surprised with the results.

Mr. Stolzoff says that retail advertising is not being done through the medium and is hoping to persuade advertisers to try daytime spots.

Enders Coneurs

This sentiment was endorsed by Mr. Enders, who told the group that “afternoon time TV will be as valuable to retailers as the back page of a newspaper.” Daytime is the only part of TV a retailer will be able to stake out as his own and hold onto, he said, pointing out that there are many other advertisers extending their agency’s daytime programs into new cities his major problem is not finding sponsors but locating station time.

ATV President David Hale Ha- per closed the meeting with a plea for advertisers, agencies, broadcasters and retailers alike to remember their dual responsibility of selling democracy and American way of life as well as merchandise, noting that profits will mean very little if a foreign ideology is allowed to capture the minds and hearts of the public.

Daytime Best

(Also see main NRDCA story page 25)

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Noting that “light-time” TV pro- grams are unavailable for most retailers, Mr. Stolzoff declared that the old idea that women would not halt their household chores to watch television has been com- pletely exploded as daytime pro- gram ratings and sales of goods advertised on these shows prove that women do watch. Daytime TV has sold stockings, caps, cook books, tables, shoes and stockings, he noted, adding that this disproves another strongly held belief that television was good only for advertising things that could be demonstrated.

Own Experiences

Reporting on the experience of his agency with daytime TV shop- pers shows for a number of de- adline purposes, Mr. Stolzoff pointed out that another misconception that TV is good only for selling “hard goods” is rapidly vanishing in view of the medium's success as a sales tool of great importance to retailers who may soon be faced with a shortage of hard goods as restrictions on metals for civilian use go into effect.

Urging stores to investigate day- time television now, while time is still available, Mr. Stolzoff con- cluded his remarks by declaring: "Print is too cumbersome and expensive than newspapers is making a bid for the department store dollar.”

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ERE CHARGES
WICU's Owner Answers

DISPUTE involving WICU (TV) Erie, Pa., continued last week as Edward Lamb, Erie Dispatch publisher and owner of WICU and WTVN (TV) Columbus, Ohio, replied to charges made by publishers of the Erie Times [Broadcasting • Telecasting, Jan. 8].

Times co-publishers, John J. Mead Jr. and George J. Mead, have criticized WICU's operating and advertising practices.

In a telegram to Broadcasting • Telecasting, Mr. Lamb declared "that to even suggest that we have had any joint rates, forced or voluntary, between WICU and the Erie Dispatch is the foulest type of journalism." Mr. Lamb stated also that "ever since I refused to sell a share of stock in WICU to my newspaper competitor in Erie, there has been a terrific campaign of abuse..."

Previously, the Times publishers pointed to Mr. Lamb's complaints as an attempt to discredit them in their application on behalf of Erie Television Corp. for Channel 3 (60-66 mc) in Erie and as a propaganda weapon with advertising agencies.

See Set Slash

TELEVISION manufacturing industry, which turned out nearly 7,500,000 TV sets in 1950, will "under present conditions" produce only about 3 million video receivers during 1951, F. M. Sloan, manager of the Television-Radio Div. of Westinghouse Electric Corp., predicted Friday in a talk to a meeting of eastern Westinghouse distributors at New York's Barbizon Plaza Hotel.

TV GUIDE-New England Inc., newly formed subsidiary of TV Guide Inc., N. Y., announces purchase of TV Forecast, Boston publication, which will also be known as TV Guide.

FACILITIES for telecasting of Georgia Tech's basketball games by WSB-TV Atlanta are pointed out by Roy Muehleit (r), assistant athletic director, to Julian N. Trivors (l), publicity director of Davidson's department store, sponsor, and J. Leonard Reinsch, managing director, Cox Radio-Television Operations. WSB-TV telecast Tech home games for past two years.

**WESTERN UNION**

W. P. MARSHALL, PRESIDENT

PORTLAND, MO.

1951 JAN 6 0 0

=LB1B0 SSC886

L,LLZ297 PD=WUX TDL HOLLYWOOD CALIF 3 6259=

WILLIAMS PRODUCTIONS=

9169 SUNSET BLVD LOSA (BH)=

DELIGHTED OUR DEAL COMPLETED FOR KTLA EXHIBITION OF

TWENTY-TWO OF YOUR ENGLISH FEATURE PICTURES WHICH WE BELIEVE

WILL MEAN MUCH TO KEEP TOP AUDIENCES ON KTLA. HOPE WE CAN

CONTINUE WORKING TOGETHER ON FUTURE PACKAGES=

-KLAUS LANSBORG...=

The Company Will Appreciate Suggestions from its Patrons Concerning its Service.

A VAILABLE FOR IMMEDIATE BOOKING

January 15, 1951 • Page 59
Buy 'em SINGLY...

**TV STABILIZING AMPLIFIER**—Does a Better Job than any other stabilizing amplifier on the market. Some of its notable advantages are: automatic correction of sync and blanking, adjustable sync percentage, improved LF characteristics, automatic clipping of white spikes.

**UTILITY VIDEO AMPLIFIER ASSEMBLY**—Improved Band Width and Adjustable High Gain. Provides accurate output monitoring even when feeding telephone lines. Maintenance is low because negative feedback eliminates peaking coils and permits wider tolerance in tubes and components.

**VIDEO PATCHING EQUIPMENT**—Quick and Convenient Adjustment of video distribution circuits are provided by these complete G-E units. Common grounds are avoided by isolation between jacks and shields. Dual control plugs are self-aligning. Easily installed. Exceptionally high reliability. Oxidation is avoided through the use of gold-plated contacts.

**VIDEO SWITCHING RELAY CHASSIS**—Saves Space yet permits easy expansion of system inputs or outputs. Each chassis is adaptable to preset control and you get fast transfer through a single transfer relay.

**TV ELECTRONIC MIXER**—Lap, Fade, and Dissolve at constant, preset rates at the touch of a finger at control panel. Unique bypass feature permits you to release three channels for rehearsal use while carrying program. It's all-electronic—operation is practically automatic.

These General Electric studio rack units are interchangeable with any TV system!
Here's a way to replace obsolete studio rack equipment with new G-E units that meet all existing RMA performance standards.

Study the items shown on these pages. With them you can modernize your sync distribution system... get better performance, better handling of poor input signals... more flexibility in video patching... smoother studio control all around.

All General Electric studio units are designed specifically for easy maintenance—dead front construction, no exposed voltages. Standard video controls are used throughout. Kits are available to accommodate any position of rack mounting angles.

In addition to the equipment shown here, General Electric makes a complete line of studio gear, including camera channels, sync generators, and projectors. The broadcast representative at the G-E office near you will tell you more. Call him or write: General Electric Company, Electronics Park, Syracuse, New York.

---

SYNC GENERATOR SWITCHING UNIT—Local or Remote Switching Control of any sync generator with RTMA output is easy with this unit. Handles four sync signals and one "sync lock" signal. Automatically switches spare sync generator into system should operating sync generator power supply fail, Video relays minimize cross-talk.

REGULATED POWER SUPPLIES—High Current Capabilities with low ripple make these power supplies ideal for TV station application. Single phase input, built-in voltage and current instrument. Time-delay start protects tubes.

HANDY LEATHERETTE ENVELOPE... will be sent on request to station managers and engineers. Inside compartment packed with illustrated specification sheets on G-E television equipment. Write: General Electric Co., Section 211-15, Electronics Park, Syracuse, New York.
EMPIRE ANTENNAS

WATV Newark Asks To Join

WATV (TV) Newark, N. J., last week filed an application with FCC for approval to add its antenna to those of other metropolitan New York TV outlets on the same tower atop the Empire State Bldg. in New York. WATV noted WNBT (TV), WABD (TV), WJZ-TV, WCBS-TV and WATV (TV) already have filed for FCC consent to such installation.

WATV, whose transmitter presently is located at Watchung Mt. Rahway, N. J., estimated the Empire State antenna installation would cost a total of $123,000. From the new site the station’s 0.5 mw’v’ contour would include a population of 12,181,572, FCC was told. WATV is assigned Channel 13 (210-216 mc) with effective radiated power of 3.05 kw visual, and 15 kw audio also provided. Antenna height above average terrain for the Empire State site was given as 1,408 ft.

After the change, WATV estimated first year’s operating cost would be $1,124,619, including depreciation. Revenue estimate for the same period was $1,494,784. No change in studio site from present location of West Orange, New Jersey, is planned.

Copyright Fees Denied

REQUEST for copyright fees for music on television stations in Canada was turned down by Canadian Copyright Appeal Board at Ottawa Jan. 4, on grounds that there are as yet no television stations operating in Canada. As told by Justice Thorson told Composers, Authors and Publishers Assn. of Canada (CAPAC), the Canadian ASCAP, that there was no sense discussing music licensing in Canada until there were TV stations in Canada.

Page 62 • January 15, 1951

bany, Ind., signed up with a firm last summer for one of those combination display clockspot announcement arrangements.

The clock resulting therefrom has been endless.

The clock people made and broke promises with the subscribers they signed up; clocks delivered in cases proved faulty; there were violations of the restricted sales list; we haven’t been paid by the clock firm in months; ad infinitum.

It has been a battle to preserve a very carefully nurtured business relationship.

We have pursued for months an appeal to the company to satisfy its commitments to the clients. We have not been successful.

This is to advise the broadcasting industry that WLRP is in the process of filing a heavy damage suit against the clock company. If any station wants to know what’s what or who’s who before getting involved in similar straits, just communicate with us. We’ll be glad to pass on the information.

ROY L. HICKOK
President
WLRP New Albany, Ind.

HOWARD NEWTON

Former Agency Head Dies

HOWARD W. NEWTON, 47, advertising executive and former head of his own advertising agency, died Jan. 8 of a heart attack at his home in Lucas Point, Conn.

Mr. Newton entered the advertising field with George L. Dyer Co., New York, upon leaving Harvard in 1921. He subsequently served as vice president and copy chief of J. M. Mathes Inc. for eight years and later joined Donahue & Coe. in the same capacity.

He became vice president and copy chief of Dancer-Fitzgerald-Sample in New York, in 1947. In 1949 he opened his own firm in New York to handle placement of creative people and executive personnel.

Mr. Newton was a member of the Golden Ucles Club, an advertising agency executive group, and was an ardent boatman and fisherman.

He leaves a wife, Grace Fletcher Newton; a daughter, Nina, his mother and a son and daughter by a previous marriage.

Radar Tubes

PLANS for manufacture of radar and miniature receiving tubes for use by the military were announced last week by the Fidelity Tube Corp., East Newark, N. J. The company, which claims to be one of the largest producers of cathode ray tubes, will continue to make TV tubes for civilian use "until a full wartime conversion should become necessary," according to Benjamin Ozaroff, firm’s president.
J. ARTHUR RANK, movie producer; Richard Carlson, actor, and Fred Packard plan to produce in Africa series of 26-hour films for TV and theatre. Western rights to film to be maintained by Mr. Packard and Mr. Carlson. Mr. Rank will bear entire expense of project, and retain Eastern Hemisphere rights. He also plans to combine two or more films into full-length features. Mr. Carlson will write and produce series which is expected to get underway in May.


Series of eight one-minute and two 20-second live action TV film commercials completed by Telefilm Inc., Hollywood, for White Stag Inc., Portland, Ore., on behalf of firm's summer line. Spots show antics of four acrobatic peanuts and "Mr. Vacuum Cap," singing and performing to jingle.


John Sutherland, president John Sutherland Productions, Los Angeles, on 10 day trip to Guatemala, Honduras and Costa Rica to make survey for United Fruit Co., for three year program of live action series to be called "V" films. For series of half-hour films in Spanish, for showing in those areas, and later made for TV showing in this country. Accompanying Mr. Sutherland is John Higgins, screen writer, who will remain there for several weeks. Firm to do two half-hour pilot films, one for Goodyear Tire & Rubber Co., "Great Story Ever Told," and "Bringing Up Butch" for Alfred P. Sloan Foundation.

COLOR COURSE
New York U. Sets Agenda

A NON-TECHNICAL color television course will be offered by the New York U. adult education section, Division of General Education, starting Feb. 6, it was announced last week by Dean Paul A. McGhee. Designed for sponsors, agency personnel and students, and directed toward production problems, the course will be conducted by John H. Battison, freelance TV producer and editor of Tele-Tech magazine.

Guest speakers will include Dr. Peter C. Goldmark, CBS vice president and inventor of its color TV system; Richard Hodgson of Paramount Pictures, and Bud Gamble of Color Television Inc. Topics considered will include history and operation of today's color systems, research and experimentation results, effect on present TV operations of color, production, prop and makeup, programming, color advertising, color and films, and costs.

TV KEEPS PEOPLE HOME
Domm Reports on Greater Milwaukee Survey

By WALTER J. DAMM
VICE PRESIDENT
GENERAL MANAGER OF RADIO THOMAS & CURRIE CO. MILWAUKEE

DURING the compilation of The Journal Co.'s 1960 fall co-incidental survey of the viewing habits of Greater Milwaukee television set owners, one of the members of the staff who had worked on past radio surveys called my attention to the considerably higher percentage of completed calls (generally recognized as the "at home" figure) than in past surveys. I immediately felt that this was the effect of the "at home" set ownership by Greater Milwaukee families.

The Journal Co. has for years made periodic co-incidental radio listening surveys based on any where from 25,000 to 35,000 homes in a two-week period. The result of comparing the percentage of attempted calls to completed calls arrived at in surveys made prior to Dec. 3, 1947, when WTMJ-TV went on the air, and since that time, show the trend and degree of how television set ownership has changed the stay-at-home habits.

The present survey, based on 28,396 calls, was made to numbers selected at random from the Milwaukee telephone directory. This meant that both set owners and non-set owners were called with the resulting completed calls representing an average of both. As 49.7% of Greater Milwaukee families now own television sets, it is obvious that the figure is an average of those who stay at home more because they own a television set and those staying home as in the past because of non-TV ownership.

A similar survey made in January 1960 was based on 37,970 calls. At that time 23.4% of all the families owned a television set. In 1942, before there was any television in Greater Milwauk ee, a similar survey involving 85,446 calls was made. A comparison of the three surveys is shown in the accompanying table.

I believe these are the first figures of their kind ever compiled. It is true that before 1942 and 1950, there may have been other factors contributing to the generally greater "at home" figure. However, in the absence of specific surveys on the subject other than those based on a limited number of questionnaires or interviews involving a varied list of questions, we believe that these comparisons can be taken to show a definite trend.

* * *
Your 1951 Broadcasting Yearbook —
...is being printed. It will be mailed to BROADCASTING subscribers within the next few weeks.

You'll refer to this 3 1/2 lb. radio-tv source book throughout the year for vital business information, available from no other source.

For instance—How much do advertisers spend for spot, network, regional and local campaigns? Who handles the accounts? You'll find the answers and many, many more hard-to-get facts—in the 1951 BROADCASTING Yearbook. It has a complete directory of radio-tv stations, including top personnel, network affiliate, national representative, services—plus some 50 directories covering the wingspread of radio, television and related businesses.

Yearbooks will be sent to regular BROADCASTING subscribers immediately upon completion.

If you're not a subscriber, there's still time to get in on the first mailing. Here's a handy order form:

BROADCASTING • Telecasting
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D.C.

Please enter my BROADCASTING subscription immediately and be sure to send the bonus '51 Yearbook as part of this order.

$7 enclosed please bill

NAME

STREET

COMPANY

CITY ZONE STATE

Page 64 • January 15, 1951

Skatron Test

EXTENSION of test authority for Skatron Corp.'s "Subscriber-Vision" TV technique on WOR-TV New York granted for the 50 days PCC last week. Initial test authority, granted in November, expired Dec. 22 [BROADCASTING • TELECASTING, Nov. 27, 1950]. Unlike Zenith Phonevision which requires telephone wire to carry decoding signals, home of General of Skatron system telecasts whole signal and uses special key cards in camera and receivers.

PCC Fan Slump

Blamed For Football Ban

FAN slump was blamed for the surprise decision of Pacific Coast Conference to ban live telecasts of college football games next fall.

Although it was anticipated that some restrictions would be put into effect before the season rolled around, the conclusion made Jan. 5 at the closing sessions of the PCC meeting at Riverside, Calif., came as a bombshell to most of us who were involved. Sectional lines can be drawn, for the coaxial cable will cover the country soon. One decision in solving this problem should be to determine what is good and right for athletics in our schools and then to stand collectively and separately and exert all our efforts to bring about the proper result. We may be likened to the fragments of a nation's fighting responsibilities.

This is no time for us here to drop our flag and cease fighting for more and better physical training, or permit the lessening of one bit of our essential program to produce physical fitness for our kids. Rather let the dollars of television and countless thousands of dollars in expenses be likened to the fragments of a nation's fighting responsibilities.

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DONALD COOKE Inc., radio station representative, has announced formation of a separate television department devoted entirely to booking video time. Mr. Cooke will head the department.

Also announced was the addition of two account executives to the corporation's New York office. They are Fredrick E. Johnson, formerly of J. Walter Thompson and the McGraw-Hill Pub. Co., and Robert M. Stocking, formerly assistant advertising manager with B. T. Babbitt & Co.

SMpte TV Program

DR. PETER C. GOLDMARK, CBS vice president and inventor of its color television system, will demonstrate and discuss the system before the Society of Motion Picture and Television Engineers, Atlantic Coast Section, meeting Wednesday in New York, at 9 a.m. at the 6 p.m. SMpte members and guests will view a color telecast demonstration, and following Dr. Goldmark's discussion, questions from the audience will be considered.

Controlled Sportscasts

(Continued from page 52)

vision problem is truly a national one and requires collective action by the colleges. The history on TV has been for 80 years to be used any way we can within the frame-works where some effect has been felt. B next year practically every section of the country will cover the games. One decision in solving this problem should be to determine what is good and right for athletics in our schools and then to stand collectively and separately and exert all our efforts to bring about the proper result. We may be likened to the fragments of a nation's fighting responsibilities.

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Controlled Sportscasts

(Continued from page 52)
PROSPECTS for presentation of commercial broadcasters' views on the subject of educational television mounted appreciably last Wednesday as Television Broadcasters Assn. and CBS secured permission to intervene in the FCC hearing, which resumes Jan. 22.

NAB already had been granted authority to take part in the proceeding, in which educational interests are asking the Commission to reserve up to 20% of VHF-UHF television channels for future assignment to educational institutions.

NBC and ABC were known to be studying the issue closely, but have not indicated whether they will seek to intervene or will rely upon the NAB presentation.

UTV Presentation

Thus far testimony has been presented chiefly by the Joint Committee on Educational Television, representing seven national educational associations and councils. First sessions were held Nov. 27-28, Dec. 5, 1950.

Entry of CBS, TBA and NAB into the proceeding made it likely that the window of 60 days for service of FCC's general allocation proceeding—of which educational TV is the main part still not completed—will take one or two weeks instead of the "two or three" days originally expected.

In addition to the Joint Committee, which is to continue with Mr. presentation by four witnesses before FCC (Broadcasting; Telecasting, Jan. 8).

The CBS petition to intervene told FCC that, before passing upon the Joint Committee's proposal, the Commission "should have the benefit of the views and testimony of a commercial broadcaster in order to assure a full and complete record upon which a fully informed judgment can be made."

TBA pointed out that in other presentations it had given illustrative examples which referred to the necessity of certain types of commercial channels for educational and/or other purposes and services.

Time-Share Reply

TBA said it would now like to extend the earlier presentations and include testimony on Joint Committee's proposal of a time-sharing between commercial telecasters and non-commercial educational institutions in some areas, and also on proposals which would require deletion of some VHF commercial stations.

NAB has indicated its witnesses will be Research Director Kenneth H. Baker and also President Justin Miller and/or Government Relations Director Ralph W. Hardy.

CBS and TBA had not decided on their respective representatives.

In the meantime the Emergency Committee on Educational Television was making its second solicitation of funds to prosecute its case before FCC and to "assure the future usefulness of television in the public interest."

The first appeal, last November, was for $25,000. The new one is for $30,000.

"We need funds immediately to support the cost of engineering surveys, legal counsel and provide for exhibits and witnesses" to answer policy questions posed by FCC members, the emergency committee said in a letter sent out over the signatures of Robert M. Hutchins, U. of Chicago; Chancellor R. G. Gustavson, U. of Nebraska, and President Homer P. Rainey, Stephens College.

"We urge your participation with us in this effort and hope you will respond as quickly and generously as you can," the letter continued. "This may be the last opportunity open to the public to save television from complete exploitation by the commercial interests which dominate radio."

The National Assn. of Educational Broadcasters, headed by Seymour N. Siegel of WNYC New York, is associated with the emergency committee in the public appeal.

PHONEVISION

Change Motione Time

PHONEVISION's matinee time has been moved up in the Chicago test from 4 to 2 p.m. "until further notice," Zenith Radio Corp. reported last week. The change was made probably because (1) a larger audience can be attracted earlier in the afternoon and (2) a long feature starting at 4 p.m. might be the way into the period of preparation for dinner or eating.

Zenith also completed plans to begin a "few" films at 9:30 p.m. rather than at the scheduled 9 p.m. time because of extra-long films on the preceding 7 o'clock show. "The Hunchback of Notre Dame," for example, runs 107 minutes, carrying it from a 7 o'clock start to a 9:07 finish. The only showing currently scheduled for a late start is Jan. 9.


TV MONITORS

UNDER the auspices of the National Assn. of Educational Broadcasters, a six day monitoring of New York City's seven TV stations was conducted by Dallas Smythe, director of Economics and Statistics Div. of the NAEB and former chief of FCC, Jan. 4-10.

Tabulations obtained by Dr. Smythe's group will be used by the Joint Committee on Educational Television in its battle before the FCC for allocation of TV channels to educational institutions, hearings on which will resume Jan. 22.

Program Breakdown

The monitoring was done in three shifts by a group of young writers, actors and professional people selected from throughout New York, according to Dr. Smythe, "by word of mouth." Each program was broken down according to title, length, station and channel number; number and length of sponsor's commercial announcements, and viewer and supervisor opinion of program class.

The monitoring person also was required to write a short synopsis of the program content and action, with an attempt to eliminate any editorializing.

Results of the week's compilations will not be revealed until there are seven sets, as are seven before the FCC by the educators. Dr. Smythe, also former assistant chief accountant for the FCC and a firm advocate of educational broadcasting, told Broadcastings and Telecasting that their "purpose is not to condemn the industry. Our purpose is to find out what is going on in the stations in the city that has the best program resources of all in the world." He added, "This obviously is related to what isn't on the air in New York City."

Dr. Smythe, director of WNYC New York and president of NAEB, said that the monitoring tabulations were "purely coincidental to the allocations hearings."

He assured that the project was "the first full scale study of seven days of all TV stations in the metropolitan area," and said that the group hopes to conduct a similar one every year.

Mr. Siegel said: "This study will be useful in letting the FCC know the program content and the amount of time devoted to various classifications of programs, so the name of a program might give an erroneous impression of its nature." He added: "The NAEB does not believe it is reasonable to expect commercial television to devote as much time to education as is necessary since they have to meet their payrolls."

NAEB Checks N. Y. TV

For Educators' Battle

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NRDGA Awards  
(Continued from page 25)
WSBT because it had the highest Hoopla ratings and is the station that is "paid off biggest." Ten per cent of the budget was assigned to radio. After experience with institutional advertising, they concluded that a store with a limited budget could not afford it; that every dollar into advertising had to result in sales, he said.
"Every ad," he continued, "had to be honest, sell merchandise, sell Wyman's and be in good taste. We held our commercial announcements to 35-40 words; longer announcements were to the listener, possibly irritate him, and sell less."
Thanks were due to Joske's of Texas and to the NAB, he said, for help received from the Joske report.
Every effort was made to identify Wyman's in all its programs with civic activities and civic promotions, added Mr. Robinson. He then paused for the playing of a recorded interview with a city official on the prize-winning program.
A further factor, Mr. Robinson pointed out, was the habit of WSBT's representative dropping around at the store and discussing the results of every promotion with them. "No threat of cancellation was held over the station," Mr. Robinson said, "and consequently he was free to express his opinions completely."
Program Format
While every program of the award-winner followed the same basic format, each was different. Good music, news, fashion tidbits, housekeeping, social and civic activities made it up, he said. A description of the promotion of a new store opening was given by James Hardley, advertising manager for Woodward & Lothrop, Washington, D. C. In addition to a one-minute campaign in Montgomery County, Md., where the new W & L store was opened, TV spots were used to explain the highways and the shopping areas. Judges for NRDGA awards were Chairman N.orman Neubert, merchandising manager, NBC-owned-and-operated division; Taylor Henry, director of information, National Consumer-Retailer Council, Inc., Norman R. Glenn, publisher and editor of Sponsor; Oscar Katz, CBS director of research; and George Kern, director of radio and television, Benton & Bowles Inc., New York.
"Color television is a natural for retail selling and community service," CBS President Frank Stanton told the retailers at a Thursday morning convention session. "Looking back down the long path," he said, "we don't want to see leadership in American retailing fail to convert this new medium to more open, more honest, personal service, as some degree retailing failed to make the most of radio."
Color Costs
Noting that the costs of televising in color will be no more than those of today's monochrome TV, Mr. Stanton pointed out that the "direct, animated, true-color communication . . . to every color-home in your sales area cannot help but make new friends, new customs, new sales," with a growing audience continuously bringing down the cost-per-capa.

The "color revolution" that has occurred in retail merchandising over the past five years finds in color TV, its "ideal medium of animated mass display," he said. "Color television can become the most vivid and truthful national color-catalogue in the world, ready to demonstrate accurately the tools and accomplishments of the world's best standard of living."
Mr. Stanton gave a three-fold answer to the question of the retailer's stake in color TV:
"First, color television will open a brand new market of substantial volume for your direct merchandising. If your store are, you can project better than I. You know your retail volume in radio since, in the early twenties, radio became a fact. You know your volume in black-and-white television since the war, and its rate-of-sale today and expectancy tomorrow. Both of those services have actually pre-sold color television to the public."
"The possible volume should exceed the most serious research into its volume-sale possibilities the moment the barriers are raised. I don't recall, since radio and black-and-white television, any major change in a total national habit would have had the impact upon the volume sales of the retail merchant."
"Second, color television offers you self the barriers a new strong arm of advertising. . . ."
"Third, color television promises a medium of exploitation for your store (as distinct from direct advertising) which is unparalleled."
"Fashion show not only may be presented in your auditoriums and restaurants as of old, but may simultaneously be reproduced not only on the screens of all the related departments represented in the show—but also in every one of your branches in your area. This places at your disposal for the first time in color an all-customer, all-branch simultaneous live exploitation. That's what you can show when you program right in your show windows while it is going on at key traffic points within your store."

American Right
Recalling an NRDGA campaign of a few weeks back, based on the slogan: "In America yours is the right to pick and choose," Mr. Seidel declared, "frankly, I don't believe we have enough pictures to permit to change that picture."
Everyone wants color TV, Mr. Seidel averred, but he pointed out that while everyone also wants cures for cancer and arthritis, "we know that they must first be fully developed in the laboratories, tested and proved to be satisfactory and produced in quantity economically before they can be put to general use. We as a society in government will attempt to limit the activity of medical research or attempt to tell our medical people that only one type of cancer or arthritis cure will be permissible."
"In other words, you can't push science on a two-dimensional, hand-string scientific development," he declared. Reviewing RCA's progress in color TV and its development of the tricolor tube, which he described as "nothing short of a modern miracle," Mr. Seidel asserted that it is RCA's "desire to bring good color to the American people and our confidence that we have that color and to avoid unnecessary expense on the part of consumers that we are engaged in the present controversy."
Noting that neither the FCC nor CBS is a TV set manufacturer, Mr. Seidel said that RCA is and, like the retailers, "we have a responsibility to the customers who have bought our products. That's why we have placed so much stress on compatibility. . . . We won't willingly kick the customers who built the business of the teeth, and, as good merchants, we know you won't either.

"Compatibility Necessary"
"We say that compatibility is a fundamental requirement of any agreement," he explained and said that they say that this compatibility is the responsibility of the people developing the broadcasting system and not of the people who bought the black-and-white sets in good faith.
We consider it unreasonable and unfair that a billion dollars of unwarranted expense involved in achieving compatibility should be loaded on 10 million present set owners, your customers and ours."
He concluded by asking: "Shall it be a high quality picture or a degraded picture, an electronic integration with mechanical gadgets, a compatible system or one that will penalize existing set owners?"
"All we are saying is let the public use their sets and our customers—decide. We are sure they'll make the right choice as they always have."

Film Savings
METHOD of filming shown without incurring heavy expenses of equipment or personnel has been developed by C. J. LaRoche Ad. Agency, New York. Utilizing a tape recorder, Leica camera, a 16mm motion picture camera set at stop motion, and a projector, the agency reports it recently recorded and filmed five episodes from a TV series for less than $1,000. Of this, under $400 was production costs and the rest was actors' salaries.
SPORTS CONTEST
WBNS Columbus, Ohio, High School Huddle, sponsored by Diamond Milk Products, same city. Show featuring weekly contest "Know the Score," based on local high school basketball games. Contestants must predict winners of three games as well as exact score of one contest called the "Pick of the Week." Prizes include 1951 football tickets, basketballs and other awards.

COLUMN PROMOTION
KRIC Beaumont, Tex., running column in local newspaper for advertising. The column, "Dial Dope," is written by Bob Tucker, station promotion and publicity director. Column gives radio news, personal and subjects of public interest. It is plugged on the air by staffers and emcees handling personal appearances.

BIBLE PROGRAM
WKLY Blackstone, Va., Your Bible Speaks, Mon.-Sat., 10:15-10:30 a.m. Presents answers from the Bible for today's questions and problems. Conducted by Rev. H. M. Dukes, comments from great preachers are used without regard to denominations.

BASEBALL SHOW
W A V E - TV Louisville, Spring Training, Sat. 6:30 p.m., started Jan. 6. Program features Pee Wee Reese, captain of Brooklyn Dodgers, and Ed Doherty, president of Louisville Colonels. Baseball fans direct questions about sport to panel made up of Mr. Reese, Mr. Doherty and guest baseball star. Program run until season starts and then will be topped off with films taken at Colonels spring training site.

AMSTERDAM CAVALCADE
WCSS Amsterdam, N. Y., produced local tie-in with United Press Cavalade of 1950 show, drawing all material from station's local files, covering big story of year from Amsterdam and surrounding area. Show included story of double-murder in which WCSS helped police identify one victim by broadcasting description until parents identified body.

BROADCASTING PROMOTION PREMIUMS

NORFOLK HEARS STARS
WNON Norfolk's Disc Jockey Charlie Bentz has started interviewing top stars on local independent. Harry von Zell and Jack Webb both appeared on his show and Gary Cooper was interviewed on tape. Three stars were on location at Norfolk Naval Base. Interviews with Dana Andrews, Richard Widmark and Gary Mitchell are planned when they arrive for shooting of "Frog Man," naval demolition picture.

FM COVERAGE
WSGN - AM - FM Birmingham, Ala., sending promotion booklet to trade headed "The Alabama FM story." Booklet points up station's coverage by counties, its baseball broadcasts and percentages of persons listening to station. Booklet gives interesting facts about FM listening in counties. Promotion pieces gathered facts through survey to determine extent of FM listening in state.

PIGGSKIN CONTEST
WTJV (TV) Miami Pigskin Parade drew 43,672 ballots in contest to determine most popular player on Miami U. football team. Sponsored by North American Airlines, one-minute contest announcements were aired on six Pigskin Parade programs, only rule being that votes had to be sent to North American's offices. Show regularly featured Andy Gustafson, Miami U. football coach, and Jack Cumin, WTJV sports director. Most popular player proved to be Sam David, 220-pound senior tackle, who was awarded trophy and other prizes, topped by all-expense air trip to New York.

PREDICTION SHOW
WSIX Nashville, Tenn., Looking Ahead to '51 presented on last day of 1950. Featured 12 prominent Tennesseans expressing views on future. Program included appropriate music and comments, interspersed with talks by 12 well-known Southern financiers, businessmen and educators.

BAB MAIL FOLDERS
BAB sent out mailing promotion pieces announcing seven new direct mail folders available to stations for local sales use among advertisers. Printed in yellow, BAB announcement gives general description of new series 4 folders, then describes one example, showing small picture of each front cover. Business reply card is attached, offering sets of 700 folders to NAB members for $28.

PROP MAN COOKS
WSB-TV Atlanta, Ga., solved dilemma of what to do when Martha Lanning, wife of Como Restaurant, Kitchen, local cooking show, reported ill, by calling on TV Prop Man Ivey Peterson to substitute. With only one hour's preparation, former Marine cook turned from scene shifter to flour sifter, faced Kleig lights with new dish called "Dinner in a Dish," both prop man and dish reportedly proved very popular with staff and audience.

TV PUBLIC SERVICE
WDTV (TV) Pittsburgh, The Pittsburgh Story, started Sun., Jan. 14, 1:30-2 p.m. Discussion program, on sustaining basis, features social and governmental issues involving city of Pittsburgh and surrounding territory. First discussion subject was "Know Your Chamber of Commerce."

CLASSICAL CONCERTS
WJR Detroit, Your Sunday Symphony, inaugurated Jan. 7 at 1:30 p.m. Presents recorded concerts of classical music and interviews with outstanding civic leaders. Detroit's Mayor Albert Cobo appeared on initial broadcast, discussing hopes for increased enthusiasm for classical music in community. Well-known conductor, Varter Poole, selects recordings and comments on each during show.

REQUEST TV SHOW
KTTV (TV) Hollywood, You Asked for It, 9:30-10 p.m. (PST), presents what viewers request to see in way of action, people, places, etc. Forthcoming programs to include staging of motion picture fist fight, showing of Jackie Coogan as "The Kid," and other requests considered unusual and of universal appeal. Art Baker is m.c.; Bob Breckner directs. Programs will be television-recorded for showing in 22 major markets throughout country. Oxarart & Steffner, Hollywood, is package producer.

CINCINNATI REVIEW
WCKY Cincinnati, Greater Cincinnati 1950, half-hour program compiled of featured Cincinnati news highlights for 1950 as well as many top songs of that year. Several WCKY newscasters presented highlights, with News and Public Relations Director John Murphy preparing and moderating show.

PRIZE PROGRAM
WHAT Philadelphia, Market Basket, Mon.-Fri., 10:00-11:15 a.m., sponsored by Ranger Joe Cereal, Quaker City Wholesale Grocery, Southern Star Bonita, Easy Liquid Starch and Serv-Agen Gravy Mix and Cocoa. Directed at housewife, involves studio calls to radio homes, questions about sponsors' products, cash prizes for correct answers with cumulative jackpots accruing after incorrect answers.

BROTHERS REUNITED
WMAL-TV Washington, Modern Woman on Television, effected reunion of two long-separated brothers on the air in recent week. Lewis Byles of St. Ann, Jamaica, appeared in behalf of Moral Rearmament Conference which he had come to U. S. A. to attend. His brother, Tillie Byles, living in Washington and out of touch with his brother for seven years, happened to be watching show, recognized his brother on TV screen and rushed to WMAL-TV's studios for excited reunion.

LANG-WORTH FEATURE PROGRAMS

January 15, 1951 • Page 67
January 5 Applications

ACCITED FOR FILING

Monroe Best, Co., Monteville, Ala. CP AM station to change from 1300 to 250 w. uni. to 1700 to 250 w. uni. for peroid to start 3 a.m. EST March 1.

Modification of License

KDON Palm Springs, Calif. Mod. license to change studio location from 1070 to 1070 kHz. (KJEX) to Salinas California Bgd., Salinas.

AM—1320

Cape Cod Radio, Inc., Cape Girardeau, Mo. CP AM station to change from 1420 to 1 kHz w. uni. to 1420 to 5 kHz w. uni. (WNDR)

AM—770

Change of CP

WRAP Fort Wayne, Ind. Mod. CP AM station to change from DA-N to DA-E for extension of completion date. License for CP

WRAP Portsmouth, Va. —License for CP to change frequency, power etc. Licenses for CP to cover changes in FM station; WOL-FM Washington, D. C. (WYMS) and WMIT Washington, D. C.

Modification of CP

WARI-CP Johnstown, Pa.—Mod. CP license for station to be extended for extension of completion date.

AM—1010

Request for license renewal FM station;

WRKG-FM Mobile, Ala.; KRKD-FM Los Angeles; KFRC-FM San Francisco; WFM Chicago; WERG-FM Harrisburg; WPH-FM Mass.; WHOP-FM Milwaukee; WJZ-FM Minn.; WFCN-FM Fayetteville, N. C.; WAKR-FM Akron; WPDR-FM Columbus, Ohio; WCOL-FM Columbus, Ohio; WQW-FM Pittsburgh; WBBR Wilkes-Barre, Pa.; WDDO Chattanooga, Tenn.; WBTM-FM Cleveland, Ohio.

ANNUAL LICENSE

AWARDED TO

Daneville, Va. —KOMO-FM Seattle; WJL-WQI license for station to be extended for renewal of license after completion of 50 years.

APPLICATIONS RETURNED

Transfer Request

WCYS-FM Hialeah, Fla. —RETURNED application for transfer of negative territory of station to be granted after present renewal of license.

Noncommercial Educational

Colorado College, Colorado Springs, Co. —RETURNED application for CP extension of educational station incomplete.

January 8 Decisions

By Comrs. Coy, Walker, Hyde, Webster

WAZW Zarephath, N. J.—Granted extension of authority for period of 90 days from Jan. 15, 1951 to June 15, 1951, for power of 1000 to 2000 kw., to be used only for emergency purposes.

By Secretary

KFI-TV Los Angeles—Granted license for new commercial TV station.

KTVI-FM St. Louis—Granted license for new commercial TV station.

Kelma-Midwest Best, Co., Smithfield, N. C.—Granted CP for new remote pickup station.

KTTY Inc., Los Angeles—Granted CP for new remote pickup station.

NBC, New York—Granted CP for new remote pickup station.

Michigan Best, Co., Battle Creek, Mich.—Granted CP for new remote pickup station.

KWVR-FM Shreveport, La.—Granted mod. CP for extension of completion date to 2-15-51.

By Secretary

Following granted mod. CPs for extension of completion dates as shown:

KFCA Phoenix, Ariz., to 2-21-51 WAFM-FM Muncie, Ind., to 4-1-51

WFJK-AM Jacksonville, Fla., to 9-9-51

WIRK Asbury Park, N. J.—Granted license to change antenna and towers supporting towers, as FM radiator and make changes in ground system.

KVDM-Dallas—Granted extension of time to use old main trans. at present site of main trans. for aux. purpose, with power of 50 kw., employing daylight AP at Sunbury, Penna.

WRAU Eau Claire, Wis.—Granted license to install new antenna.

By Secretary

KYW-TV Philadelphia, Pa.—Granted CP for installation new antenna.

Kansas City, Mo.—Grants authorization new stations, changes in facitlity, and transfers of licenses at the present time, accompanied by a roundup of new stations and station transfers and applications.

January 5 to January 11

CP-construction permit

DA-directed license

ERP-effective radiated power

STI-studio-transmitter link

STA-special temporary authorization

antenna

cond.-conditional

D-day

LS-local sunset

modified

auroral

transmitter

un-utilized

hours

CC-conditional grant

Grants authorizing new stations, changes in facility, and transfers of licenses at the present time, accompanied by a roundup of new stations and station transfers and applications.

Danieville, Va. —KOMO-FM Seattle; WJL-FM license for station to be extended for renewal after completion of 50 years.

APPLICATIONS RETURNED

Transfer Request

WCYS-FM Hialeah, Fla. RETURNED application for transfer of negative territory of station to be granted after present renewal of license.

Noncommercial Educational

Florida College, Gainesville, Fl—Granted license for new remote pickup station.


WJIV Savannah, Ga.—Granted license for new remote pickup station.

WTOP Inc., Washington, D. C. —Granted mod. CP to delete frequency 150.1 mc.

WITC-FM, Inc., Appleton, Wis. —Granted license for new remote pickup station.

WCVI Chicago—Granted CP to replace expired permit which authorized use of main trans. at one location for extension of period.

WCHV Charlottesville, Va. —Granted CP to replace expired permit which authorized use of main trans. at one location for extension of period.

WALB Detroit, Mich.—Granted CP to install new trans. and auxiliary equipment.

WAC-TV Hollywood, Calif.—Granted CP to install new trans. for extension of period.


WBBF-AM Beloit, Wis.—Granted license for new trans. for extension of period.

By Examiner H. B. Hutchinson

FCC General Counsel—Granted mo. general license for extension of period.

By Examiner John W. Chamberlain


By Examiner W. C. Koellinger

The Heart of the Black Hills Station Mount Rushmore National Park, Black Hills, S. Dak., granted license for new trans. for extension of period.

By Examiner James E. Pond

The Heart of the Black Hills Station Mount Rushmore National Park, Black Hills, S. Dak., granted license for new trans. for extension of period.

By Examiner Elizabeth C. Smith

KFLY, Camilla Best, Co., Iowa—Granted license for extension of period.

By Examiner H. H. Hutchison

FCC General Counsel—Granted renewal of license of new trans. for extension of period.

FCC General Counsel—Granted renewal of license of new trans. for extension of period.

By Examiner H. B. Hutchinson

FCC General Counsel—Granted renewal of license of new trans. for extension of period.

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JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Adams 3414
Member AFCCE

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg., 1407 Pacific Ave.
Washington 4, D. C.
Santa Cruz, Cal.
Member AFCCE

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG.
REPUBLIC 3347
WASHINGTON 4, D. C.

Chambers & Garrison
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
REPUBLIC 3984
Member AFCCE

WILLIAM I. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

KEAR & KENNEDY
1703 K ST., N. W.
STERLING 7922
WASHINGTON, D. C.
Member AFCCE

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W.
EX 9073
Washington, 5, D. C.

JOHN CREUTZ
319 BOND BLDG.
REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

GUY C. HUTCHESON
1100 W. ABRAM ST.
AR 4-8721
ARLINGTON, TEXAS

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
Member AFCCE

January 9 Decisions...
BY THE COMMISSION

January 9 Applications
ACCEPTED FOR FILING

AM—860 kc
KTRB Modesto, Calif.—CP: AM station to change from 860 kc 5 kw UN.
DA-N to 860 kc 10 kw-D 5 kw-N DA-2.

KFWB Move
Special Shows Planned
KFWB Hollywood on a long term lease has taken second floor space covering 6,500 sq. ft. at 6419 Holly-
wood Blvd. and is completely re-modelling it to accommodate four studios and executive offices.
Occupancy will be in late February or early March, according to Harry Mazlish, president and
general manager. Move to the new quarters will coincide with the station's 26th anniversary. A
mammoth program is being planned for the double event with radio, film and stage name talent par-
ticipating. KFWB has been located in its present quarters on the old Warner Bros. Vitaphone lot in the heart of Hollywood's "radio row" for approximately 18 years.

January 15, 1951 • Page 69
ROBERT TUCKER, formerly operation talent, Academy of licist, named publicity STANLEY COWAN, and programs, Tarzan, Hopalong production planning she will productions MIRIAM WALLACE Sciences, publication that is advertising, who Clyde marketing and successful dinner. on alone on in television pub- duction, LOCATER SERVICE Ross, Television Arts started Locater Service," Ross, Television Arts and in city, where television pub-...
A. H. GINMAN, president Canadian Marconi Co., Montreal, Que., retires. He will remain member of board. S. M. FINLAYSON, general manager, succeeds him as president.

KTTV (TV) Hollywood appoints Blair TV Inc., N. Y., as national representative. KTTV formerly represented by CBS Radio Sales. Blair TV Inc. formerly handled KTSL Hollywood national sales. With CBS having acquired KTSL, Radio Sales takes over national representation of KTSL.

TRINIDAD BROADCASTING Co., Trinidad, B. W. I., appoints Adam J. Young Jr. Inc., N. Y. as representative.

WILLIAM DOTY EDUARDE resigns as commercial manager KFWS Los Angeles after a year and a half. HARRY MAUSLISH, station owner-general manager, absorbs duties.

RADIO TIME SALES (Quebec) Ltd. announces opening of new offices at 1231 St. Catherine St., W. Montreal, Que. Telephone, Marquette 4684.

KEN WEBER, formerly sales manager for WHBO Sulphur Springs, Fla., named station manager. GEORGE ZIMMERMAN, formerly of WEBK Tampa, succeeds to sales post at WHBO. Appointments complete realignment begun when HAROLD A. DUNLAP acquired sole ownership and general management of WHBO last August.

MRS. E. S. FARR, Victoria, B. C., to board of governors, CBC, to fill remainder of three-year term which expires November 1951, of Mrs. MARY SUTHERLAND, Parksville, B. C., who recently resigned to become manager of CHUB Nanaimo, B. C.

PERSONALS

LEE GORMAN Jr., commercial manager WABI Bangor, Me., appointed to educational committee of Maine Broadcasters Assn. . . . THAD M. SANDSTROM, general manager KSEE Pittsburgh, Kan., awarded Certificates of Merit by Chamber of Commerce, for services rendered to organization. . . . JACK MILLER, account executive KPOA Honolulu, appointed member of basic planning board of Territory of Hawaii Disaster Relief Agency's Information Committee. . . .

MILLER McCINTOCK, former president of Mutual, now chairman and chief executive of recently organized Progressive Broadcasting System, was host to luncheon of Washington radio practitioners at Willard Hotel last Wednesday. He covered scope and planned activity of PBS and analyzed affiliate contract provisions. . . . JOHN COWLES, chairman of the board Cowles Broadcasting Co., will be principal speaker at Chicago Brand Names Dinner at the Blackstone Hotel Jan. 17. . . . FRANK SAMUELS, vice president and general manager in charge of ABC Western Division, in New York for two weeks' conferences.

THEODORE C. STREIBERT, president WOR-AM-TV New York and chairman of board, MBS, spoke Jan. 11 on "Radio-Present and Future" during Radio and Television Clinic at New York Advertising Club's annual advertising and selling course . . . CHARLES G. SCULLY, public relation-special events staff WAAT Newark, N. J., appointed director of emergency defense activities for station . . . FRED KILIAN, program director ABC-TV Chicago, appointed president Chicago Television Council, to fill unexpired term of L. E. (Chick) SHOWERMAN, former NBC Chicago vice president and now head of TV operations for Free & Peters, N. Y.

AVGAGE candidate for the U.S. House of Representatives spent $156.89 for radio and television time in the primary and national elections held last year, according to a special House investigating committee.

Tabulation by the House Special Campaign Expenditures Committee in its final report, 81st Congress, showed newspaper and magazine advertising getting an average $395.69 per candidate; billboards and signs, $138.65; salaries and expenses of campaign workers, $141.07; candidate's contributions to campaigns, $212.50; miscellaneous, $172.98.

Total average expenditure per candidate was put at $3,776.05 with contributions averaging $1,540.52. However, outlay by each candidate charging higher rates was indicated, indicating that the amount spent on radio-TV time differed substantially in certain sections of the country.

According to the committee's breakdown of total candidate expenditures by states, radio-TV time purchases in the primaries exceeded the outlay for combined newspaper and magazine advertising in Kentucky, Louisiana, Maryland, New Hampshire and Ohio. In the Buckeye State, the radio-TV time purchases totaled $8,489.06, more than double the $4,466.23 spent for newspapers-magazines.

House Members Spend More

In the national elections, House candidates spent more for radio and television than printed media in the states of Indiana, Maryland, Mississippi, Nebraska, and New Mexico.

Greatest radio-TV expenditures during the primaries were recorded for Georgia, Ohio and California in that order. National election spending for the media was highest in Illinois, Michigan and Indiana.

The committee paid special attention to the NAB and to President Justin Miller for the organization's "cooperation" in promptly dealing with a complaint sent to NAB by the committee alleging some radio stations were charging higher rates for political advertising than for commercial advertising [Broadcasting • Telecasting, Dec. 4, 1950].

Last December, Rep. Mike Mansfield (D-Mont.), chairman of the committee, publicly commended NAB for prompt action in rerouting the complaint to stations. NAB's board of directors then adopted a resolution to develop a code for the desist of such practices by stations and sent a copy of the resolution along with a statement to Judge Miller to individual broadcasters.

In the Senate, a Senate Rules subcommittee on Privileges and Elections, is compiling a similar report on candidate expenditures under the chairmanship of Sen. Guy Gillette (D-Iowa).

INSTALLMENT DROP

Radio-TV Sets Affected

INSTALLMENT credit used by individuals purchasing television receivers, radio sets and other household goods dropped off in November 1950 from the previous month's figures—the first such decrease in seven years—the government has reported.

The slump in month-to-month figures was attributed to imposition of credit controls—Regulation W—last September when the Federal Reserve Board set larger down payments and lessened the time for payment. According to board figures, installment credit was cut from $13,356,000,000 to $13,310,000,000, with most of the decline laid to a drop in automobile sales.

HAZEL MARKEL, director of program services WTOP Washington, awarded certificate of service and commissioned honorary captain by Capital Airlines.

YOURS free... 

New 1951 catalog of internationally famous Clebar stop watches. Most complete line of stop watches in America . . . for every timing purpose. Use by the foremost industrial firms, laboratories, colleges and athletic competitions.

MAIL COUPON TODAY!

Clebar Stop Watches meet and exceed the rigid specifications of the National Bureau of Standards!

Clebar Watch Co.

373 West Madison St., Chicago 6, Ill.

Address...

City...

State...

January 15, 1951 • Page 71
Help Wanted

Managerial

Station manager for 250 watt station in excellent Ohio market. Must be fast talking, in touch with commercial background. Good salary plus sales commission. Furnish complete qualifications, refer-
ence and train. Box 425H, BROADCASTING.

New England independent needs sales manager with car and sales ability and drive. A good salesman can earn a good salary. Box 462H, BROADCASTING.

Wanted: Woman over 40 years old as station manager for 500 watt station. Box 463H, BROADCASTING.

New England independent needs sales manager who can act as manager, sales man and drive. Good salesman can earn a good salary. Box 467H, BROADCASTING.

Help Wanted (Cont'd)

Announcer

Announcer or announcer-engineer for West Alabama. Applicant
must furnish complete qualifications, references and train. Box 401H, BROADCASTING.

If you think sales, breathe sales, sell sales, then you are the man for West Alabama station. Box 419H, BROADCASTING.

WANTED: Station manager for 150,000 watt station in New Pen-
sylvania. Box 424H, BROADCASTING.

It is a splendid market; the best radio in the nation. Box 427H, BROADCASTING.

We need first class engineer for west or southwest station. Box 431H, BROADCASTING.

WANTED: Station manager for west Alabama station for 150,000 watt station. Box 439H, BROADCASTING.

Help Wanted (Cont'd)

Production-Programming, others

Situations Wanted (Cont'd)

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WANTED: Station manager for west Alabama station for 150,000 watt station. Box 439H, BROADCASTING.
Situation Wanted (Cont'd)

Baseball broadcaster, major league; 14 years experience. Good weight, average health. Available. Box 454H, BROADCASTING.


Hard working announcer, draft exempt with some experience. Looking for position. Available immediately. Call first opportunity. Write. Box 463H, BROADCASTING.

Experienced announcer, married, de- sires staff job. Has five years experience for commission on own time. Box 453H, BROADCASTING.

Sports wanted, beginning baseball, AA or high school team. College prep. National agency sponsor positions. Experienced announcers, men or women desired. Box 456H, BROADCASTING.

Notice: I have never been to a radio school. I have never worked in radio stations. Announcing, music, play-by-play, commercial work, programing. Now want western spot or spot newscast job. Box 449H, BROADCASTING.

Experienced announcer. Wants upper Midwest. Tape, information and know how available. Box 455H, BROADCASTING.

Announcer, college graduate. Two years radio announcing and commercial experience. Excellent. Veteran, married. Age 29, 6'5" and 200 lbs. available. Box 451H, BROADCASTING.

Experienced announcer, specialty news and music. Looking for a permanent job. Experienced, draft exempt. Box 458H, BROADCASTING.


Announcer: Seven years in radio. Young married, no children. Looks forward to pleasant working conditions. Radio TV station preferably. Veteran, married, draft exempt. Box 499H, BROADCASTING.

Engineer-soldan. Draft exempt, vet, professional. Six years experience. Write for details. Box 451H, BROADCASTING.

Chief engineer. Ten years experience, Master B.S. in Broadcasting. Will take some progressive position, would like job with reputable organization in southwest. References. Box 464H, BROADCASTING.

Ambitious young man desires to learn television production from bottom. Can particularly help sports staff with well-rounded background. Box 467H, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.

Federal 101-C field intensity meter, used few hours; $100 down, balance $500. O. D. Box 446H, BROADCASTING.

Studio transmitter link, REL model 40, 5 kw, excellent condition. Suitable for FM or AM. Cost $7,000. C. O. D. $5,000 cash plus shipping costs. Box 447H, BROADCASTING.

For sale: Complete equipment for 25 watt with intercom, transmitting station. KAVR, Ha- my. Montana.

Wanted (Cont'd)

250,000 watt AM radio station with Win- chester tower and ground equipment. Shipped for Southern Pines, N. C. Selling agent WEE, Southern Pines, N. C.

Have changed facilities and have late model 1 kw installation for sale. WJOC, Jamestown, New York.

Have several used winchager towers, complete radio station, 5 kw, complete system. Bought from Con- struction Co. 167 Fourth St., Sioux City, Iowa. Phone 5-6571.


**Direct Sales Policy**

KING Screens Advertising Copy, Products

**Technique**

For protecting listeners against misrepresentation in mail order advertising on the air (Broadcasting • Telecasting, Jan. 1) and for promoting better sales results for legitimate advertisers has been reported to Broadcasting • Telecasting by officials of KING Screen.

Each advertiser seeking time for direct sales merchandising is required to fill out a form calling for the name of the advertiser, product and agency handling it. Then the station's Product Research Committee, headed by Hugh Felts, KING manager, examines the proposed commercial copy and the product itself. Product is rated either "acceptable" or "not acceptable," while comments on copy include "acceptable," "misleading" and "lengthy," with provision for recommendations.

**Operating Since June**

Other members of the committee are Grant Merrill, program director; Hal Moen, operations director; and Roger Rice, national sales manager. Group has been operating since last June. A similar arrangement exists for potential video advertisers on KING-TV. All time for direct sales merchandising is sold at straight card rates.

No per-inquiry deals are accepted.

As to the analysis, the product is examined to determine whether it measures up to copy and whether it represents fair value for the product. Copy may be rewritten to conform with the station's standards, or to fit within prescribed time periods, and the revision is checked with the advertiser for approval. If copy is finally accepted, it bears the tagline: "This product has been approved by the KING Products Research Committee."

The whole procedure not only assures better sales results for the advertiser and protection for the listener against fraudulent claims, according to Mr. Rice, but is believed to be "the solution for radio stations—and advertisers—to many of the problems of the direct sales business." Already it has decreased the number of complaints to an "insignificant percentage," he added.

**KFI-AFRA Agree**

Avert Announcer Strike

LAST-MINUTE compromise agreement was reached late Jan. 6 between KFI Los Angeles and the American Federation of Radio Artists, thus avoiding a strike involving 14 staff announcers at the station (Broadcasting • Telecasting, Jan. 8). The station signed a one year contract with the union providing for a basic minimum of $110 weekly, constituting a 35% increase from the previous $85 minimum. Further raises also were granted on individual bases according to merit. The union originally had asked for a $110 weekly minimum for the first year, and a $115 minimum for each year thereafter.

KFI still is continuing negotiations with the National Assn. of Broadcast Engineers, which recently voted to strike against it (Broadcasting • Telecasting, Jan. 8). Issues involved are pay increases and the question of establishing a union shop. KFI was to have submitted counter-proposals to the union last week, but no details were available as Broadcasting • Telecasting went to press.

---

**Miscellaneous**

Attention, commercial managers! Turn that sustaining time into dollars with our accounts! Write Ambassador Advertising Associates, 208 Elmwood, East Gadsden, Alabama.

**Help Wanted**

P. I. EXPERT

Here's an opportunity for an ambitious man who wants the P.I. business from the inside and who is anxious to increase his earnings. The man we hire will have had plenty of experience in making deals and selecting salable products. He'll know a lemon at a glance, and he will be well known among the mail order agencies and advertisers. The credit and dependability of P. I. advertisers, both the reliable and fly-by-nights, will be at his fingertips. Our man will work in a large eastern metropolitan center, on a station which enjoys an excellent reputation and is now about to enter the field. If you are that man, give complete background, details of experience and references in first letter.

Box 4695, BROADCASTING

Do you want to seek in "North Carolina radio"—the fastest growing radio field in the country? Positions now open for program directors, engineers, announcers. Must have experience. Pay and conditions a plus. Send full background and photograph to Howard S. Frazier, 726 Bond Bldg., Washington, D. C.

For Sale

Equipment, etc.

Used one kilowatt General Electric police transmitter class "B" modulation. Suitable for conversion to broadcast band. First check $1,000.00. F.O.B. Mr. Korig, 13 Warren St., Glens Falls, New York.

WANTED

CHIEF ENGINEER

For local network station in Pennsylvania. Excellent opportunity for young man. Employment Service has opening.

Box 5139, BROADCASTING

Production-Programming, others

WANTED

Promotion—Publicity Manager

Sales promotion manager wanted immediately for 50,000-watt WCCO, Columbia-Owned Station in Minneapolis-St. Paul. Will be given free rein for his creative abilities, and a generous budget. Must know all phases of sales promotion and program promotion, merchandising, exploitation and publicity. Good salary for the right man. Send full details, with samples and references, to General Manager, WCCO, 625 Second Avenue South, Minneapolis.

EXECUTIVE PLACEMENT SERVICE

A confidential, placement service bringing managers, commercial managers, program directors and chief engineers together under the auspices that inspire mutual trust. The identity of applicant or employer is fully protected. Write or wire for complete information stating your interest as employer or applicant.

Howard S. Frazier

TV & Radio Management Consultants

Washington 1, D. C.

228 Broad Blvd. • National 1725

**Radio Station and Newspaper Appraisals**

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

**Broadcasting • Teletating**

Washington, D. C.

San Francisco

1233 15th St., N.W.

Ray V. Hamilton

1254 Harrison Ave.

Samuel E. Exbrooks 2-5672

James W. Blackburn

S. F. B. 6-6550

Richard M. Holton

James V. Mitchell

James G. Clark

James B. Dunlop

James L. Wetterich
New Business
(Continued from page 10)

FLAKO PRODUCTS CORP., New York (cookie, muffin and pastry mixes), Jan. 16 starts Susan Adama Kitchen on DuMont TV network, Tues. and Fri., 2-2:15 p.m. Agency: Platt Forbes, N. Y.

BONAIDE MILLS, New York (floor coverings, roofing), Jan. 28 moves its TV show from NBC-TV (Fri. 9:45 p.m.) to CBS-TV (Sun., 11:30 a.m.-12 noon). Program is produced by Charles Basch and Frankie Scott. Agency: Gibraltar Adv., N. Y. In moving to Sunday morning period, program's title will be changed from Bonnie Maid Versatile Varieties to Versatile Varieties Junior Edition and given juvenile appeal.

PROCTER & GAMBLE Co. (Ivory soap and Duz) and QUAKER OATS Co. (Aunt Jemima pancake flour and other products) have signed as sponsors for CBS-TV Gary Moore Show, Mon.-Fri., 1:30-2:30 p.m. P&G has bought 2-2:15 p.m. segment and Quaker Oats 2-15-2:30 p.m. portion. Agencies for Procter & Gamble and Quaker Oats are Compton Adv., N. Y., and Price, Robinson & Frank, Chicago, respectively.

BRYMAT Inc., N. Y. (Tintair home hair coloring), will sponsor radio version of its TV show, Somerset Maugham Theatre, effective Jan. 20, on CBS, Sat., 11:30-12 noon.

LEVER BROS., Ltd., Toronto (Surf), Jan. 8 for 51 weeks started French-language program Qui aura le Dernier Mot? on five CBC French network stations, Mon.-Fri., 10:15-10:50 a.m. Agency: J. Walter Thompson Co., Toronto.

EDGEOOD SHOE CO. (Division of General Shoe Corp.) to sponsor teen-age series, Going Places With Betty Betz, over ABC-TV, Tuesday, 7:15-7:30 p.m., beginning in February. Agency: Anderson, Davis & Piatt Inc., N. Y.

Adpeople . . .

W. A. SWAN appointed general sales manager Pabst Sales Co., Chicago, after working as assistant general sales manager. With company since 1938, when he was hired to create, develop and direct sales training.

PURITY BAKERIES CORP., Chicago, which uses radio spot extensively, appoints DON C. MENDENHALL sales manager of Taystee Bread division, and LARRY J. NIEMAN sales manager of Grennan Cakes. T. L. BROWN is new assistant merchandising director.

CHARLES SCHAFER, director of public relations Brisacher, Wheeler & Staff, S. F., appointed assistant advertising manager Spray-Chemical Corp., Richmond, Calif.

JAMES J. NANCE, president Hotpoint Inc., Chicago, appointed member of U. S. Treasury's industrial advisory committee for U. S. Savings Bond program.

On All Account
(Continued from page 8)

AFRS program director in Hollywood.

From AFRS he went to AFRA (American Federation of Radio Artists), Hollywood, in 1946 as executive director of the union's refreshing course for announcers, actors and singers. While with AFRA he and 20 other members of AFRS formed Command Radio Productions Inc., radio packaging agency of which he was president. Company dissolved after a few months.

In 1947 Bob accepted the post as executive director of the Ben Bard dramatic school radio course. During his 2½ years there he continued freelance writing and directing.

From there Bob entered an entirely new field when he joined Abbott Kimball in his present capacity in 1950. At present he is most frequently in the studio of the radio and TV activities for Regal Amber Brewing Co., San Francisco (Regal Pale) in the Southern Calif. area.

F rms currently is using spots on 23 radio stations in the area, and programs on three of them; plus spot schedule on five television stations.

Bob is pretty sold on television as "head and shoulders" above any other advertising medium. Careful not to "sell radio short," he maintains that radio is still tops for dinner-time and late evening listening.

In the realm of hobbies, gardening at his Sherman Oaks, San Fernando Valley home takes up most of his time. Any remaining energy he puts into golf. When the ballet season hits Los Angeles the Lights never fail. Mrs. Light, the former Margaret Dodson, was previously a member of the Los Angeles Wells ballet troupe. They have one son, Robert Louis, whom they call Robin.

Bob is a member of the Hollywood Advertising Club. And, "just in case," he still maintains his AFRA card.

WDTV (TV) Pittsburgh entertained more than 90 members of Sales Executive Club of Pittsburgh recently in its new studio.

BREAKS RECORD
CKLW Highest 4th Quarter

HIGHEST dollar volume for a fourth quarter in its history has been announced by CKLW Windsor. Ont. President J. E. (Ted) Campeau estimated total sales for 1950 would be up 30% over 1949. The record sales were made in an area which has three strong TV stations in addition to the normal AM competition.

Mr. Campeau said it was difficult to point out the prime reason for the satisfying increase after a slow summer season, but, he said, "we have signed programs and spot announcement campaigns that advertisers were uncertain about releasing last summer, and as far back as last spring."

As for radio's effectiveness in competition with other AM stations and TV, Mr. Campeau said, "Radio is still the greatest mass medium, the greatest open forum, still effective and a more economical buy. As a result, advertisers and agencies are projecting selling campaigns combining the best buys in radio and television both."

Mr. Campeau continued that he expected this situation to remain for some time to come.

Most agency and business executives with whom he had conferred seemed to believe, Mr. Campeau said, that while TV was competent, it could not match radio for low-cost mass circulation. They felt the two media should be combined in advertising budgets.

WILM Extends Service

EXPANSION of broadcast service to a 24-hour daily schedule, excepting Sunday, for WILM, Wilmington, Del., effective today (Jan. 15), was announced last week by Ewing B. Hawkins, WILM manager and owner. Extended hours of operation in part has been made as a service to national defense planning, WILM explained. Ronnie Evans, formerly with WDEL Wilmington, has been assigned to handle Milkman's Serenade daily 2:30-6 a.m., while Morris Sims, previously with WTUX Wilmington, has been named to do Morris Sims Show midnight-2:30 a.m.

FOR DEPENDABLE SERVICE
look to ALLIED for your station supplies

TRY THIS CATALOG
Send for ALLIED's Buying Guide, listing broadcast equipment and accessories that can be purchased at low cost shipment. Ask to be put on our "Broadcast Bulletin" mailing list.

WRITE TO: BROADCAST DIVISION

ALLIED RADIO
833 W. JACKSON BLVD., CHICAGO 7
Call: HAmmer 1-8800
FCC Actions
(Continued from page 68)

Modification of CP
KRMF-FM Atlantic City, N. J.—Mod. CP for new FM station for extension of completion date.

January 10 Decisions
BY COMMISSION EN BANC

Hearing Designated
R. W. Tewery, Iuka, Miss., and WKSZ Pulaski, Tenn.—Designated for consolidated hearing in Washington on Feb. 26, application of Tewery for new station on 850 kc, 1 kw, day, and 2 kw, night, operating from 7 P.M. to 7 A.M. with application of WKSZ to change facilities from 780 kc to 780 kc, 250 w. to D-500 w. N-1 kw DA-2.

WGST-TV, Columbus, Ga. —Announced initial decision by Commission to grant application of WGST-TV, new station on 1750 kc, 1 kw, day. See story on page 4, vol. 17, for conditions.

RPB Laredo, Tex.—Announced the final decision by Commission to grant license to WRPB AM-FM-TV, new station on 1750 kc, 1 kw, day.

Non-Docket Actions

AM GRANT

Henderson, N. C.—Nathan Frank, granted new station 1400 kc, 250 w. fulltime. Estimated construction cost $8,450.


New Applications

AM APPLICATIONS

Kingsport, Tenn.—Sullivan County for new AM station to change from 1340 kc, 100 w. to 250 w. fulltime.

AM-1460 kc

Frank J. Kregan, Memphis, Tenn.—Granting application 1460 kc, kW D ADVERTISED to 1460 kc.

License Renewal


Modification of CP

WKNA-FM, Utica, N. Y.—Application to change from 1300 kc, 1 kw. fulltime, permit to use additional power, AM-FM-TV, as per decision of Dec. 15, 1954.

January 10 Applications
ACCEPTED FOR FILING

Modification of License
WJCM Sebring, Fla.—Mod. license for new commercial AM station to change from 1340 kc, 100 w. to 250 w. fulltime.

AM-1460 kc

Frank J. Kregan, Memphis, Tenn.—Granting application 1460 kc, kW D ADVERTISED to 1460 kc.

License Renewal


Modification of CP

WKNA-FM, Utica, N. Y.—Application to change from 1300 kc, 1 kw. fulltime, permit to use additional power, AM-FM-TV, as per decision of Dec. 15, 1954.

January 10 Decisions
ACTION ON MOTIONS

By Commissioner Wayne Cey

FCC General Counsel—Granted motion to correct transcript of oral argument with regard to application for license and for construction permit of WACA Cameron, S. C.

PBS Signs WPAW

WPAW Pawucket, R. I., 500 kw. on 1380 kc daytime, has signed affiliation with Progressive Broadcasting System, according to an announcement made jointly by Larry Finley, PBS president, and Neale Murphy and Nick Hyska, owners of the station.

Nancy McIver Travels the World

(Formerly Nancy Oates, "I Love Lucy")

WIFS Channel 8, 46th Floor Fisher Building, Chicago 3

No Other Medium "Offers So Much for So Little"

Now affiliated with Progressive Broadcasting System, May We Hear From You?

VMI BILoxI MISSISSIPPI

Serving the Entire Mississippi Gulf Coast

1000 WATTS

570 KILOCYCLES

Page 76 • January 15, 1951

BROADCASTING • Teletacmg

NEW GRANTS, TRANSFERS, CHANGES, APPLICATIONS
Motors Corp., through Knudten Agency—Operation Tandem, one week beginning Jan. 14; American Trucking Assn., through Biow Co.—American Forum of the Air, Sunday, 1:30-2 p.m.; Mutual Benefit Health and Accident Assn., through Boteill & Jacobson—The Line with Bob Considine, Sunday, 2:30-2:45 p.m.; Doubleday & Co., through Huber Hoge & Sons—Edwin C. Hill, Sunday, 11:15-11:30 a.m.; Norwich Pharmacal Co., through Benton & Bowles—Bob Trout and the News, Sunday, 5:25-5:30 p.m.; TWA Trans-World Airline, through BBDO—Mr. and Mrs. Blandings, Sunday, 5:30-6 p.m.; E. R. Squibb & Sons, through Cunningham & Walsh—NBC Symphony, Saturday, 6:30-7:30 p.m.

Some of the active spot accounts reported last week were:

American Chicle Co.'s newest product, Crawford cough gum, is considering a radio spot campaign in major cities in the Midwest to start in late January or early February. Dancer-Fitzgerald-Sample, New York, is handling the agency. Spot details are expected to be ready within a fortnight.

Another product of American Chicle Co., Beeerman's chewing gum, which recently switched to a new wrapper, is planning an identification spring spot radio announcement campaign through Badger, Brown & Brothers, New York. Beech Nut Gum has just renewed its radio spot announcement campaign in January for 82 weeks in 290 radio markets. Kenyon & Eckhardt, New York, is the agency. Further details are expected to be ready within a fortnight.

This radio spot announcement campaign on the entire Keystone Broadcasting System.

Paradise Wine Co., through St. Geoges & Keesey, New York, is considering radio spot campaign in limited areas.

Procter & Gamble’s Crisco, through Compton Adv., New York, is buying five spots weekly through BBDO to reach 80 CBS stations to supplement its network show, Young Dr. Malone, in the areas where P&G’s Joy has bought a spot campaign last year. The spots for Crisco start Feb. 5.

Borden's evaporated milk through Young & Rubicam, is preparing a radio campaign using pull ads, spots and chain breaks.

**WSJS ‘FARMERS’ Conference Slated**

AN AGRICULTURE conference slated next Saturday is to be sponsored by WSJS Winston-Salem, N. C., in an effort to emphasize the station’s service to farmers.

Harold Essex, station vice president and managing director, and Harry Dickens, WSJS farm ice director, say they hope it will become an annual event.

Governor Kerr Scott will head the list of state agriculture leaders who will appear. Members of “workers’ councils” of 12 counties have been invited.

**Network Boxscore**

<table>
<thead>
<tr>
<th>Sponsor</th>
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<th>Time</th>
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<tr>
<td>RCA</td>
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<td>6:07-7:20</td>
<td>John W. Thompson</td>
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**December Additions**

**December Cancellations**

Delton Corp.

Longines-Wittnauer

Waco Co.

J. Reynolds Tobacco Co.

Wildroot Co.

Ford Dealers of America

Grove Labs

Chamberlain Sales

Quoker Oats Co.

Lever Bros.

Wildroot Co.

Stoico Inc.

Gillette Safety Razor Co.

Shiner's

Gillette Safety Razor Co.

Admiral Corp.

American Medical Assn.

Stanley Home

Products

General Motors

Travelers Insurance Co. Inc.

**December One-Timers**

**Conference Slated**

AN AGRICULTURE conference slated next Saturday is to be sponsored by WSJS Winston-Salem, N. C., in an effort to emphasize the station’s service to farmers.

Harold Essex, station vice president and managing director, and Harry Dickens, WSJS farm ice director, say they hope it will become an annual event.

Governor Kerr Scott will head the list of state agriculture leaders who will appear. Members of “workers’ councils” of 12 counties have been invited.

**Broaarding • Telecasting**

**January 15, 1951 • Page 77**
RICHARDS COUNSEL

Beclouded Issues, FCC Is Told

FCC COUNSEL last week accused two trial attorneys for G. A. (Dick) Richards of making "scandalous and scurrilous charges" in an attempt to distort the "real issues" of the FCC hearing on Mr. Richards' news policies. FCC General Counsel Benedict P. Cottone and Attorney Frederick W. Ford, who handled the FCC staff's presentation in the 114-day hearing, made the charge against Defense Attorneys Hugh Fulton and Joseph W. Burns.

It was contained in a brief re-
plying to a defense motion for a grant of license-renewal applications for the three Richards stations. The FCC is now considering a decision based on the performance of the stations since their last regular renewals [Broadcasting • Telecasting, Nov. 27, 1950]. The stations are KMPC Los Angeles, WGAR Cleveland, and WJR Detroit.

The Cottone-Ford brief said the defense motion should be denied and that the "general improper con-
duct" which it makes against FCC staff members should be stricken as "sham and frivolous.

Counsel for Mr. Richards have accused Mr. Cottone and other staff members of suppressing evidence, and have charged that the General Counsel exhibited prejudice and bias that prevented a fair hearing and that he "abused and threatened not only applicants' counsel, but the examiner."

"Veiled Suggestion"

To what they called "veiled suggestion and innuendo that the Commis-

sion or members of its staff have been motivated [in the Richards case] by subjective elements," Messrs. Cottone and Ford asserted that such suggestions "were not even remotely given a shred of basis by any proper evidence sought to be produced. They continued:"

"If subversion has been in any way apparent, it is the subversion of the processes of the Commission attempted by applicants' counsel."

The result of the hearing... The assertions made by Messrs. Fulton and Burns in their instant brief can have no other purpose than the development of a climate of mis-

The record will lay bare before the informed public opinion through which it is hoped the issues of the proceedings may be abstracted from ultimate decision on the merits...

It has become amply clear that the allegations by subversive elements...

FLAShING a bright smile is Harold Becker, WGW Omaha news director, as he places on wall the plaque awarded the station by National Assn. of Radio News Directors "for outstanding radio news presentation in 1950." Plaque was hung bela-

dy because engraving still was under-

way at the time of NARND's convention.

ASK DISMISSAL

Of WJMR Fulltime Bid

PETITION to dismiss the application of WJMR New Orleans for a fulltime assignment was filed with the FCC last week by Royal Broadcasting Corp., corporate applicant. Changes in WJMR off-

ficers and proposed stock transfers were alleged to disqualify the outlet under FCC rules.

The WJMR bid, for switch from 250 w daytime on 990 to 250 w fulltime on 1450, was favored in a proposed deal which fell last fall by Hearing Examiner Jack P. Blume while the Royal application and that of Gretna and Lower Coast Radio and Broadcasting Co., each for a new station there, were proposed to be denied [Broadcasting • Telecasting, Sept. 18].

Royal told the Commission that, in early December, WJMR in its interim ownership report disclosed that Stanley W. Ray Jr., a prin-
cipal witness for WJMR at the hearing and long responsible in part for the station's operation, had resigned as co-manager, officer and director and had sold his 12 shares to the firm for $13,470. This same report Royal contended, also showed that Leon Sarry, "an indi-

vidual not heretofore identified with the corporation," was elected secretary and director and allowed to purchase a minor stock interest.

The petition also noted that, prior to the closing of the record, the WJMR application had been amended to show Jules J. Paglin had resigned as officer and director and sold his minor holdings.

Royal further argued that WJMR now seeks to improperly amend its bid after close of the hearing through the filing of a transfer application where by George A. Mayoral, manager and part owner, would gain negative control through a trust agreement with the station's major stockhold-
s.

Miller To Talk

JUDGE JUSTIN MILLER, NAB

president, has accepted an invita-
tion to discuss radio, TV and politi-

cal highlights in Washington be-

fore members of the Chicago Tele-

vision Council on Wednesday. The first meeting of the year will be a luncheon session at the Tavern Club.

LOBBY EXEMPTION

Urged for Radio-TV on HIl

SPECIAL group investigating lobbying on Capitol Hill urges the ex-

emption of radio and television broadcasting stations from the

lobby registration act to put them on equal footing with newspaper

which are already exempted.

The proposal was put forward at an early in a comprehensive

report (H Rep. 3239) summarizing the activities of the House Select

Committee during the second session of the 81st Congress.

The Congressional group, chair-
manship by Rep. Frank Buchanan (D-Pa.), submitted an eight-page

from both GOP and Democratic

critics on its conduct in holding

hearings.

In his personal summary, Rep.

Buchanan said lobbyists and pres-

sure groups should be required to

operate openly but should not be

"regulated." But he indicated iden-

tification of pressure groups and

sounding of support would continue.

Another observation by Rep.

Buchanan was that most money

spent to influence legislation is for

advertising and pamphletting. He

suggested setting up watch dog

committees to assure lobbying act

compliance. Also requested was a

special probe of lobbying activi-
ties to influence action by execu-
tive agencies.

KPAB ORDER

Revocation Upheld

INITIAL decision to affirm an earlier FCC order revoking the li-

ence of KPAB Laredo, Tex., for

transfer without approval, was

ruled last week by Comm. Paul A.

Walker, presiding officer in the

case.

Comm. Walker concluded that

owner Mark Perkins "has shown a
deliberate disregard" for the Com-

mission rules and "a complete lack

of candor."

He charged Mr. Per-

kins of lawfully transferring con-

rol of the station without FCC ap-

proval to Allen K. Tish, on which

grounds FCC initially had revoked

the outlet's license and subse-

quently sought court injunctions to pre-

vent "illegal operation by Mr. Tish [Broadcasting • Tele-

casting, Aug. 7, July 17, Jan. 9]

1950].

The decision said Mr. Tish re-

moved KPAB from the air in May

1950 and had so notified FCC. KPAB

is assigned 250w fulltime on 1490 kc.

Miller To Talk
‘Homing’ Problem

(Continued from page 26)

main on the air and have proposed 1 network of key broadcast stations o back up as secondary links the telephone warning system. Coded or so-called sub-audible signals on regular broadcast frequencies, are planned to be broadcast from Air Defense control centers to warn key warning points—this being a one-way network.

Q—What are the steps that will be taken in the event of imminent attack—in point of the chain of command?

A—From top to bottom, the chain of steps will include the radar screen and interceptor service, both manned by Air Defense; the control centers to be manned by civil defense personnel (after July 1, 1963), and key warning points, also civilian staffed. The warning is fanned out to other C3D control centers to be located in all cities. Latter is in itself a two-way network and will have walkie-talkies, transmitters, receivers and own power supply. These control centers are distinct from the other.

Present Warning

Q—What is the present warning system comprised of in the way of signals?

A—The red and yellow alerts. The red alert signal would mean an air raid is possible, and would be reserved for alerting civil defense personnel. The red alert would mean “attack imminent”—or “run for the cellar- men.” That would be given to the civilian population.

Many people misunderstand this. They wonder why we don’t give civilians immediate warning. The an- swer is simple: We do! We give them a warning over our own—our productive capacity. Naturally we would want that to keep operating until the most urgent moment. Otherwise, the enemy could keep us in a constant state of emergency by setting off our coast line of the yellow alert warning to tip off the population of possible attack.

Then, too, if the next war proves to be atomic—or without atomic weapons—the enemy probably will concentrate on pinpoint bombing. Bombs are very ex- pensive, they won’t be wasted. We wouldn’t want to have the enemy stop our production, which would result only if the red alert is sounded. That’s the reason for the two warnings.

Q—Under the federal civil defense plan, $52 million would be set aside for communications. Just what are these communications facilities?

A—That would be the communications equipment for the civil defense control centers mentioned before—the two-way network which would alert mobile systems, the police, fire de- partment and others at the com- munity level.

Q—What of the suggestion that civilians be equipped, at federal ex-

KAYL-FM Rings Bell

KAYL-FM Storm Lake, Iowa, rang in the New Year with bells ringing—literally. More than 452 calls were received, when it held an FM-only New Year’s Eve party, featuring request platters. Some calls from FM listeners came as far as 50 miles distant.

R. Benson, production man-
ager says: He concludes: “How about the effectiveness of FM broadcasting? We are convinced now that FM audi-

The average of all New York stations reported by BMB, which means all New York stations whose weekly total audience equalled 10% or more of the city’s radio families. The comparison now is:

NEW YORK

Nighttime Families 

Total 6-7 Nights

Average 967,822

Daytime Audiences Total 6-7 Days

Average 896,837

Magazine Circulation Weekly Monthly

Average 138,399 98,092

Again, radio audiences are far ahead of magazine circulation figures, when all BMB-measured stations in New York are compared with the eight magazines, either as far as total audiences are concerned or even when the audi-

Other Comparisons

However, New York is not the only city in the country. Let’s look at some others, both large and small, and see how the average total and six-to-seven day or night listening frequencies for network affili- 
ates and for all stations compare with the average of the eight magazine circulation figures for those cities (see table below). Inci-
dently, the Country Gentleman figures are for this publication’s circulation in the counties in which these cities are located, which may inflate the monthly magazine aver-
ages somewhat.

Now, as any statistician would promptly point out, there is more to comparing media than circulation figures. Cost is certainly an item; time spent listening to the particular medium and time spent reading the particular magazine are also factors to be taken into consideration—

BUT, so far as the eight magazines for which city-by-city figures are available may be compared circulationwise with the audiences of radio stations in a reasonable cross section of U. S. cities, there is no denying that—

Radio is bigger than magazines.

‘Journal’ Case

(Continued from page 25)

sure compliance, and must permit them to interview officers or em-

ployes. The Journal may have counsel present during the inter- view.

Court costs in the case were charged against the defendants. These, in addition to the Journal. In view of the fact, Horvitz, Business Manager D. P. Self, and Editor Frank Maloy. The Horvitzes also own the Mansfield (Ohio) Journal.

One of the stiffest terms pro-

posed by the Justice Dept. and re-

jected by Judge Freed have to do with the Horvitz papers on the Horvitz papers at both Mansfield and Lorain have sought radio stations but were denied by FCC on the ground that the own-

ers sought in Mansfield to “sup-

press competition and achieve an advertising monopoly” [BROAD-
CASTING • TELECASTING, July 19, 1948]. The FCC ruling was subse-

quently upheld by the U. S. Court of Appeals for the District of Co-

lumbia.

H. BLAKE CHATFIELD, NBC Western Division, broadcast production supervisor is father of boy, David Blake, Jan. 7.
SIGN OF THE TIMES
WAGA Display Confuses Many New Yorkers

WAGA and WAGA-TV Atlanta are responsible for the somewhat unsettling idea that the suburbs of their home city extend to New York's Times Square. Celebrities surging into the Square on New Year's Eve at midnight were jolted by a new Douglas Leigh, 4104-bulb sign flashing, "WAGA, Atlanta, the Heart of the South."

An animated cartoon involving a scotty dog, the station's symbol, followed. As a consequence, stories are still reported of bachelorette New Year's expeditions in which "we wound up in Atlanta."

New Yorkers watching home TV sets also were affected. CBS-TV carried the new "spectacular" of its affiliate, and competing NBC-TV cameras panning the area also picked it up. The more bibulous viewers are understood to have marveled at the latest technical triumph permitting them to see the place only.

From the station's viewpoint, it's not a geographical matter. Times Square is only a stone's throw, as they judge distance thereabouts, from Madison Ave. and Park.

And anything blinking and glowing persuasively over the Square on New Year's Eve and for the following month, it is reasoned, will surely come to that canny clan's attention.

However, the Times Square sign, a mate to which is busily throwing light on Atlanta from the Avon Hotel roof there, is only a part of the promotion campaign being conducted jointly by WAGA and WAGA-TV, and Leigh Foods Inc., whose Flamingo orange juice concentrate flashes alternately on both signs. Over 100 American Railway Express truck posters of the four-sheet variety have been contracted for in the Atlanta area.

Also, WAGA has ordered over 200 three-sheet poster boards on a half-sheet basis. General Outdoor bulletin boards, plus Illuminated posters covering the outside back of a fleet of Yellow Cabs.

WAGA also publishes a weekly tabloid newspaper of news about Atlanta radio and television, pictures of favorite air personalities, and the weekly schedules for WAGA and WAGA-TV. Circulation is reported at 23,000.

RECORDING BAN
Sought By Union

BANNING from radio programs of recorded music and bridges, it is reported to insurrect music publishers, was high on the agenda of AFM Local 47, Hollywood, in new contract negotiations opened with network stations there Jan. 8.

Outcome of negotiations on this problem will decide the strike question currently pending at NBC Hollywood over replacement of musicians by recorded music on the network's Hall of Ivy program.

The union is planning to call a strike of all NBC musicians over dropping of musicians to save $1,500 weekly on the program. It was agreed, however, to hold off the strike until new contract negotiations started [BROADCASTING • TELECASTING, Jan. 8].

Also being sought are wage increases, improved working conditions and a set scale for arrangers — based on the belief that arrangers, as composers, should receive compensation for creative work produced for individual programs.

NETWORKS IN N. Y.
Negotiate With AFRA 802

NETWORK negotiations with American Federation of Musicians' Local 802, for terms of employment of musicians on all programs originating in New York, were scheduled to begin Friday afternoon in Rockefeller Plaza offices of NBC. Negotiations for programs originating in Chicago and Los Angeles, with locals 10 and 47 respectively, are expected to begin in those cities "soon."

On a national union level, it is believed that a new AFM President C. Petrillo will not immediately participate in the New York or other "local negotiations," although he will be expected to intervene on behalf of the federation itself if an impasse should be reached. It is believed that Mr. Petrillo, would, in any event, be concerned with negotiations of any of the locals only insofar as they relate to network programs.

Present contracts of all AFM locals with the networks expire January 31. Comment on the forthcoming negotiations was unobtainable from either union or company spokesmen.

CHNS
The Shortest Route
To Results In
This Area Is Via
HALIFAX
NOVA SCOTIA
Maritimes Busiest Station
Contact
JOE DEE & CO
350 Madison Ave., New York
5000 WATTS
NOW!

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AGENCY MOVES
Gov't. Broadcast Planning

CONGRESSIONAL study of the government's $190 million twin moving picture program involving federal agencies and departments — dispersal to outlying districts and decentralization to other city areas — may be resumed shortly on Capitol Hill now that committee assignments and other preliminary details are out.

This was indicated last week by the Senate and House Public Works committees, which held hearings on the controversial measures last month. Sen. Dennis Chavez (D.-N.M.) introduced a bill in the upper chamber, and companion legislation is expected in the House. Legislation sponsored by Rep. Leo A. O'Donnell of the 81st Congress.

Looking toward concrete Hill action, the government has broadened its planning for dispersal and decentralization on the basis of recommendations of the Public Building Service to a Budget Bureau committee. Both plans are still under study, with one report setting the moving date as June 1, 1961.

Budget Bureau List

The Budget Bureau has compiled a list of agencies to be dispersed and decentralized to areas — in adjoining Virginia and Maryland — others to be moved to other cities.

While the last is still highly classified, it is known that such agencies as FCC, Civil Defense, the Dept. of the Interior and the Dept. of Defense and Commerce would not be dispersed [CLOSED CIRCUIT, Jan. 8]. It is believed that the Treasury department would be retained within "a foot" distance on the basis of their constant liaison. In any event, the city was not confirmed by the bureau.

While officials of the General Services Administration and the Public Building Service declined during hearings to make any specific recommendations, members of the two committees reportedly suggested as "movable" the Federal Trade Commission, Federal Power Commission and the Securities & Exchange Commission.

The Budget Bureau list of agencies potentially tabbed to be moved is due to be completed early this week. The recommendations will be passed on to the National Security Resources Board for its study, and finally to the President.

Disposition of other key agencies—the Defense Production Administration and the Office of Defense Mobilization—were not readily apparent last week.

STUART NOVINS, CBS Hollywood director of public affairs, named broadcasting chairman of annual Heart Foundation campaign starting in February.

BROADCASTING • Telecasting
Horserace Shows
(Continued from page 26)
which contains information concerning horseracing. (This statement may be properly checked even though station occasionally broadcasts, during a general sports or news program, results and other data pertaining to feature or other news-worthy races, and occasional broadcasts of raceday coverage of feature races such as Preakness, Kentucky Derby, etc.) and (b) Station regularly broadcasts information concerning horse racing.

FCC indicated stations checking part (b) (do air race shows) must answer all succeeding questions, but stations checking part (a) (do not air race shows) need answer only the second question at a time within past two years regularly broadcast information concerning horse racing? If yes, give dates such as type of broadcasts were discontinued.

Additional Questions
Question III, first of the additional queries which stations airing horserace shows must answer, asks listing of programs or program periods involved, time and days of week broadcast. Question III also asked whether any of these programs “to the best of your knowledge and belief” were “sponsored by persons or organizations which own or operate services devoted, in whole or in part, to the disseminations of horse racing information? If yes, who were those persons and organizations?”

Question IV asks stations to check the following specific items if race data broadcast, excluding live TV programs from the track: entries, scratches, probable jockeys, jockey changes, jockeys, weights, selections, off time, next post time, winner, place, show, morning workouts conditions, time of race, mutuels, results of race, results in code, post positions, running account of race, showroom, and, in what capacity (i.e., man, agent,minimal, etc.) the person was acting. The initial query also inquired “post positions in code”, which was deleted early Friday.

Stations are asked in Question V to “indicate the practice of the station with the above items in this race the last individual race results are announced on the program—either by checking the applicable statement below or by writing in the practice in one of the above (none of the above).” a) Result announced as soon as received. (b) Result is announced soon after receipt as is possible without interrupting program continuity (e.g., a record or transcription). (c) Announcement of result is delayed (fill in) minutes after official off-time.

If stations indicate they delay airing, of results, Question VI requires statement “whether the practice is to announce the result before or after the start of the next race at the station.”

Source of station’s information on horse racing is asked in Question VII. Wire services of AP, UP and INS are given for checking, plus blank for specifying “other source.”

“Approximate date on which the station adopted its present format for the broadcast of horse race information” is solicited in Question VIII.

The last item invites stations to set forth any additional comments in a separate statement “if you feel that the above statements do not reflect fairly your programming with respect to the broadcast of horse race information.”

Mr. Connolly

For frontier time development, WCAU has scheduled a musical program from 5:15 to 6 a.m. and en passant participation program at 11:30 p.m. Both programs are booked across-the-board.

Looking ahead to Philadelphia’s gearing for defense production, Mr. Connolly commented, “The swing shift may be just around the corner in industrial Philadelphia and we’re going to be right in the swing of things when it happens.”

Production
(Continued from page 28)
compiling was given autonomous status, with its duties limited to those phases.

In his State of the Union message to Congress last Monday, Pres. Truman stressed a two point defense production program entailing (1) conversion of plants and channeling of materials to defense and (2) increase in the U. S. war production. The former phase will mean “heavy curfews in the civilian use of copper, aluminum, rubber and other essential manufactures for various consumer goods.”

The Chief Executive also sought revision and extension of authority to carry out the conversion and production program to stabilize wages and prices, as well as legislation for training of defense workers and encouragement of the full use of all manpower resources.

“The production drive is more selective than the one we had during World War II, but it is just as urgent and intense. It is a big program and a costly one,” he asserted.

Last week the President also formally appointed Gen. William H. Harrison to head up the Defense Production Administration. As ranking official under Charles E. Wilson, the director of the Defense Mobilization, Gen. Harrison has been given “all the powers over priorities, allocations, requisitioning, loans, purchasing and certification of accelerated tax amortization,” according to Mr. Wilson.

KFI-TV Los Angeles adds two feature films daily to its already 24-hour weekly schedule. Total of 24 hours weekly now devoted to telecasting of feature films on station.

WWNY NAMED

‘Tribune’ Fund Winner

WWNY Watertown, N. Y., was selected by Niles Trammell, chairman of the board of NBC; Mark Woods, vice chairman of ABC, and Frank White, president of MBS, as the radio station doing the outstanding job of promoting the Fresh Air Fund of the New York Herald Tribune during 1950. The three judges, named WKNE Keene, N. H., as second award winner; WPVO Stroudsburg, Pa., third, and WJOY Burlington, Vt., fourth.


In addition to programs and announcements supporting the Fresh Air Fund, WWNY last June broadcast a special Sunday afternoon three-hour program for the fund which produced 33 invitations to children to visit homes in the Watertown area, phoned to the station while the program was still on the air.

EMPLOYEES BENEFIT

Buy WJR Stock Plan

UNDER a stock ownership plan instituted by G. A. Richards, principal owner of WJR Detroit, 55 employees reportedly became station stockholders this month.

The plan made stock available to all five-year employees or department heads. Eligible employees reportedly subscribed 100%.

Details of plan were worked out by John F. Patt, president, and William G. Siebert, WJR secretary, treasurer and a member of the board of directors, at the request of Mr. Richards.

January 15, 1951
FCC HEADS POLICY GROUP FOR GENEVA CONFERENCE

FCC CHAIRMAN Wayne Coy named Friday to special three-man ad hoc policy group to recommend basic policy positions for U.S. at International Telecommunications Union's Extraordinary Administrative Radio Conference, which convenes Aug. 16 in Geneva for three months. Other members: Under Secretary of State James E. Webb, Deputy Secretary of Defense Robert A. Lovett.

Policy group designated FCC Comr. E. M. Webster, Director Walter Y. of State Dept.'s Office of Transport and Communications Policy, and Maj. Gen. H. M. McCalland, Director of Communications-Electronics, Joint Chiefs of Staff, as their alternates to carry out assignment and report to them.

E. K. Jett, former FCC Commissioner, now vice president and TV director of Baltimore Sunpapers (WMAR-TV), was chosen as one of group of independent experts to serve as consultants to policy group and alternates. Hansen Pratt, vice president of American Cable & Radio Corp., also designated consultant, with others to be chosen later. Messrs. Jett and Pratt held first meeting with alternates Friday. Mr. Jett expects to devote three days weekly to assignment.

Task includes appraisal of problems relating to frequency uses and requirements, and formulation of principles to govern U.S. assignments in virtually all frequency bands except standard broadcasting, in preparation for Geneva conference, which is next step in implementation of frequency allocation table adopted at Atlantic City in 1947.

DuMONT TV BUILDING

OLD Central Opera House on East 67th St., New York, being remodeled into television studio building by DuMont TV Network, with main studio 180 feet long by 70 feet wide. Network hopes to have conversion completed in time to use building for originating fall programs.

KDB MANAGER NAMED

JACK WAGNER, manager KYSC Yreka, Calif., appointed manager KDB Santa Barbara, Calif., by Lincoln Deltar, who acquired former Don Lee owned station Jan. 1. Mr. Wagner replaces Edward K. Kemple, resigned to join KPI Los Angeles as account executive.

N. J. DEFENSE TEST

NEW JERSEY Civilian Defense Network was to hold special 5-minute test broadcast Jan. 15, 11:55 a.m.-noon. Originating from WATV (TV) Newark, state's only TV outlet, program was fed to network of 23 AM and FM outlets and featured talk by Leonard Dreyfuss, state civilian defense director. Before broadcast WATV aired 10-minute discussion on functions of network.

SLOAN PREDICTS TV CUT

F. M. SLOAN, Westhingham Television-Radio Division manager, predicts teletext production to be cut from 7.5 million sets in 1950 to 3 million in 1951 because of national emergency.

BAB INC. BOARD TO HOLD FIRST MEETING FRIDAY

FIRST board session of Broadcast Advertising Bureau Inc., successor to NAB's original BAB, to be held Friday in Chicago following all-day meeting of TV station at Stevens Hotel (story page 51).

Present BAB Committee, headed by Chairman Robert D. Sweeney, WDSL-TV New Orleans, will sit as incorporating board of BAB Inc. and chart future of BAB under presidency of William B. Ryan, NAB general manager on loan to BAB [Broadcasting • Telecasting, Jan 5]. Other members are Edgar Kobak, WTVW Thomson, Ga.; William B. Quarton, WMCT Cedar Rapids, Iowa; Charles C. Hale, WMBD Peoria, Ill.; Allen M. Woodall, WDAK Columbus, Ga.

BAB Inc. directors may decide to increase size of board. Operating and budget problems are to be discussed and possibly dues schedule.

Selection of acting general manager at NAB referred by Mr. Ryan and NAB President Justin Miller to NAB board for action at Florida meeting Jan. 31-Feb. 2. vacancy expected to be filled on present NAB staff [CLOSED CIRCUIT, Jan. 8].

GODFREY TO EUROPE

ARTHUR GODFREY, star of his own CBS TV and AM shows, taking three weeks leave of absence for European inspection tour with Gen. Dwight D. Eisenhower in late February. Projected trip follows Mr. Godfrey's two-week active duty service, Jan. 18-4 Feb. 4 at Pensacola Naval Air Training Base, Florida.

MISS TRUMAN TO SIGN

SINGER Margaret Truman reported Friday to have agreed to sign contract to appear as guest on 12 NBC radio and TV shows between now and June 1952, at $2,000 to $3,000 for each appearance. She was understood to be slated for three appearances by May, and nine others between September 1951 and June 1952.

GULF SHIFTS PROGRAM

GULF OIL Corp., planning to drop its radio version of We the People on NBC and will sponsor Counterpump on NBC in same period, Thursday, 9:30-10 p.m. Firm will continue to sponsor We the People on NBC-TV. Young & Rubicam, New York, is agency.

NETWORK-802 MEETING

APM Local 802 met with networks Friday in New York and scheduled subsequent meeting Tuesday this week. Demands understood to be substantially as previously reported [Broadcasting • Telecasting, Dec. 25, 1950]. Network representatives had no comment.

TEXAS OUTLET OPPOSED

DENIAL of application of James H. Sligar for new AM station at Wichita Falls, Tex., on 860 kc with 250 w daytime, proposed Thursday in initial decision by Hearing Examiner Basil P. Cooper on ground outlet would not meet Commission standards. Applicant is oil operator.

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Closed Circuit

(Continued from page 4)

President James P. Gaines, in charge of owned and operated stations, slated for appointment as general manager of KOA Denver, NBC-owned station. Appointment, expected momentarily, would be to succeed Lloyd Yoder, recently promoted by NBC to NBC operations in San Francisco.

As many as eight new faces may appear in the House Commerce group lineup in 82nd Congress. Two Republican vacancies expected. Committee adding two members, increasing total membership from 28 to 30, splitting 17 Democrats (named Friday) to 13 Republicans.

WATCH for return of Armed Forces Hour to television momentarily. Arrangements completed by DuMont TV Network and Dept. of Defense, who will announce series jointly, it's understood. Program had 34-week TV trial run from October 1949 to June 1950.

TEXACO LEADS TV RATINGS COMPILED BY TRENDEX

TEXACO Star Theatre (with Ken Murray substituting for Milton Berle) led network television ratings by Trendex in week of Jan. 2-8. Trendex announced last week. Top ten Trendex TV ratings were:

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<thead>
<tr>
<th>Station</th>
<th>Show</th>
<th>Network</th>
<th>Days</th>
<th>Time</th>
<th>Rating</th>
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<td>WABC</td>
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<td>Mon-Sat</td>
<td>5:30-6 p.m.</td>
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PER PROGRAM MEETING

TERMS of per program license ASCAP plans to offer TV broadcasters may be available for discussion at Thursday afternoon meeting (5:30-6 p.m. at Blackstone Hotel) Chicago, called by Dwight Martin, chairman of TV Industry Committee on Per Program Licenses. Announced by ASCAP before Christmas as ready for early implementation, licenses have not yet appeared. Herman Finkelstein, general attorney of ASCAP, queried Friday by Broadcasting • Telecasting, declined to confirm or deny possibility they may be released by Thursday.

COLGATE, WANDER RENEW

COLGATE - PALMOLIVE - PEET Co. and Wander Co. have renewed their segments of Howdy Doody on NBC-TV, Monday-Friday, 5:30-6 p.m. Colgate sponsors show Monday 5:30-6:45 p.m., Tuesday, 5:45-6 p.m., and Thursday, 5:45-6 p.m. Wander Co., Friday, 5:45-6 p.m. Agencies are Ted Bates & Co., New York, for Colgate and Grant Adv. for Wander.

CONKLING TO COLUMBIA

JAMES B. CONKLING, vice president in charge of repertoire, Capitol Records, named president of Columbia Records succeeding Edward R. Wallerstein, who resigned effective Feb. 1. Mr. Wallerstein, who also is member of board of CBS, will continue as consultant to Columbia.

AFM TV NOTICE

AMERICAN Federation of Musicians Friday telegraphed TV networks and TV stations, putting them on notice of clause in contract under which films for movie houses prohibitive telecasting.

BROADCASTING • Telecasting
In WLW-Land... nearly 1/10th of America... WLW reaches more people more often, to sell more products for more advertisers than any other single medium.
Now reached by KDKA...

More new homes than all the homes in Baltimore!

Within the 97-county BMB area of KDKA, advertisers are now reaching almost 300,000 more dwelling units than in 1940. That's more than enough homes to house the people of Baltimore!

According to the 1950 Census of Housing, dwelling units in KDKA's daytime area have jumped 288,631 to a total of 2,070,448. In the nighttime area, 294,098 units have been added, bringing the total to 2,082,092.

Obviously, this means more listeners, more prospects, more customers... throughout a bustling tri-state territory. And it's just as obvious, when results are compared, that KDKA is the medium to use for this territory. For details, check KDKA or Free & Peters.